

W912TF23R0002

Questions & Answers

20 JAN 2023

Q1: The government provided a pricing worksheet that indicates offerors are to bid FFP. However, a level of effort for LCATs is provided in Technical Exhibit 3. Please confirm offerors are to price according to sheet.

A1: Technical Exhibit #3 provides a breakout of the labor categories that Government anticipates might be utilized on this contract. It is intended to as a tool for potential offerors to use in pricing their requirements. Interested parties may use all or none of these categories as they see fit. That said, the Government expects that, when pricing, offerors will respond total annual for services against each specific CLIN identified on the pricing sheet on a firm fixed price basis.

Q2: Since questions are due so close to the RFP submission due date, please grant a 4 week extension to properly incorporate answers into the response.

A2: The Government will post responses to questions from now and until the RFP closes. In the event that a response requires an amendment to the RFP the Government will consider extending the response deadline at that time. No extensions to the RFP response date are currently authorized.

Q3: What is the expected budget for this project?

A3: Please see technical exhibit #3 of the PWS. Technical exhibit #3 provides a list of labor categories that government anticipate may be used on this contract along with estimated number of hours during each performance period. Interested parties may use this information to base pricing on their proposals. Technical exhibit #3 is intended for contractors to estimate pricing only. Potential Offerors may use all or none of these labor categories.

Q3: Who is the incumbent agency if there is one?

A3: There is currently no incumbent; however, NHARNG's previous contract for media services was with Lavish Life Technologies in contract # W912TF-22-P-0006.

Q4: Is there a pre-proposal conference and if so, is it mandatory?

A4: The Government does not intend to hold a pre-proposal conference.

Q5: If there is an agency who you have worked with for last year, how satisfied were you with their results?

A5: Please reference the Government's response in question #3. The Government last had a media service contract with Lavish Life Technologies.

Q6: Is there a preference for in-state bidders?

A6: There is no preference for in-state applicants. Any responsible small business, who is registered to do business with the Federal government, may respond to this RFP.

Q7: Would you consider out-of-state applicants?

A7: Please refer to question 6. There is no preference for in-state offerors. Any responsible small business, who is registered to do business with the Federal government, may respond to this RFP.

Q8: Is there any requirement for the vendor to be on site?

A8: There is no requirement for the offeror to provide services on-site. The Government anticipates that this work will be performed remotely.

Q9: Can responses be submitted via email?

A9: Email is the preferred method for proposal submittal. If an interested potential offeror wishes to submit a response by mail, all mailed responses must be within the physical possession of the Joint Contracting Office at 302 Newmarket St. Newington, NH 03801 by the response deadline. This applies regardless of the postmark date of the response. See provision 52.212-1 for complete details on submission requirements.

Q10: Will the award be based on the lowest cost bidder?

A10: The Lowest Priced Technically Acceptable Offeror (LPTA) is NOT the basis for award on this RFP. The Government will base award on a trade-off process where award potential offerors not only have to submit the lowest priced technically acceptable offeror, but also demonstrate successful past performance on previous contracts. Refer to provision 52.212-2 for a complete description of the basis for award.

Q11: How many vendors will be awarded?

A11: The Government will award a single contract to one successful offeror.

Q12: Can you please provide us with the instructions on how to send the proposal for this contract opportunity?

A12: Please refer to the instructions to offerors in 52.212-1 for submission instructions.

Q13: What documents should we include in the proposal?

A13: Please refer to the instructions to offerors in 52.212-1 for submission instructions. Interested potential parties are required to respond with the pricing sheet, a technical description as to how intend to meet the requirements of the PWS, and a list of current and/or previously completed contracts that demonstrate successful past performance.

Q14: What resources will the Government make available in order for the contractor to complete the study?

A14: The National Guard will provide access to our social media accounts, websites, and google.

Q15: Assuming they provide a performance report, what data will they be providing, and will it be related to the same KPIs they are asking for in the RFP?

A15: The National Guard will provide access to our social media accounts, websites, and google analytics. It will be up to the contractor to decide which KPIs are best measure for each system.

Q16: Typically, we ask for 3 years back to evaluate past plans and reporting but given the pandemic we would like to request their media plans/performance reports from 2019 and beyond.

A16: The National Guard will provide a copy of our 2023 social media guidebook and current media plan.

Q17: What platform/CMS is the site currently built in?

A17: The National Guard's website is built in WordPress and hosted in AWS. We also have content hosted on BeaconStac.

Q18: Will the landing pages need to be built within said platform/CMS or are other platforms viable?

A18: Yes

Q19: How many variants per landing page do you anticipate running, standard AB or potentially more?

A19: The Government expects no more than 6 landing pages with two variants

Q20: Do the listing already exist or need to be setup?

A20: Six (6) have been setup and three (3) need to be created.

Q21: What are the targeting parameters we should be using/considering for these campaigns? Geographic (i.e., state-wide, regional, zips etc.) and demographic (i.e. age, gender, etc.)

A21: The National Guard's target market is US citizens ages 17-34 who live within 30 miles of New Hampshire. We have a special emphasis on those age 17-22 who are currently in high school or college.

Q22: What assets will be available for the digital campaigns (video, banners, etc.)?

A22: The Government has a collection of digital assets for use, that include web banners, video, voiceovers that are ready for use. The Government also will provide a copy of our branding guidelines along with photos and videos for additional media creation.

Q23: As part of the digital media budget of \$60k, can that include paid social? For the separate social responsibilities, that appears to be organic only (please confirm that is an accurate assessment)

A23: For clarification, the NHARNG has allotted \$60K to purchase advertisements on not-to-exceed basis that excludes paid social media content which can only be purchased through a required third party. This contract will not include any paid social, however a social media spend will happen within the timeline of the contract.

Q24: For 25% allocation referenced for retargeting campaigns, is that 25% of impressions or 25% of \$60k budget?

A24: 25 % of the budget should be allocated to retargeting campaigns?

Q25: What digital platforms have they used in the past and are there any mandatory ones they would need us to consider for the contract periods

A25: Previously we have advertised with StackAdapt. No mandatory sources however, all advertisements must be geofenced to within 30 miles of NH

Q26: To confirm, the \$60k is for media placements ONLY and does not include our hourly fees?

A26: The \$60K is for media placements only is being done on a not-to-exceed basis. This is the ONLY part of the contract done on a Cost basis and excludes hourly fees or any fees not associated with media placements. ALL other portions of this contract are done a firm-fixed price basis.

Q27: Does NHARNG currently work with a CRM platform or social media dashboard? If yes, please list.

A27: The National Guard has an internal CRM system. CRM capabilities are limited and will be shared upon award. Currently we only use Meta for social media tracking.

Q28: The RFP lists Facebook, Instagram and Snapchat. Can you please provide a complete list of the social channels where you are posting and your handles?

*A28: <https://www.facebook.com/NHARMYGUARD603>
<https://www.instagram.com/nharmyguardrecruiting/>*

Q29: Can you please define your targeted social media audience?

A29: Then National Guard's target market is US citizens ages 17-34 who live within 30 miles of New Hampshire. We have a special emphasis on those age 17-22 who are currently in high school or college. In addition, parents of the mentioned groups.

Q30: How are you currently tracking success on a monthly and quarterly basis?

A30: Previous reporting will be shared upon award.

Q31: How do you define a social media conversion?

A31: This question is unclear. The phrase "social media conversion" does not appear in the PWS, pricing sheet, or RFP. The Government will provide a response this question if a reference to the specific reference in the RFP documentation can also be provided.

Q32: Do you have any tracking tags installed on your site? If yes, please list.

A32: The Government does not maintain any known tracking tags on the concerned websites.

Q33: What KPIs are you currently using to measure social media presence and success

A33: Reach, Engagement, Followers, Direct Messages, and click throughs to website

Q34: Regarding the email drip campaign, Are their individual, and distinct, drip campaigns for the each of the two stated audiences?

A34: The National Guard is looking to run two campaigns. One for both COI and VIPs and a second for Leads. The messaging for this is separate.

Q35: Is there an existing platform that NHARNG is already using for creation and delivery of drip campaigns? If so, what is it and are we required to use it?

A35: No. The contractor will need to provide it

Q36: Regarding the twelve (12) thirty minute videos, will the Government provides scripts?

A36: The contractor will work with a National Guard personnel to create the scripts.

Q37: For the commercials, will you be providing support material for scripts (if we are writing)?

A37: The National Guard will provide all video content.

Q38: For the commercials, will you need us to film any b-roll (cover video)?

A38: No.

Q39: I ask you to make this an SDVOSB set aside if possible.

A39: This RFP shall remain a total-small business set aside. Any responsible registered small business may submit a proposal— to include SDVOSBs.

Q40: For the commercials, Do you have a reference video that you can share?

A40: Previously created content, <https://www.youtube.com/@ARNGVIDEO-SRSC>

Q41: Is this a new requirement? If not, who is the current incumbent and what is the contract #?

A41: This is not a new requirement. The previous contract for media services is W912TF-22-P-0006

Q42: How many Full-Time Employees (FTEs) are currently provided by the incumbent for this requirement?

A42: There were no full-time equivalent employees under the previous contract. Interested parties should refer to Technical Exhibit #3 of the PWS which provides a breakout of potential labor categories associated with this contract and the estimated hours on this contract. Technical Exhibit 3 is provided as a planning tool only and contractors may provide all or one of these labor categories described.

Q43: Regarding the instructions for sending the proposal for the contract opportunity, I was reviewing the instructions provided in the clause 52.212-1 for submitting the proposal for the contract opportunity, but I noticed that there is no information about past performance and how the documentation should be presented for the offer to the award.

A43: Please refer to 52.212-1(b)(13). Interested parties need only submit past performance information on any Government contract successfully completed within the past three years. This information should include contract numbers and contact info for the concerned contracting offerors or specialist as a point of contact. If an interested party has not held a Government contract within the past three years, any successfully completed commercial contract will also suffice. This too should include any relevant contact info for successful past performance can be verified. In the case of commercial contracts, interested parties may submit up to five (5) past projects.

There are no formatting requirements on how to present past performance otherwise.

Q44: Could you please provide more guidance on these requirements so we can ensure that our proposal is compliant and complete?

A44: A complete and compliant proposal will include the following elements:

- A technical description of your proposal that specifically outlines how you will meet the requirements of the PWS*
- A completed pricing sheet signed by an authorized representative of your company*
- Information about past performance on any Government or commercial contract successfully completed with the appropriate points of contact*