

RFP# 08062019 Hubspot Optimization Vendor Questions

1. What is your budget for this project? Can you identify what is earmarked for professional services and what is for paid media?

No paid media should be included in the proposal, only various strategies for its use. The overall budget is indeterminate at this time. Please recommend your best estimates, bearing in mind the Selection Criteria.

2. What geographic coverage are you targeting in the paid media?

State of Michigan

3. Will the firm have access to your website, or will there be an IT liaison?

Yes, we can provide WordPress access. The team is well-staffed to support the effort with Marketing, technical and project management teammates.

4. Is there a mapped-out buyer's journey for each of the personas?

We have begun creating buyer/customer personas that are aligned to the buyer/customer journeys. However, this work is in the earliest stages and may not be ready for public use.

5. Do you have a preliminary list of content that you would like created?

Yes, we have identified content areas as key to our marketing efforts. But the actual content within those areas has not been defined.

6. Is there a library of photography and images that the selected vendor can draw from?

Yes. We have an iStock Signature 50 subscription that allows 300 image downloads a month. We have a library of original video as another image asset.

7. You mention sales enablement. What version(s) of HubSpot are you using? Pro or Enterprise and which hubs (sales, marketing, customer service)?

Michigan Virtual is subscribed to the following Hubspot products and services:

- Marketing Hub Enterprise
- Reporting Add-on
- Sales Hub Enterprise
- Service Hub Professional*
- Hubspot CRM

*Note that while we have included this in our stack, our customer care team is not currently using this tool to track tickets, and so this functionality is outside the scope of this RFP.



8. Are you looking for ABM strategies and deliverables as part of this project? If yes, can you give an example of who you are targeting and to what extent you expect an ABM strategy to develop in the 6-week window?

No, this is not a part of this RFP.

9. Is there a vendor that has been working on digital marketing with your company prior to this?

We are currently engaged with a vendor to audit our keyword strategy and make recommendations for improvement. It should also be noted that this is for website optimization and an Ad-words strategy to boost search rankings, so this can be excluded from the deliverables of this RFP.

10. Are you looking for on-page and/or off-page SEO? Can you give an idea of your current efforts?

We are currently engaged with a vendor to audit our keyword strategy and make recommendations for improvement. We are looking to improve both our on-page and off-page SEO efforts, but the priority is to address the on-page SEO deficiencies first. As such, this is out of the scope of this RFP.

11. Why is the timeline so tight? Can this project timeline move beyond Oct?

Our fiscal year begins October 1 and ends on September 30. We wish to begin this work right away, rather than wait for the start of the new fiscal year. It is our best case to complete this work this year. However, we recognize the very aggressive time frame of this RFP, thus we are seeking completion of approximately two-thirds of the total work. Additional money has been budgeted to complete this work in the next fiscal year. Also, our buying cycle is often six months to a year; because of this, we would like to realize the benefits of this effort in the new fiscal year.

