

Questions to RFP-Provision of Marketing and Digital Support

IUCN-22-09-P04072-3

- 1- Platforms: We see four main pillars. Your website, LMS (Opigno), CRM (?), and, maybe, a year-round platform community site.

When you say “Manage the business relationship with the Developer”, which of the four (one or many) are we talking about?

There is one company in charge of the developments of the IUCN Academy online platform, which includes the website, the LMS and the CRM, as well as the basis of a community management tool included in the LMS.

- 2- CRM & LMS: Have you done a deep analysis of your digital personas? If so, can you share the documentation?

We have indeed developed personas, but consider this as confidential business information, which we do not wish to share at this point.

- 3- CRM: Which platform are you using? Hubspot, Zoho, Salesforce, Twilio, other? If so, are they fully configured?

We use Civi CRM, which is about to be integrated with the IUCN Academy online platform.

- 4- Media spending: Do you have a Google Ads GRANT account? If so, are you fully set up in Google Ads?

We don't have such an account yet and have not started developing our Google Ads set up.

- 5- Status **501(c)(3)** charitable organization of IUCN: Same for the Academy?

The organization is IUCN, the IUCN Academy has no independent legal personality.

- 6- Social: do you have a Community Manager? Do you use social mgmt tools like HootSuite or Sprout?

We have a junior community manager who recently joined us.

We haven't started using social media management tools.