

W912TF-23-R-0002  
Questions & Answers  
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Q1: Does the contractor need to be onsite during the Period of Performance?

*A1: It is expected that the successful offeror will perform most work remotely. Refer to para 1.4 of the PWS.*

Q2. Will the landing pages be under the umbrella of the current website be navigable from the current website? Will they be built in the current domain using WordPress or through BeaconStac?

*A1: It is the Government's intent to make the determination based on contractor recommendations in the required study*

Q3. For the six landing pages, would they be under six separate URLs or under one URL?

*A3: There will be under six separate URLs*

Q4: Will a copy be provided for the landing pages?

*A4: The Government will provide content for the landing pages, but the contractor shall create the pages themselves.*

Q5: Please clarify the cost-reimbursable basis on the cost CLINS.

*A5: The contractor will be required to purchase advertising on behalf of NHARNG. The basis for cost reimbursement associated with these CLINS is that Government shall re-imburse the contractor for these expenses along with any other costs incurred associated with performing against these CLINS. Costs associated shall not exceed \$60,000 during the performance period. All other CLINS shall be performed on a firm fixed price basis.*

Q6: Section 5.5: Will the contractor be tasked with full social media management (including creating content, posting, and managing comments/questions on social media)? If not, please specify the specific duties the contractor will be handling for social media. Please give specifications on the targeted advertisements.

*A6: It is the Government's intent that NHARNG manage all comments and questions associated with social media content. All other aspects shall be managed by the successful offeror. NHARNG hopes to reach an audience aged 17 through 34.*

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Q7. Can you provide more details regarding the email drip campaign. A drip campaign triggers different emails based on a particular on-site action and an email blast is a strategy of sending a single email to a large distribution list simultaneously. Does the Government require 1000 different email or 1000 different email addresses? If emails, please provide clarification and specification. Does the Government have a preferred platform or can the contractor recommend one to use?

*A7: NHARNG intends to send 2 emails per month to about 1000 recipients and has a growing list of email addresses that shall be incorporated into the drip campaign monthly. NHARNG will provide content and messaging to the contractor and will send these emails. Different messaging will be provided each month. NHARNG's preferred platform is Constant Contact; however, its use is not mandatory and the Government is open to contractor recommendations.*

Q8: We interpret paragraph 5.7 of the PWS to mean that there is no need or desire for onsite video shooting from the contractor. Can the Government confirm this? Does this mean that NHARNG has onsite videography capabilities? Should the contractor submit a cost for the video, voiceover talent, music licensing, and video motion graphics? Do you currently have a library or sample of the video-type requested? How should video content be organized?

*A8: The Government confirms that NHANG has on-site videography capabilities. Consequently, the contractor will not need to provide additional personal for these purposes. The Government's intent is the contractor to take filmed content, that NHARNG provides, and provide voiceover talent, music licensing, and video motion graphics. This must be done on a firm fixed price basis. Interested parties may review <https://www.youtube.com/@ARNGVIDEO-SRSC> to view sample video content that has been done in the past. Currently, NHARNG organizes its video content in various means using google drives, flickr, and internal & external servers.*