

The following are answers to questions Brand USA has received to the RFP for Website Development and Design (www.thebrandusa.com).

Thanks to everyone who submitted questions regarding Brand USA's RFP for website development and design services. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFP, or if we were unable to understand a question, we did not provide an answer.

Q: You mention Sitecore is your current CMS. Would you rather stay on the same platform, or do you have specific issues that make you want to switch?

A: We are platform agnostic.

Q: You mention that hosting will be handled by Brand USA. Cloud-based solutions and managed hosting services can have superior overall economics. Are you open to explore alternatives?

A: We already have cloud hosting and managed services.

Q: How different in size and sophistication do you anticipate the new site to be compared to the current site?

A: The site will continue to expand. As to sophistication, we are interested in your insight.

Q: Do you currently utilize any major 3rd party systems that you would like to be integrated into the current site?

A: Our preferred approach would be a components approach with the ability to integrate additional functionality that may be provided by third parties, but would maintain a seamless experience for the users. As such, your proposal may include separate budgets for the following: our digital asset management system, media site, speakers bureau, in-kind contribution submissions, secure login member section for partners, marketing plan builder, partner programs reporting tool, and others as necessary.

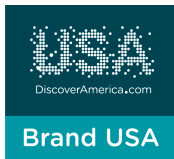
Q: What is your current digital asset management system?

A: Our vendor is Media Valet. Details: www.mediavalet.com

Q: Could you provide the number of integrations with third-party APIs needed for the new site?

A: You may present an average cost per integration.





Q: Could you roughly quantify the number and nature of content assets to be migrated to the new platform? Is most of the content properly structured and accessible through programmatic ways (API)?

A: Assume that all content on the current site must be migrated. The assets are in Sitecore and are properly structured. Explain how you will efficiently migrate.

Q: Do you have a preference as to what content management system should be utilized (as a result of staff familiarity, etc.)?

A: No.

Q: Can you please elaborate on what you mean by bulk image uploader?

A: A tool that enables uploading more than one image at a time.

Q: Do you currently utilize MailChimp, Constant Contact, or any other email marketing services to manage user email addresses?

A: We currently utilize MailChimp.

Q: Will there be a significant number of pages and/or content to be added to the new site as a result of the new marketing program?

A: We add pages to the website on a regular basis. Most content loading will be handled internally.

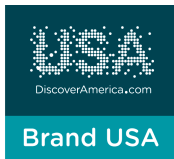
Q: The requirements state that the website is to be accessible complaint. Can you please elaborate on what specific accessibility standards the new website must abide by?

A: At a minimum, our website needs to be ADA compliant and follow the GSA 508 compliant procedure.

Q: Can you give us a current copy of the branding/style guide?

A: Our style guide will be available for the final selected vendor.





Q: “User-management to permit controlled levels of content and workflow options through log-in and password” is listed. Does this refer to user-management as in the site visitors, or internal Brand USA staff user management?

A: Internal staff use and management.

Q: Can you provide more detail on SEO optimization services required under this RFP?

A: Best practices for tagging and URL structure.

Q: Who is visiting theBrandUSA.com? Where are they?

A: Industry partners and other constituents interested in our mission, which is detailed here: <http://www.thebrandusa.com/About-Brand-USA/Our%20Role%20in%20the%20Travel%20Industry>. The majority of our traffic is domestic, however, we do receive visits from all over the world.

Q: Is Brand USA currently using a marketing automation platform such as Hubspot, Marketo, or others? If so, what platform? If not, does Brand USA want to explore marketing integration?

A: Not at this time.

Q: Does theBrandUSA.com need multi-language support?

A: We do not require multi-language support. Content is produced in American English.

Q: Is there an expectation of integration with Brand USA’s digital asset management solution?

A: Yes.

Q: Is there email integration, or CRM integration expected in the initial site build?

A: We require the ability to accept email addresses for specific programs. No CRM integration at this time.

Q: Can you be more specific about budget parameters?

A: We are asking respondents to provide a budget for the service outlined.

