



Answers to Questions Received for Brand USA's Influencer Programs RFP (Request for Proposal)

Thank you to everyone who submitted questions regarding Brand USA's Influencer Programs RFP. The following are answers to questions received for Brand USA's Influencer Programs RFP, issued February 2, 2017.

Please note: We have condensed and edited the questions received for space, or clarity. In addition, we have removed company names and other identifying information of those who posed questions.

1. We would like some additional insight into why the 25K-500K following range has been excluded from the proposal. There is A LOT of ground (talent) to consider between 25K and 500K followers, many of whom may not grant ownership of their content in perpetuity -- but they are still capable of connecting with passionate audiences and driving massive engagement and views.

Answer: Feel free to include this category in your proposal.

2. Are there any exclusivity requirements between us and the influencers we work with?

Answer: No.

3. Will there be a term after each of the campaigns that these influencers should not work with other Destination Marketing Organizations (DMOs), etc.?

Answer: No.

4. Will these influencers be allowed to work with other State/City DMOs during the term of these campaigns?

Answer: Yes.

5. We understand that you are looking at us for budget recommendations across Mega Influencers and Micro Influencers but would be great if you could give us a budget range to play within to ensure we are realistic with our proposal.

Answer: Carefully read the specifics and apply a realistic number.



5. Are you looking for a proposal that covers each market over the next 12 months, or is there a specific campaign period you are looking at currently?

Answer: We ask for you to: “Recommend at least two influencers as examples of whom you believe would be a great match for working with Brand USA. Articulate potential locations they should visit; their country of origin; projected cost; and metric delivery goals.” The Influencer(s) can originate from one market each – or both from the same market, if you choose. No need to do all of our markets. This is for example purposes, so we have insight into your conceptual thinking.

6. We always recommend an omni-channel approach to influencer marketing however, we understand that some channels are more important than others. Are there any social channels that are out of scope as part of their brief?

Answer: You may recommend multiple channels if you choose. There are no channels out of scope.

7. Is there a budget for incentives for influencers – and is the focus on influencers focused in travel and hospitality that have been to the United States and/or are you open to campaign concepts for lifestyle influencers and sponsor a first trip to the U.S. for them – higher reach to underserved audiences?

Answer: If by incentive – you mean paying Influencers, yes, you should propose a budget. Influencers do not have to be specifically focused on travel and hospitality – but their followers must have a strong interest in travel. It helps if the Influencer can point to trips they already made around the world that have played well to their audience.

8. What are the owned Brand USA social platforms that the influencers might be asked to engage with and/or create content for?

Answer: You can find a list of our channels on TheBrandUSA.com.



9. How do you qualify Influencer success for Brand USA? Which of those Key Performance Indicators (KPIs) that define success is your priority?

Answer: Reach and engagement.

10. Are there specific channels of focus that influencers would be asked to use?

Answer: Channels where the individual Influencer has the most reach in their own country.

11. What are there specific content types you're hoping to see from influencer? For example, micro-video, Boomerangs & GIFs, long-form editorial/blog posts.

Answer: Whatever content type best plays for that specific Influencer.

12. Will you share your existing audience targets/segments and can you share what tools and/or data sources were used to identify and develop them?

Answer: Yes, when we contract for services.

13. What is the prioritization of your target segments?

Answer: Our target markets are listed on TheBrandUSA.com. We will discuss further segmentation when we contract for services.

14. Do your existing audience segments go deep into audience passions, motivations, barriers, and behaviors? If not, are we able to work with the appropriate agencies and stakeholders to add this level of detail to the proposal?

Answer: We will have research at your disposal upon contracting.

15. Is there a seasonality or time period that we should be focusing on?

Answer: Feel free to suggest this in your proposal.



16. Are there concerns with influencers who work with other brands? Are there any types or specific individual influencers that we should avoid?

Answer: Influencers should be family friendly and focused on experiences and fun.

17. How should we account for travel-related expenses? Does that need to be included as part of the overall proposed budget or will that be covered by Brand USA as an out-of-pocket expense?

Answer: For the purposes of this RFP, include it as part of your budget.

18. Do you have a template for the pricing matrix that you can share?

Answer: Any format you provide is fine.

19. What is the timing of the campaign execution?

Answer: Throughout the year. You may suggest season/dates if you like.

20. Do you plan to have influencers traveling to the United States on multiple occasions or will each have one visit? While in the U.S., do you plan to have them visit multiple cities (example: road trip)?

Answer: We are open to your suggestions.

21. Would you require any exclusivity by the Influencers?

Answer: Unlikely, but could depend on circumstances.

22. Can influencers mention other products/brands in their blog/video/social post?

Answer: Unlikely, but we can discuss on a case-by-case basis.



23. Can we have influencers cover specific events in the United States, for example, coming here to go to the Boston Marathon?

Answer: Yes.

24. Can a trip or other type of give-away be included in the campaign?

Answer: Yes.