

RFP – Influencer Marketing Services

Questions & Responses

#	Question	Response
1	Anticipated Annual Budget - Reference: Attachment A - Scope of Services The RFP states that CPA estimates approximately twelve (12) projects during the first year, with each Project defining its own “goals, target audience, deliverables, budget, and timeline.” Is CPA able to provide an indicative annual budget range for influencer marketing activity under this contract, or the approximate annual spend under the previous contract? This will help us recommend the most appropriate pricing structure, creator mix and level of resourcing.	Proposers should suggest the budget they anticipate will be required to provide the services requested, using the Pricing Matrix provided in RFP Section 5.3.
2	Budget Per Project - Reference: Attachment A - Scope of Services Given that Projects will be initiated individually through creative briefs, is there an anticipated average or range of budgets per Project, or should Proposers recommend an assumed campaign budget as part of the proposal?	Please see CPA’s response to Question #1.
3	Budget Inclusivity - Reference: Section 5 - Pricing / Attachment A, Task #4 Should the proposed not-to-exceed annual amount be inclusive of influencer talent fees and paid media spend, or should these be treated as pass-through campaign costs in addition to agency/service fees?	The not-to-exceed amount should include all costs as noted in the Pricing Matrix set forth in RFP Section 5.3.
4	Paid Media Allocation - Reference: Attachment A, Task #4 The RFP notes that prior campaigns allocated approximately 20% of Project budget to paid media. Should Proposers assume approximately 20% paid media allocation when developing indicative pricing and campaign models, or is CPA open to agencies recommending an alternative allocation based on campaign objectives and performance?	Please see CPA’s response to Question #1.

5	Creator Mix / Campaign Minimums - Reference: Attachment A, Task #3 The RFP specifies a minimum of 2–3 micro-creators per campaign and encourages Proposers to recommend an additional mix. Is CPA open to proposals that use a larger volume of nano and micro creators where the agency believes this could generate greater reach, content volume and/or cost efficiency, while still meeting the stated micro-creator minimum?	Yes; Task #3 specifies per-campaign minimums.
6	Incumbent / Historical Campaign Performance To help us establish realistic performance benchmarks, is CPA able to share any high-level learnings or benchmarks from previous influencer activity, such as typical reach, engagement, CPM/CPC, creator performance or paid amplification results?	CPA will provide the selected Proposer with a creative brief and share relevant historical campaign insights and available performance data, where applicable.
7	Contract Renewal / Future Scope - Reference: Section 4.2 -Term of Work With the potential for two additional one-year Renewal Terms, should Proposers provide pricing for the Initial Term only, or would CPA like indicative pricing/fee assumptions for Years 2 and 3 as well?	Proposals should include pricing for the Initial Term; any Renewal Term pricing may be discussed during contract negotiations.
8	Campaign Volume – The RFP estimates ~12 projects in the first year. Can CPA confirm if this is a firm expectation, or if the number of campaigns may vary significantly based on budget and priorities?	As noted in Attachement A (Scope of Services), Proposers will be briefed on twelve (12) projects, although the final number of projects may change at CPA's discretion.
9	Budget Structure – Should proposers submit a single annual not-to-exceed budget, or per-campaign budgets with flexibility for adjustments?	Proposers should use the Pricing Matrix provided in RFP Section 5.3 when structuring their proposed budgets.
10	Talent Restrictions – The RFP prohibits engaging political figures, activists, or nonprofit leaders. Can CPA clarify whether influencers with prior civic/community involvement but not current leadership roles are eligible?	Please review Task 1 Section 1 and Task 2 Section 2.1 for further direction on alignment with CPA's brand goals.
11	Multilingual Deliverables – For campaigns requiring Spanish, Korean, or Chinese content, will CPA provide translation/localization support, or must vendors source multilingual creators directly?	Vendors should source multilingual creators directly when Spanish, Korean, or Chinese content is needed for campaigns.

12	Insurance Timing – Can proof of insurance (General Liability, Workers' Comp, Additional Insured) be submitted after award, or must it accompany the proposal?	Proof of insurance is only required upon the selected Proposer executing an agreement with CPA.
13	Data Protection & Contract Terms – If vendors propose modifications to CPA's Pro Forma Contract or Data Protection Requirements, will CPA allow negotiation during contract finalization, or must all exceptions be disclosed in the proposal?	As noted in RFP Section 7.1.6, all exceptions must be disclosed in the Proposal.
14	Is there a specific program or product you would like to push for the proposal?	No.
15	What are the overall goals? (Example: Awareness, Conversion, Etc.)	As noted in RFP Section 2, overall goals include building program awareness and engagement.
16	Is there a specific budget range you are working with throughout the year or on a campaign by campaign basis?	Please see CPA's response to Question #1.
17	Are there any talent requirements outside of the vetting material? (Example: We do not want to work with environment focused creators or car creators)	Additional requirements may vary project to project.
18	Is there a platform preference? (TikTok, Instagram, Facebook, YouTube)	Preferred platforms include Meta (Facebook and Instagram) and TikTok.
19	Under Task #2, section 2.1 it notes that influencers cannot be engaged if they are "political figures, activists, community leaders, or nonprofit organization leaders". Given that local sustainability, energy, and environmental creators often align with community or non-profit advocacy/organization leaders, can CPA confirm if these creators are also off limits?	Please review Task 1 Section 1 and Task 2 Section 2.1 for further direction on alignment with CPA's brand goals.
20	From the ~12 campaigns that will be run within the year, how many campaigns does CPA anticipate will need to creator content adapted for English-, Spanish-, Korean-, and Chinese-speaking customers?	Most campaigns will include English-speaking audiences. Languages will vary from project-to-project.
21	Section 5.3: "pricing matrix" What budget range are you targeting for: Total annual agency fees (across all categories)? Total annual influencer talent fees? Total annual paid media/boost budget?	Please see CPA's response to Question #1.

22	Attachment C: "may renew this Agreement for two (2) successive one (1) year terms" Do you expect to renew this contract? Do you expect to have the same annual budget to spend for each annual contract extension?	CPA will make that determination at its discretion as the renewal term approaches.
23	Attachment A, Task #2: "influencers may not be engaged if they are or have been political figures, activists, community leaders, or nonprofit organization leaders." Is this a legal limitation? We ask because we typically look for influencers who have shown interest in the sector where our clients operate (i.e. clean power) and have built up audiences with similar interests as respected voices on the topic. Is there flexibility here (perhaps only political figures are off the table)?	Please see CPA's answer to Question #19.
24	Attachment A, Task #2: "multilingual and multicultural campaigns (including English, Spanish, Korean, and/or Chinese)" What percentage of influencer creative would you expect to see in each of these languages (i.e. 50% in English, 20% in Spanish, etc.)?	Please see CPA's answer to Question #20.
25	Project Volume: The RFP estimates approximately 12 projects during the initial term. Should we assume each project will represent a distinct influencer campaign requiring the full scope of strategy, sourcing, content production, paid amplification and reporting, or might some projects require only a subset of these services?	Yes.
26	Annual Budget: What is the anticipated annual budget that we should use when developing our recommended approach and pricing for the estimated 12 projects? Should proposers assume a relatively consistent budget across projects, or does CPA anticipate that budgets will vary depending on the scope and objectives of each campaign?	Please see CPA's response to Question #1.
27	Talent Fees & Pricing: Should influencer talent fees be treated entirely as pass-through costs at cost, separate from agency management/service fees, or may proposers use their standard creator campaign pricing model provided all costs are clearly disclosed?	Please see CPA's response to Question #1.

28	Repeat Creators: Is CPA open to re-engaging strong-performing creators across multiple campaigns and building an ongoing roster of trusted CPA creators, particularly where creators are verified customers and have demonstrated strong brand alignment? Or is the preference to source a largely net-new group of creators for each project?	CPA is open to re-engaging creators across multiple campaigns.
29	Content specifics: To help us better understand CPA's preferred creative approach, are you able to share examples of previous creator content that performed well or best reflects what you would like to see moving forward? It would also be helpful to understand whether CPA has preferences around content style, such as educational versus lifestyle-led storytelling, level of brand integration, calls to action, or specific formats. Links to previous CPA creator content or examples from other brands that reflect the desired direction would be very helpful.	No previous examples to share.
30	Tech stack: What tools, analytics platforms or tracking infrastructure does CPA currently use to measure campaign performance beyond social platform metrics? For example, does CPA currently track website traffic, program enrollments or other conversions through UTMs, Google Analytics or another platform? Will the selected partner have access to the necessary reporting or data to measure performance against these outcomes?	Please see CPA's response to Question #6.
31	Paid Media Execution: Does CPA expect the selected partner to execute paid media through CPA-owned advertising accounts, the agency's advertising accounts, creator partnership/allowlisting access, or a combination depending on the project? OR will paid media be handled in-house at CPA or by an external media agency?	CPA is open to the approach suggested by the proposer.
32	CPA Customer Verification: For projects requiring creators to be existing CPA customers, what verification process and/or customer information will CPA make available to the selected partner to confirm eligibility while remaining compliant with CPA's data protection requirements?	Creators must self-report whether they are a CPA customer.

33	Brand Safety & Vetting: Regarding the restriction on influencers who are or have been political figures, activists, community leaders or nonprofit organization leaders, can CPA provide additional guidance on how it defines "activist" and "community leader" for purposes of creator vetting?	Please see CPA's answer to Question #19.
34	Usage Rights: Should proposers use the historical benchmark of up to 90 days of organic usage and 30 days of paid usage/allowlisting as the standard baseline when pricing creator rights, with extended usage priced separately on a project-by-project basis?	Proposers should suggest the usage rights that they recommend to CPA.
35	Exclusivity: Is there a preferred standard category exclusivity period we should assume when estimating creator costs, and can CPA provide guidance on which organizations it considers direct competitors?	Proposers should suggest any exclusivity period that they recommend to CPA.
36	Multiple Proposers: The RFP notes that CPA may select one proposer or a combination of proposers. Is CPA's preference to appoint one lead influencer marketing partner across all projects, or does CPA anticipate potentially dividing projects or capabilities among multiple selected agencies?	CPA will make that determination at its discretion.
37	Southern California Experience: The RFP references applicable experience providing influencer marketing services for organizations in Southern California. Can CPA clarify whether this refers to campaigns targeting Southern California audiences, clients headquartered in Southern California, or both?	This refers to campaigns targeting Southern California audiences.