

**Responses to Vendor Inquiry Questions**

#	Question	Response
1	Are you open to working with a Canadian agency?	As long as the team is able to communicate fluently in English and attend meetings convenient for our Eastern Time standard, we are open to vendors from any location. All proposal- and project-related meetings will be conducted via Google Meet or similar platform.
2	Are you able to share what is the budget allocated for this project?	Price will be considered with all other factors contributing to the best value.
3	Hi there, are you able to share your budget for this project please?	See response to Question 2
4	Are you open to calls to connect talk through your needs in more detail?	We would prefer to receive a proposal that represents your understanding and proposed solution, and are open to discussion during the presentation phase of the selection process.
5	Are you envisioning a full website redesign vs updating the current site, or TBD based on the discovery process outcomes?	We are open to both options based on discovery process outcomes.
6	Hello, do you accept foreign vendors for this project?	See response to Question 1
7	Will you have competitor background information to share if the project is awarded?	Yes, we have competitor analysis information and can provide it after award.
8	Are you open to recommendations for a new or elevated logo?	Not required but we are open to this.
9	Do you currently have brand guidelines or will we be starting from scratch?	We have some guidelines including a clearly-stated mission, vision, and core values as well as colors (primary and secondary palettes), fonts, and a logo. We look forward to additional recommendations.
10	Can you give us some insight into how you currently get leads, how long it takes and if it's a competitive situation?	Our leads come in largely from client recommendations and federal agency procurement forecasts. Lead-to-award time can be up to a year. Yes, this is a very competitive situation however we are not looking for a vendor to support us with leads generation or conversion.
11	Do you have an idea of how many internal or customer/client stakeholders we would need to engage to help inform our strategic recommendations?	Three to six internal stakeholders.
12	How large is your current sales pitch deck?	Five- to seven-slide foundation, plus supporting case studies up to 35 slides depending on the client/opportunity.
13	We would like to rework some of your collaterals and pitch deck slides to present our proposal, along with the brand guidelines. Could you please let us know if we can have access to that material to work from there?	See response to Question 25



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14	What do the live presentations entail? Are you looking for us to submit spec designs, or strategy, or to present on our firm's expertise and approach?	Instructions for the live presentation will be provided to the top 3-5 vendors. The presentation need not to exceed one hour. All proposal- and project-related meetings will be conducted via Google Meet or similar platform.
15	What is the budget for your project/ brand enhancement?	See response to Question 2
16	Are you are looking for a US-based agency, or if you are open to global suppliers? We are a remote agency with extensive experience working for clients in the US, but we don't have a registered office in the US.	See response to Question 1
17	Does Cynuria have existing branding guidelines? If so, what was the intention behind your branding?	See response to Question 9.
18	Do you have an indicative budget for us to keep in mind to ensure our quote is relevant to your project?	See response to Question 2
19	Does Cynuria need a new logo?	No, we have a logo that serves our purpose well.
20	Does Cynuria have budget set aside for user research?	See response to Question 2
21	Does Cynuria have a slogan or tagline?	The slogan that can be found on our home page and all of our social media banners is "Learning & Human Capital Solutions that Inspire Change." Also, our approach to our work is summarized by the "Connect-Inspire-Transform" language on the home page of our website and applied in the footer of all of our PPT slide layouts.
22	Do you have any further information or specificities about the project deliverables?	The RFP describes our needs. Vendors are welcome to ask follow-on questions during the live presentation.
23	What are Cynuria's future plans?	Cynuria's mission is to unlock and accelerate organizational potential with transformative human capital and learning solutions. Our goal is to continue doing this work on a larger scale with our federal, private, and nonprofit clients.
24	What are the selection criteria for the agency partner?	Evaluation criteria are listed in the RFP.
25	What types of marketing collateral are currently in use?	Currently we are using PowerPoint presentations, slick sheets, and online case studies via our website to showcase our capabilities. Some examples: <a href="#">Professional Coaching slick</a> <a href="#">Customer Experience slick</a> <a href="#">Capability statement</a>
26	Do formal messaging and brand guidelines already exist?	See response to Question 9.



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27	Regarding the evaluation criteria, can you provide more details on what you consider to be "creativity and innovation" in the context of this RFP and your business goals?	Cynuria is in search of vendor who can elevate our brand to more accurately reflect our company's differentiators, capabilities, maturity after our growth over the past 8 years. We want to show clearly in every external-facing visual who we are, what we believe, and what we do. Since creative visuals and messaging are outside our core skillset we are looking for a partner to help us accomplish that goal!
28	Please expand on the specific objectives you hope to achieve with the website updates. Are you looking for a complete overhaul based on the revised messaging and branding?	We'd be open to a full overhaul of the website if needed to achieve our goals.
29	What do you mean by a sales pitch deck? Who will be the audience?	This is a five to seven-slide PowerPoint presentation that briefly describes who we are, what we believe, and what we do in the context of the needs of the client with whom we are talking. It's usually followed by several examples of our previous work that are relevant to the client's need.
30	What are the social media platforms used?	We maintain an active presence on LinkedIn, Instagram, and Facebook.
31	Are the 10 pages of marketing collaterals for use on social media?	No, the marketing collateral are typically for handing out in person or sending electronically to potential clients.
32	What is the messaging in these 10 pages of marketing collateral?	The messaging is typically a description of one of our core capabilities such as executive coaching and customer experience consulting. For example, some of our materials are here: <a href="#">Professional Coaching slick</a> <a href="#">Customer Experience slick</a> <a href="#">Capability statement</a>
33	Can you please provide us with some references of brand/brand identities that you like?	We look forward to seeing vendors' ideas, and are glad to share our thoughts with the successful vendor.
34	What is your budget?	See response to Question 2
35	What is the scope of work for the brand assets/collateral? Do you have any specific assets that you will need to create/re-brand (i.e. Decks, Brochures, Letterheads, Business Cards, others.)	In addition to general branding updates, we are looking for updates to four or five marketing sheets and a PowerPoint presentation as well as potentially our letterhead.
36	Are you able to inform the # of vendors involved in the RFP process? We've encountered situations in the past where we ended up competing with over 50 vendors, which wasn't the ideal scenario. Appreciate your transparency!	We do not yet know how many vendors will respond to this RFP.



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37	Who is your ideal customer?	Our ideal customer is a federal government agency, commercial organization, or non-profit whose mission and vision align with ours and that recognizes the value of developing its workforce.
38	Who are your main competitors? Where do you feel competition is doing better than you?	Our main competitors are similar small businesses specializing in human capital and professional development for the federal government and commercial organizations. Right now, some of those organizations are doing a very good job building relationships with clients we would like to have engage with us instead.
39	What would an ideal outcome look like for this project?	An ideal outcome lookd like successful and on-time completion of deliverables in the Scope of Work section 2.1.
40	How long do you imagine the sales pitch deck will be?	The sales pitch deck should be five to seven slides up-front, supported by a number of "success story" slides that can be tailored to the client.
41	When you say website updates, are you looking for just language and visuals to hand over to a developer? Or do you need web development? We see you're using Squarespace, and we can manage editing content and some light design, but we will likely need to charge for a discovery period if you expect us to do any intensive web development. Do you have a web developer on staff or retainer?	We have had a web developer on contract in the past, but that individual is no longer available. We would welcome a proposed approach that would address these activities.
42	You mention 10 pages of marketing collateral. How complex are the marketing collateral you're looking for? Are we talking about one-pagers or a brochure? Do you need social media templates?	The existing marketing collateral was developed using InDesign. Typically they are two-pagers, front and back of 8.5x11" sheets. We are open to proposed collateral formats that would suit various needs. We have social media templates but would welcome recommendations.
43	What is driving your proposed timeline? The biggest time investment will be to develop a compelling brand story and messaging framework as well as the corporate identity brand. After that, creating marketing collateral will be easy. We would like to see more time given for the former (perhaps 1.5-2 months) and need less time on the latter activities. Are your deliverable dates flexible?	Interim deliverable dates are flexible but final deliverable dates are set in order to support our busy proposal season that starts in May/June.

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44	Usually this work runs between \$40K-\$75K, depending on how much needs to be done on the brand, messaging, and the website, and what you mean by "recommend." The RFP is lacking specifics for us to budget accordingly. Is your budget within that range? Or is it below \$35K? **Please know that providing a budget estimate allows for a more equitable process for small firms like ours. We do not have a department dedicated to business development like big design agencies, and therefore, every proposal takes away from design time. Knowing the budget helps us know whether we could afford to take on this work.	See response to Question 2
45	We see you have a job posting for a marketing specialist. Will that person be on board before we begin? If not, is there someone currently on staff directing marketing activities?	There is someone currently on staff directing marketing activities. The Marketing Specialist will also be a part of this effort, and is expected to be onboard prior to the start of this project.
46	What do you mean by recommend? How will the work be divided? Do you expect us to do the big picture thinking and have someone else do the writing? Or do you have something else in mind?	Related to Scope section 1.2.1, "recommend" means prepare drafts of suggested materials for our consideration and then implement them (section 1.2.3) in collaboration with Cynuria's BD team.
47	How flexible is Cynuria on its visual brand enhancement? Would this include refreshing the logo? Updating the colors? Or taking the existing logo and brand colors and reviving the overall look and feel?	We would prefer to use the existing logo and brand colors and enhance the overall look and feel.
48	Alignment Check: Broadly speaking, the purpose of this project is to boost, refine and extend your current brand (visual and brand values) into tools that serve as greater tools of differentiation, communication, lead generation and consistent (well-branded!) tools for Cynuria representation and execution across projects. You're happy with your current logo, AND would love to see it extended into a more aligned, connected and sophisticated visual language, tools, website refresh, and an expanded brand guide. Is our read on the core project goals correct? (more granular questions below)	This is generally correct.
49	"Website updates (content and visuals)" Are you looking for a redesign of your current site? Or to incorporate the refreshed messaging at a high level and the new visual storytelling (i.e. icons, data representations, visual imagery, graphics etc.) into the existing site? Do you have a development/IT partner the agency will work with? Or are you looking for the agency to develop as well? What CMS is your current website in?	See answer to Question 43.



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50	"Edit and enhance content and visuals for up to 10 pages of marketing collaterals" Can you tell us more about these marketing pieces? Can you tell us more about the content: stories, testimonials, data, etc.?	See response to Question 25.
51	Imagery: Do you have a current library of images for use?	Yes we have a current library of images for use, but would be open to expanding it.
52	"A list of assumptions along with necessary inputs required from Cynuria" Can you clarify this requirement?	Please include in your proposal any assumptions you make about our activities during the project, our existing materials, etc. Please also include the tasks, materials, and access to Cynuria staff you will need Cynuria to perform or provide during the course of the project, such as reviews, meetings, existing materials, etc.
53	Timeline: Are the dates in the Implementation Solutions section hard deadlines and are they driven by events, deadlines or other inflexible milestones?	See response to Question 43.
54	Team Location: We have team members all over the nation, but our core leadership is Colorado-based. Is this of concern, and if given the opportunity for an interview, would a virtual meeting suffice?	See response to Question 1
55	Budget: While we're happy to build an ideal budget based on the RFP, we also always welcome the opportunity to build to a budget or range that is already established - aligning a wide range of services and scope to a realistic delivery within your expectations	See response to Question 2
56	What do the stakeholders feel are critical misses in messaging, visuals, and functionalities of your existing brand elements and website compared to competitors in the space?	Our branding is less crisp and direct than we would like it to be. It does not speak directly to our mission, vision, and core competencies as an organization.
57	What are current engagement and conversion rates look like on the website? Are they tracked? If yes - Which pages (messaging / audience resonance assessment) are performing better engagement wise, and which one aren't? Which channels drive the most quality traffic? Organic, Direct, Paid, Email, or Referrals? Has there been message testing conducted on site?	Conversion rates have not been tracked. Message testing has not been performed. We welcome recommendations for this.
58	Who do you consider to be your competition? Is there any one competitor you feel is "doing it right" in the market with regard to brand?	See response to Question 38.



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59	How do the users find Cynuria Consulting online? Is Organic Search working for the brand? Is it mostly direct traffic?	Similar to the response for Question 57, we have not conducted substantive site traffic analysis.
60	Is there a desired budget range to execute this project within?	See response to Question 2
61	Is there a time on March 15th that proposals need to be submitted by?	We request that proposals be submitted by 11:59pm ET on March 15.
62	For the marketing collateral updates, are you expecting print, digital, or both?	All deliverables will be electronic. However, any finished collateral should be delivered in print-ready format.
63	What platform is your website currently built on? And are you planning to continue to use this platform for the recommended site updates?	We currently use Squarespace and are happy with it although we are open to recommendations.
64	When it comes to creating effective brand strategy and design, it is helpful for us to understand among federal, commercial and nonprofit clients where do you see future business growth coming? Are all three equal or is there one sector that you would like to grow faster?	This information is not publically shared, however we are currently delivering work in all three sectors. We have a business development plan that may be shared once the project commences.
65	How confident are you in what makes Cynuria unique or different than your closest competitor knowing from the RFP there are many Human Capital and Learning companies to choose from?	We are confident in our differentiators, and this effort is expected to better express those differentiators and position the firm in the market.
66	Similarly, you also provide many services for your clients- is there a set of services that you would like to grow faster as well? Are they any new services you see coming?	We are currently focused on transformative human capital solutions, with a specialty in talent development (e.g., learning, coaching, organizational development, leadership) services. However, we do have significant expertise in other areas of human capital management and will strongly consider adding new capabilities to our growing project portfolio.
67	Prosal website estimates your budget for this project to be \$20,000 - \$35,000. Is this consistent with your expectations?	See response to Question 2

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68	<p>Regarding "A list of anticipated activities follows – feel free to propose others"... this feels like an opportunity to address any pain points we uncover through Q/A and respond to them. E.g.,</p> <ul style="list-style-type: none"> <li>- If you have one, what about your brand identity guide works well now? What doesn't work well or is missing?</li> <li>- What is one thing you love and one thing you dislike/hate about your existing website?</li> <li>- Who do you view as your primary competitors in your federal, private, and non-profit markets?</li> </ul>	Vendors may address any topics that would be considered important and relevant to the project. Such topics would be undertaken as part of the current scope of work either by the vendor or for the Cynuria team to consider addressing in-house.
69	In what form do you want the marketing collateral deliverables? Digital only?	See response to Question 62.
70	What is your budget for this work?	See response to Question 2
71	Are there any materials that you want in printed form?	See response to Question 62
72	Regarding "documents of all kinds" and "10 pages of marketing materials," what are the documents that you are asking to have updated? What form are they in currently?	See response to Question 35
73	Can you please describe the internal team that will serve as the project points of contact?	The internal team includes three people: the President/CEO, the Director of Business Development, and the Marketing Specialist.
74	Do you prefer virtual or in-person meetings?	See response to Question 1
75	How will you respond to subsequent information requests during research? Will you make leadership and staff available for meetings?	Yes, we will respond as quickly as possible to requests for information or meetings. Please include a general idea of anticipated requirements in your proposal.
76	When pricing out design work for some of these items it is hard for us to know now without speaking to you and doing the discovery process just how much will need to be updated, especially on the website. Can we give our hourly rates or estimated pockets of time we think it may cost knowing you can go under or above that once we all speak? Or do you want the vendor to give you a price for X amount of hours? We just do not want to over charge you for items you may not need without having spoken to you and done our full discovery process.	This is a firm fixed-price effort.
77	What is your website currently coded in? Do you use WordPress?	See response to Question 63.



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78	For "Develop a corporate brand identity guide. What do you currently have now and do you want any of those changed? Logo, business cards, etc.	See response to Question 25.
79	When you look back on this project and say that was successful, what are some of the reasons you would define it as successful?	See response to Question 39.
80	What do you feel a brand guide would consist of? We use the word style guidelines. Is this on the same level or are you envisioning something different?	Style guidelines are a part of our brand enhancement requirement. We are open to recommendations for additional branding elements and associated guidance that will clearly and effectively represent our brand to clients and the public.
81	Do you have a specific time the proposal is due at or any time on the 15th?	See response to Question 61
82	Do you have an incumbent and would they be participating in this RFP?	There is no incumbent. This is a new effort.
83	Could we request an extension to the submission deadline?	Unfortunately we are unable to extend the deadline for submission.
84	Do the cover and back cover pages count as part of the 15 page requirement?	No, the front and back cover do not count toward the 15-page limit.
85	You mention there are thousands of competitors—can you name a few so we can understand the overall industry feel?	See response to Question 38
86	"Website updates"—Is this including the building of the site itself? Or would this be in conjunction with website builders? Or is it simply to make design suggestions?	See response to Question 41.
87	What do the "live presentations" for the interview process entail? Are you looking for a discussion of a timeline, portfolio, or do you expect to have rebrand visuals or ideas by that point?	See response to Question 14.
88	Do you require copywriting services too or do you have this covered elsewhere?	We expect that the majority of copywriting will be done by the vendor, with some collaborative support by the Cynuria Marketing Specialist or other team members.
89	I recently came across the RFP your company posted for Website Development. As an IT Services and Consulting Company, I'm interested in understanding if this RFP is exclusively open to local companies, or international companies from around the world are also eligible to participate in the bidding process..	See response to Question 1.