



RFP Q&A | PAID SOCIAL MEDIA

Q: With the “development and execution of multi-city marketing co-op; and development and execution of casino, hotels and attractions marketing co-op”?... is this solely funded by TRF2 funds or is there a plan to use a portion of the bed-tax budget?

A: The minimum contract amounts outlined in the RFPs are aligned with the TRF2 budget. There is a potential for the addition or inclusion of operational funds.

Q: Based on this RFP, it would seem that TRF r2 marketing funds will be available soon. Will these funds be available for use beginning May of this year?

A: The budget outlined in the RFP is based on TRF2 fund availability.

Q: Moving into 2023–2024, what are the most important KPIs that the destination’s success should be measured on?

A: KPIs for FY24 and FY25 will be determined as the marketing plans are created. Currently, measurable KPIs include campaign driven site engagement, interaction with content, relevant performance, CTR, VCR, audience delivery, impressions, engagement, occupancy, enplanements/deplanements, leisure and hospitality jobs, and leads and bookings.

Q: Besides the top of the funnel brand campaign, what are the key areas of focus in marketing and advertising (e.g. meetings and ports, eco-tourism, DEI etc)?

A: A robust focus in the following areas is of utmost importance:

- Meetings and Conventions
- Sports Tourism
- Sustainable and eco-tourism
- DEI (Integrated)
- Accessibility and accessible tourism
- Destination celebrations
- Attractions



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Q: What are the current and future plans for the Coastal MS website and how would you like your agency partner engaged?

A: The Coastal Mississippi website needs a full refresh/redesign, and the creative agency would be responsible for design and working with the vendor to implement.

Q: What keeps you up at night on the future success of Coastal Mississippi tourism?

A: The focus of Coastal Mississippi's marketing department is to evolve the brand and showcase the unique local flare our 12 coastal communities have to offer.

Q: What kind of reporting would you find beneficial that you are currently not receiving?

A: Reporting with insight into campaigns by DMA is expected. Agencies should provide insightful, real-time data through analytics software via a dashboard(s). Reporting should be transparent and customized for Coastal Mississippi. The agency should create smart reports that track KPIs from various sources. The data should be filtered by campaign/DMA/date, and the reports should present meaningful information from which actionable recommendations can be made.

Q: What are the top 3 questions you have about marketing performance you would like to see answered in reporting deliverables each month?

Marketing performance should produce results that align with Coastal Mississippi's goals and objectives. The performance analysis should guide the marketing strategies and decisions. The reports should be a complete overview of an individual campaign's overall performance in specific DMAs.

Q: Are there any aspirational markets you'd like to consider targeting with media moving forward?

A: Emerging market will be determined as the marketing plan is developed. Currently, our growth tiers are Birmingham and Memphis, and our opportunity tier includes Nashville and Huntsville.



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Q: What segments of the sports events market are you most interested in reaching and why?

A: Cheer, volleyball, baseball, softball, agritourism sports, golf, and fishing are currently within the scope of our market, displaying a trending increase of interest within the region.

Q: What types of events are you most ideally suited for?

A: With temperate seasonality, Coastal Mississippi is ideal for indoor and outdoor events including fairs, festivals, concerts, holiday, and sporting events. Currently our largest events include classic and custom car shows, sport fishing tournaments, music festivals featuring local culinary specialties, Blue Economy, and arts.

Q: What elements of your brand (ie logo, tagline) do you plan to carry forward?

A: We will move forward with the Coastal Mississippi brand with the elimination of the current tagline and the creation of a dynamic call to action.

Q: Is there anything off limits?

A: All creative ideas are welcome with the expectation that the agency researches our past brand elements and delivers dynamic creative that addresses diverse offerings of the region grounded in southern hospitality.

Q: Are there campaigns from other destinations that inspire you?

A: Coastal Mississippi is a unique destination inspiring its own abundance of creativity.

Q: Where do you see the largest growth potential in the next 3-5 years?

A: Coastal Mississippi's largest growth potential is in sports tourism, sustainable tourism, and destination celebrations.



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Q: What do you see as your biggest challenges in the next 3-5 years?

A: The impact of travel costs, economic strife, political unrest, and supply chain.

Q: When people hear "Coastal Mississippi," what do you want them to think?

A: Coastal Mississippi should be identified as a desirable destination that not only introduces a sense of community through our southern hospitality but also the thrill of discovery and wonder for family and generational experiential travelers.

Q: Would you like us to submit two separate proposals, or would you like us to compile both into one submission? Please let me know how you prefer we approach this since we're submitting for both!

A: Responses should be submitted and shipped individually and labeled accordingly as outlined in the individual RFP.

Q: I notice the budgets provided will be in phases across three years. Can you please confirm the budget allocations and timelines for each phase?

A: Tentatively, 60% of the budget will be allocated in FY23. 20% will be allocated in FY24 and 20% will be allocated in FY25.

Q: Would Coastal Mississippi award multiple contracts (Creative, Media Buying and Paid Social) to one agency? Or do you prefer to have multiple agency partners?

A: Coastal Mississippi will select the best agency for each service.



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Q: The RFP mentions that small, minority and women-owned businesses respond to the RFP, but there is no mention in the scoring criteria. Will there be any preference given to MBE participation?

A: Coastal Mississippi will comply with federal procurement requirements and the enumerated requirements association with the Tourism Recovery Fund Grants.

Q: If we are responding to multiple RFP's (creative, media buying, paid social) – can we ship our responses in one package?

A: Responses should be submitted and shipped individually and labeled accordingly as outlined in the individual RFP.

Q: TikTok is not mentioned as a platform. Is that banned as a platform? Are you open to other social platforms?

A: TikTok is not banned as a platform, and the Coastal Mississippi team is open to suggestions.

Q: Is it possible just to submit for the digital pieces?

A: Agencies will be selected based on the criteria outlined in the RFPs.

Q: Can you elaborate on the paid social media pieces and expectations there?

A: Paid social campaigns will be developed using a full-funnel approach with a focus on the following key areas as part of the Coastal Mississippi traveler journey: Inspire (Brand awareness + Consideration), Engage (Provide Inspiration + Reasons to Believe), and Convert (Drive Value, Book + Visitation).



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Q: On the social media RFP – does this include only paid social media ads or is social media management involved as well?

A: This includes paid social media ads managed through Coastal Mississippi's ad center.

Q: Who do you anticipate doing the creative work for the paid social media campaign? Will that be the selected social media partner, or the creative services partner?

A: Creative work for paid social media campaigns may be a collaborative effort of the selected social media partner, creative agency, and Coastal Mississippi staff.