

**ADDENDUM II**

**DATE: July 10, 2018**

**FOR**

**PROPOSAL REQUEST #31036**

**DIGITAL MARKETING LEAD GENERATION**

**UNIVERSITY OF MISSOURI SYSTEM**

**DATED: JUNE 27, 2018**

**The above entitled specifications are modified as follows and except as set forth herein remain unchanged and in full force and effect:**

1. Can you please describe the University team structure that will interface with the agency on a regular basis?
  - a. The awarded supplier will interact with a team of marketing and communications professionals from each of the four UM System campuses who have been designated with the responsibility for this project. There will be team members from UM System Office of Strategic Communication and Marketing and representatives from each of the campuses: University of Missouri-Columbia, University of Missouri-Kansas City, University of Missouri- St. Louis, Missouri University of Science and Technology.
2. What is the media budget (ad spend) for advertising of the online programs?
  - a. At this time the University will not be releasing any budget information.
3. What are the enrollment goals (or growth goals) for the online programs? Does the expected contribution per campus vary?
  - a. Growth goals vary by campus and by program. The goal of this project is to increase inquiries to online programs by promoting the marketing portal created to represent all online programs across all system institutions. The marketing portal tool was built with the idea that schools could see a 200 percent increase in inquiries by collectively marketing their online programs together. Each of the four institutions would like to see inquiries grow that much, but the individual program size goals vary greatly.
4. What online programs are priority or that are covered under this marketing budget?
  - a. The marketing budget should cover a general awareness campaign for UM System Online that will promote all 100% online degree programs included on the platform (online.umsystem.edu). Degree specific marketing campaigns are not within the scope of work.
5. What timeframe or cycle do the two 6-week campaign flights intend to cover? Is there a reason the marketing period is only 6-weeks?

a. The six-week time periods were intended as a minimum so as to ensure in-market advertising at least twice per year. The exact time frames for each flight as well as the budget/length of campaign will be determined with the awarded partner as the budget is revealed and possibilities for advertising mediums are discussed.

6. Is there an incumbent agency that currently supports marketing for online programs? If yes, who are they?

a. This is the first time the campuses have collaborated on a joint marketing effort for online program promotion. This effort includes a new, central platform (online.umsystem.edu) that will be exclusively marketed by the selected vendor. Each campus, and in some cases the online administrative departments within each campus, actively market online degree programs through their campus-based websites and may use agencies.

7. What CRM system is being used by the online programs?

a. Each campus uses a higher ed application/inquiry CRM tool called Slate. Each instance is separate. The marketing platform you see at online.umsystem.edu feeds inquiries directly into each campuses' instance of Slate.

8. What internal team structure is in place to support web analytics? Does the University prefer any measurement platforms other than Google?

a. The University marketing team currently has a system in place to support web analytics.

9. Will the agency be responsible for managing the decentralized communications partners (schools and programs) to support the online program marketing?

a. No

10. Are marketing landing pages managed outside of the CMS in a third-party platform or under the control of an agency partner?

a. The online.umsystem.edu is a third party platform managed by RankU where each individual online degree has its own landing page within the site/system. Content is managed by those within the UM System

11. The RFP mentions that all of the rates provided are binding. In the programmatic space, Centro buy on a dynamic CPM which would be an estimated rate. Any difference between the contracted and actual rates will be passed back to you (the client) as added-value. Can you please confirm that we are okay to submit with estimated CPMs?

a. Yes, a vendor may submit a proposal that includes an estimated CPM rate which should reflect the maximum CPM estimated based on prior experience.

12. Where do students in online programs come from (geography wise)?

a. Collectively we have students from every state and 50-60 countries every year. Most of our enrollment, however, tends to come from a 100-mile radius around each campus. There are some programs that are unique nationally and draw students from a much larger geo than just 100 miles.

13. Is there a single online application for all four schools for all degrees or are there many applications? Can we place tracking pixels on each unique URLs for Retargeting as well as Conversion pixels on the “Application Complete” page? Can we also pull in Revenue through a dynamic pixel?

a. Currently there is no way to pull in revenue information tracked back to the inquiry source at [online.umsystem.edu](http://online.umsystem.edu). Registration for classes and payment for them takes place in a different system than the system that tracks application information. There is not one single online application; each institution has its own application links. It is unknown at this time if pixels can be placed on the “thank you” or “application complete” pages generated after someone submits an application. I’d be weary to put the last sentence in as this is the only way a vendor can measure success. Hopefully we can verify the use of pixels.

14. What are your expectation for creative concepting? Can you please expand on the scope (i.e. a holistic online program brand message ideation or will the larger marketing team provide headlines and Centro will be expected to provide digital best practices/performance based on A/B test etc.

a. We are looking for a vendor partner who will create campaign messaging complete with message ideation, including headlines and ad copy as well as the type of digital buys we should make, the media buying services and performance tracking and optimization, etc.

15. Can you please further explain the flighting requirements outlined (“at least 2 six week flights”). Do you have comprehensive list of enrollment deadlines for each program/school?

a. The six-week time periods were intended as a minimum so as to ensure in-market advertising at least twice per year. The exact time frames for each flight as well as the budget/length of campaign will be determined with the awarded partner as the budget is revealed and possibilities for advertising mediums are discussed. We will be able to identify with the awarded vendor the general recruitment cycles that meet the needs of a majority of the online programs.

16. Do you have any CPA (Cost per application completed) benchmarks from previous agency partnerships?

a. No.