

Digital Marketing Questions and Answers

W912PQ22Q0055

Questions 1: Are you wanting us to film content? Or will you be providing the content and we just create the ad funnels around it?

Answer1: The NYARNG will provide the content.

Question 2: In our analysis, if we find only running google ads isn't effective, do we have the flexibility to adjust strategies?

Answer 2: Yes, we expect the vendor to adjust advertisement strategies according to the findings of their analyses (and thus grant them the flexibility to do so).

Question 3. In regard to CLIN 0002 and Option CLIN 1002, is the total budget \$72,000, including vendor associated costs? Or is the total ad spend \$72,000 and vendor associated cost is on top of that?

Answer 3: The total budget is \$72,000, including vendor associated costs.