Listed below are vendor questions that were received prior to the requested deadline and their corresponding answers to RFB# AA16-RH-5101 – Contract:  Marketing Services for the School of Public Health per the following specifications or approved equal.

The bid opening date will remain as originally scheduled for – March 9, 2016 @ 1:00 pm EDT

**Question #1:** While reviewing your RFB, I have come to a question on how the proposal can be submitted. The cover page and page 2 indicate that the proposal is accepted via Bid Express. However, page 21 also seems to indicate that we can submit via shipping, as an address is provided to return a proposal to. Can you please verify if we can submit a proposal to you through hard copies through the mail?

**Answer #1:** The University of Massachusetts Amherst is accepting electronic bids via Bid Express with details stated on page 2.

On page 21 it states that “Bidders shall deliver one (1) copy of their bid response in its entirety supporting documentation as required in the bid specifications to Bid Express via: www.bidexpress.com by March 9, 2016 @ 1:00 EDST at which time the bids will be opened and publically read.”

The address noted on page 21 simply references the University of Massachusetts and no bid responses or supporting documents are to be sent to UMass Amherst.

All bid responses are to be sent electronically via Bid Express.

**Question #2:** Additionally, on page 19 the RFB indicates that “3.2.6 ALL BID RESPONSES MUST INCLUDE A POINT-BY-POINT RESPONSE TO ALL SECTIONS OF THIS RFB”. Does this point-by-point response start on the cover page? On page 3 with the Overview and History, or on page 7, Section 1.9 – Bid Response/Request for Bids Instruction and Information – where you describe what you want included in our proposal. We are worried about the page number restrictions with the point-by-point response that is requested.

**Answer #2:**
The point by point should address, in addition to the cover page,
Sections 1.4 all
Sections 1.5 all
Section 1.6 all
Section 1.7 all
Section 1.9 all

**Question #3:** We have recently went through your RFB and the scope of services are right within our wheelhouse. In terms of the overall campaign, are you looking for more high level strategy, conception and consulting work or a complete execution of the SOW (executing the strategy, developing actual collateral, etc.)?

**Answer #3:**
We are looking for complete execution of the scope of work (SOW.)
Question # 4: The RFB mentions a budget of $100,000. Please confirm if this budget reflects vendor services-only, advertising spend-only, or is meant to be all-inclusive.

Answer # 4:
The budget of $100,000 is all inclusive.

Question # 5: Can you confirm that the $100,000 is INCREMENTAL to the current lead generation activities being conducted by other departments? Is there an opportunity to shift budget from UMass Online or University Relations so that the funds can be coordinated by the Director of SPHHS in conjunction with the marketing strategy we would propose?

Answer # 5:
Yes the $100,000 is incremental to current marketing. No, there is no opportunity to shift the budget. All current efforts that are under the control of University Relations and UMOL will continue with these entities.

Question # 6: The RFB mentions that University Relations currently manages Google campaigns. Would the expectation be that management of these campaigns transfers to the agency, or would the agency only be expected to provide a strategic plan? If the later, would University Relations be open to receiving advice regarding keyword selection, bid placement strategy and landing page development & Testing in order to help maximize lead flow and reduce cost?

Answer # 6:
Yes, the expectation is for new and additional Google campaigns to be managed by the agency.

Question # 7: Once of the services requested is media buying. Will UMass SPHHS provide pre-payment for media? If so, what is the expected schedule for that payment (example: 30 days prior to the campaign launch)? If pre-payment is not an option, what is the procedure for media purchases?

Answer # 7:
UMass does not prepay.

Question # 8: Please describe your current new prospect contact strategy including:

   a) Outreach call protocol
   b) Follow-up strategy – both e-mail and telephonic

Answer # 8:
Our currently outreach is email only. We do not have the staff to cold call leads. Follow-up is done via email, phone call, appointments via phone or in-person if the prospect is local.
Question # 9: The RFB mentions a goal of increasing leads by 400x. How many staff members currently manage leads? What are the plans to adjust for 400x more leads? What is the math driving this increase – is it designed to maintain existing enrollment levels (based on reduced conversion rates) or is it designed to accommodate decreasing conversion rates while still providing a lift in overall student enrollments? Is the Academic Director open to other strategies that may achieve the enrollment goals without requiring such a significant increase in lead volume?

Answer # 9:
The department has only two staff members and the hours of one have just been increased. The 400X increase was calculated based on a desire to increase department revenue’s by 30%, and to increase lead conversion from 6% to 30% per year. Yes, if a strategy can increase our lead conversion to 30%, the academic director is open to these strategies.

Question # 10: Lead Nurturing Strategy: Will UMass SPHSS provide your own E-Mail Service Provider (ESP) or is the expectation for the vendor to provide a service?

a) If ESC Provided Service, what ESP is used and will agency be expected e-mail campaigns in the system or simply to provide strategy and email template designs?

b) If Vendor provided, what is the anticipated size of the student/prospect database (with and without the leads affected by the technical issue referenced in the RFB) and volume of emails anticipated during the contract term?

Answer # 10:
UMass has its own internal email service provider. No outside ESP’s can be used.

Question # 11: Can ESC provide information on lead volume by location/region?

a) If possible, can this be provided by Degree/Program type?

b) If possible, can this be provided by Media type?

Answer # 11:
Yes, ESC can provide geographical lead information
Yes, it can be provided by Degree/Program Type
Yes, but this is limited. We cannot, for example provide information on leads from print ads, radio ads, or billboards.

Question # 12: What is the expected number of new student enrollments for the contract term? Can this be provided for the past three (3) years?

a) If possible, can this be provided by Degree/Program type?

b) If possible, can this be provided by Media type?

Answer # 12:
The expected new enrollments are: PHP-currently approximately 80 new students enroll each year. We are looking to increase this to 104 per year. MPHN-currently approximately 25 new students enroll each year. We are looking to increase this to at least 33. GHC-currently approximately 10 new students enroll each year. We are looking to increase this to at least 15. Yes, we have data on enrollments for the past 5 years. Yes, it is available by degree/program. No, we are limited in our ability to provide this by media type.
Question # 13: What is the expected lead to new student conversion rate for the contract term?  Can this be provided for the past three (3) years?  

   a) If possible, can this be provided by Degree/Program type?  
   b) If possible, can this be provided by Media type?  

Answer # 13:  
The lead to conversion rate is 6% currently. We would like to make this 30%  
Yes, information can be provided by degree type  
No, we are limited in our ability to provide this by media type. 

Question # 14: Any other metrics tracked by the CRM would be helpful – Contact Rate, Appointment Rate, Application Rate and Yield.  

Answer # 14:  
We do not currently track these. 

Question # 15: What is the current technical issue with Salesforce that is affecting the use of the cold leads in your database?  Can the leads still be called, if not e-mailed?  What are the particular restrictions – Privacy? TCPA? Other?  

Answer # 15:  
Prior to May 2015, the University provided SPHHS with a Microsoft CRM system. The system was highly antiquated and had not been actively and appropriately maintained by the University in some years. Specifically, software updates and improvements were not done. The department used the system only as a way to track the number of leads coming into the 3 programs. Accurate reports on leads was near impossible, but we could get approximate number of leads. The University eliminated the entire CRM and deleted all databases in late May 2015. In response to early warning of this in late April, the department purchased the Salesforces CRM and hired an outside consulting firm to get the new CRM up and running. We encountered severe problems transferring the old CRM database into salesforce. All the previous leads entered into the Salesforce under one date-June 24th 2015. This means that if we run a report in salesforce of leads prior to this date, we would get 10,000+ leads. They cannot be sorted by media type, date, status of lead (if they opted out, or became a student, or applied and were denied). The data can be sorted by program. Additionally, if one lead had multiple records of contact, all those records were merged into one record. The leads prior to June 24th 2015 can be emailed and called, but we have no reliance on this due to the inaccuracy of the data. There are no other restrictions. 

Question # 16: In regards to the $100,000 bid budget, is this solely our bid for services or does this represent our agency fees as well as the total allocated advertising and public relations budget?  

Answer # 16:  
The $100,000 budget is all inclusive and your bid should include your agency fees.
Question # 17: As increased lead generation is the primary objective, what is the criteria for classifying a lead? Ex: any inbound inquiry that has provided a name, number and email address?

Answer # 17:
Yes, a lead is any person who has contacted the department, by direct phone call, direct email, or submission of one of our web forms.

Question # 18: Will our firm be granted access to available data regarding the program’s current student demographics as well as other known School of Public Health considered to be “competitors”? If so, can this materials be accessible before the bid deadline to craft our answers?

Answer # 18:
Yes, all data will be available to the agency. We do not have information on our competitors. Yes, we can provide basic data on demographics and competitors prior to your bid.

Question # 19: To clarify, the answers to be considered for selection that will be from the RFB section: 1.9 – BID RESPONSE / REQUEST FOR BIDS INSTRUCTION AND INFORMATION?

Answer # 19:
The point by point should address, in addition to the cover page,
Sections 1.4 all
Sections 1.5 all
Section 1.6 all
Section 1.7 all
Section 1.9 all

Question # 20: Who is your current agency and will they be participating in this bid process?

Answer # 20:
The department has no current agency. All marketing is internal to the University.

Question # 21: What is the working media budget? Is the $100,000 in the RFB for the agency fees/production?

Answer # 21:
The budget listed in the RFB, $100,000.00, is all inclusive.

Question # 22: How likely would it be that UMass Amherst would work with an agency outside of Massachusetts?

Answer # 22:
This is allowed and can and has been done in the past.

Question # 23: What would the on-site requirements be of your agency partner (weekly, monthly, and quarterly)?

Answer # 23:
Minimum on-site requirements would be quarterly.
Question # 24: What is UMass Amherst’s stance on subcontractors for the creative element?

Answer # 24:
No, this contract is between SPHHS and one agency only.

Question # 25: What will the success metrics be? How will you measure an increase in public awareness and sentiment?

Answer # 25:
Metrics could include increased traffic to the website and increased leads. As for public awareness and sentiment we are not sure on this.

Question # 26: What new markets are you looking to gain visibility in?

Answer # 26:
This will be considered by the agency only after the initial marketing survey has been completed by the winning vendor.

Question # 27: What is your ideal media mix? (Ex. 50% digital, 25% print, 25% outdoor) How do you define your ideal media mix? (Based on what research)

Answer # 27:
This is to be determined.

Question # 28: What kind of relationship do you want with your marketing agency? What did you like or dislike about past marketing agencies you have worked with?

Answer # 28:
We would like a relationship that is collaborative in nature. We wish to be hands on through the process. We are not looking to simply hand over the marketing and leave the agency to find their way. Open communication will be key throughout the collaboration. We have never worked with an agency.

Question # 29: Do you plan on being in market year around or would you like to focus media on certain key time periods throughout the year?

Answer # 29:
Year round.

Question # 30: Are there any special circumstances or “hot buttons” of which we should be aware of?

Answer # 30:
No.
Question # 31: What has been the most successful media tactic or campaign to date?

Answer # 31:
Updating the old, dated website in 2013.

Question # 32: Who does UMass Amherst consider to be their biggest competitors for the School of Public Health and Health Sciences?

Answer # 32:
The biggest competitors are University of South Florida and Loma Linda, both of these are well established and fully accredited. In addition, George Washington, University of New England, the new program at Southern New Hampshire University and Walden University.

Question # 33: Are there any partnerships you are able to leverage for your advertising efforts (associations, organizations, etc.).

Answer # 33:
American Public Health Association—we currently run banner ads with them
Council on Education in Public Health- the Schools of Public Health accrediting body
Association of Schools and Programs in Public Health—we currently participate in virtual education fairs 4X a year with them.

Question # 34: Will the media agency have integration with SEO and content development efforts?

Answer # 34:
To be Determined

Question # 35: We provide many of the services requested, however, some require working with a third party and/or our discretion to not quote on them. Will you accept a partial response?

Answer # 35:
Yes. we can accept a partial response.

Question # 36: Can you please confirm all of the programs/degrees you are wishing to recruit for?

Answer # 36:
Online MPH in Public Health Practice: http://www.umass.edu/sphhs/online/mph-php
Online MPH in Nutrition: http://www.umass.edu/sphhs/online/mph-nutrition
Online Global Health Certificate: http://www.umass.edu/sphhs/online/graduate-certificate-global-health

Question # 37: Are there any target geographies or markets you wish to reach?

Answer # 37:
To be determined.
Question # 38: What is your current website traffic/monthly users for the programs you are trying to recruit for? Are you looking to expand?

Answer # 38:
Current online programs landing page-1500-2500 monthly views
Current MPH-PHP landing page-1500-2500 monthly views
Current MPHN landing page-2000-3000 monthly views
Current GHC landing page 300-700 monthly views.

The online programs website/s are the single biggest source of leads to the program. 62% of leads come through these webpages. Additionally, from the new admits survey 91% of all new students visited the website in the process.
Given this increase traffic to the website and working to drive additional traffic to the website should be a part of your bid.

Question # 39: What is your current database / list size?

Answer # 39:
The current salesforce database is split into two sections. The first is the old database which we do not use and is 10,000+ leads deep. The second is the current database. This is all leads into the program as of 6/24/2015. There are currently 1,200 leads in this database.

Question # 40: As noted on the RFP – your current efforts include: Google PPC and Google Ad Words Campaigns, Geofencing Public Health and Nutrition conferences twice per year, test market campaign through Google, conference attendance at the U.S. Public Health Service annual meeting and the WIC annual education fair. Additionally, we do targeted email campaigns to our cold lead database using Salesforce. Are you looking for a quote on these services as well as a cost comparison or are you looking for additional recommendation?

Answer # 40:
The quote should include Google campaigns and Geofencing. Our conference attendance is outside the scope of the RFB and will continue by the department during the coming years. The current targeted email campaigns are conducted using the existing salesforce database and will also continue and do not need to be part of the quote. We are open to outside the department targeted email campaigns.

Question # 41: The RFP mentions that the marketing strategy created by the vendor will be based on the proposed budget. What is the proposed budget?

Answer # 41:
The budget as outlined in the RFB is $100,000 and is all inclusive.

Question # 42: Does SPHHS have a specific portion of the overall budget that they would like to allocate to media?

Answer # 42:
No.
Question # 43: What institutions does SPHHS consider to be among its peer institutions/competitors on a local and national level? Do these peers vary by program?

Answer # 43:
Our peers are any fully accredited, US, Universities with a school of public health that offers fully or partially online MPH programs or certificate programs. We are the only fully accredited, publically funded school of public health in New England. In addition to the Universities, our biggest competitors are all private and include: George Washington, University of New England, the new program at Southern New Hampshire University and Walden University.

Question # 44: Section 1.6.1 is titled: “Marketing Survey and New Brand Development”. Does the SPHHS desire a new brand messaging platform as part of this scope of work? OR is the sole intention of this survey to get information regarding the current brand perception and positioning in the marketplace?

Answer # 44:
We desire a new brand messaging platform. However this is limited only to the online programs and would not include the entirety of SPHHS.

Question # 45: In addition to the marketing survey (1.6.1), will the SPHHS consider additional research methods as part of this project? For example, stakeholder interviews with current students, faculty and staff, etc.

Answer # 45:
Yes. We would consider additional research methods.

Question # 46: Can you provide access to stakeholders to participate in focus groups and stakeholder interviews (i.e. current students, prospective students, faculty, staff, alumni, etc.)?

Answer # 46:
If focus groups and interviews are to be done, communication with the faculty, staff, students and alums would be carried out by the Academic Director on behalf of the agency. The agency would not have direct access to the stakeholders.

Question # 47: What does SPHHS stand for in the eyes of the public? For example, when external stakeholders talk about SPHHS, what sort of comments do they make about the institution and its programs?

Answer # 47:
First, one of the best public universities in the northeast.
Other than this, our reputation is unclear and this is why section 1.6.1 was included in the RFB.

Question # 48: Does the institution have documentation regarding brand or content guidelines or any kind of style guide (e.g. a web style guide) which clearly defines elements such as visual marks, typefaces, color palates, photography treatments, etc.)?

Answer # 48:
Yes, please see this site: http://www.umass.edu/brand/
Question # 49: Who do you consider the primary target audience(s) for each program? What additional information can SPHHS provide about the audiences? Can any behavioral/demographic information be provided?

Answer # 49:
The primary target for MPH-PHP is mid-level professionals in the health care or public health fields. Health care includes: medical doctors, nurses, veterinarians, pharmacists, social workers, physical therapists, physician assistants, dentists, dental hygienists, chiropractors, school nurses, and military medics. Public health includes: environmental health, biostatisticians, researchers, epidemiologists, community health workers, and local, state, or federal public health officials. We have students from all of the following organizations: US CDC, FDA, EPA, USPHS, US Military-all branches, IHS, WHO, and MDPH. These lists are not all inclusive but represent our current student body and alumni.

We have data that can be provided on behavioral/demographics upon request.

Question # 50: We understand the scope of work includes developing a focused and comprehensive marketing strategy and plan. Will the vendor also be responsible for executing that plan in a subsequent phase of work? OR, will SPHHS execute the plan? OR, will SPHHS and the vendor execute the plan in partnership together?

Answer # 50:
It is the hope of the department that the plan will be executed in partnership with the agency.

Question # 51: What resources does SPHHS have that can be leveraged when creating marketing plan deliverables (example: printing capabilities, graphic designers, videographers, content creators, etc.)?

Answer # 51:
We have printing capabilities and videographers. All content is created by the Academic Director. Please note-cost of printing or creating videos should be included in the bid response and no additional funds will be made available.

Question # 52: Do you have an existing library of visual assets (i.e. original photography) that can be used to create marketing content?

Answer # 52:
Yes, we have still images and video assets. With the goal of creating more in the coming year.

Question # 53: Will UMass University Relations continue to run the program’s Google campaigns following the launch of this project? Or will all SPHHS marketing initiatives (and budget) be used towards the execution of the marketing plan created in this scope of work?

Answer # 53:
The current google campaigns will remain to some extent with UR although the scope will lesson. New and additional Google campaigns will become the responsibility of the agency.
Question # 54: Does SPHHS have any landing pages (e.g. a stand-alone page that guides a user to one specific goal) with a form and a respective thank you page? OR is the intent for the awarded vendor to design and develop landing page(s)?

Answer # 54:
No, we currently do not have this. This is included in the new website that is currently under development. The new website has a potential launch date of mid-summer 2016. The chosen agency will not be responsible for any part of the new website development or launch. Should the agency need a marketing specific landing page this can be done.

Question # 55: What sort of content offers does SPHHS have that can be used in advertising (e.g. viewbook, brochure, display ad, etc.)?

Answer # 55:
We have brochures, posters, postcards, physical banner displays. We also have existing banner ads for internet use.

Question # 56: When was your most recent website redesign and what CMS are you currently using?

Answer # 56:
The most recent was 2013. We are in the process of developing a new online programs website, in conjunction with SPHHS new website. This is in progress now. The new website has a potential launch date of mid-summer 2016. The chosen agency will not be responsible for any part of the new website development or launch.

Question # 57: Does the SPHHS consider the development of each program’s specific websites to be part of the Marketing Services project?

Answer # 57:
No, the Program is currently working on the new website with University Relations with a potential launch date of mid-summer 2016. The chosen agency will not be responsible for any part of the new website development or launch.

Question # 58: What is the expectation for the quarterly meeting mentioned in section 1.6.3? Does SPHHS desire more frequent reports given the focus on data and analytics explained in section 1.6.4?

Answer # 58:
No, we do not expect more frequent reports. Reports should be submitted as outlined in the RFB. In preparation for the actual meetings, the reports should be sent prior to the actual meeting so the Academic Director and department have an opportunity to review the report and prepare questions.
Question # 59: Please describe the current admissions process (from initial inquiry, through application, interviews and acceptance/rejection) for each program included in the scope of work?

Answer # 59:
The application process is exactly the same for the MPH-PHP and MPH-Nutrition program. The application is found here: https://www.spire.umass.edu/psp/heproda/?cmd=login&languageCd=ENG
Students create an account. The link to the account is sent as part of the initial program information sent to all inquiries.
The application is completed and submitted with an application fee. Both programs have the following deadlines: March 1st for fall admissions/matriculation, and October 1st for spring admissions/matriculation. We do not do rolling admissions.
Each program has their own separate admissions committee made up of faculty and staff who make all decisions. The Academic Director is not involved in the actual admissions decisions.
There are no interviews.
Acceptance is based on the following criteria for each program:
1. Work history- For PHP all applicants must have 3 years of professional full-time experience in Public health or health care. For MPHN all applicants must have at least 2 years of professional or a combination of volunteer/profession experience in public health, health care or nutrition.
2. Education- for PHP all students must have at least a Bachelors degree (it can be in any field.) For MPHN all students can have either an advanced degree in nutrition or health care or have status as a Registered Dietitian. Or they need to have a Bachelor’s degree and have a history of completing at least 2 nutrition and human physiology courses during that bachelor’s degree.
3. Official transcripts with a minimum cumulative GPA of 3.0 or higher. Those with a 2.75-3.0 GPA may be considered for provisional admittance. Those with less than 2.75 are not considered
4. Test scores: TOEFL if required-minimum score of 80, GRE (if not waived) minimum scores of 50% in each category.
5. 2 letters of recommendation are required
6. If the applicant is foreign or completed their education outside the US, all official transcripts must be translated and evaluated for equivalency.

For the GHC program, all admissions are handled by the academic director and the PHP admissions office. The application is free and available online here: http://www.umass.edu/sphhs/online/graduate-certificate-global-health as a download. All applicants must have a bachelor’s degree with a minimum 3.0 cumulative GPA. Applicants with less than 3.0 are not considered. The application deadlines are the same as for the MPH-PHP and MPHN.

Acceptance rate for MPH-PHP is 63% and for MPHN 68%. GHC is higher at around 93%.

Question # 60: Please provide a more detailed account of how SPHHS is currently using the Salesforce CRM.

Answer # 60:
Salesforce is fully integrated. All leads are fed into salesforce. This process is automatic in some instances. Say, when a lead completes an RFI on our website or UMOL’s website, the request is sent into the database.
Automatic responses are sent. For the SPHHS website the auto response is simply a thank you for your inquiry email. For UMOL RFI’s there are 3 auto responses sent at the following: immediate response- up to 24 hours after initial inquiry, 1 week after, and 3 weeks after. (Examples of these responses are available upon request). All RFI’s also generate an email directly to the Academic Director. The process is not automatic in instances where an inquiry calls or emails the program directly-without completing and RFI. In this instance, the Academic Director will create a new record in salesforce at the time of the inquiry.
We use salesforce to run lead reports, and run email campaigns.
Question # 61: Does SPHHS currently do any email nurturing with prospective students?

Answer # 61:
Yes, we run email campaigns at various times during each semester. For example, enrollment for non-degree seeking students opens in Mid-April for the summer semester, in Mid-December for the spring semester and in Mid-August for the fall semester. I send targeted email campaigns to the leads database encouraging enrollment in non-degree courses. This leads to 80-100 additional enrollments per spring and fall semesters. Non-degree enrollment is a way for interested students to either try one of our courses to see if they enjoy online learning or for committed inquiries to get a jump start on beginning the program while waiting for the application deadline.
As well, we use email campaigns to communicate upcoming admissions deadlines.

Question # 62: On page seven – Section 1.9.4 – you ask us to provide a complete pricing structure for products and/or services to be provided along with our detailed plan for fulfilling the contract.

Then on Section 1.9.7 – you ask us to provide detail of all associated costs, including travel, commissions and any other fees, in defining proposed budget.

Where are you wanting us to include our pricing information for this proposal? OR, if you want it in both locations.

What do you view as the differences in the information requested in the two?

Answer # 62:
We want a total budget proposal based on and not to exceed $100,000.00. All-inclusive.

Question # 63: Who do you see as your top competitor institutions for these programs?

Answer # 63:
The biggest competitors are University of South Florida and Loma Linda, both of these are well established and fully accredited. In addition, George Washington, University of New England, Walden University, and the new program at Southern New Hampshire University.

Question # 64: You mention that your budget us $100,000. The scope of services (survey research, marketing strategy, creative executions) that you list in your project scope are expected to exceed this budget amount.

Is there additional budget that could be made available?

Would you prefer what activities we could do within that budget, price out the project scope as originally bid, or bid only if we can provide all services for that price?

Answer # 64:
No addition budget is available. Please list activities you can do within the budget.
Question # 65: In Section 1.6.3 – How was the 400% increase goal obtained? What is the current effective cost per lead (eCPL) for the various lead generation partners and what is the amount of data needed for a qualified lead?

Answer # 65:
The 400X increase was calculated based on a desire to increase department revenue’s by 30%, and to increase lead conversion from 6% to 30% per year. We do not have a current and total cost per lead. We would need full name, email, zip code, education level, and program of interest to be considered a qualified lead.

Question # 66: In Section 1.6.3 – What details on the leads and lead demographics for each programs can you provide at this time?

Answer # 66:
We can provide the following data:
Geographic
Age
Occupation
Gender
Education level

Question # 67: In Section 1.6.3 – UMass Online Leads: How are your leads converting by source category? What is the eCOL and overall quality of lead? How are they being transferred to the client and what is the process on the client side for follow-up? Auto responder?

Answer # 67:
Leads converting by source category are as follows:
UMOL-7%
UR Google Campaigns-43%
Direct contact with program (SPHHS website/phone call/email)-50%
All leads feed into salesforce
Leads generated by RFI forms from SPHHS and UMOL receive auto responders
Leads not generated by RFI are emailed or called no more than 24 hours after the initial inquiry

Question # 68: In Section 1.6.3 – UMass University Relations Leads: Are you looking to get search recommendations for this channel to increase effectiveness and decrease costs as part of this RFB?

Answer # 68:
To be determined
Question # 69: In Section 1.6.4 – Direct tracking / Google: Do you have an existing Google Analytics account set up? Would access be provided to an outside partner or would someone internally be responsible for generating reports for any display media placement? If there a GTM (Google Tag Manager) account set up for pixel tracking?

Answer # 69:
Yes, we have a current Google Analytics account. The hierarchy looks like this: The University has a Google analytics account, SPHHS has a subsidiary account under the University, and the online programs have subsidiary accounts under this. Outside agencies would not have access to the account. The Academic Director would be responsible for generating the reports and providing them to the agency.
The university recently acquired the Google Tag Manager and are in the process of switching over. However, as of right now, it is not available for use to custom targeting. We anticipate this to be useable later in the year.

Question # 70: In Section 1.6.4 – Tracking a Marketing Effort: Would this URL snipe be set up by someone internally or are you looking for that to be provided?

Answer # 70:
This would be set up internally by the Academic Director and UMass IT upon request of the agency.

Question # 71: In Section 1.6.4 – Number of Leads Available for Contact/Research: You list you have 10,000 records available, but only some subset will be available. Approximately how many of these leads have email contact information for conducting a survey?

Answer # 71:
All leads have an associated email. There are currently nearly 1200 leads in the salesforce CRM, since June 2015.