

Erie County Department of Health
2024-026VF Social Media Advertising for Public Health Campaigns
Questions and Answers

Issued May 17, 2024

Are there targeting priorities between the inner core of the county and the periphery?

Our current patients are primarily from city of Buffalo ZIP codes, though we want to expand our patient base to all parts of Erie County.

Are there any underserved communities that you are particularly looking to target with this advertising?

Our principal audience for these services is women ages 13–45 years; however, our services are open to all county residents regardless of age or gender. Our current patients are primarily from city of Buffalo ZIP codes, though we want to expand our patient base to all parts of Erie County. Many of our patients are enrolled in public health insurance programs or are uninsured.

Would you rather see optimized spend on a single platform for the best cost per acquisition or campaigns spread across multiple platforms?

Campaigns across multiple platforms are preferred. We are open to recommendations across social media and digital media (audio and video streaming, web ad networks).

Of the \$25,000 budget, what percentage do you envision spending on media and what percentage on services?

We leave it to applicants to propose an appropriate structure that balances professional services—whether a flat monthly rate or an hourly rate—with advertising spend.

While the RFP indicates that the contract is expected to be for twelve months, does ECDOH prefer to apportion all ad spend to run through the entire year or to advertise more intensely for a shorter period?

We would prefer consistent spending each month, with adjustments made based on performance and in consultation with ECDOH.

What specific actions are ECDOH hoping residents will take upon seeing an ad?

Call our Family Planning Center/clinical services for appointments; visit our Family Planning Center/Jesse Nash Health Center for medical services; refer friends or family to our medical services.

The Request for Proposal (RFP) is seeking a vendor to manage social media advertising. However, the document also mentions tasks like “suggesting optimization for website content” and “familiarity with Google Analytics.” Could you clarify whether the expectation is for us to review the ECDOH website to make SEO content suggestions? Specifically, are you looking for SEO recommendations for the entire website or just for pages related specifically to the promotion of clinical medical services within the Family Planning Center?

Erie County wants to ensure that the content of Family Planning Center web pages aligns with social media ads. We can make web page updates / create new web pages to align with social media campaigns. Services from this RFP will be focused solely on Family Planning services and messages. Overall, we would like a plan for targeted social media ads that improve awareness about our services and encourage people to seek care at our clinic.

What are the measurable goals to determine success for this project? Are the objectives centered around increasing website traffic, and if so, is there currently an implementation of Google Analytics to track this? Are there other goals you have in mind to determine success?

Measurable goals include increases in website traffic, impressions and engagements; increases in patient visits; increases in inquiries (email, phone). We are open to proposals that include Google Analytics tracking.

Is there an anticipated start date for this contract?

August–September 2024

Is there an incumbent agency? If so, is the incumbent also bidding on this project?

No.

Does the website currently have Google Analytics installed? If not, what is the likelihood that it could be?

Yes, Google Analytics is installed on the web site.

What is the destination / landing page for advertisements?

TBD. It would be primarily around content for our Family Planning Center, erie.gov/familyplanning (and related pages).

Bullet point #4 under Evaluation states “*The Proposer’s financial ability to provide the services and renovate leased space to meet their needs*” Is it a requirement of this project that the agency have office space in Erie county?

No. Consider that bullet point stricken from the RFP.

Do you need an email delivery and a hard copy delivery of the RFP response?

Email-only proposals are acceptable as long as received by the deadline of May 24, 2024 at 4 PM. Proposals will be acknowledged by email soon after receipt.

How many different messaging campaigns will fall under this budget/timeframe?

TBD. At least one for general awareness about the Family Planning Center, with potentially 3–5 more for specific Family Planning Center services.

Are there current social media assets/campaigns?

No.

Is there a creative library or is the awarded agency expected to create assets? If there are creative assets, do they include: static ads and video ads?

Though Erie County has the ability to create static ads and videos, we welcome proposals that include options for vendor-created static and video ads.

Will Erie County Health have a TikTok page that would be able to be used for advertising?

No.

What will be the expected start date of the campaigns?

Immediately after contracts are in place, August–September 2024.

If we email a PDF of our proposal, is a mailed version still required to submit? (Kinda counterintuitive to print and mail a bid to perform strictly digital services)

Email-only proposals are acceptable as long as received by the deadline of May 24, 2024 at 4 PM.

Is the \$25,000 confirmed as the max budget for:

- **1 year of advertising services**
- **Inclusive of ad creation/ management (agency services) AND ad spend (paid to google & Meta)**

In our experience, the budget required for that amount of time, to be successful across those channels, would be triple that size. Is there any potential to revisit that amount?

Yes, that is the confirmed current maximum budget. No, there is not currently an opportunity to revisit that amount.

Could we request an extension to the submission deadline?

No.

Do you have an incumbent and would they be participating in this RFP?

No.

Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

We will consider all proposals that can meet our project's stated needs, including those from agencies outside the United States (except for Iran).