

## **Addendum B**

Date: May 5, 2021

Re: City of Highland Park Digital Performance Marketing Campaign RFQ

This Addendum provides answers to additional questions submitted related to the City of Highland Park's Request for Qualifications for a Digital Performance Marketing Campaign issued by the City on April 22, 2021.

**1. Will you be expecting us to create social media assets to hand over to your team for deployment? Or will the hired agency be posting for you?**

We anticipate that the agency will handle both content creation and posting; however, if preferred City staff can certainly schedule posts according to the plan.

**2. What is your frequency of social media posting needs? Around 12 posts per month, per platform?**

We defer to each agency to recommend an ideal posting schedule based on the final marketing plan.

**3. Are you planning on any SEM or paid/promoted social media?**

We welcome plans for paid social media as part of your response, but funds for paid social would need to be budgeted from the project total. The City does not have additional funds for paid social media, and will not be running any other paid posts for non-campaign content.