



Questions for 2025 Website & Social Media Marketing Services RFP

RFP# 005-2025-01

1. **Question:** Do you want to continue using VisitLlanoCounty.com as the main website address to promote tourism?
 - a. **Answer:** Vendors shall propose their own solution for this service.
2. **Question:** Who owns that domain?
 - a. **Answer:** www.visitllanocounty.com registrant contact is "Domains By Proxy, LLC"
3. **Question:** What has or hasn't worked with the current client tasked with the website and social media?
 - a. **Answer:** Vendors are encouraged to evaluate the current website and propose the best changes and/or solutions for this RFP.
4. **Question:** What do you like about the current website?
 - a. **Answer:** Vendors are encouraged to review the current website and determine the best solution for this RFP.
5. **Question:** What do you like about the current social media?
 - a. **Answer:** Vendors are encouraged to review current social media and to determine the best solution for this RFP.
6. **Question:** How will you measure if this marketing campaign is successful?
 - a. **Answer:** Vendor shall determine and propose quantifiable measurements which will be used to track efficiency, productivity, and success of marketing campaigns and include these performance metrics in their proposal to be used as ongoing evaluation criteria.
7. **Question:** What do you want the call to action to be for the campaign? Drive them to the website?
 - a. **Answer:** Vendor's proposal shall develop and propose their own campaign strategies and propose such in their offer.
8. **Question:** What statistics and analytics are you receiving now? What statistics and analytics do you want to receive as part of a new contract?
 - a. **Answer:** Vendors are encouraged to determine and propose quantifiable measurements used to track efficiency, productivity, and success of marketing campaigns and include these performance metrics in their proposal.
9. **Question:** What types of numbers, and at what levels, count as success?
 - a. **Answer:** Vendors are encouraged to determine and propose quantifiable measurements used to track efficiency, productivity, and success of marketing campaigns and include these performance metrics in their proposal.

10. **Question:** Do we have access to any photography/videos that the County has on file? Where do we access it?
- a. **Answer:** Vendors should develop and provide their own photography and videos. Llano County may at times provide photography or videos to the vendor for use on the site.
11. **Question:** What sources are available for the collection of events, directory, articles? Is there a county employee involved or do we collect all the information?
- a. **Answer:** The selected vendor will report to the Llano County Treasurer. Any promotions such as the “Featured Properties” will only be done so with the prior approval of the Llano County Treasurer.
12. **Question:** Is there a particular style or direction you’d like to take with the campaign?
- a. **Answer:** Vendors are to develop and propose styles and directions of campaigns, include them in their proposal and be aware that final product is to be approved by the Commissioners Court prior to initiation.
13. **Question:** Are there any current tourism campaigns that are favorable?
- a. **Answer:** Vendors are to develop and propose any tourism campaigns, include them in their proposal and be aware that final product is to be approved by the Commissioners Court prior to initiation.
14. **Question:** What is something that hasn’t been highlighted in Llano County enough?
- a. **Answer:** Interested vendors are encouraged to research the current website and make the best determination for improvements which should be offered in their proposal.
15. **Question:** In the bid, it’s listed that respondents should include three current Texas counties that they serve. Will other tourism, including city tourism and entertainment client experience, be considered in lieu of counties?
- a. **Answer:** Llano County seeks a qualified vendor with Texas County Government tourism marketing expertise. While respondents may submit other experience, scoring will be weighted to vendors who have experience with marketing Texas County governments.
16. **Question:** In the scoring rubric, it indicates that up to 10 points will be awarded for businesses certified as a Historically Underutilized Business. However, this past week, the Comptroller’s office has suspended the certification process to be certified as a HUB service provider. Will the rubric be adjusted to remove that requirement?
- a. **Answer:** In light of the Texas Comptroller of Public Accounts October 28, 2025 announcement pertaining to Suspension of the HUB Certification Process the evaluation criteria shall be adjusted to:

1	Vendor’s location, background, and qualifications	30 Points
2	Relevant Experience in marketing county government	25 Points
3	Proposed plan and price	20 Points
4	Website development, evolution, management, and maintenance	25 Points