

TWC RFP Question Responses

1. **Can you clarify the submission process via email or mail (by post) for this RFP?**
Submission of responses shall be via email to matt@waitecompany.com. Submissions are due by Wednesday, December 18, 2019 at 2:00pm MST.
2. **What is the estimated timeline for this project?**
The engagement for this project will be for calendar year 2020. Any extension beyond that will be based upon renewal of our contract with the client and successful performance by the selected vendor.
3. **Is the client a for profit organization or a non-profit organization?**
Neither. The client is a quasi-governmental organization with an appointed board.
4. **Will we have access to subject matter experts for original content production and possible video opportunities with the client working with their ideal customers?**
Yes.
5. **Is there an existing traditional marketing campaign being run in parallel that can be leveraged and synced with brand cohesion?**
Yes, the current marketing campaign is operating in cohesion with the current social media campaign.
6. **Are there support systems (staff) in place to discuss issues/topics with the end client if they acted upon call-to-actions? More detailed question on the clients offering?**
Yes.
7. **Are there incentive offerings from the client to build loyalty with their brand such as giveaways, loyalty points, expert insights, and/or cost savings for getting friends to join social channels?**
Yes, but it depends on the incentive.
8. **Will we have the ability to coordinate with the client's web developers to synchronize content postings and assist overall organic SEO rankings and long-term brand growth?**
The social media campaign is one strategy employed to boost SEO rankings and long-term brand growth. TWC manages the web vendor. All strategies related to web content and activity will be developed in conjunction with TWC, the social media vendor, and the client. Any necessary changes or additions to the website that are needed to accommodate creative social media strategies will be conceived and possibly designed by the social media vendor and posted by TWC.