

Questions & Answers for City View Marketing

Q: Was the intent that the \$24,000 budget include development of the strategy and plan *as well* as a budget for implementation? (i.e. costs for an advertising campaign) The budget for the plan cannot be determined until the plan itself is developed and would be simply an estimate if this is part of the RFP requirement.

A: Yes, the plan can include costs to develop the plan and then estimates for implementation.

Q: Budget - Is the budget provided for the planning phase or for execution as well?

Timeline - When will the project be awarded?

A: We are asking for a planning cost and an execution estimate. Please break them out separately. A decision is slated to be made by November 2nd with the recommendation going to the Board of Directors on November 7th. Work will commence immediately upon Board approval.

Q: Digital will play a key role in this project.

a. Is it your preference to have the vendor come alongside your CRCS digital marketing team to gain direct access to platforms so we can manage and oversee the scheduling, executions, monitoring, and optimizing? Or do you envision the vendor will create assets (post copy, post visuals, etc) and provide them to CRCS to schedule into the platforms based on our Recommendations?

A: If the vendor supplies the schedule and the creative assets (copy, visuals, links), then the CRCS social media team members will set this up in the CRCS Hootsuite and/or Ad Manager. A CRCS social media team member would invite the vendor in person and walk them through the platforms and allow them to view the existing demographics of the social media platforms - and answer any other questions.

Q: CRCS appears to have centralized social platforms. Will there be an ability to set up additional platforms specific to City View or would the content and strategy need to become part of the larger CRCS social media cadence on its main platforms?

A: City View social media accounts (Facebook Twitter and Instagram - note we don't allow TikTok or Snap) will be set up by CRCS for execution of the vendor's digital plan.

Q: In either case, have audiences already been built or need to be built within the Ads Manager part of the platforms?

A: CRCS has audiences built with these criteria: 15 mile radius, age, gender.

Q: If the social platforms are in the CRCS system, is there any overarching social media management tool at use: HootSuite, Sprout Social, etc?

A: CRCSD uses Hootsuite.

Q: What level of access will the vendor have to past and ongoing analytics in the social media platforms and for the website?

A: CRCSD will set a benchmark on social media and website analytics and then pull any needed data along the way or to benchmark the end of the campaign. This can be covered in the initial in-person meeting.

Q: We see there is a web page for City View.

Would the vendor have access to add content to this page or any additional landing pages, if needed or could we provide content that someone at CRCS would add? I.e. related to an overall strategy to optimize the success of organic and paid social media enrollment strategies that will help move this campaign forward?

A: If vendor supplies additional content and it meets CRCSD brand standards, CRCSD will upload the content within our CMS

We are working on getting a City View URL from the CRCSD web vendor - should have that shortly

Q: We see the personas for students and a teacher on the website. Do you have any other data about the demographics of parents and students who are most likely to be attracted to this school option? If so, would that be shared with the vendor? Related to this would the data and demographics for those who have already enrolled be Shared?

A: We don't have that data yet. Our goal is to match the districts demographics. Yes, it will be shared.