

Marketing Vendor Request for Proposals (RFP) Questions & Answers

Q1: The RFP says, “Manage public relations resources to accomplish the objectives as described in the marketing plan.” Does CMSP already have public relations resources that need to be managed or will those services need to be included in our proposal? Public relations is listed in Section 4 - the Cost Proposal.

A1: No, CMSP does not have current public relations resources. Please include these in the services and cost proposal.

Q2: Do you have a current process for stakeholder and member surveys? How often do you do those? How many stakeholders do you tend to survey?

A2: CMSP has used a variety of strategies to garner input from stakeholders and members in the past. CMSP does not have a formalized schedule or process currently in place.

Q3: How many multi-channel campaigns do you estimate executing in the year timeframe?

A3: Previously, CMSP has done 1-2 multi-channel campaigns. We will be seeking guidance from the vendor selected on frequency and timing for multi-channel campaigns.

Q4: Out of the \$600,000 budgeted for media buys, printing expenses, and promotional items how much do you foresee going toward each item individually?

A4: Approximately \$550,000 for media buys and \$50,000 for other expenses.

Q5: Does CMSP have a dedicated social media manager?

A5: CMSP does not have a dedicated social media manager.

Q6: What has the approval process been like for past ad campaigns and marketing plans? Will you have a dedicated CMSP person that will help to gain stakeholder approvals or will that responsibility be on the agency?

A6: Designated CMSP staff will approve the media plan and artwork. CMSP staff will compile feedback from stakeholders and present input to the selected agency.

Q7: Is there an incumbent agency?

A7: Prior to this RFP, there was an RFP posted in 2020 where two vendors were selected by the Governing Board to perform the marketing tasks for CMSP. One of the two vendors has recently ceased operations.

Q8: Do you plan to reuse or keep using creative assets developed prior to this RFP? Or do you plan to create all new creative assets?

A8: Assets created by the current incumbents are the property of the CMSP Governing Board therefore may continue to be used as needed. However, new creative assets will be necessary to maintain up to date and captivating content.

Q9: We have a few questions regarding this requirement, “Perform website design and development services, as needed, for the CMSP and Connect to Care (English and Spanish) websites”.

Q9a: Are these two separate websites?

A9a: CMSP has three separate websites that will need design and development services. These websites are for the County Medical Services Program (CMSP) and the Connect to Care Program. The CMSP program has one website which is cmspcounties.org and the Connect to Care program has two websites, one in English (myconnecttocare.org) and one in Spanish (miconexionalasalud.org).

Q9b: What technology platform are they built on?

A9b: The websites were created and are maintained through WordPress.

Q9c: Do you need help programming the website, or just creating assets to be published in the sites?

A9c: All CMSP websites have already been created and are operational. CMSP will need assistance with creating assets to be published on the three websites as well as occasional maintenance and programming any changes needed to the websites.

Q10: How will you measure the success of these efforts? What are the key metrics you'd like your agency partner to measure?

A10: The primary determiners of success will be volume of member enrollment and advertising impressions. Metrics used in previous digital campaigns include the number of impressions, clicks, and click-through-rate conversion tracking. Top performing platforms (Facebook, YouTube, etc.) were tracked and optimized according to location, demographic, page views, referring websites, bounce rates, average session times, and new vs. returning users.

Q11: Do you have design brand guidelines for the CMSP and Connect to Care programs?

A11: Yes, brand guidelines will be shared with the selected vendor.

Q12: On page 8, you mention "If the proposals are scored, the scoring will be for guidance and informational purposes only." Can you clarify this? Does this mean the evaluation criteria will only generally be used to determine the successful proposer? Will we be informed if the proposals are scored?

A12: Proposals will be evaluated based on the requirements set forth in the RFP. Selection of the firm(s) will be at the discretion of the Governing Board and will be based on the proposal(s) that the Governing Board deems to be the most responsive and effective and best serves the interests of the program. Following the review of all proposals, selected organizations may be invited to participate in a virtual interview hosted by the Governing Board.

Q13: Can you provide any marketing materials of campaigns conducted in the past for CMSP Governing Board and Connect to Care?

A13: For previous examples of marketing materials and campaigns, please visit CMSP's YouTube page at www.youtube.com/@cmsp and Facebook page at facebook.com/cmस्पcounties.

Q14: In the past few years, how much has CMSP spent on media each year?

A14: Since May 2021, CMSP has expended approximately \$2M total in media expenses.

Q15: How likely is CMSP to authorize media buys during the contract period and for how much?

A15: Highly likely, as the CMSP Governing Board has approved their fiscal year 24-25 budget to allow up to \$600,000 for media buys.

Q16: Do you expect video to be part of your campaign strategy moving forward?

A16: CMSP has utilized video as a tool in marketing campaigns and prefers to maintain this approach.