

NEW JERSEY INFRASTRUCTURE BANK

ANSWERS TO QUESTIONS RFP FOR SOCIAL MEDIA MARKETING SERVICES

Strategy & Prior Engagement

1. Which elements of the 2025 social media strategy does the I-Bank consider complete, in progress, or no longer relevant?

The I-Bank has executed and completed its 2025 social media strategy. Recognizing that digital engagement strategies must be data-driven and adaptable, it is seeking an external partner to independently assess the effectiveness of the current approach and determine what should be continued, optimized, or reimaged. The selected firm will be expected to conduct a strategic review and provide recommendations that could involve strengthening the existing framework or developing a revised strategy to better achieve awareness, stakeholder engagement, and program visibility goals. The strategy evaluation should be tied to the net benefit, trust, and legitimacy rather than just measuring the number of “likes” and “shares.”

2. Which strategy recommendations from the 2025 engagement were fully adopted or are in progress?

The I-Bank has adopted the following recommendations from the previous social media marketing team:

- Social Media Strategy
- Content Strategy
- Content Creation/Approval Workflow
- Website Traffic Strategy
- Platform specific posting guidelines
- Archiving/Compliance
- Templates (e.g., Canva)

The following recommendations from the previous social media marketing team are in progress:

- Engagement/community management
- Measuring success
- Training/education plan
- SOP Maintenance and review
- Roles/responsibilities

The selected firm shall review, assess and further the above initiatives.

3. Have any internal priorities shifted—administrative, political, or programmatic—since the 2025 strategy was delivered?

No.

4. When the RFP references “build upon the existing strategy,” does the I-Bank envision continued execution of the current plan, refinement of specific components, or a more structural redesign?

The I-Bank has implemented the 2025 social media strategy, including consistent posting, project storytelling, and alignment with broader marketing and communications goals. However, social media is an evolving platform that requires ongoing evaluation and adaptation.

The selected firm will conduct an objective assessment of the current strategy and evaluate performance, audience engagement, platform effectiveness, content mix, and alignment with organizational goals. Based on that assessment, the firm shall recommend whether to build upon the existing strategy, refine specific components, or propose a comprehensive overhaul to better position the I-Bank for growth, visibility, and measurable impact in 2026 and beyond.

See also answer to question #2 above.

Platform Expansion

5. Has the I-Bank identified specific new social media platforms for expansion, or is the selected vendor expected to conduct a platform feasibility analysis and make a recommendation or are we exploring additional challenges that were suggested in the strategy?

The I-Bank is considering expanding its social media presence to include platforms such as Instagram and YouTube. The selected firm is expected to provide i) strategic recommendations on whether these and other recommended platforms align with the I-Bank’s audience, mission, and capacity, and ii) guidance on launching, content strategy, and performance expectations.

6. If new channels are launched, how does the I-Bank plan to support ongoing content creation for those platforms, given that monthly content production is not included in the current scope? For example, would the I-Bank produce content in-house with internal staff or an intern?

The I-Bank would produce and publish content in-house with internal staff and/or an intern in coordination with, at least initially, the selected firm.

Paid Campaigns & Advertising Budget

7. Can the I-Bank clarify what is intended by “paid targeted campaigns”? Specifically, does this refer to boosting regular posts to extend reach, or developing separate advertising campaigns with distinct targeting and creative (graphics, copy, etc.)?

The I-Bank has not previously implemented paid social media advertising. Now that the I-Bank has implemented the 2025 social media strategy, it is seeking guidance on how to approach it strategically and cost-effectively.

For purposes of this RFP, “paid targeted campaigns” may include boosting existing posts to expand reach among defined audiences, as well as developing distinct advertising campaigns with dedicated creative assets (graphics and video) to target specific stakeholders with tailored messaging.

The selected firm should provide recommendations on strategy, budget allocation, creative development, and performance measurement. It would also provide training for I-Bank staff on best practices for paid social advertising.

8. Would the SMMA be responsible for the full lifecycle of paid campaigns—including concept development, creative production (graphics, video, copy), and ongoing campaign management for the campaign duration?

Yes. The SMMA will oversee and guide the full lifecycle of paid campaigns. Given that paid social advertising represents a new area for the I-Bank, it is expected that the selected firm will provide strategic support in campaign development, creative execution, and performance optimization, along with training to ensure long-term internal proficiency.

9. Does the I-Bank currently have video assets or other creative elements available for use in paid campaigns?

The I-Bank does not currently maintain a library of professionally produced video assets. However, the I-Bank has engaged a videographer for three upcoming social media campaigns, which will result in original video content available for future paid campaigns. It also has access to design tools such as Canva and Adobe Stock for graphics and visual elements.

The selected firm will make recommendations on the most effective and cost-efficient approach to incorporate video assets into our social media strategy which may include guidance on whether to engage professional videography services, develop in-house capabilities, including mobile video production, or utilize alternative formats that align with our goals and resources.

10. Has the I-Bank designated a paid advertising budget separate from SMMA service fees? A defined budget or range would allow for more accurate scoping of channels, campaign duration, and associated fees in our proposal.

Funds are available in the budget to support paid advertising. A decision on the final amount allocated to social media advertising will be based on the cost-benefit analysis provided by the selected firm.

Content & Deliverables

11. Are the 10–20 evergreen posts expected to align with the Canva template themes outlined in the RFP (e.g., Loan Closings, Projects of the Week, Employee Spotlight), or does the I-Bank envision different or additional content themes?

The evergreen posts are intended to provide flexible, mission-aligned content that can be deployed as needed to maintain consistency in our posting schedule. While they may align with established themes such as “Loan Closings,” “Projects of the Week,” or “Project Spotlights,” they are not required to conform strictly to those categories.

The selected firm is expected to produce additional evergreen content themes that reinforce the I-Bank’s mission, explain our programs, highlight impact, or educate stakeholders about infrastructure financing in New Jersey. The goal is to develop high-quality, durable content that can be used strategically during slower news cycles to maintain relevance and engagement.

Stakeholder Toolkit & Partner Engagement

12. How many partner organizations does the I-Bank envision receiving toolkit materials, and is there an existing distribution list?

The I-Bank anticipates distributing toolkit materials to a core group of partner organizations and stakeholders, including but not limited to the New Jersey Department of Environmental Protection (NJDEP), New Jersey Future, the New Jersey Alliance for Action, and the New Jersey Climate Council. Additional partner organizations may be identified depending on the campaign focus.

The I-Bank maintains an existing stakeholder mailing list that can be utilized for toolkit distribution. We welcome recommendations on whether additional segmentation or expansion of this list would improve effectiveness and reach.

13. What partner organizations would you like to share the toolkit with or are we also thinking that the toolkit would be shared with cities and counties in New Jersey?

The I-Bank expects to expand the list over time to include utilities, municipal associations, engineering firms, county administrators, environmental nonprofits, and resiliency groups.

Training & Analytics

14. Does the employee training referenced in the scope refer solely to the “comprehensive training in reporting and analytics” mentioned in the RFP, or are there additional social media topics the I-Bank would like included (e.g., community management, etc.)?

The reference to employee training includes, but is not limited to, comprehensive training in reporting and analytics. While the I-Bank is familiar with reviewing platform metrics, it is seeking deeper guidance on interpreting data, identifying meaningful performance trends, and translating insights into strategic adjustments. The goal is to ensure the I-Bank can not only generate reports but confidently use data to inform decision-making and improve outcomes.

15. Regarding analytics training specifically: Is the I-Bank seeking a deeper understanding of specific metrics and their meaning, or guidance on how to use analytics to inform strategic decisions—or both?

The I-Bank is seeking both a deeper understanding of key social media metrics and guidance on how to use analytics to inform strategic decision-making.

The I-Bank currently reviews platform-level data. It is interested in strengthening the ability to interpret performance trends, evaluate the effectiveness of content and campaigns, and apply those insights to future planning. The selected firm shall provide training that equips marketing staff to understand individual metrics and translate data into strategy adjustments that improve reach, engagement, and overall impact.

16. Now that you are using social media software are you not getting the analytics needed to track performance or is there a challenge in understanding the report?

The I-Bank utilizes the social media archiving company, Social Assurance, for performance metrics. This procurement seeks a firm to strengthen the I-Bank’s ability to analyze and apply this data strategically to ensure that reporting translates into measurable performance improvements.

17. Is the I-Bank looking for a one-time training and calibration session, or ongoing periodic performance review support throughout the engagement?

The I-Bank is interested in ongoing periodic performance review support throughout the engagement, rather than a one-time training session. For sustained success, the selected firm will provide regular evaluation of performance metrics, content effectiveness, audience growth, and campaign outcomes.

The selected firm will help the I-Bank build internal proficiency while maintaining a data-driven, accountable approach to social media performance. It is anticipated that there will be

monthly performance reviews to assess performance trends, refine strategy as needed, and ensure continued alignment with our goals.

On-Call Consultations & Contract Structure

18. What frequency does the I-Bank anticipate for on-call consultations—monthly, quarterly, or on an as-needed basis?

In addition to the monthly performance reviews referenced in answer to question 17, the I-Bank expects consultations on a biweekly with the flexibility to seek collaborative guidance periodically as strategic opportunities or challenges arise.

19. How does the I-Bank define “scope complete” for purposes of this multi-year engagement?

The RFP is amended to change the term of the contract for the SMMA to be for the period commencing on or about April 1, 2026, through March 31, 2028.

Please note that the phrase “or when the scope of services is complete, as determined in the sole discretion of the I-Bank” is hereby deleted.

20. Is a minimum contract value or engagement term guaranteed under this agreement?

No.