



Request for Proposals for Professional Services for Media Buying

Responses to Written Inquiries from Proposers

Published: October 4, 2019

The following questions were submitted to the LHC concerning the above-referenced Request for Proposals for Professional Services for Media Buying, published on September 16, 2019.

1. To confirm, Louisiana Housing Corporation is seeking a marketing and media partner to drive brand awareness of their programs/services - not a content marketing firm specifically or a creative design/print production-only services firm as mentioned in the RFP.

Response: Yes, the LHC is seeking a marketing and media partner to drive brand awareness of our programs and services.

2. Do you have specific goals associated with your overall objectives of brand awareness, increasing mortgage loan production and enhancing lender/realtor participation?

Response: Yes, our specific goal is to increase overall loan production by at least 25%.

3. How do you typically measure success of your marketing efforts?

Response: The LHC monitors response and engagement via tools such as Google Analytics and HubSpot.

4. What is the timeframe of the campaign efforts?

Response: The LHC would like to start planning a campaign immediately following the conclusion of the RFP process.

5. When do you expect to launch?

Response: The LHC prefers to launch a campaign in January 2020.

6. Are there any hard deadlines to meet/satisfy?

Response: The campaign must launch no later than January 31, 2020.

7. What is the budget for the 12-month plan to cover all audiences including media and agency services?

Response: The budget for the campaign is \$100,000.

8. Why are China and India considered emerging markets for Louisiana Housing Corporation as requested for a POV on media effectiveness noted on page 16 of the RFP?

Response: This is a typographical error.

9. Do you have current customer data and insights that can be provided for campaign planning purposes once the work begins?

Response: Yes, the LHC has current customer data and insights.

10. Do you have your current customer-base outlined into sub-segments for each program/service and/or for each geographic region?

Response: No.

11. What digital platforms, services and accounts do you currently use? HubSpot, Google Analytics, Google Display or Google AdWords, Google Merchant Center, Google “My Business”?

Response: The LHC currently utilizes HubSpot and Google Analytics.

12. What social media do you actively use?

Response: The LHC actively uses Facebook, Twitter, LinkedIn, Instagram, and YouTube as social media platforms.

13. What is your current email platform?

Response: HubSpot is the LHC’s primary email marketing platform, customer relationship management system, and content marketing system.

14. Is cyber liability insurance required for your agency partners?

Response: Yes, cyber liability insurance is required and the policy must have a minimum limit per occurrence of \$1,000,000.