

## **Addendum No. 2**

Date: **November 16, 2023**

Re: **Digital Marketing Services with Geofencing Capabilities**

RFP No.: **324-47-11-16**

The following information becomes part and parcel of **Request for Proposal (IFB) #324-47-11-16** effective this date. Firms must acknowledge receipt of this addendum in their solicitation response.

The listed items add to, modify, or otherwise alter the specifications and become part of the solicitation documents. Where a portion of the original specifications are added to, modified, or also altered, the portion not so affected shall remain. Firms may have the right to protest this addendum.

### **Inquiries/ District Responses**

Before the solicitation inquiry deadline, the District received an inquiry regarding this solicitation. The District's response to the question follows in **bold** font.

- 1.) I would like to confirm if you are open to proposals from India based agency.  
**The District does not limit who may submit a proposal response, however, the services needed for this particular solicitation must be provided from be a United States based agency.**
- 2.) What is the budget for this RFP?  
**This information is not necessary to provide a proposal response, and therefore, will not be provided.**
- 3.) Is this a new contract?  
**Yes.**
- 4.) If this is not a new contract, is there an incumbent agency or provider on this contract?  
**Not applicable. See District response for Question Number Three (3).**
- 5.) Is there a budget for the project associated with this contract?  
**See District response for Question Number Two (2).**
- 6.) The scope of work in the RFP mentions website optimization - will it be the awarded vendor's responsibility to make direct edits to Greenville's website in order to optimize the page(s) in question, or will the GCS team execute any SEO changes that the awarded vendor recommends?  
**The awarded vendor would not make direct edits to The School District of Greenville County's website.**

7.) Similarly, the scope of work in the RFP mentions increased utilization of the District's social media platforms to increase visibility - will the awarded vendor be expected to take control of Greenville's social media platforms to facilitate increased utilization, or will the GCS team execute any recommended changes?

**The School District of Greenville County's Team will execute any recommendations to the District's social media platforms.**

8.) Would the GCS team prefer to see a rate card, a proposed sample plan, or both?

**Both.**

9.) If the GCS team would prefer to see a sample plan, does Greenville have any ideal target demos or geos of note for this effort? Are there metro areas or cities of specific interest to GCS for the purposes of these campaigns?

**No specific geos of note. Target areas are Greenville, Spartanburg and Anderson.**

10.) The RFP references the proposer's ability to integrate services with the District's website and social media platform - can you define the extent of this integration, as envisioned by GCS?

**The advertisements and other recommendations should be able to be posted and accessed via the District social media.**

11.) The RFP references value added email marketing campaigns - can GCS describe what it envisions for the 'value added' components of these campaigns?

**Geofencing in general is the hopeful value add to reach more candidates and increase activity of applicants for posted positions. The hope is to have regular notices going out through all social media to connect potential candidates with jobs in Greenville County Schools.**

12.) Does the GCS have a list of individuals or groups to be targeted by the email campaigns referenced in the RFP (i.e., Constant Contact export) or is the team looking for the awarded vendor to create/compile such a list by targeting larger groups, demos and geos?

**The District is looking for the vendor to make recommendations.**

**End of Section**

All other terms and conditions remain unchanged and in force.

Thank you for your interest in the District.

*Tonya A. Stroud*

Tonya A. Stroud  
Senior Buyer