

INNOVATE ALABAMA REQUEST FOR PROPOSAL FAQ SHEET

Website & Marketing Campaign Strategy Questions:

- Knowing there are other outdoor recreation-focused digital properties promoting Alabama's vast outdoor resources, how do you envision this website collaborating with these organizations? Describe the website vision and target audiences.
 - We envision Innovate Alabama's Outdoor Recreation website as the intersection of the state's outdoor recreation assets and the outdoor recreation industry. It will serve as a compendium of relevant outdoor recreation resources across the state to retain the in-state resident and attract the out-of-state visitor and the outdoor recreation small business owner.
- Can you clarify what you mean by "nested" website?
 - The Outdoor Recreation site will be hosted under Innovate Alabama's domain, within its own landing page, serving as an extension of the current site. Users will be able to access Innovate Alabama's main website to learn about non-outdoor recreation-related programs through a tab accessible at the bottom of the Outdoor Recreation website.
- Can you define what coordinating brand-aligned videography/photography for site use will look like?
 - Innovate Alabama has content that may be incorporated into the website design and marketing campaign. However, we also envision that the selected Firm will lead the development of additional strengthened outdoor recreation content (copy, video, photography, etc.) to strengthen Innovate Alabama's current library.

Scope & Timeline Questions:

- What factors influenced the selection of the March 1st deadline?
 - To reach our goal of launching the marketing campaign in Q2, Innovate Alabama aims to have the site launched by the end of Q1 on March 1.
- Would an agency have the ability to create a proposal for only one service? For example, only custom website design?
 - No, submitting agencies must create a proposal for both services outlined in the RFP. Firms may apply through a joint proposal if they would like to. If you take this approach, please clearly outline who the main point of contact will be.
- When is the new Innovate Alabama website scheduled to be completed?
 - The launch date of Innovate Alabama's new website is tentatively Dec. 2023.

Asset Map Questions:

- Who has been designated to assemble the comprehensive directory of outdoor recreational activities within the state of Alabama?
 - The selected Firm is responsible for assembling and maintaining the outdoor recreation asset map and ensuring the resources are accurately displayed on the website in a user-friendly manner. The selected Firm will do this under the guidance of the Innovate Alabama Outdoor Recreation staff lead.

Project Management Questions:

- The RFP requests agencies submit with a “dedicated” copywriter on the project. Does this mean only agencies with an in-house, full-time copywriter will be considered? Are contract copywriters acceptable?
 - Both full-time copywriters and contract copywriters can be considered. If you plan to contract this role out, please ensure this is reflected in your budget and identify who this person will be in the proposal.
- Is there someone on the Innovate Alabama staff who will be primary point-of-contact for the project?
 - The Innovate Alabama Outdoor Recreation staff lead will serve as the primary point of contact on the project. Innovate Alabama’s public relations agency of record will also serve as a point of contact for strategic communications consulting.
- Can a project management system other than Monday.com be used for this project?
 - Your internal project management system can remain the same. However, when interfacing with Innovate Alabama for collaborative needs, the selected Firm will need to use Monday.com. The account team will be added as guests on an existing account’s project board, so there will not be any cost incurred.

Brand Questions:

- Does Innovate Alabama Outdoor Recreation possess an established brand identity or guidelines, or does the marketing strategy need to include building out those assets?
 - The marketing strategy will need to include the buildout of these brand assets. We envision Outdoor Recreation having a standalone brand developed and presented as complementary to Innovate Alabama’s brand.

Budgetary Questions:

- Is there an overall and/or segmented budget for this campaign?
 - We encourage the applying firms to take creative flexibility and show Innovate Alabama the art of the possible within an appropriate budget segmented between the website and marketing campaign through the end of 2024. The budget should include recommended minimums or good-faith ranges for all foreseen costs needed to complete the project. If selected, we can then determine what the final budget will entail through strategic conversations with your team.