



Purchasing Department  
26 Journal Square, 14th Floor  
Jersey City, NJ 07306

**Addendum No. #1**

**RFP #1 Marketing Services for Online Programs**

**April 22, 2024**

Additional deliverable added to the RFP: please see below:

**Deliverables**

The successful vendor will deliver the following:

- Customized marketing strategies and implementation plans for each fully online program in targeted geographic regions outside of community distance of the college.
- Creative assets such as graphics, videos, and compelling copywriting for marketing campaigns.
- Performance reports with key metrics, analysis, and recommendations for further improvement.
- Recommendations for long-term marketing strategies to sustain enrollment growth beyond the initial campaign period.
- **"HCCC is looking for a company or individuals that specializes in identifying, targeting, and converting students who reside anywhere in the country and the world."**
- Company or individual profile with relevant experience and qualifications in higher education marketing.
- Proposed methodology and approach to marketing our online programs, including sample campaign strategies.
- Estimated budget and pricing structure, including any additional costs such as advertising expenses.
- Samples of previous work demonstrating success in similar projects, preferably in promoting online educational programs.
- References from past clients, particularly those within the education sector.

Acknowledgment of receipt of the Addendum may be made by 1) faxing a copy of the signed Addendum to Jeff Roberson, Director of Contracts and Procurement at 201-360-4054 prior to the proposal due date, 2) emailing a copy of the signed Addendum to Jeff Roberson, Director of Contracts and Procurement at [jrobsonjr@hcc.edu](mailto:jrobsonjr@hcc.edu) prior to the proposal due date, 3) including the signed Addendum signature page with your proposal, or 4) including a statement in your proposal acknowledging receipt of the Addendum.

Company Name \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_