



The following are answers to questions Brand USA has received to the RFP for Content Marketing Software.

Thanks to everyone who submitted questions regarding Brand USA's RFP for Content Marketing Software. 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: What KPIs are used to determine if this project is a success or failure?

A: Metrics are judged based on the performance of the content on the specific platform. We utilize standard social media metrics to gauge success.

Q: How does tool usability and platform adoption rank in your decision criteria? How do you plan to assess and score that factor during the evaluation?

A: This is central to our decision-making. For specific details, you will find the scoring matrix on the last page of the posted RFP.

Q: How does the Brand USA team currently source user-generated pieces and what is the consent request process involved?

A: We have utilized various platforms over the years. We are currently sourcing user generated content mainly through Crowdriff and Stackla. For any process/platform we adopt, it's key that our teams are able to request rights via comments, track hashtag responses (#YesVisitTheUSA), and easily source content for rights request. Additionally, an API integration with our DAM to store rights-approved images would be an added bonus.

Q: Please provide current examples for approval workflows, reports/metrics, customer care workflows, and automated processes related to Brand USA's social media marketing efforts.

A: We are seeking an out-of-the-box SaaS product and are not asking you to custom design workflow. We are asking that you present your capabilities in each of these areas. For approval workflows for our hyperlocal social pages, the workflow should be: local community managers → USA-based agency → final Brand USA approval.

