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UT System RFP - Develop & Execute an Online Marketing Strategy for UTSYSTEM OTC ****UPDATED 11/20/15****

Open Date: 12/02/15 03:00 PM

Agency Requisition Number: OTC12022015

NOTE: You will need to download all of the following files for complete specifications and other required document, including a HUB subcontracting plan(if required).

Help: Right Click to and choose "save file as" or "save target as" to your computer.

-**Package 1** size: 37252 (in bytes) Type: Specification Format: Acrobat PDF Files

-**Package 2** size: 126413 (in bytes) Type: Additional Specification(s) Format: Acrobat PDF Files

****UPDATE 11/20/15 - Add Q&A doc (package 2)**** In this Request for Proposal (RFP), The University of Texas System (UT System) is seeking to acquire the services of an online marketing firm to develop an online marketing strategy and an executable plan for the Office of Technology Commercialization ("OTC"). The expected value of this contract, including fee and travel reimbursement, will not exceed \$91,000. The term of the anticipated contract will be from December 14, 2015 through August 31, 2016.

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The University of Texas System Request for Proposal to Develop and Execute an Online Marketing Strategy for the Office of Technology Commercialization RFP#OTC12022015

Overview

In this Request for Proposal (**RFP**), The University of Texas System (**UT System**) is seeking to acquire the services of an online marketing firm to develop an online marketing strategy and an executable plan for the Office of Technology Commercialization (“OTC”). The expected value of this contract, including fee and travel reimbursement, will not exceed \$91,000. The term of the anticipated contract will be from December 14, 2015 through August 31, 2016.

Scope of Work

UT System is seeking an online marketing firm to provide planning, leadership and responsibility for executing the approved online marketing strategy for the OTC. Associated deliverables will be subject to the Assistant Vice Chancellor's approval. In addition, all marketing (online or otherwise, web presence, events, and social media) undertaken by the recipient of the contract must be coordinated with and subject to the approval of the Office of External Relations in accordance with style, brand and communications guidelines. The developed plan and strategy must be consistent with the current web page and branding project currently underway at the OTC. The online marketing firm will build and promote the OTC brand to all 14 UT Institutions, as well as stakeholders across the state of Texas, the nation, and the world. At a minimum, the successful online marketing firm will carry out the following:

- I. Develop an online marketing strategy, working together with the OTC's marketing coordinator, which will:
 - Identify short-term and long-range issues that must be addressed to build upon OTC's recognized brand within Texas, across the nation and the world
 - Leverage social media platforms
 - Outline an online marketing budget to execute the delineated strategy consistent with the overall strategy of the office. It is essential that the online marketing plan be closely tied to OTC's strategic goals and objectives.

- II. Create and execute upon an online marketing plan
 - Create and maintain a project management plan with begin and end dates for all online marketing activities
 - Execute search engine optimization (SEO) for the OTC website
 - Create, review, revise and automate reporting of online marketing performance metrics
 - Provide quarterly assessments of online marketing impact (including social media)
 - Co-develop online advertising and cross-promotion for UT System's annual SXSW event (with OTC's marketing coordinator)

- Produce content for the OTC website and social media platforms

The online marketing firm must be prepared to meet and discuss its input with UT System representatives at UT System OTC's office in Austin, Texas.

Specifications

Any proposed Marketing firm (**proposer**) submitting an offer in response to this RFP must provide the following:

1. proposer's legal name, including type of entity (individual, partnership, corporation, etc.), address and other contact information;
2. background information regarding the proposer, including the number of years in business and the number of employees;
3. information regarding the qualifications, education, and experience of the team members proposed to conduct the requested services, including information to assist UT System in assessing the proposer's familiarity with evaluating early stage companies;
4. the proposer's approach to accomplishing the stated scope of work;
5. the fees to be charged for providing services;
6. the earliest date by which the proposer could begin providing the services;
7. a list of three client references, including any complex institutions or systems of higher education for which proposer has provided services;
8. any unique benefits the proposer would offer UT System, and any other information proposer desires UT System to consider in connection with proposer's offer;
9. information to assist UT System in assessing the proposer's experience performing the requested services for other complex institutions or systems of higher education;
10. information to assist UT System in assessing whether the proposer will be impartial in the performance of the requested services;
11. information to assist UT System in assessing whether the proposer will have any conflicts of interest in performing the requested services;
12. information to assist UT System in assessing the overall cost to UT System for the requested services;
13. information regarding any prompt payment discount offered by proposer (UT System's standard payment terms for services are Net 30 days); and
14. information to assist UT System in assessing proposer's capability to perform the requested services.

Selection Process

UT System may select the successful proposal(s) on the basis of the proposals initially submitted, without discussion, clarification or modification. In the alternative, UT System may select the successful proposal(s) on the basis of negotiation with the proposers. In conducting any negotiations, UT System will avoid disclosing the contents of competing offers.

UT System is not obligated to select the proposer offering the most attractive economic terms if that proposer is not the most advantageous to UT System overall, as determined by UT System.

UT System reserves the right to (a) enter into a contract for all or any portion of the requirements and specifications set forth in this RFP with one or more proposers, (b) reject any and all offers and re-solicit offers, or (c) reject any and all offers and temporarily or permanently abandon this selection process, if deemed to be in the best interests of UT System. UT System will maintain in its files concerning this RFP a written record of the basis upon which a selection, if any, is made by UT System. UT System reserves the right to accept or reject any or all offers, waive any formalities, procedural requirements, or minor technical inconsistencies, and delete any requirement or specification from this RFP when deemed to be in UT System's best interest.

Criteria for Selection

The successful proposal(s), if any, will be the proposal(s) submitted in response to this RFP, by the Submittal Deadline that is the most advantageous to UT System. The criteria to be considered by UT System in evaluating offers will be the proposer's demonstrated competence, knowledge and qualifications and the reasonableness of the proposer's fee.

Proposals will be evaluated by UT System personnel. The selection of the successful proposal, if any, will be based on the information provided by proposer in its offer. UT System may give consideration to any additional information if UT System deems such information relevant. Any proposer submitting a successful proposal will be required to enter into a contract acceptable to UT System.

The criteria to be considered by University in evaluating proposals and selecting Contractor, will be those factors listed below:

Threshold Criteria Not Scored

Ability of University to comply with laws regarding Historically Underutilized Businesses; and Ability of University to comply with laws regarding purchases from persons with disabilities.

Scored Criteria

- the cost of goods and services;
- the reputation of the Proposer and of the Proposer's goods or services;
- the quality of the Proposer's goods or services;
- the extent to which the goods or services meet the University's needs;
- the Proposer's past relationship with the University;
- the total long-term cost to the University of acquiring the Proposer's goods or services

Proposer's Acceptance of Offer Evaluation Methodology

Submission of an offer by a proposer indicates: (1) proposer's acceptance of the Selection Process, the Criteria for Selection, and all other requirements and specifications set forth in this RFP; and (2) proposer's recognition that some subjective judgments must be made by UT System during this RFP process.

Public Information

Proposers are hereby notified that UT System strictly adheres to all statutes, court decisions and the opinions of the Texas Attorney General with respect to disclosure of public information. UT System may seek to protect from disclosure all information submitted in response to this RFP until such time as a final contract is executed. Upon execution of a final contract, UT System will consider all information, documentation, and other materials requested to be submitted in response to this RFP to be of a non-confidential and non-proprietary nature and, therefore, subject to public disclosure under the *Texas Public Information Act* (Chapter 552.001, *Gov. Code*). Proposer will be advised of a request for public information that implicates their materials and will have the opportunity to raise any objections to disclosure to the Texas Attorney General. Certain information may be protected from release under Sections 552.101, 552.110, 552.113, and 552.131, *Gov. Code*.

How To Respond; Submittal Deadline

To respond to this RFP, proposers must submit the information requested in the Specifications section of this RFP and any other relevant information, in hardcopy, in a clear and concise written format to:

Jennifer Murphy
Director of Accounting & Purchasing
The University of Texas System Administration
210 West 6th Street
Room B.140E
Austin, Texas 78701

All offers must be received at the above address no later than 3:00 p.m. local time in Austin, Texas, on December 2, 2015 (**Submittal Deadline**). Submissions received after the Submittal Deadline will not be considered.

Questions

Questions concerning this RFP should be directed to Julie Goonewardene at jgoonewardene@utsystem.edu above no later than November 30, 2015. UT System may in its sole discretion respond in writing to questions concerning this RFP.

Question and Answers – RFP #OTC12022015

(Posted 11/20/2015)

1. Is the focus of the RFP only on content marketing, execution of an ongoing monthly SEO program and turnkey monthly social media management? Would there be any creative/branding executions or paid media buying needed? Social media posts would be paid or non-paid?

The office is soliciting the most comprehensive bid possible. The focus of the RFP is on content marketing, SEO, and social media management.

2. The scope of work does not mention media costs specifically. Is the paid media incremental to the \$91k budget? If so is there a range we should be working with or will that be determined through the planning process after the agency partner is selected? If the cross-promotion for SXSW includes display ads, would the creative for those ads fall within or outside the \$91k budget?

The successful firm will provide a clear outline of which costs they will cover and which costs OTC should cover as part of "media costs". No pre-determined ranges for media costs paid by the OTC have been set. Creative work should be included in the bid.

3. Are there more objectives/goals than cross promotion of the SXSW event and promoting the brand to all 14 UT institutions? Is there a calendar to apply our timeline of work to what objectives you're wanting to accomplish?

The office will be hosting a SXSW on March 12, 2016. The main objective of the effort is to attract the next generation of leaders at SXSW to attend our event.

4. When you mention promoting OTC to all the 14 UT institutions and beyond, does this entail creating custom content and sending it to each of those institutions for their use? Or creating relationships and exposure on social media with each of these institutions?

"Building and promoting OTC to all 14 UT institutions" means building an online branding presence based on the mission and objectives of the office initiatives and promoting this messaging to all stakeholders, which includes the 14 institutions.

5. Overall the term "content" is fairly undefined. Could we get some additional clarity on the volume and type of content you're hoping to get for all the OTC social channels?

In order to position the OTC as a national commercialization leader, the successful firm will present their recommendations for volume and type of content. Currently, the OTC does not have a substantial social media presence.

6. Who will be managing the social media channels with regards to publishing new content, monitoring and engaging?

The OTC has a marketing coordinator who will be a central point person to manage (publish, monitor, and engage) social media channels. The OTC staff with each office initiative will be responsible for creating content.

7. Given that the online marketing strategy must support the OTC's overall strategy, can we get some insight into your strategic goals and objectives? Is there anything quantifiable that will hold digital marketing directly accountable for results? Or will the metrics be more marketing focused, such as traffic, leads, inquiries, etc.?

Please consult the UT System OTC's temporary website for information on mission and initiatives. The successful firm will clearly outline metrics that the OTC will report to stakeholders to present impact through online marketing efforts.

8. Do you anticipate the SEO work required to meet the SEO strategy will be performed by the chosen partner, or will instructions be given to the team managing the website?

The proposal should include an SEO plan that will be performed by the successful firm.