



Request for Proposals  
Marketing and Communications Services  
*Updated 4/4/24 (new questions in italics)*

1. Would you kindly confirm if this is an entirely new effort or is there an incumbent currently providing these services? If so, would you please provide the incumbent contract details?

This is a new initiative. Please refer to the instructions in the Request for Proposals document posted on the NOVAworks website, <https://novaworks.org/about/rfp>. Please submit any further questions to [rfprelease@novaworks.org](mailto:rfprelease@novaworks.org). Thank you.

2. The Novaworks Marketing and Communication strategy will require printing and ad buys. Is the \$49,000 budget limit meant to include the actual cost of third party printing and ad buys (billboards, radio, etc.) or is the contractor meant to develop a strategy and Novaworks will pay for printing and ad buys separately?

The cost for printing and ad buys is not included in the \$49,000 budget limit.

3. *Does the budget of \$49,000 include what would be available for paid advertising in support of the branding campaign?*

Paid advertising is not included in the \$49,000 budget.

4. *Does NOVAworks currently use a social media management platform/intelligence tool such as Sprout or Hootsuite?*

No, it does not.

5. *How many newsletter(s) does NOVAworks publish and at what frequency?*

Please refer to Task 3: Design & Layout Services on page 3 of the RFP. NOVAworks typically produces five to six documents each year.

6. *Existing customer personas: Do you have access to existing customer personas to gain insights regarding needs, motivations, and pain points?*

NOVAworks has knowledge of its customers through various avenues that may be shared as needed.

7. *Content Development and Brand Refresh: Any CMS does NOVAworks use? Any existing brand assets or a brand style guide to reference?*

NOVAworks does use various CMS systems for various purposes, which would be shared as needed. There is no existing brand style guide.

8. *Measurement and Success Tracking: Are there any KPIs already established? What tools or analytics platforms does NOVAworks use to track for results?*

There are currently no tools or analytic platforms utilized for marketing and communications strategies.

9. *Project Management and Communication, Decision-making process: Key stakeholders involved in approving marketing materials and communication strategies?*

NOVAworks staff will approve marketing materials and communication strategies. Additional individuals may be asked to provide input as appropriate.

**Reminder: The deadline to submit questions has now closed.**