



ADDENDUM

IMPORTANT DOCUMENT – INVITATION TO NEGOTIATE ADDENDUM

ITN NUMBER: 2020-26GCSA OPENING DATE & TIME: June 10, 2021 3PM EST.

ITN TITLE: Digital Marketing Strategy and Advertising Services

ADDENDUM NUMBER: 1 ADDENDUM DATE: May 27, 2021

The purpose of this addendum is to answer questions asked during the open q/a period.

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PROPOSERS SIGNATURE

PRINT OR TYPE PROPOSER'S NAME

COMPANY NAME

EMAIL ADDRESS

1. Vendor Question: We're happy to provide a percent of spend model - to do this, **I'll need to have a general idea for the annual media budget associated with this scope.** Can you give an estimate? Knowing this can fluctuate I'd appreciate having a 'known' and 'variable' set of guidelines so we can have an understanding for what needs servicing now and what we'd need to be prepared to accommodate in the future.

UCF Answer: Budgets can and will vary during the contract period depending on objectives, priorities, duration, availability of funds, etc. We have seen spends for individual digital advertising campaigns ranging from \$1,000 to \$100,000-plus over the years. Since many marketing and advertising functions are decentralized, it is not possible to quantify the projected cumulative annual advertising budget across the university at this time.

2. Vendor Question: Will a central entity be billed for our services, or will we need to bill each school/department according to the campaign we're running for them?

UCF Answer: No, the billing will not be centralized. The vendor will need to invoice each unit (school, department, college, etc.) separately.

3. Vendor Question: We typically structure engagements as percentage of spend with minimum monthly fees to ensure resourcing is appropriate at all times - any major objection to this out of the gate?

UCF Answer: We prefer a structure that is based on percentage of spend (direct cost +agency fee) with no additional fees.

4. Vendor Question: What are your expected fees for agency services? I appreciate wanting to keep this confidential, but as it's 30% of the selection criteria I want to ensure we're playing in the same ballpark and there are no surprises when submissions are opened on the 10th of June. A range for your expected fees for this engagement will work fine.

UCF Answer: We expect fees to fall in line (or below) industry averages. Based on industry surveys, agencies are generating a margin (markup) of 15 to 20% on media spends.

5. Vendor Question: How many agencies have been invited to this process?

UCF Answer: This ITN is open to all qualified respondents. Approximately 22 agencies were notified directly. Additionally, The ITN is posted on the UCF Procurement website and the Vendor Bid System(VBS) with the Florida Department of Management Services.

6. Vendor Question: Will you be sharing the Q/A from other agencies?

UCF Answer: Yes.

7. Vendor Question: What are the steps after the deadline for submission on June 10th? I'm looking to understand what happens between that and the appointment of an agency - will there be a round of pitches with a shortlist of agencies or will the winning agency be selected from the submission on June 10th entirely?

UCF Answer: All proposals will be reviewed by an evaluation team per section 2.8 of the ITN.

8. Vendor Question: You state the Florida Legislature controls project purse strings. However, would it be possible for you to ballpark an annual budget for the above program.

UCF Answer: See question 1 for response.

9. Vendor Question: Can we get an idea of media placement and spend for an average month in the past and then for any heavy up spends around enrollment? ('19 & '20)

UCF Answer: See question 1 for response. Seasonal spikes occur in core enrollment periods: April-June; September-November.

10. Vendor Question: Can you please provide guidance on projected scope of work?

UCF Answer: Scope of work is detailed in section 4.0.

11. Vendor Question: What are the KPI's and Reporting Expectations for the campaigns?

UCF Answer: The KPIs will vary based on the objectives of the campaign. As stated in section 1.1, KPIs could include: cost-per-lead CPLs, impressions, and cost-per-acquisition CPA. Additional metrics may include website traffic, click-through rates, video completions, engagement, reach, etc.

Reporting Expectations: See question 67 for response.

12. Vendor Question: Can you share why you are issuing this ITN and if you are currently working with a digital media agency?

UCF Answer: Our focus, time and spend on digital marketing has increased in recent years, and we seek a strategic partner who we can work with on a regular basis to further develop and enhance our digital marketing efforts. The ITN process can help us find this strategic partner through a competitive process. The university and its departments may work with several digital agencies today. There is no common resource that has been vetted for experience, expertise, execution and price and this process will hopefully yield that.

13. Vendor Question: What are you looking for in an agency partner?

UCF Answer: We are seeking a strategic partner who can provide thoughtful solutions and skilled, tactical execution of those solutions so we can be successful in achieving campaign objectives through digital marketing.

14. Vendor Question: Since the ITN is for digital services only, does UCF work with another ad agency on traditional media that the digital agency selected would work with at all? Or does UCF only utilize digital media with no traditional media support?

UCF Answer: No. UCF Communications and Marketing typically negotiates and purchases traditional media (i.e., print, broadcast, outdoor, etc.) directly.

15. Vendor Question: Who owns the access to the Google and Facebook Campaign/Business Manager accounts? Does UCF own them (access to see performance through the platforms direct) or does another ad agency?

UCF Answer: Various campaigns utilize different Business Manager and Ad Manager accounts across UCF. Some are run through UCF-owned accounts, others are run through current agency accounts. UCF has full rights to all accounts that campaigns are run through.

16. Vendor Question: Does UCF have a Google Tag Manager account on the site that the agency would be able to place pixels through?

UCF Answer: Yes.

17. Vendor Question: Is there a current Application Tracking System (ATS) used by UCF? Or other similar software used to track submissions?

UCF Answer: Yes, systems vary by department. Please note that lead generation for enrollment (student recruitment) is one of the elements noted in the Statement of Objective, but not the primary.

18. Vendor Question: Upon application submission, is a thank you page available that we can place a pixel to track submissions?

UCF Answer: Yes. Note that restrictions on pixels could apply. See questions 17 and 35.

19. Vendor Question: Are Lead Gen ads utilized in social? If so, what is UCF's current process for following up on leads derived from lead gen ads (i.e., social ads through Facebook/LinkedIn, etc.)? Are lead gen ads tied into a CRM system for follow up or delivered by agency for UCF to follow up with?

UCF Answer: They are used, though they are not currently tied to the CRM directly. UCF staff pull leads generated from lead ad units into existing workflows that then tie back to the CRM.

20. Vendor Question: Does UCF have historical benchmarks the agency will be expected to achieve (CPL, etc.), or will they be developed by the new agency and campaign performance?

UCF Answer: Yes, UCF keeps historical data/benchmarks. UCF will work with selected vendor to determine KPIs, benchmarks and optimize campaign performance.

21. Vendor Question: Would the new agency have access to the current Google/Facebook campaign builds, either by transitioning ownership of the Business Manager accounts or by full campaign export?

UCF Answer: See questions 15 and 16 for response.

22. Vendor Question: Can you share the overall digital media budget across all departments, or a range?

UCF Answer: See question 1 for response.

23. Vendor Question: How often do you currently receive, or expect to receive, digital reporting? Monthly or more frequent?

UCF Answer: Monthly at a minimum. Some campaigns may require more frequent reporting. Also, selected agency may be expected to provide ad hoc reporting based on department needs.

24. Vendor Question: Do you currently have/expect to have frequent status calls, such as weekly?

UCF Answer: Yes, monthly status calls at a minimum with frequent communication (via email/phone) on a weekly basis depending on needs.

25. Vendor Question: Do you have defined target markets and audiences, or looking to the agency to help determine those? If you have them, can you share?

UCF Answer: Target markets and audiences are based on campaign objectives. Target audience groups may include prospective students and/or parents, current students, faculty and staff, alumni, donors, influencers, etc. Target markets may include specific DMAs, geotargeted areas, particular states, regions, etc.

26. Vendor Question: Are diversity efforts/enrollment part of the current audience segmentation?

UCF Answer: No. The university does not target audience segments based on diversity.

27. Vendor Question: Are there any current digital asset limitations such as audio or video?

UCF Answer: No.

28. Vendor Question: The ITN requests in section 2.1 that the Respondent's response "must be submitted in writing...preferably by email." However, it also requests that responses are uploaded via the procurement portal as well. Should the response be uploaded and emailed?

UCF Answer: The response should be uploaded per instructions on Appendix IV. Responses submitted via email will be deemed nonresponsive.

AdTech:

29. Vendor Question: Is UCF currently using some integrated DMP?

UCF Answer: No. We do not currently used an integrated data management platform.

30. Vendor Question: Is UCF using a CRM tool?

UCF Answer: CRM tools vary by unit/department. One department may use Salesforce, another may use Slate, and another may use Excel.

31. Vendor Question: If you do, which one and what version?

UCF Answer: See questions 29 and 30 for response.

32. Vendor Question: Is there any restrictions or resistance in case it needs to be integrated with another solution?

UCF Answer: Integrations would need to be discussed with the department/unit in accordance with UCF Information Security protocols/procedures.

33. Vendor Question: Does UCF have any relation with vendors like Claritas or similar that could be capable of being integrated into the digital Adtech ecosystem?

UCF Answer: No.

34. Vendor Question: What is the variable “order ID, or unique identifier for a lead”?

UCF Answer: Unique email address

35. Vendor Question: Tag Manager: Do you allow to receive a labeling proposal, is there any restriction in pixels?

UCF Answer: Yes, we allow a labeling proposal through Tag Manager, and yes, there are restrictions on pixels.

36. Vendor Question: Google Analytics:

- a. What version do you currently use?
- b. Maintenance is made in-house or is made by a third party?

UCF Answer:

- a. *Ga.js version*
- b. *In-house*

Creativity:

37. Vendor Question: Graphic Materials: Are you expecting that we develop materials from scratch or do you provide creative guidelines and graphic line?

UCF Answer: No. UCF Communications and Marketing will produce creative assets/deliverables (e.g., banner ads, videos, audio streaming spots, images, copy) for its campaigns. The vendor may, on rare occasion, provide creative assets (e.g., ad resizes, image and ad copy suggestions).

Leads information security:

38. Vendor Question: For the delivery and unification of leads: How do you expect us to deliver them, real-time or daily?

UCF Answer: Real time, utilizing UCF-owned lead forms (when not utilizing lead ad units).

39. Vendor Question: Response time for generated lead: Once the lead has been generated, how do you get in contact with it: Call or email, or both.

UCF Answer: It depends on the campaign and department. For UCF Online, auto communication emails are triggered immediately at lead completion, followed by recruitment team phone follow up within 48 hours.

40. Vendor Question: Which lead call control system do you use?
- a. Brand
 - b. Version

UCF Answer: UCF is in the process of upgrading its call control system and will be switching to a TBD system at a later date.

41. Vendor Question: Lead life-time: How many times and for how long is a lead used before archiving it?

UCF Answer: It depends on the campaign, lead type, and average latency from lead source.

42. Vendor Question: Cost per Lead:
- a. Average or expected range for:
 - i. Graduate

- ii. Undergraduate
- iii. Continuing education

UCF Answer: This depends greatly on the program type, channel used, and targeting approach. For UCF Online leads can vary from a few dollars to > \$100 for niche program targeting at a national level. Each campaign establishes its own goals and target CPLs.

Team and Communication

43. Vendor Question: In the ITN there is a person as a point of contact for both parts and Reporting, but what about for schools and programs? All the communication will be whit only one area?

UCF Answer: No. Most of the work and communication will flow from UCF Communications and Marketing. However, each unit will have its own point of contact if they choose to partner with the selected vendor.

44. Vendor Question: For information security reasons, are you allowed to work with Microsoft Power BI, or do you have to work with another platform?

UCF Answer: Yes, we work with Microsoft PowerBI.

45. Vendor Question: How many users will have access to the data? Do they need the same level of access?

UCF Answer: Access to data will be determined based on UCF Information Security standards and applicable policies and regulations.

Marketing Sales funnel

46. Vendor Question: We understand that the sales period of an average lead is 12 months, but what is the online lifetime value of the sales period?

UCF Answer: This depends greatly on the campaign and target program.

Scope of Work

47. Vendor Question: Over the 4-year contract period (August 1, 2021 – June 30, 2024), what are UCF's main goals?

UCF Answer: The goals of a given campaign or digital marketing may differ year to year. This will depend on the progress toward university goals.

48. Vendor Question: Are there specific key performance indicators for each year the contract is in place?

UCF Answer: At the start of each campaign, key performance indicators will be established. The contract will be evaluated annually based on meeting those KPIs over the course of the year for renewal.

49. Vendor Question: For each priority listed below, what is the estimated time/budget UCF projects the vendor will allot to each?
- Increasing Brand Awareness and Reach
 - Promoting UCF's excellence and national reputation
 - Driving traffic to designated websites or landing pages
 - Generating leads for enrollment
 - Enhancing revenues, sales, or donations

UCF Answer: Priorities may change based on need and it would be difficult to place a time allotment ahead of those needs in the future.

Budget

50. Vendor Question: Is there a designated annual budget? If there is a budget, is it subject to change across the contract period?

UCF Answer: See question 1 for response. Yes, the budget is subject to change across the contract period based on goals and/or available funds.

51. Vendor Question: Is there a specific media spend budget designated?

UCF Answer: See question 1 for response.

52. Vendor Question: Does UCF currently have an incumbent agency? If so, is UCF happy with the current agency?

UCF Answer: The university and its various departments may work with several digital marketing partners/providers today. The duration of these engagements varies across departments. We do not know the satisfaction of those units or areas with those they may or have worked with.

Audience

53. Vendor Question: As we seek to build the audience for this ITN, can you describe UCF's key targets as it relates to:
- Enrollment (i.e. in-state, out-of-state, BIPOC, undergraduates, graduates, online and adult learners, etc.)
 - Competitors or aspirational competitors

UCF Answer: Enrollment: No specific targets. See questions 25, 26, and 103 for responses.

UCF uses three different peer groups for benchmarking: Operation, University Innovation Alliance and State University System. Please see <https://ikm.ucf.edu/performance/benchmarking/> for more information.

Web Traffic Generation

54. Vendor Question: Are the primary web pages that this ITN seeks to drive traffic to primarily UCF's admissions/information pages, or will the vendor also drive traffic to UCF's departmental pages to highlight research, extracurriculars, sports, etc.?

UCF Answer: Landing page will vary per campaign objective. Examples include ucf.edu, specific degree/program pages, faculty research, lead-generation forms, etc.

55. Vendor Question: Can you provide any perspective on the annual budget for digital advertising?

UCF Answer: See question 1 for response.

56. Vendor Question: Does the University currently have a preferred digital media partner?

UCF Answer: See question 52 for response.

57. Vendor Question: If they have a preferred or current media partner, are they invited to participate in this RFP?

UCF Answer: See question 52 for response.

58. Vendor Question: there been any digital tactics that have truly excelled and surpassed KPIs? (I.e. YouTube advertising performed better than expected)

UCF Answer: Yes, we have seen KPI results above expectations from various campaigns over the years. Google Search and localized paid social through Instagram produce very positive results for several UCF Online specific campaigns. Targeted display has also been successful in the past across our brand awareness campaigns, along with intentional remarketing based on specific website activity.

59. Vendor Question: Would utilization of UCF student and applicant databases (CRM) be available for ad targeting and lookalike audience development?

UCF Answer: Yes, in accordance with regulations and UCF data policies and privacy

60. Vendor Question: Is there a preference to where the digital media partner is headquartered? Is there a preference for a local or Florida based partner?

UCF Answer: No.

61. Vendor Question: Creative direction and recommendations are listed in the RFP. Would the development of ad creative be required as part of the project? If development is handled separately, does that include audio spot recording for Spotify and streaming radio placements?

UCF Answer: See question 37 for response. UCF Communications and Marketing typically produces its own audio spots for streaming placements.

62. Vendor Question: Section 1.1 states “digital marketing strategy and advertising services” – Is the intent for this contract to include digital marketing strategy beyond campaign and paid digital strategy?

UCF Answer: Not at this time.

63. Vendor Question: Is it preferred that there will be a single contract awarded as part of this process or multiple contracts?

UCF Answer: A primary and preferred supplier contract may be awarded but not exclusive.

64. Vendor Question: Can you provide the SLA that this contract would fall under?

UCF Answer: See standard UCF contractual agreement:

<https://generalcounsel.ucf.edu/files/2021/05/Standard-Purchasing-Agreement-051821.pdf>

Standard UCF Addendum for Service Contracts:

<https://generalcounsel.ucf.edu/files/2021/04/Addendum-for-Service-Contracts-effective-July-1-2016-modified-with-E-Verify-NNH-2-11-21.pdf>

65. Vendor Question: Can you provide information about the IDIQ process and how the selected vendor/vendors would work with UCF? Would it be a closed RFP process?

UCF Answer: The RFP process is sealed, meaning no one can see the submissions until the opening day and time.

66. Vendor Question: Can you provide additional details about campaign creative and capacity of the UCF creative team? What will be the process for getting campaign creative approved?

UCF Answer: See question 37 for response. UCF Communications and Marketing's in-house capabilities include graphic design, copywriting, content strategy, videography/photography, etc. Creative assets will be approved internally and delivered to selected vendor for placement/trafficking.

67. Vendor Question: Can you provide a sample of how you'd like to have campaign reporting delivered?

UCF Answer: UCF Communications and Marketing will work with selected vendor to develop reporting requirements for each campaign. Reporting requirements may include:

Dashboards-Real time (or frequently updated) dashboard(s) with campaign metrics/KPIs, budget pacing/spend, impressions, channel/audience information

End of Campaign Reports- Comprehensive summary with key takeaways, targets, insights, spend creative examples, KPI results, recommendations

68. Vendor Question: Is there an incumbent for this contract who is bidding?

UCF Answer: See question 52 for response.

69. Vendor Question: Is there a multivariate testing tool currently being used for landing pages?

UCF Answer: No, however we have access to and frequently use single variant testing tools across our various assets for A/B tests.

70. Vendor Question: What is the average campaign budget and length that is expected?

UCF Answer: See question 1 for response.

71. Vendor Question: Can you share an overview/summary of the types of advertising campaigns you have run in the past, and any results from those campaigns?

UCF Answer: Examples of past campaigns/results.

Faculty and Leadership Recruitment- *Developed and implemented communication plan to promote Faculty Hires campaign. Specific focus placed on driving applications for faculty cluster positions developed to research and teach issues of local, national and international relevance. The Faculty Hires campaign generated more than 12,600 applications for 189 positions.*

Brand Advertising- *Generated more than a half billion paid print, broadcast, outdoor and digital impressions with brand awareness efforts targeting prospective students, parents and a variety of other stakeholders.*

Knight Your Ride- *Launched integrated marketing campaign to promote the new UCF license plate. Since the launch of the Knight Your Ride campaign in August 2016, revenue has exceeded \$2.7 million generated from 108,392 total purchases UCF has 31,000 active plates and ranks third among the state university license plates and in the top 20 of specialty plates in Florida.*

72. Vendor Question: Can you share UCF's advertising plan for the last year?

UCF Answer: Not readily available. Plans are decentralized across units, departments, colleges, programs, etc.

73. Vendor Question: You mention that some campaigns may be as low as \$1,000. Is that ad spend and do these \$1,000 campaigns run in conjunction with other campaigns?

UCF Answer: Yes, ad spend. There may be several UCF campaigns running at a given time with various levels of ad spend.

74. Vendor Question: Have you run PPC campaigns in the past and if so, will the selected agency have the opportunity to review reporting to inform recommended media approach for PPC?

UCF Answer: Yes and yes.

75. Vendor Question: Are you looking to market UCF nationally or just to Floridians? If the former, are there key “feeder” markets that we should focus on?

UCF Answer: See question 25 for response. Target audiences and markets will vary by campaign.

76. Vendor Question: For paid social advertising, is there someone in-house to community manage ads (i.e., monitor, comment on ads) or is the selected agency expected to perform these tasks?

UCF Answer: Selected agency would be expected to monitor ads. Our in-house team would assist with responses.

77. Vendor Question: Is there an in-house team responsible for organic social media and overall community management or is the selected agency expected to provide these services?

UCF Answer: Yes, there is an in-house social media team.

78. Vendor Question: Is creative campaign development in-house and if so, will we have the ability to influence creative to ensure optimization of media campaigns?

UCF Answer: See questions 37 and 116 for response.

79. Vendor Question: What types of assets do you have for purposes of this advertising engagement, or are you planning to concept and launch a new campaign?

UCF Answer: Assets vary by campaign objectives. Assets could include display banner ads, videos, copy, landing pages, audio spots, etc. New campaign launches are based on university priorities/goals.

80. Vendor Question: Is there a website or landing page in place today to support advertising and if so, what is the URL? If not, would you be open to us including design and development of a landing page in our scope?

UCF Answer: See question 54 and 116 for response.

81. Vendor Question: What is your total ad spend budget?

UCF Answer: See question 1 for response.

82. Vendor Question: Is there an incumbent? If so, who?

UCF Answer: See question 52 for response.

83. Vendor Question: If there is an incumbent, how long has the incumbent been working with UCF?

UCF Answer: See question 52 for response.

84. Vendor Question: What communications and marketing agencies has UCF worked with over the last two years?

UCF Answer: See question 52 for response.

85. Vendor Question: What performance reports were produced in response to marketing and advertising efforts internally and externally (by contractor)? If reports were produced please provide.

UCF Answer: See question 67 for response.

86. Vendor Question: What is the dollar amount in added value negotiated in previous vendor contracts?

UCF Answer: This information not readily available. Added value is typically channel/spend based.

87. Vendor Question: Can you share the list of agencies that submitted questions?

UCF Answer: SSDM, Collegis Education, Nobox, &B, BrkThru Digital, The Moore Agency, New Target, Inc., Manic Z Media, Kivvit, Aikiu.Cool, Wataugagroup, Spectrum Reach, Graystone Group Advertising, Brainlabs digital, and OHO Interactive.

88. Vendor Question: Do the UCF campaign periods coincide with Academic Year periods, Year 1 would be July 2021-June 2022?

UCF Answer: UCF operates on a fiscal year calendar from July 1 through June 30. See section 2.21.

89. Vendor Question: Is there a budget or budget range established for Digital Media for the Year 1 Campaign?

UCF Answer: See question 1 for response.

90. Vendor Question: What are the application and enrollment increase goals for Year 1 as % of current year?

UCF Answer: This varies by program/department/college.

91. Vendor Question: Can you give us a sense of prospective students targets by:
- Undergraduate and Graduate
 - Transfer students
 - In-state, regional and national

UCF Answer: No. This varies by program/department/college.

92. Vendor Question: Who are the UCF key competitors?

UCF Answer: See question 53 for response.

93. Vendor Question: Is a CRM available?

UCF Answer: See questions 29 and 30 for response.

94. Vendor Question: What are the top goals for UCF this year? For the next 5 years?

UCF Answer: See questions 47 and 48 for response.

95. Vendor Question: Why is the business up for review? Will the incumbent agency partner be participating in the process?

UCF Answer: See questions 12, 13 and 52.

96. Vendor Question: Who do you identify as your top competing universities? Why?

UCF Answer: See question 53 for response.

97. Vendor Question: What specific media goals and KPI's do you currently monitor?

UCF Answer: See question 11 for response.

98. Vendor Question: What performance metrics do you wish you could have greater insight into?

*UCF Answer: External to UCF: greater insight into competitor placement and metrics.
Internal to UCF: greater insight into full funnel lead movement.*

99. Vendor Question: What systems/technology platforms would the agency need to consider/integrate with (e.g., CRM, ESP, Social publishing platform, etc.)?

UCF Answer: G-Suite, PowerBI, Google/FB/LI/Bing Ad Accounts.

100. Vendor Question: Are you able to share a past media plan/budget (from 2020 and/or 2019), or more detail around the various campaigns/events you run/participate in throughout the year (e.g., number of unique campaigns, duration of each)?

UCF Answer: See questions 1 and 111 for responses.

101. Vendor Question: Will the chosen agency partner be granted access to UCF's CRM for media activation?

UCF Answer: See questions 30 and 45 for responses.

102. Vendor Question: Do you have any recently completed research (within the last 18 months) that you can share with the agencies participating in the ITN process?

UCF Answer: Not readily available. UCF will share research/insights relevant to a project/campaign with selected vendor, if available. More information on UCF facts and figures can be found at <https://ikm.ucf.edu/facts/interactive-facts/> and <https://www.ucf.edu/about-ucf/facts/>.

103. Vendor Question: Do you have any existing persona's/audiences you can share?

UCF Answer: Our audiences vary by campaign and targeting approach. For UCF Online, we primarily target non-traditional adult learners who are seeking career expansion, new job opportunities or a career switch.

104. Vendor Question: How do you define high-quality leads?

UCF Answer: Leads who our coaching team can successfully contact and meet minimum Admission's criteria while showing interest in the program.

105. Vendor Question: What area(s) give you the greatest challenges or you wish you could execute better within digital media?

UCF Answer: Attribution. Out-of-state enrollment engagement within an extremely limited budget.

106. Vendor Question: What consumes the most time for you?

UCF Answer: Strategy development and project execution.

107. Vendor Question: What are the top 3 characteristics you're seeking in an agency partner?

UCF Answer: See questions 13.

108. Vendor Question: How will you measure the success of your agency relationship?

UCF Answer: See questions 13, 48 and 49.

109. Vendor Question: Is there a preferred format for the ITN response? (e.g., layout, maximum number of pages, etc.)

UCF Answer: No

110. Vendor Question: How is the marketing team inside UCF composed? With how many interlocutors will the agency need to have contact for activation of digital campaigns?

UCF Answer: UCF Communications and Marketing is comprised of professionals in the following areas: communications, creative, project management, operations, UCF Online, web development, IT, and editorial and content strategy.

Less than 10 for UCF Communications and Marketing (including UCF Online).

Selected vendor will also interface with other campus communicators/marketing leads and stakeholders based on campaign needs.

111. Vendor Question: Average number of campaigns along the year? Are there any of them that have an “always on” approach? Are there any key seasonality for UCF?

UCF Answer: Please see section 4.0.1.a. Items “i-iii” are mostly “always on.” Items listed in “iv” vary based on university/unit/college/program needs. Average number of campaigns will vary each year. For UCF Online, we run an always on approach for several of our program specific campaigns. For our wider UCF Online brand campaigns, we operate peak campaign periods from Jan – June and then Aug – Nov.

112. Vendor Question: We see that UCF has more than 12 locations and 230+ degrees, Which campuses and degrees are priority? Do all of them get communicated via paid digital?

UCF Answer: Priority is determined by the respective college. No.

113. Vendor Question: About segmentation, are there any specific target audiences and demo profiles that are the main focus for UCF?

UCF Answer: See question 25 for response.

114. Vendor Question: How does the paid media budget is typically allocated between Awareness & Performance objectives?

UCF Answer: This depends on the campaign and which area/department of the university is running the campaign. For example, the paid media budget for UCF Online is devoted almost exclusively to performance objectives.

115. Vendor Question: Estimated annual budget for all paid digital advertising.

UCF Answer: See question 1 for response.

116. Vendor Question: In regards of creative assets, are those made internally or via a creative agency? How feasible is to adjust creative strategy/assets based on recommendations from media agency?

UCF Answer: Creative assets are produced in-house. UCF welcomes recommendations from the selected vendor to adjust messaging, design, etc. to improve performance and achieve established campaign objectives and KPIs.

117. Vendor Question: Can you provide an approximate media budget for these efforts?

UCF Answer: See question 1 for response.

118. Vendor Question: Where is marketing performance data tracked today? CRM? Data warehouse?

UCF Answer: See questions 29 and 30 for response.

119. Vendor Question: Does your sales and marketing organization use a CRM tool to track prospects through the entire customer journey?

UCF Answer: See questions 29 and 30 for response.

120. Vendor Question: Does your organization have cost-per-acquisition goals set by the communications and marketing department?

UCF Answer: Yes, these vary by campaign. For example, UCF Online has set CPA targets for its core program campaigns.

121. Vendor Question: How many new pieces of sales and/or marketing content does the communications and marketing department create per month? 4. How many new videos have been placed on the UCF website in the last 12 months?

UCF Answer: We are focused on outcomes rather than quantity. Each year, UCF Communications and Marketing produces thousands of photos, 100-plus videos, several hundred stories, social media posts, and ads, and dozens of brochures, websites, etc.

Regarding the homepage (ucf.edu), content is reviewed and updated at least monthly depending on priority of messaging, events, etc.

122. Vendor Question: What is your total annual marketing investment?

UCF Answer: See question 1 for response. This information is not readily available as marketing spend is decentralized across the university and the marketing spend may be categorized differently by each unit.