

Consider Approval of Proposals for Comprehensive Digital Marketing Services

A Request for Proposals for Comprehensive Digital Marketing Services, was sent to twenty-eight (28) vendors and was advertised in the local newspaper, nine responses were received with one not complete. The bids are available for Board review, if desired.

Galveston College implements a comprehensive digital marketing enrollment campaign throughout the fiscal year. Target audiences include traditional high school students, adults returning to school, parents and the community. Advertising goals range from generation leads and driving registration to branding. The vendors will provide comprehensive digital advertising, monitoring and reporting services.

Staff is requesting Board Approval to award Advertising Service Agreement contracts to Clarus/Carnegie, 210 Littleton Road, Suite 100, Westford, MA, for digital advertising and SNI Digital Agency (Galveston County Daily News), 5701 Woodway Dr, Houston, Texas, for social media advertising, these vendors were the most cost effective / affordable options with a demonstrated mix of digital and social media advertising experience, including higher education.

The contracts will be used for various campaigns throughout the year. The cost is calculated by the campaign strategy and will not exceed \$120,000. Staff will notify the Board of Regents if expenditures exceed this approved amount

The source of funding for Comprehensive Digital Marketing Services is the Marketing and Communication budget (Education and General Fund).

Comprehensive Marketing Services
RFP # 24-09-122

Description	Clarus/Carnegie Dartlet,LLS 210 Littleton Road, Suite 100 Westford, Ma	SNI Digital Agency/GDN 5701 Woodway Dr Houston, Texas	IHeart Media 20880 Stone Oak Pkwy San Antonio, Texas	EPicosity 300 N Main Avenue Sioux Fall, SD
Negotiated Summer Campagne	29,785.36			
Base bid 3 months			35,000.00	169,750.00
Base bid 6 month				
Negotiated 7 months		35,000.00		
Ranking	67	63	60	55
			30% management fee for certain type of ads	

Description	Audacy Houston 24 Greenway Plaza Suite 1900 Houston, Texas	KHOU 11 Tegna 5718 Westheimer Rd Suite 311 Houston, Texas	NBC Universal LLC Telemundo 1235 North Loop west, Suite 125 Houston, Texas	Spectrum Reach 1320 S. University Dr Suite 814 Fort Worth, Texas
	Pricing varies on varies based on site traffic, high cost, solely Houston market	Did not meet all GC needs	Only covers TV video	Did not complete proposal
TV Video ads			78,000 per year	
Base bid 3 months				
Base bid 6 month	No cost listed	No cost listed		215,410.00
Ranking	48	30	31	14
Description	Television Univision			
	Bid incomplete			
Base bid 3 months				
Base bid 6 month				
Ranking				

Pricing was for various services, not all services GC requested were offered by all vendors. A spreadsheet is available for all pricing if desired.