

NC STATE UNIVERSITY

Raleigh, North Carolina Request for Information (RFI)

#63-KGS1010288 - Digital Marketing Strategy

For internal administrative processing, please provide your company's Federal Employer Identification Number or alternate identification number (e.g. Social Security Number). Pursuant to G.S. 132-1.10(b) this identification number shall not be released to the public. **This page will be removed and shredded, or otherwise kept confidential**, before the procurement file is available for public inspection.

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NC STATE UNIVERSITY

REQUEST FOR INFORMATION (RFI)

RFI # 63-KGS1010288

TITLE: Digital Marketing Strategy

USING DEPARTMENT: Enrollment Management and Services

ISSUE DATE: May 24, 2024

DUE DATE: **2:00 pm, Tuesday, June 25, 2024**

ISSUING AGENCY: NC State University
Procurement Services Department
Campus Box 7212
Raleigh, NC 27695

RFI responses will be accepted until **2:00 pm, Tuesday, June 25, 2024**

Responses must be submitted electronically at:

<https://ncsu.bonfirehub.com/opportunities/140431>

Direct all inquiries (via email) concerning this RFI to: Kristen Shelton, CPPB
NC State University
Procurement Services Department
Email: kgshelto@ncsu.edu

NOTE: Questions concerning this RFI must be submitted in writing via email to kgshelto@ncsu.edu.

Subject Line: RFI #63-KGS1010288 - Questions, no later than 5:00 P.M. on Friday, June 7, 2024.

Questions will be answered in the form of an addendum to this RFI. No other contact with university representatives regarding this RFI is allowed during this process. Please use the following template to submit your questions:

Reference	Vendor Question
RFI Section, Page Number	Vendor question ...?
	Insert rows as needed

1. INTRODUCTION: PURPOSE AND BACKGROUND

NC State Enrollment Management and Services seeks information from proficient digital marketing vendors to formulate requirements for a comprehensive digital marketing strategy. This is not a solicitation, request for offer, or an offer; and responding shall not result in a contract award. This is an information gathering process to which a Request for Proposal (RFP) may be issued later with detailed requirements and instructions. Submitting a response or not submitting a response to this RFI will not dictate your involvement in any future RFP. However, this RFI is your opportunity to identify and present methodologies to help identify digital marketing enrollment strategies.

NC State seeks to augment the process of attracting and enrolling both first-year students and transfer students into our diverse array of undergraduate programs. The overarching aim of this endeavor is to fortify career exploration endeavors, adeptly inform students and their families about the myriad career pathways and majors available at NC State, and seamlessly navigate them through the enrollment procedure.

At NC State University, we are steadfast in our dedication to furnishing students with a transformative educational journey that equips them for prosperous careers and perpetual learning. As a component of this steadfast commitment, we aspire to elevate our digital marketing endeavors to effectively connect with and captivate prospective students across various online platforms. Moreover, we endeavor to establish an inclusive platform where students and families, particularly those from first-generation or underserved backgrounds, can delve into majors and career options, offering additional support and resources that may be lacking elsewhere. The envisioned strategy should encapsulate a comprehensive framework that encompasses educational guidance, exploration facilitation, application assistance, and culminates in successful enrollment at NC State.

2. RFI QUESTIONS

The following information is requested in response to this RFI:

A cover letter must include a brief description of your organization (including years in business, size, location and organizational structure) and an executive summary narrative summarizing your response to this RFI.

2.1 Current Capabilities Questions:

1. What is your experience in developing and executing digital marketing strategies for higher education institutions, specifically focusing on enrollment management and student recruitment?
2. Describe your existing capabilities and expertise in utilizing various digital marketing channels (e.g., social media, websites, email marketing, paid advertising) to reach and engage prospective students.
3. What technologies, platforms, and tools do you currently utilize to manage and optimize digital marketing campaigns?
4. How do you measure the effectiveness of your digital marketing strategies, and what key performance indicators (KPIs) do you track?
5. How do you currently segment and target audiences, including first-year students, transfer students, parents, and counselors, in your digital marketing campaigns?
6. Provide examples of successful digital marketing campaigns you have implemented for similar higher education institutions, including results achieved (e.g., enrollment numbers, engagement metrics).
7. How do you approach content and creative development for digital marketing campaigns? Please provide examples of multimedia content you have developed for similar higher education institutions.
8. Describe your approach to lead generation and lead nurturing strategies. How do you convert digital leads into physical enrollments?
9. How do you ensure compliance with data privacy regulations (e.g., GDPR, CCPA) in your digital marketing efforts?
10. What is your process for reporting on digital marketing campaign performance and providing insights for optimization?

2.2 Digital Marketing Strategy Questions:

1. How do you propose tailoring your digital marketing strategy to meet the unique needs and preferences of NC State University, including its diverse student body and academic programs?
2. Describe your approach to addressing the career exploration and major selection process through digital marketing efforts. How do you educate students and families about the various career paths and majors offered at NC State?
3. What is your strategy for enhancing engagement with parents and families to support their decision-making process in choosing NC State University?
4. Provide a timeline for the development and implementation of a comprehensive digital marketing strategy for NC State University, including key milestones and deliverables.
5. What budget range do you propose for the digital marketing strategy, and how do you allocate these funds across different channels and activities?
6. How do you propose integrating various digital channels (e.g., social media, websites, CRM platforms) to create a cohesive digital marketing approach?
7. Describe your experience and approach in providing added support and resources to first-generation or underserved students through digital marketing efforts.
8. What additional services or resources do you recommend to further enhance NC State University's digital marketing strategy and achieve successful outcomes?
9. How do you propose measuring the impact of digital marketing efforts on enrollment numbers and student engagement?
10. Any other insights or comments you would like to share regarding your capabilities, challenges, and opportunities related to this project?

3. Standard Response Format Requirement:

In order to facilitate the analysis of responses to this RFI, responders are required to prepare their responses in accordance with the instructions outlined below:

- Completed NCSU RFI Cover Page
- Cover Letter
- Include page numbers and a table of contents for easy navigation.
- Use Times New Roman or Arial font, size 12.
- Single-spaced paragraphs with double spacing between sections.
- Clearly label each section with the corresponding heading above.
- Numbered or bulleted lists for ease of readability and reference.
- Ensure the response is concise, well-organized, and free of spelling and grammatical errors.

Proprietary Information:

Because information received in response to this RFI may be used to structure future programs and FOAs and/or otherwise be made available to the public, respondents are strongly advised to NOT include any information in their responses that might be considered business sensitive, proprietary, or otherwise confidential. If, however, a respondent chooses to submit business sensitive, proprietary, or otherwise confidential information, it must be clearly and conspicuously marked as such in the response. Responses containing confidential, proprietary, or privileged information must be conspicuously marked. Failure to mark these may result in the disclosure of the unmarked information under the Freedom of Information Act or otherwise. In spite of what is labeled as confidential, the determination as to whether or not it is shall be determined by North Carolina law.