

## DIGITAL AND SOCIAL MEDIA RELATIONS RFP – QUESTIONS AND ANSWERS

1. Do you have a clear message and positioning strategy? If so, are you happy with it?

We have a [marketing strategy](#) available on the Tourism Department page on the Town of Provincetown website. We are having success with our current messaging and positioning; however, we are open to new ideas to expand and optimize our efforts.

2. Is there a larger campaign/creative brief that we are working within for this digital/social media effort?

Please refer to the [marketing strategy](#) to provide the best information available.

3. Is this RFP for social media only or is it meant to be a multimedia digital platform effort? We ask as you mention “display advertising” in the contractor’s SOW. If so, can you confirm if a paid digital media campaign is part of this budget—programmatic banner ads, paid search, paid social media, etc.—including developing the media strategy, media planning/buying, creative execution/production and reporting?

This RFP is intended to identify the best multimedia digital efforts including social media optimization and other digital media tools and platforms including all possible vehicles the proposer considers opportunities to maximize results. Consider it a blank canvas to put forth the best digital gameplan you’re able to provide, including creative and reporting.

4. Can you share historical spend for paid digital media and social media campaigns? And/or do you have a specific paid media budget in mind?

The current budget for paid social media, digital media and search engine marketing/optimization is \$200,000 including creative content and reporting.

5. What is your yearly influencer budget?

The influencer budget is not defined. This is an area we would like to expand to increase exposure. The spend would be based on the opportunity and subject to the authorization of funds by the Visitor Services Board.

6. If awarded this contract, would our company be managing your Facebook, Instagram and Twitter profiles, or is someone internally at your organization managing these?

We want it to be a joint effort partnering together to optimize organic and paid social media and improve effectiveness. We will remain the owner and administrator and provide the access level as high as necessary to accomplish initiatives.

7. Content: there appears to be some locally captured photo and video content, primarily on your Instagram profile. Are there local individuals and/or organizations creating this for your current marketing firm now, that we would be able to also contract with and

## DIGITAL AND SOCIAL MEDIA RELATIONS RFP – QUESTIONS AND ANSWERS

work with? Or is your current marketing firm creating all of this content for Provincetown Tourism?

The current digital marketing contract includes paid social media advertising. The locally captured photos and video and existing organic content is done by the Office of Tourism. This is an area we would like to increase effectiveness as part of the social media optimization through the digital and social media relations contract.

8. Smaller advertising and content relationships: it appears that Provincetown Tourism has current relationships with LGBTQ+ media, including Equal Pride, Edge Media, Passport Magazine, etc. Are these going to continue in 2023 & 2024, and if so, can they be itemized so that we have a better sense of additional content that will be created during this campaign? If there are too many to list, perhaps just highlighting the top, key media you're working with, including that outside of the LGBTQ+ community as well.

To round out the marketing and complement search engine marketing, targeted programmatic digital display and social media advertising we also work with print and online publishers, including sponsored content, ROS ads, print ads, and podcast ads, this year the lineup includes and is not limited to Equal Pride, Paper Magazine, Passport Magazine, Edge Media, Towleroad, Gay & Lesbian Review, Swerv Magazine, Tagg Magazine, Boston Spirit Magazine, American Art Collector, Yankee Magazine's NewEngland.com and Cape Cod Travel Guide. Currently the content and creative for these publications are managed by the Office of Tourism.

9. For creative development, is the plan that the agency will leverage existing photography and video assets supplied by the Tourism Department? If yes, will the agency have the ability to work with the Tourism Department's photographer and videographer to request specific assets to be used for creative content? Aka, how do you envision the agency partner and the Tourism Department's team working together?

The agency can utilize and leverage existing photography and video assets. We do not have a retained photographer and/or videographer. We have hired photographers and videographers for specific projects as needed. We are always in need of fresh materials and open to ways we can work with the contracted agency to increase the asset library.

10. In order of most important to least important, please list the social media platforms Provincetown would like to be active on.

Social media platforms are always changing. The current list would be Instagram, TikTok, Facebook and Twitter. We have a TikTok account and are not yet using it due to lack of available content.

11. Who do we email the digital proposal to? ([Tourism@provincetown-ma.gov](mailto:Tourism@provincetown-ma.gov))

## DIGITAL AND SOCIAL MEDIA RELATIONS RFP – QUESTIONS AND ANSWERS

We would prefer the digital copy be on a USB flash drive and be included with the hard copies in the proposal packet.

12. Goals: You mention media interest and earned media. Can you confirm that PR is not included as part of the SOW for this RFP?

We contract public relations separately to handle media. While earned media is part of the Office of Tourism and Visitor Services Board goals it is not part of the SOW for the RFP.

13. Have you engaged with any influencers locally? Do you have a preference for more Local influencers or regional/non-local micro influencer?

We have engaged influencers and brought them to Provincetown. This is an area we want to expand as a digital opportunity to complement social media. The Visitor Services Board would like a focus on micro influences without disregarding others who we would benefit from. We do not have a local or regional influencer preference; the audience and effectiveness is more important than their geographic location.

14. For the Curated Influencer Visit, this type of activation can be ~\$10,000 or more. This may include costs for the influencer directly and other expenses related to that type of curated format. Should that be included as an optional element in our budget submission?

We see influencers as combination of some paid and some compensated with travel, lodging, meals, and activities in exchange for their posts and stories, or a combination thereof. The Visitor Services Board would need to approve each influencer and authorize the expense. Including it as an optional budget submission would be ideal.

15. How has this work been handled in years prior?

A decade ago, we had a PR firm and graphic artist, and all ad placement was handled internally by the Office of Tourism. As digital media grew in importance, we engaged a firm to manage programmatic digital display, social media, and SEO. Digital media continues to expand and evolve, and this RFP SOW outlines the current needs to meet our objectives.

16. Is there a previous annual tourism strategic marketing plan that was created/executed upon?

See answers to questions number 1 and 2 with the link to the current strategic marketing plan.

17. Have you already engaged a PR firm?

## DIGITAL AND SOCIAL MEDIA RELATIONS RFP – QUESTIONS AND ANSWERS

We currently have a PR firm we will continue to work with.

18. Do you have a current digital advertising budget/plan? If so, can you share the prior year's spend or any other information that will help with building this proposal?

The fiscal year 2023 programmatic paid social media, digital display and search engine marketing budget is \$200,000 including creative content and reporting; the online publisher content and ROS advertising budget is \$50,000.

19. Can you clarify if you looking for someone to manage day-to-day posting, scheduling, monitoring, etc. of social media or simply guide the content strategy?

See answer to question number 6.

20. Does the Tourism Department currently work with any user-generated content acquisition platforms? (ie - Crowdriff)

No, we do not work with user-generated content acquisition platforms, however, we would not be opposed to it.

21. Are there any existing digital media strategies in place for the destination?

Please refer to the [marketing strategy](#) to provide the best information available.

22. SEO is mentioned as a deliverable on page 6. Is the Tourism Department seeking full, annual SEO services?

We retain the website developer who built our website ptowntourism.com, and they manage and maintain the SEO functions of the site. SEO marketing is included in the SOW for this RFP

23. How many influencers is the Tourism Department seeking to contract with for this scope of services?

There is not a specific number of influencers we are seeking to contract. It will depend on the actual influencers, the cost, their focus and deliverables.

24. Is there a total budget available for this project? If so, is this segmented into sub-components at all?

Please see answer to question number 18 for the current budget.

## **DIGITAL AND SOCIAL MEDIA RELATIONS RFP – QUESTIONS AND ANSWERS**

25. Is there a separate budget to help build a library of visual assets (photo + video) or would costs for this need to come out of the overall budget?

The annual budget does include funds for photography and videography and is authorized by the Visitor Services Board to meet the marketing needs.

26. Can we the cost proposal be scaled based on different levels of services?

The cost proposal should be your best quote for the services you would provide. It can be scaled to best represent the services. For example, you could provide A, B, and C options in your cost proposal. However, the overall proposal services should depict your best recommended approach to the RFP and not be diluted by scaling for different levels of service.