

**NH Division of Travel and Tourism Development
Content Marketing Services and Publication Development**

Clarifying Questions and Answers

- Q1. Do you put out annual RFPs or is there a particular reason you're looking to hire a [new] firm?
- A1. The current contract expired and the Division is required to issue a Request For Proposals (RFP).
- Q2. How much support will your agency have from you in terms of sourcing existing content?
- A2. The Division staff will be available to assist with content direction, sharing current content and knowledge.
- Q3. How do you handle social content reviews/approvals?
- A3. The Division receives draft social content on a monthly basis for review and approval.
- Q4. Does the \$100K budget include all out of pocket & production costs?
- A4. Yes, the \$100K budget includes all deliverables, out of pockets and production costs.
- Q5. Can an agency bid on one aspect of this RFP and not the entire RFP? For example the advertising sales vs. the content creation.
- A5. No, please refer to subcontractor language included in the RFP in Section 9.7.
- Q6. Is \$100,000 the maximum that DTTD would consider paying annually for the amount of content development specified in the scope of work?
- A6. Please see A4.
- Q7. If \$100,000 is the maximum, can an Offeror propose to produce less than the specified amount of content in the scope of work in return for \$100,000 in compensation?
- A7. No.

Q8. RE: 9.10 - In the case of termination without cause by DTTD, what compensation will be made to the Contractor? And what happens if the Contractor terminates the contract early?

A8. Please refer to section 9.11 in RFP.

Q9. Is this a new contract or a renewal? If a renewal, who currently has it.

A9. There has been a guidebook contract in the past, but this is a new approach to the Division's content strategy.

Q10. Can you let me know if this search is only limited to New Hampshire-based agencies or are you open to work with agencies from other states?

A10. The search is not limited to New Hampshire based agencies.

Q11. Has the New Hampshire Tourism Department ever utilized an out-of-state agency on the account?

A11. Yes, the division has had an out-of-state agency for this type of contract.

Q12. Who is the incumbent agency currently doing this work, and are they eligible to respond?

A12. This is a new approach to content strategy; however Yankee Publishing Company has produced a guidebook for 5 years. Yes, they are eligible to respond.

Q13. How would I get my hands on the winning bid (response and price) from the last RFP?

A13. The original vendor responses from all RFPs issued are kept on file at DRED. Copies may be requested of any of the responses by sending your request in writing to amy.basett@dred.nh.gov. There is a fee of \$0.25 for each copied page that must be paid before the copies are released.

Q14. Given that the budget may be limiting, what are your priorities from this proposal. Is there additional budget for content creation?

A14. Please see A7.

Q15. How much did DTTD pay annually for content marketing services in each of the past 3 years?

A15. Content marketing services is a new contract for the Division.

Q16. "Content Marketing Services and Publication Development" does not fully detail the scope and deliverables the DRED may be interested in pursuing through the entirety of the contract period.

A16. This appears to be a statement not a question.

Q17. Will this contract include all marketing initiatives, deliverables, and signage to support a specific campaign, or boost an existing campaign currently utilized?

A17. The Division's content strategy will support the overall marketing campaign(s).

Q18. Are the deliverables print specific or will the Dept. be in need of digital and/or social media presence as well (email newsletters, web site development, social campaigns, etc).

A18. Please refer Section 4 of RFP entitled "Scope of Work".

Q19. Also, is there a focus on PSA and/or commercial video content to be utilized either online or through broadcast cable/network channels?

A19. No.

Q20. "Copy development for site" – how much copy? How many articles? What length articles? Does the Contractor need to provide photos to accompany articles?

A20. Copy for visitnh.gov was recently rewritten, it is expected that the Contractor will enhance and contribute to what is in existence. Regarding articles please see Section 4 of RFP; length will vary. The Division will provide photos.

Q21. Is the Contractor responsible for responding to any website feedback related to the content provided by the contractor?

A21. No.

Q22. Daily Content on social channels. Does this include monitoring comments on the social channels and responding to messages within the social channels?

A22. Yes, in coordination with Division's staff and Agency of Record (AOR).

Q23. "Search Engine Optimization" – does the contractor need to provide this service just for the content it creates? Or for existing web site content also? How much existing web site content?

A23. Yes, the Contractor will be expected to work with Division's staff and AOR to contribute to overall optimization efforts.

Q24. "Content production" – can you please clarify what you mean by this?

A24. The development of copy via the Division's digital asset management plan.

Q25. "Create, publish, and distribute content" – does this mean that the Contractor is not just responsible for creating all the content but also deploying it? For example, the Contractor would post directly to DTTD's website and social channels? Would the Contractor send the enews to DTTD's list? How much direction, oversight, and support (if any) will DTTD provide?

A25. The Contractor would be responsible for posting on social channels and the Division would handle website and emails. Please see A2 for the last question.

Q26. "Contribute to persona development" – can you please clarify what you mean by this?

A26. A marketing persona is a user-centric strategy intended to deliver personalized content.

Q27. How would you describe the difference between a Global Edit Calendar and one for each channel?

A27. Each channel would fit into a Global Editorial Calendar.

Q28. Would you be open to recommendations on the frequency of social/blog posts?

A28. Yes.

Q29. Is the blog content replacing the current Kris blog or taking over for it?

A29. No, it will enhance current efforts.

Q30. Will the blog remain a subdomain or is the goal of this new content marketing strategy to build out the existing Things to To Do and "Trip Ideas" sections of visitnh.gov with more engaging content?

A30. The goal is to deliver ongoing fresh content to visitnh.gov/social channel users/followers.

Q31. Blog/online content – Are you expecting us to LOAD this content, or would we be providing files?

A31. The Division will post blog/visitnh.gov copy.

Q32. Under "Scope of Work" and the sub head of "Blog", it says 3 blog posts per week, includes both written and video posts. Is this video being provided by the agency of record, or are we too responsible for producing it. Or are we simply creating the concept.

A32. Video will be produced by Division staff.

Q33. Email campaigns –Would we a. be providing raw files for you to load and send; b. loading content within your Email Service Provider interface; c. expecting us to manage an ESP on top of all other components of this campaign?

A33. Please see A25.

Q34. SEO – Can you clarify what role you're looking for us to play in SEO – development of keywords? Ongoing SEO maintenance? Or simply using SEO guidelines and keywords developed by AOR to guide content efforts?

A34. Please see A23.

Q35. Keywords & SEO – Would website-wide keywords as well as keywords to build future content around be provided to us?

A35. Yes.

Q36. Email: Is your list segmented for the three described emails /month or would the 3/month be sent to the same list? [Impacts if different content would have to be created to appeal to different segments]

A36. Currently, the Division sends to one list.

Q37. How do you differentiate between an in-state visitors to attractions/members vs. out of state?

A37. Messaging for in-state and out-state visitors are consistent.

Q38. Do you have benchmarks and goals for social media?

A38. Yes, benchmarks/goals are part of our overall marketing strategy.

Q39. How frequently do you produce a new Guidebook?

A39. Annually.

Q40. What was the print quantity for the last 3 years of the Travel Guide?

A40. 100,000 per year.

Q41. Have the majority of images in the previous 3 years of the Travel Guide come from your photo library – or – did the publisher supply the majority of images?

A41. The majority of the images came from the publisher.

Q42. Were 100% of the guides put into distribution by DTTD?

A42. Yes.

Q43. There is no digital edition for the Travel Guide mentioned in the RFP. We want to make sure that you do not require one.

A43. It's beyond the Scope of Services of the RFP.

Q44. Please provide additional information on delivery. We are assuming that all copies ship to a warehouse for storage and distribution. Please confirm single delivery location and provide address? Dock available? Any special requirements: lift-gate needed?

A44. Currently, guidebooks are delivered to two warehouses:

Bear Brook State Park
57 Deerfield Rd, Allenstown, NH 03275
Lift gate required – no loading dock

Excelsior Integrated
10 Valley St, Lee, MA 01238
Loading dock

Q45. In-market delivery target of April? Is that still the preference?

A45. Yes.

Q46. Rate page mentions Bonus Print Incentives: buy one, get add. ads 50%?

A46. Unclear of the reference of a rate page, it was not included within the RFP.

Q47. There are no real specifications for guide listed in RFP other than 100,000 copy press run. Are there are any requirements for paper to be used? If so please supply additional information.

A47. Inside text: white 40 lb. #5 grade gloss text with 10% or more postconsumer waste content if available. Foldout map insert: white #3 grade 80 lb. gloss text with 10% or more postconsumer waste content. Cover: white #2 grade 100 lb. gloss text with 10% or more postconsumer waste content. *NOTE:* According to New Hampshire Statute, RSA Chapter 9-C: 9, I, effective

September 9, 2008, “uncoated printing and writing paper purchased by or for state agencies shall contain not less than 30% recycled material and coated printing paper purchased by or for state agencies shall contain not less than 10% recycled material.” In this context, “recycled material” shall be construed to mean “postconsumer waste material”, as given in the definitions under RSA Chapter 9-C: 2, IV. If NH Bureau of Graphic Services determines that this standard can be met without special-making the paper, then any bid based on a lower level of recycled content may be disqualified.

Q48. Highway Map – Is map printed along with main press run or supplied? Can map be placed elsewhere in guide rather than after page 8?

A48. Yes.

Q49. Will the map be supplied?

A49. Yes.

Q50. Is there a certain # of editorial pages expected for the Visitors’ Guide (outside of ads and listings)?

A50. Preliminary industry standard of 45% ads and 55% editorial.

Q51. Where are the current publications distributed? Would we be shipping to one main distribution center or would we be coordinating logistics to all locations?

A51. Guidebooks are distributed at Rest Areas and through web/phone inquiries. Shipping would be delivered to two locations and the Division would handle all other distribution.

Q52. How is the advertising list generated? Would we have access to a list that has been used previously? Are there restrictions (Member v. Non-Member)?

A52. In addition to the Contractor’s independent efforts, the Division will provide a list of industry members.

Q53. 5.1.3 Approximately how many free listings will need to be included? The same amount as in the last published edition of the guidebook?

A53. At this point, the same amount.

Q54. 5.2.1 Will DTTD collect and verify the listings and supply the text to the Contractor? Or will that be the Contractor’s responsibility?

A54. Yes, the Division will provide the listings.

Q55. 5.2.2 “A roundup of NH’s seven regions” – can you please clarify what you mean by this?

A55. The guidebook is divided into the seven tourism regions.

Q56. 5.3.1 Would it be acceptable for the Contractor to work with advertisers to combine small ads from one region into coop ads 1/3 page or greater?

A56. Yes, the Contractor can work with advertisers to create a co-op but sizing of those co-op ads would need to be discussed.

Q57. 5.4.3 By what date must the 2018 edition of the guidebook be delivered to DTTD’s warehouse?

A57. April 20, 2018.

Q58. The RFP states that Offerers must prepare their proposals according to the specifications in the RFP, but would DTTD be open to different options for the guidebook?

A58. Yes, the Division would be open to different options for the guidebook, but Offerers also need to follow the specifications within the RFP.

Q59. Can you give specifications on the number of pages, dimensions, type of paper, etc. for the visitors guide?

A59. The number of pages needs to be determined. Please see A47 for type of paper, etc.

Q60. Is the visitors guide also available in an electronic/downloadable form?

A60. Please see A43.

Q61. Can you provide the total advertising sales revenue for the past 3 years of the Visitor's Guide

A61.	16/17 Guidebook	\$243,600
	15/16 Guidebook	\$280,340
	14/15 Guidebook	\$277,880

Q62. What were the revenues for each of the last 3 years of the Travel Guide?

A62. Please see A61.

Q63. Were any of the travel guide ads discounted or taken as trade?

A63. No.

Q64. What have your past sales been for vistinh.org advertising been and can you also share how much printing and agency fees have traditionally been?

A64. There are no ads on visitnh.gov.

Q65. Is there an old Media Kit we could have access to? This will help us assess the advertising potential of the project based on advertising rates companies are used to.

A65. [2016/17 Media Kit](#).

Q66. There is no mention of selling ads on your website. Does your new site not have ads? Or will another partner be selling on-line ads on your site?

A66. Please see A64.

Q67. The current collateral piece references advertising available in NH State Parks Map? How does this work?

A67. This is not a deliverable within the Scope of Services in the RFP.

Q68. Under section 7.3.1, the RFP mentions that the annual budget is \$100K plus Visitors Guide sales revenue. Can you please share an approximate dollar range for anticipated sales revenue from the Visitors Guide?

A68. Please see A61.

Q69. Are there successful campaigns from other states/groups that you look to as an example of great work?

A69. Oklahoma Today.

Q70. What are some past campaign/initiatives that have been most successful for NH?

A70. The Division's social following has been on an upward trajectory for the past several years.

Q71. What are the responsibilities of the referred to AOR and what agency is the AOR currently?

A71. The AOR is responsible for the overall strategic marketing direction and execution for the state's tourism marketing program. GYK Antler is the current AOR.

Q72. You voice the desire for us to show conversion of leads into visitors – from a technological side, are you doing this currently with the site in some way? How are

you able to track that a user becomes a visitor? This would impact content ideas/strategies for how to take advantage of this system.

A72. The Division is actively implementing personalization experiences on visitnh.gov. Additionally, the Division partners with third parties to determine conversions and effectiveness.

Q73. Analytics and tracking conversion: What platforms will we have access to, to be able to develop and then track ROI? Please specify the specific platforms being used.
Ex: CMS, CRM, Analytics

A73. The Division utilizes CMS, Google Analytics and the items in A72.

Q74. How do you currently track visitors? What's the trigger to define a "visitor"?

A74. The Division tracks visitation to the state via third party analysis.