

### Questions and Answers for RFQ AED-16-0016 Digital Marketing

<b>Q1</b>	<b>2.1. C.</b> Has AEDC conducted and/or commissioned any research in the last three years of any or all of the target audiences identified? If such research exists, can it be made available upon request?
<b>A1</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q2</b>	Is vendor required to respond within the Information for Evaluation pdf, or may vendor submit responses in a separate document by restating the item/question and entering a response?
<b>A2</b>	Bidders may use either format regarding the "Information for Evaluation" and "Sample Work Submission."
<b>Q3</b>	<b>7.</b> Please clarify "pay-per-impression (PPI)." Does this refer to experience with cost-per-thousand (CPM) media planning and buying or the selling of advertising space for a website on an impressions basis?
<b>A3</b>	The intent of this statement is the buying and selling of advertising or a media inventory for online display. Please refer to addendum 1.
<b>Q4</b>	<b>10.</b> Does "niche network" experience relate only to social media networks or any kind of digital niche network such as a digital ad network (i.e. Meredith Women's Network or Batanga Spanish language network)?
<b>A4</b>	Please refer to Addendum 1.
<b>Q5</b>	<b>12.</b> Does experience and capabilities regarding mobile platforms need to be specifically about native app development or can this include HTML5 apps?
<b>A5</b>	AEDC will consider experience with both.
<b>Q6</b>	<b>13.</b> For "campaign automation" capabilities, is agency seeking vendor's capabilities as related to Drip Marketing?
<b>A6</b>	Campaign automation capabilities should include but not be limited to 'Drip Marketing.'
<b>Q7</b>	<b>15.</b> Regarding "competitive analysis capabilities," is this in relation to SEO/keywords, competitive share of voice in online media, or what other competitors are doing with website/social media?
<b>A7</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q8</b>	<b>18.</b> Is this question referencing a specific function on inbound marketing different than the experience requested in item #3?
<b>A8</b>	Please refer to Addendum 1.

<b>Q9</b>	<b>19.</b> Is this in relation to user role/management within the AEDC content management platform or management of content publishing for AEDC?
<b>A9</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q10</b>	<b>SAMPLE WORK SUBMISSION F.</b> Are all case studies submitted required to include elements of media and search?
<b>A10</b>	Bidders are advised to respond to the specific questions and criteria detailed in the response packet to ensure a complete evaluation.
<b>Q11</b>	Why are the individual components of an integrated communications approach (branding, public relations and digital) split into three separate RFQs?
<b>A11</b>	AEDC wishes to take full advantage of the competitive bidding process and utilize the most qualified vendor for each type of service needed within the agency.
<b>Q12</b>	Will there be preference in the selection process given to Arkansas-owned companies?
<b>A12</b>	Please see Addendum 1.
<b>Q13</b>	Who built the current website for AEDC? Do you feel like your website goals align with the AEDC mission?
<b>A13</b>	Stone Ward is the current contractor. The agency does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q14</b>	Can one firm be awarded multiple service contract(s) from the three RFQs?
<b>A14</b>	Please refer to section 1.18 "Qualification and Award Process."
<b>Q15</b>	How many unique email addresses would you estimate you have in your database?
<b>A15</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q16</b>	What domain will be sending from? Will it be from ArkansasEDC.com?
<b>A16</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.