

ADDENDUM

SOLICITATION NO.: P2024-015719SL

SOLICITATION NAME: DIGITAL MEDIA SERVICES

ADDENDUM NO.: 1

DUE DATE AND TIME: NOVEMBER 6, 2024 (2:00 PM)

DATE: OCTOBER 28, 2024

PROCUREMENT ANALYST: SCOTT LOMMERS

The following questions were received with regard to the solicitation named above. OSU has provided answers below to each question, but the RFP or contract documents have not been modified as a result.

1. Will OSU Ecampus provide the necessary display ad creatives for each campaign, or will agency support be needed for creating/formatting assets?
 - a. *OSU Ecampus will provide all necessary collateral for paid digital campaigns including imagery, video and copy with the exception of keyword development.*
2. Will OSU Ecampus provide video ad creatives for use with YouTube ads?
 - a. *Yes*
3. Is OSU Ecampus using landing pages outside of the ecampus.oregonstate.edu website?
 - a. *We use landing pages for some of our paid digital campaigns; they are housed within the same subdomain structure of ecampus.oregonstate.edu*
4. Is OSU Ecampus able to provide more details on the prioritization of programs (degrees, certificates, micro-credentials) that should be the focus of the campaigns?
 - a. *Degrees are the primary focus of our digital marketing campaigns weighted more toward undergraduate programs.*
 - b. *We organize our paid media campaigns by thematic clusters. Campaigns are of equal importance but differ in investment based on internal priorities and external cost and competition. All of this will be decided in collaboration with the digital marketing vendor.*

5. Are there any current challenges in OSU Ecampus' existing digital marketing efforts that they would like an agency to address?
 - a. *Effective tracking and data analysis in the wake of Google Consent Mode impacts.*
 - b. *Continued support in bot remediation strategies and lead quality analysis through the funnel.*
 - c. *Testing, assessing and implementing AI-driven strategies and placements in campaign mix.*
6. What are the main challenges faced by OSU Ecampus in converting leads to enrolled students for online education programs?
 - a. *Lack of real-time data integrations to effectively track conversions through the funnel.*
 - b. *Long, complex and sometimes non-linear prospect journeys that obfuscate attribution and clear opportunities for optimization.*
7. What additional digital marketing services does OSU Ecampus foresee needing over the next few years beyond what is mentioned in the RFP?
 - a. *Potential need of video production and video editing services.*
8. Are there any specific reporting formats or dashboards the OSU Ecampus prefers or currently uses to measure campaign performance?
 - a. *We leverage a variety of sheets/docs that blend GA4 and paid data for traffic, conversion and cost-efficiency assessment.*
 - b. *We use tools such as Looker Studio or GA4 explorations for interactive data visualizations.*
9. What level of reporting detail and frequency does OSU Ecampus expect to need (i.e. weekly, monthly, quarterly)?
 - a. *We expect weekly engagement with the vendor for regular updates and strategic discussion.*
 - b. *We expect monthly reporting that provides insights and recommended actions*
10. Can you share any insights into key competitors for OSU Ecampus in digital marketing efforts? And how does OSU Ecampus differentiate itself from these competitors?
 - a. *Competitors in the online higher education space include Arizona State University, Southern New Hampshire University, UMGC and Western Governors University, among others. New providers are entering the marketplace daily and we remain acutely aware of the increasing competition in this space.*
 - b. *We differentiate ourselves through quality content, intuitive user journeys, meaningful data integrations to support marketing optimizations and an active process for testing, auditing and refining our marketing strategies.*
11. Can you confirm whether the \$100k scenario within the RFP is the University's budget for this scope of work? If you cannot confirm your budget, can you confirm your previous years' spend?
 - a. *The \$100k scenario in the RFP is solely an example for OSU to be able to evaluate pricing. Ecampus will not be disclosing budget information during the RFP process.*
12. Can you please divulge what your recruitment targets are for the next 1-3 years? Would you like to target any particular geographic groups?
 - a. *Our recruitment targets are to grow new enrollment in OSU's online degree, certificate and microcredential programs and we do not have particular geographic priorities.*
13. Why have you decided to tender for this opportunity now? Can you confirm what the trigger was, e.g. new budget/marketing initiatives or a contract coming to an end with the incumbent agency/agencies?

- a. *Our contract has come to an end with the incumbent agency.*
14. Are you able to confirm who your incumbent agency is, how many agencies you work with and whether they will be tendering for this opportunity? In addition, it would be good to understand if the successful agency in this tender will be working with any of your existing third parties/agencies?
- a. *OSU does not typically name the current provider of services in an RFP situation. If you are interested in submitting a public records request, you can find more information at the oregonstate.edu website. We do not know if the current provider will submit a response to the RFP – the RFP is open to all Responsive Responsible Proposers.*
- b. *We do not expect the selected agency to work with any additional third-party marketing vendors.*
15. What are your priority Designated Market Areas (DMAs), ranked if possible? Are there any specific geographies you've identified as opportunities?
- a. *See Question #14*
16. Who would you consider your five main competitors?
- a. *See Question #12.*
17. Does OSU Ecampus use any specific martech stack (e.g., CRM, data management platforms, etc) or analytics tools that the agency should plan to integrate with?
- a. *We use Marketing Cloud, Salesforce, paid platforms, BigQuery and GA4 and are implementing Marketing Cloud Intelligence to harmonize data.*
18. What are the top three qualities you're looking for in an agency partner?
- a. *Paid digital marketing expertise and quality control*
- b. *Innovative digital marketing practices that can be nimbly tested, measured and adopted*
- c. *Experience with higher education clients*
19. Do you have any quantified goals for your digital marketing and media campaigns, e.g. overall enrollment figures, or program specific targets?
- a. *See Question #4*
- b. *We will work with the awarded vendor to identify specific digital marketing and media campaign goals, with an overarching goal of increasing enrollment.*
20. From a digital marketing perspective, what would you consider to be your top challenges as a university?
- a. *See Questions #5 and #6*
21. What Customer Relationship Management (CRM) system does OSU currently use?
- a. *See Question #17.*
22. Is OSU Ecampus open to trying new or experimental marketing techniques, such as: AI-driven campaigns, influencer marketing, or innovative ad formats not mentioned in the RFP?
- a. *We remain open to adopting new and different digital marketing tactics in support of recruitment marketing. We would expect a vendor to provide details about anticipated performance and ROI if suggesting new and different tactics.*
23. Is the ad spend budget of \$100,000 inclusive of the cost of services, or is there a separate budget allocated for services?
- a. *See Question #11.*

24. Is there specific ad content you're looking for, e.g., video, static images, etc?
- a. *See Question #1.*
25. Will Ecampus' team provide an existing asset folder for ad content? If so, does it include both photos and videos, or only photos?
- a. *See Question #1.*
26. Is there an estimated target start date for the awarded proposer to be managing the campaign?
- a. *Ecampus is estimating a start date of May 1, 2025 for the contract stemming from this RFP.*
27. Please advise us of the name and status of the current vendor(s) for these services. Will they be responding to the RFP?
- a. *See Question #14.*
28. What are some of your largest challenges/concerns with your current digital marketing campaigns?
- a. *See Question #5.*
29. Outside of campaign data, do you have access to intranet, website, and enrollment metrics?
- a. *We have access to a variety of data and reporting ecosystems through the funnel, including web, application and enrollment data.*
30. What are the enrollment targets for next year's cycle?
- a. *See Questions #4 and #19.*
31. How often do you expect the selected vendor to meet to discuss digital results? How much meeting time and what frequency of check-ins do you expect to have with a chosen vendor?
- a. *See Question #9.*
32. Can you describe the team the chosen vendor will be reporting to? Role and department?
- a. *The vendor will work collaboratively with the OSU Ecampus marketing team, which is part of the Division of Educational Ventures. The vendor will work closely with the director of marketing, the assistant director of digital marketing and marketing intelligence, and the digital marketing manager.*
33. Making updates to the site content, especially program content, is important to the success of digital campaigns – who are the stakeholders who currently manage this content and how is the update process structured? Do you have a content governance strategy in place? Are there dedicated content owners? How long does it take to approve and publish changes?
- a. *The individuals listed in Question #32 manage content. Ecampus has an internal governance structure in place for content changes.*
34. What programs/schools are included in the scope of this RFP? Are you supporting new programs? All programs? Undergraduate and graduate? Certificate programs?
- a. *See Question #4.*
35. Please provide estimated monthly ad spending. You have an estimated budget of \$100k, is that independent of management fees or purely ad spend?
- a. *See Question #11.*

36. Are you currently running paid campaigns? On what networks (Google, Microsoft Ads, Instagram, Facebook, etc)?
- We are currently running paid campaigns.*
 - We primarily run on Google properties, Meta and LinkedIn.*
37. Can you provide a rough breakdown of how the digital marketing ad spend was spent per platform during the past year?
- The majority of our spend is in Google Search with a relatively equal distribution allocated to Meta, PMax and YouTube. A smaller portion of our budget is allocated to LinkedIn, Demand Gen and Display.*
38. Beyond paid networks (Google Ads, Microsoft, Meta), what campaign types have you run in the past? Any preferred campaign types (Search, Remarketing, Display, Video, etc)?
- Previous campaign types include campaigns such as Google Performance Max and Demand Gen.*
 - Our preferred campaign types are connected to the goals described in Question #4.*
39. Regarding social media: are there any expectations for the chosen vendor to manage the University's organic social media pages? Or are you just looking for management of paid social ads?
- The chosen vendor will not manage organic social media pages; this RFP is for management of paid media for recruitment marketing.*
40. What CMS do you currently use? Do you have a development partner who manages site development or is it done in-house?
- We use Modern Campus as our CMS. We have an internal web and IT team who manages site development and user experience optimization.*
41. Who is responsible for marketing collateral and copy? Do you have a team of designers, marketing pieces, or approval process in place for us to generate ads and place them quickly?
- See Question #1.*
42. Who maintains your Google Analytics account? Who completed the UA to GA4 transition?
- Our Google Analytics account is managed in-house and we completed the UA to GA4 transition with the support of our Ecampus web/IT team.*
43. Data accuracy is imperative – will the chosen vendor be allowed to make adjustments to Google Analytics to support benchmarking and results measurement?
- Optimizations to data and tracking are paramount to effective digital marketing. We expect to work collaboratively with the chosen vendor to discuss adjustments to GA4.*
44. Do you have a preferred dashboard reporting product? If a proposer only uses Looker Studio, will that be an acceptable platform?
- We are open to different dashboard reporting products and will collaborate with the selected vendor on the right blend of preferred reporting deliverables.*
 - See Question #8.*
45. How far down the recruitment funnel can you currently track? Have applications been attributed to specific digital marketing efforts?

- a. *We are able to track digital marketing efforts to the point of enrollment in certain circumstances, but do not have real-time integrations between application/enrollment and our paid digital platforms.*
46. Are site content and call-to-action updates possible to optimize conversions?
a. *We would collaborate with the selected vendor on assessing conversion optimizations*
47. What KPI's will be used to measure the success of these campaigns?
a. *Each platform/placement will be held to KPIs that reflect the stage of the funnel and nature of the content. For example, YouTube campaigns are evaluated by reach and CPM. Search campaigns are evaluated by CPA and inquiry to application conversion rate. We will collaborate with the selected vendor to calibrate KPIs as strategies evolve.*
48. Clarification on ad spend allocation for the \$100,000 campaign – are you envisioning this budget to cover traditional advertising (TV, radio, print, etc), digital advertising (social media, paid search, display ads, etc) or a combination of both?
a. *This RFP will cover digital advertising only.*
b. *See Question #11.*
49. Do you have in-house capabilities for creative/landing page production? Or are you looking for that option from your partner?
a. *See Question #1.*
50. One of the goals of the RFP is to generate inquiries for your various programs. Do you have specific programs in mind for prioritization within the \$100,000 budget outlined?
a. *See Questions #4 and #11.*
51. Can you provide specifics regarding the allocation of the \$100,000 budget between digital media buying and creative development services?
a. *See Questions #11 and #39.*
52. Who are your preferred target audiences and what programs are more of a priority due to revenue or strategic goals?
a. *See Question #4.*
53. What has been your paid digital strategy in the past?
a. *See Question #36 and #37.*
54. Who do you consider your top 3-5 competitors?
a. *See Question #10.*
55. Do you have Google Analytics and Google Tag Manager on your site and will you be able to share access with your partner once selected?
a. *See Questions #42 and #43.*
56. Can you share an enrollment funnel for any preferred programs?
a. *See Questions #29 and #45.*

57. What is the process for responding to leads? Does OSU have the internal capability to meet the speedy response needs of today's students?
- Yes. We have a variety of automated communication journeys that reflect the stage of the funnel, lead source and other attributes related to the lead.*
58. How many enrollments or leads do you wish to increase for your preferred target audience(s)/priority program(s) during the contracted time frame?
- See Questions #4 and #12.*
59. How will OSU define success for the project? Increase in inquires, applications submitted/enrollment? Will this be related to the number of leads captured, impressions, etc?
- See Question #47.*
60. Is there an incumbent agency? If so, can you identify the agency?
- See Question #14.*
61. What KPIs and reporting software are you currently using to track marketing performance?
- See Question #47.*
62. Are you tracking anything lower in the funnel beyond site traffic?
- See Question #45.*
63. Do you use dedicated landing pages for paid media for various programs?
- See Questions #3 and #36.*
64. Are you currently using SEO tracking software/platforms? If so, which ones?
- See Questions #8 and #44.*
65. What systems are you using that the vendor would be able to integrate with?
- See Question #17.*
66. What CRM are you currently using?
- See Question #17.*
67. Can we place a pixel code on your website for advertising tracking purposes?
- Any additional tracking integrations, including pixels, will need to be discussed in collaboration with the selected vendor and will need to align with our privacy standards and marketing strategies.*
68. Who are your primary and secondary audiences?
- See Questions #4 and #12.*
69. Has any previous user or audience research been completed that can inform your digital marketing tactics, e.g., usability?
- Yes, we have an in-house market research team who assists with market positioning.*
70. If you do not have current personas or up-to-date audience research, would you like assistance in creating them?
- No.*

71. Are you aiming to grow your Ecampus enrollment?
a. *See Question #12.*
72. What are your top academic programs? Are there any you want to promote or de-emphasize?
a. *See Questions #4 and #12.*
73. What is your acceptance rate? How many students are dual-enrolled?
a. *Information related to student type and enrollment funnel benchmarks will be shared with the selected vendor as needed once selected.*
74. Who is responsible for handling translations for your ads, given your learners come from over 60 countries? Is this handled in-house or are you looking for your chosen partner to provide assistance?
a. *We do not currently run international campaigns or have a translation process for advertising in place. If we were to explore this opportunity, we would work collaboratively with the selected vendor and internal OSU teams who manage international marketing.*
75. Will the selected agency have visibility to your applicant tracking system through integrations with GA4? Is there full visibility to optimize against OSU apps and the Common App?
a. *See Questions #8 and #42.*
76. To what extent do you compete with other in-state institutions for their on-campus and online programs? Name any you feel are strong competitors. Does the same list apply to out-of-state applicants?
a. *See Question #10.*
77. What influences your students to select OSU over your competition?
a. *See Question #10.*
78. Are brand messaging guidelines available? Are you looking for support related to developing a brand messaging strategy?
a. *Messaging guidelines are available. We are not seeking support for brand development.*
79. What digital marketing activities are currently handled in-house?
a. *See Questions #1 and #39.*
80. Can you specify what digital marketing strategies you currently employ?
a. *See Question #36.*
81. What keywords or phrases are commonly used when searching for your website?
a. *We have a large portfolio of programs spanning a variety of topic areas and industries. Keywords surrounding online education and in-demand educational programs are commonly used when searching for OSU Ecampus.*
82. How do you typically break down your paid media spend between Google Ads and Paid Social Media?
a. *See Question #37.*
83. What are the expectations surrounding content optimization for SEO? Will the chosen firm be optimizing specific pages or sections? Or are you looking for SEO best practices guidance?

a. *We are not looking for support in SEO or organic content optimization.*

84. Are you open to additional services beyond the outlined digital marketing qualifications?

a. *See Question #7.*

85. From 3.01, what strategies and tactics have you tested? Are there any specific strategies you want to try?

a. *We have implemented a variety of digital marketing tactics including AI-driven campaign types such as Performance Max and Demand Gen. We've tested native lead generation forms on both Google and Meta placements. We're continuing to expand our strategies related to lead sourcing and scoring as it relates to campaign optimization and automated communication journey experiences. We are open to testing new strategies and will collaborate with the selected vendor and a consistent and continuous process for testing and evaluating new strategies.*

86. Do you use traditional media, and if so, are there synergies in strategy? How does the paid media budget compare?

a. *See Question #48.*

87. Do you have a permission-based first-party email list that we could leverage with other platforms, such as offering directed display to individuals who have requested information? Would we be able to leverage second-party lists from the College Board and ACT?

a. *We do not leverage purchases lists in our digital marketing practices and choose not to integrate our first-party data with advertising platforms.*

88. What do your current lead generation tactics look like, and what are your lead generation goals?

- a. *We operate within a strategy that acknowledges direct and indirect lead generation strategies. Paid search is our most effective lead driving tool but we need to leverage higher-funnel efforts such as YouTube or Meta campaigns to support awareness, lead volume and engagement in order to optimize lower-funnel conversion tactics.*
- b. *Our lead generation goals are focused on quality vs. quantity. We frequently audit inquiry to application rates in order to refine our strategies.*

89. How will you measure campaign success? How might you prioritize the following in evaluating our performance: website traffic metrics, non-enrollment leads generated, cost per lead, number of applications, number of enrollments, cost per enrollment, social media engagement?

a. *See Question #47.*

90. To what extent does financial aid and/or reciprocity play a role in your marketing?

a. *University financial aid information lives on university websites and is accessible to prospective learners in a variety of ways, including within email journeys.*

91. What does partnering with your internal marketing team look like? What are their specific responsibilities?

a. *See Question #32.*

92. Who is the current vendor for digital marketing, and how long have they been working with you?

a. *See Question #14.*

93. Are there opportunities to partner with feeder high schools that have significant traction with Ecampus?
- No.*
94. What do you view as your top marketing challenges?
- See Question #6.*
95. Has any previous user or audience research been completed that can inform your digital marketing tactics, e.g., usability testing, stakeholder interviews, audience surveys?
- See Question #69.*
96. If you do not have current personas or up-to-date audience research, would you like assistance in creating them?
- See Question #69.*
97. What type of scripted data is available for visualizing?
- Unpacking Google Performance Max campaigns to evaluate keyword bidding, platform ratios and other granular insights.*
98. Will the selected agency have access to your applicant tracking system, and is integration with Google Analytics 4 (GA4) possible?
- See Questions #8 and #42.*
99. What is your expected start date for the engagement with your selected partner?
- See Question #26.*
100. When does your fiscal year start, and when would you like to launch revised campaigns?
- Our fiscal year starts July 1.*
 - Our digital campaign are evergreen and are refreshed as needed based on performance, frequency and content freshness.*
101. What are the short and long-term business goals and objectives for OSU Ecampus? How do these goals align with the broader multi-year plan for OSU?
- See Question #12.*
 - Growing enrollment in online programs is a key target in Oregon State University's new strategic plan.*
102. What key performance indicators (KPIs) will you use to measure the success of your digital marketing campaigns? What are you using as your source(s) of truth? How are these KPIs associated to the short and long-term initiatives previously stated?
- See Question #47.*
103. What are your biggest challenges in achieving your marketing goals?
- See Question #6.*
104. Do you have existing audience personas that align to the different Ecampus learners noted within your Admissions section of the website (i.e., first year, transfer, non-degree, international, etc)?
- See Question #69.*

105. What are your target audiences, and how do you currently reach them? What media channels are you active in, and how is spend allocated among them (e.g., Audio, Paid Video, Display, OOH, Paid Social, Paid Search, Affiliates, etc)?
- See Questions #4 and #36.*
106. What marketing tools and technologies will you use? Do you use any bid management tools (i.e., SA360, Skai, etc) that you would like your digital marketing agency to work within, or should your new partner use its own instance?
- We do not leverage any bid management tools.*
 - Other related digital marketing tools we leverage outside of paid platforms and GA4 include Userbrain, Zapier, Marketing Cloud, Airtable and BigQuery.*
107. What platform(s) are you currently using to understand the digital marketing success of your campaigns? If you do not have an ecosystem of platforms or solutions, is that something you are looking for your new partnership to collaborate with?
- See Questions #8 and #44.*
108. Who will be responsible for providing and/or creating content and creative assets for the campaigns? Are there other areas of responsibility related to digital marketing that must remain within the Ecampus team that vendors should not include in their resourcing plans?
- See Question #1.*
109. Has an annual budget been determined for digital marketing efforts? If so, can you share it?
- See Question #11.*
110. Where are the current ads being directed? Are there paid media-specific landing pages that need to be developed within this partnership? If so, do you expect landing pages to be developed within the OSU CMS, or will they be standalone pages developed and hosted by the media partner?
- See Questions #3, #36, and #38.*
111. What is the current OSU CMS and CRM?
- See Question #17.*
112. What is your process for approving deliverables, media plans, and making changes?
- See Question #33.*
113. What is your current reporting setup? Do you have any specific requirements for reporting and analytics outside what is listed in the Scope of Work?
- See Questions #8 and #9.*
114. In Section 4.01, it is stated that vendors must have “proficiency in managing Google Analytics.” What specific skills/deliverables are you looking for in relation to Google Analytics?
- Understanding of custom event structures and sub-parameters.*
 - Ability to navigate multiple dimension types as it relates to reporting and insights.*
 - Knowledge of integration settings between Google Analytics and Google Ads as it relates audience/signal building, conversion optimization and performance tracking.*

115. Are there other marketing agencies being used for areas outside of Ecampus (i.e., undergrad or graduate marketing)? How do you anticipate the awardee of this RFP will work and collaborate with them?
- a. *See Question #14.*
116. What does the post-inquiry and application experience look like for inquiries generated through this campaign?
- a. *Most prospects go on an automated communication journey which is enhanced by high-touch outreach based on prospect attributes. At the point of application, prospects enter a different CRM with variable engagement strategies that are led by central university enrollment units.*
117. Are there priority programs or offerings that this digital media campaign will focus on primarily?
- a. *See Question #4.*

Entities are not required to return addendums with their offers but are responsible to make themselves aware of, obtain and incorporate into their final offer any information contained in addendums. Failure to do so may make the offer non-responsive and cause it to be rejected.