

QUESTIONS AND ANSWERS FOR SOCIAL MEDIA CONSULTING RFQ

1. Is there a budget for this project?

There is a healthy budget for all 2023 consulting services, but the mix of marketing, social media, graphic design, etc is still to be determined.

2. Is there an incumbent on this project?

There is not an incumbent for this project. We have worked with a couple of consultants over the past few years on specific social media projects, such as our strategic plan outreach or community engagement for greenways in planning.

3. Who will be making the decision on awarding this project?

The decision will be made by the Great Rivers Greenway “Promote Team”-primarily the VP Communications, Communications Manager and Communications Coordinator.

4. Who within your organization will oversee this work or be the primary contact for it? Primary Contacts will be Great Rivers Greenway Communications Manager and Communications Coordinator. May also work with other team members on a specific project/goal as needed.

5. When will we know who the project is being awarded to?

Respondents whose proposals are not accepted will be notified as soon as practical, likely by the end of 2022. Our aim is to have a pre-qualified consultant list with firms/individuals who can provide social media consulting services as needed.

More info from RFQ document:

“Upon submission of qualifications, GRG may establish a pre-qualified consultant list and/or select one consultant from the submittals to begin contract negotiations. Interviews may be conducted if needed.

Upon selection of consultant for a particular need, GRG will negotiate a scope of services and other terms and conditions of an agreement with the selected firm. If such negotiations are not successful, GRG reserves the right to begin negotiations with other respondents.”

6. Does research exist which helps us be strategic about the content of the posts?

The Great Rivers Greenway team would provide direction on greenway or project specific content. The primary sources of research would be our existing social media metrics and our bi-annual awareness and sentiment survey data. We would share that data with our consultant.

7. Are there any additional elements we can propose on or help you coordinate -graphic design, media production, trade show or exhibit design/production, etc.?

The scope of this RFQ for social media consulting services is outlined in the RFQ document (see below). Any additional elements a firm can offer to support this scope would be helpful to include in the proposal. Items outside this scope, such as exhibit design or traditional media production, are not relevant and should not be included – other items needed were procured in Fall 2021.

- Auditing and analyzing metrics for all Great Rivers Greenway social media accounts
- Recommending strategies and tactics to improve reach and engagement across all social media platforms
- Identifying/assisting with social media marketing opportunities
- Influencer outreach
- Event amplification

- Social media content creation
- Training/coaching GRG staff as needed to stay up-to-date with changing algorithms, trends, and best practices across each social media platform.
- Other services as needed

8. Does this engagement include both organic and paid social campaigns?

Yes.

9. Is this work currently being done by an outside marketing communications firm?

See question 2. This work is being done primarily in-house at this time.

10. Can you elaborate on what types of social media marketing opportunities you are looking for agency to identify and assist with?

We are looking for ways to utilize social media to promote the Great Rivers Greenway brand and the many efforts we have going on at any given time. We want people throughout our jurisdiction to be aware of the greenways, how they can get involved (engage, volunteer, donate, adopt), promote our events and programs and more. We want a firm/consultant who can identify social media trends and other opportunities (influencer outreach/ new creative content/partnerships/collaboration) across different social media platforms to engage our existing audience AND reach new people.