

## MARKETING RFP ADDENDUM 1

Questions and Answers as of September 22, 2022.

Are you willing to work with a non-local agency?

*Yes*

2. The RFP brief has hidden in it the requirement that the agency runs affiliate marketing programs. I have never heard of an agency doing that. Yes, we would oversee the content of such programs, but not set them up as we, like all other agencies, are not a sales force. Would that also preclude us from your business?

*No*

3. What is the budget?

*Past annual budgets are around \$190,000.*

4. Upon contract award, will you be able to share previous years data and/or conversion data? *Yes*

5. Although we'd be able to measure initial ROI against Expedia bookings, are there any other direct conversion models the team has used in the past to success?

*We track our critical conversion metrics including sources, interactions/visit etc. with Google Analytics. A few goals include subscribe to email list and click to book.*

6. What is the approval process for new ads or desired process? Display ads, video assets, etc. Other success metrics for campaigns besides Expedia affiliate commissions?

*A campaign strategy proposal will be submitted to the Marketing Manager for approval.*

*Upon approval, the agency will then present a summary to the Board of Directors. All creative and placement will be approved by the Airport Marketing Manager.*

*Additional success metrics include: newsletter sign-ups, clicks to the "book flight" page, clicks to employment application, and contest sign-ups when applicable.*

7. In the year 2022, were there any SEO efforts tied to ticket sales, increased traffic and ranking, etc.

*We use a plugin: AIOSEO to bolster SEO rankings.*

8. What is the Airport's openness to a webpage redesign to increase conversion of affiliate partnership?

*A website redesign is not included in this scope of work. Edits will be considered by our in-house team upon agency recommendation.*

9. To the extent that it can be revealed, are there any other online marketing partnerships/contracts the awarding agency would need to work around or consider?

*We work with local DMO's to gather retargeting/pixel data.*

10. On average, how many unique visitors does the website see on a monthly basis in comparison to Expedia affiliate link visits/clicks?

*The affiliate program is relatively new for us, so our conversion data is not an accurate representation of success.*

*Unique visitors to website vary drastically by season – around 25k/month peak months.*

11. Will the awarding agency have access to prior assets such as pictures, video content, etc.?

*Photo assets are courtesy of partner DMO's; permission may be requested for use.*

12. Are there any accessibility issues given the Airport is a city entity? Example: Social media access, etc.

*There are no restrictions for social access. Please remember, accounts posting on behalf of the airport may be subject to SD Sunshine Law.*

13. Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?

*No*

14. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across North America?

*Yes, however the agency will need to be licensed in the state of South Dakota.*

15. We understand that in the past there has been a total budget of \$190,000 spent on marketing services annually. Could you let us know if that is been inclusive of media buys as well or what the media buy budget has been?

*The \$190,000 includes media buys.*

16. Could we request an extension to the submission deadline?

*We cannot extend the submission deadline.*

17. Does Rapid City Regional Airport own existing video and photo assets that may be utilized by an agency partner in campaigns? *Photo and video assets are courtesy of partner DMO's; permission may be requested for use.*

18. Is there any data available related to passenger traffic specific for Rapid City as the Origination market? *Yes, we have additional data that can be provided upon award of contract. Please remember that marketing efforts will be primarily targeted to inbound travelers.*

19. Is the issuing of this RFP because the current contract for the agency of record is expiring or for some other reason?

*The RFP was issued due to expiration of existing contract.*

20. In 2016's RFP responses it was stated you were not interested in multiple campaigns, but wanted a few creative ideas; more emphasis on placement and less on copy development. Is this still the case?

*Yes, the agency will be primarily focused on one Peak Season campaign placement.*

21. In 2016's RFP responses, social media posting responsibility was done in-house, will it remain so for the duration of this RFP as well?

*Yes. The agency will be responsible for paid social placement only.*

22. Who are your partner DMO's?

*Visit Rapid City, Black Hills and Badlands, SD Tourism locally. We also work with DMO's from our destination markets including SLC, Minneapolis, Chicago, Denver and Phoenix.*

23. What efforts have been made to compliment SD Tourism, Black Hills Badlands and Lakes, and Visit Rapid City's current marketing strategies and what are you doing differently?

*We share retargeting data and utilize their assets. We also advertise with BH&B and Visit Rapid City. They also have a small visitor's center in our baggage claim. We maintain a close partnership with these agencies.*

24. Do you have a database for email marketing? Is there a goal to increase it?

*Yes. We implemented an email marketing strategy in 2022 using mailchimp and have around 30k subscribers. There is also a sign-up on the homepage of our website. We held a sweepstakes in 2022 to reach this number.*

25. Will we be required to upload the widget to the airport's website, or will we work with your current web agency? Will we have back-end access to pull analytics required to report on the widget's success?

*The airport staff can implement the widget. The Expedia affiliate provides a portal to view success. The agency will need to arrange this, and banking info with the partner.*

26. Is there a ballpark budget we should take into consideration for this contract as we prepare our response?

*\$190,000*

27. Are proposals required to be submitted on front and back paper or can we print and submit 26 single sided pages?

*Limit your proposal content to 26 pages. (Thirteen (13) physical pages duplexed for a total of 26 pages of content.)*

28. Do the forms provided count toward the 26 page limit?

*Limit your proposal content to 26 pages. (Thirteen (13) physical pages duplexed for a total of 26 pages of content.) This shall include the cover transmittal letter and table of contents. Sections 2.1 C. Key Personnel, 2.1 D. Account Executive, and 2.1 F. Agency*

*Qualifications, Experience and References may be added as Exhibits in addition to the 26 pages.*

29. All current and/or former travel and tourism industry accounts/clients signed with your Agency as well as contact information for each.

Do you want just a list of clients here, both past and current? Or are you also asking for contact names and information for all?

Are we to list twice? Or simply provide a list of all current and former relevant clients and list details for three references?

*Please provide one list of all current and former relevant clients and references.*

30. Does the industry experience of key personnel count toward the 7-year minimum, or must the agency have been in business for at least 7 years?

*We will accept industry experience in lieu of years in business.*

31. Providing hard copy samples of some of the creative

This will be challenging as we only keep a few hard copies of print ads, brochures or postcards, event flyers, etc. Will you accept digital copies as included creative samples via PDFs?

*Please just print out replications of creative samples, we do not need the original hard copy.*

32. Who was your previous Agency of Record?

*Lawrence & Schiller*