

ANSWERS TO QUESTIONS

1. In the requirement, "At least ten user account groups and workflows," what is meant by workflows?

ANS: Workflows are the administrative process a piece of work (in this case an email campaign) passes from initiation to completion. The contract with the vendor will allow up to ten user account groups that can each manage email communications to their various contact groups.

2. Do you leverage automation in any way in your current email marketing? If so, how? If not, would you like to?

ANS: We currently do not have an email marketing tool or the capability to send marketing emails. The automation option that is required is for an email subscription that collects emails and stores them in a contact group. Another automation option is to schedule outgoing emails.

3. What is your goal with a SurveyMonkey integration? What is your goal with a YouTube integration?

ANS: The goal of third-party integration is to have the option to add surveys or videos to the email marketing campaigns.

4. What is your goal with a Drupal integration?

ANS: Our website will be moving to Drupal; therefore, the email marketing tool must have to option to embed email subscription content.

5. What platform would be communicating with the email software through API?

ANS: Drupal CMS will connect via API.

6. We see reference to both "10,000 saved contacts" and "50,000 saved contacts" in the solicitation docs. Can you please advise on the number of contacts you send emails to?

ANS: We would like to option to store up to 10,000 in the first two years of contract.

7. I see references to a "Deliverables Matrix" in "6.1.2 Cost Proposal" but am unsure which attachment the Deliverables Matrix is. Please advise.

ANS: Deliverable's matrix is referred to herein in its general sense. The matrix is basically what will you offer as timelines, deliverables and corresponding costs. It will comprise the information necessary to fill up and complete attachment 2, Section 3.2 page 3; Section 3.4 on page 4; Attachment 1 of page 6 and Appendix B (iii) of page 7.

8. What is your legacy email marketing system? How long have you used it for?

ANS: We do not have a legacy email marketing system. We previously used Emma.

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9. What are your largest pain points currently in your current email marketing processes and the tool you use for mass emailing?

ANS: We currently do not have an email marketing tool.

10. Is there any significance to the timing of releasing this RFP?

ANS: No.

11. How many emails do you send each month if you had to estimate?

ANS: Our working group would send 3 to 5 at the most.

12. Is texting a communication channel of interest?

ANS: No.

13. How many newsletter opt-in topics do you have publicly available for people to subscribe to?

ANS: None in our working group at the moment.

14. Can you share budgetary information for this opportunity?

ANS: No.