

## **Answers to the follow up questions to the TechHire Marketing and Promotional Services RFP**

### **Question 1:**

What are the marketing materials and efforts that are currently in place?

### **Answer 1:**

The marketing materials that are currently in place include: Print, Television, Radio, Social Media Advertisement, and Website.

### **Question 2:**

Who is the current agency partner and what is their role?

### **Answer 2:**

The current agency partner is Harrison Edwards and their role is to do all the marketing and promotions for Ready-to-Work, which falls under the Jobs Waiting umbrella.

### **Question 3:**

Can we see samples of the work developed by the existing agency procured by the WDB under the Ready-to-Work grant? Has a brand, aesthetic, or tone of voice for creative been established or will we be collaborating on that?

### **Answer 3:**

Please review our jobswaiting webpage, which includes print and media advertisement.  
[www.jobswaiting.com](http://www.jobswaiting.com)

A brand, aesthetic, and tone of voice have been established for Ready-to-Work. You will be collaborating on forging the Ready-to-Work and Tech-Hire together under the umbrella of "Jobs Waiting."

### **Question 4:**

Is there a budget breakdown, or intended spending?

### **Answer 4:**

There is a budget breakdown however; you will need to indicate in your proposal what you believe the budget should be to run a successful campaign.

### **Question 5:**

In regards to "assisting with website development", who is currently developing the site? To what degree can we assist?

### **Answer 5:**

The website is currently up and running. Westchester County IT Department operates the site. The site is <http://www.jobswaiting.com>. The successful proposer will be assisting with content modification to include additions associated with TechHire.

### **Question 6:**

What kind of media plan have you used in the past and in what ways, if any, did you find it to be lacking?

**Answer 6:**

Our media plans have included print, media, television, radio, and internet. The media plans have yielded the anticipated results.

**Question 7:**

Do you have a target date for the launch of the awareness campaign?

**Answer 7:**

We anticipate launching the campaign in early 2017

**Question 8:**

Has an RFP for this specific type of marketing campaign been put out by this office before?

**Answer 8:**

Yes.

**Question 9:**

Will another RFP for this marketing campaign be released once this campaign has ended?

**Answer 9:**

That will depend on whether our office is awarded similar grants in the future.

**Question 10:**

Can you provide information on how much the One-Stop office has spent in the past on marketing campaigns?

**Answer 10:**

Our office did not have a similar size project in the past and therefore we did not have similar marketing campaigns.

**Question 11:**

Is this marketing campaign targeting businesses in the specific industries listed in the proposal AND/OR job seekers 17-29?

**Answer 11:**

Yes

**Question 12:**

Are there two budgets, one for services and another for production?

**Answer 12:**

Yes

**Question 13:**

What tools will be used to measure a successful campaign?

**Answer 13:**

Recruitment of participants and employers.