

**Specifications for
Tennessee Wildlife Resources Agency (TWRA)
TWRA Marketing Management Platform
ITB 32801-12912**

1. SCOPE AND TERMS

- a. This solicitation is for the procurement of a contract for Tennessee Wildlife Resources Agency (TWRA), to provide a marketing platform for the management of TWRA's digital marketing communications, such as SMS/text messaging, emails, RSS feeds, social media, etc.

2. IMPLEMENTATION AND ONGOING SUPPORT

- a. Training, and ongoing customer support services shall be included with the Contractor's subscription.
- b. Access to existing Web-based recorded trainings around standard account functions and capabilities
- c. Access to account specialists as needed for technical support
- d. Up to five (5) hours of message template and integration development within 90 days of kickoff

3. SOLUTION INCLUSIONS MARKETING COMMUNICATIONS CLOUD

- a. The Communications Cloud is a Software-as-a-Service (SaaS) solution that enables government organizations to connect with more people. By leveraging a marketing management platform, TWRA shall be able to utilize a number of different outreach mediums, including email, SMS/text messages, RSS feeds, and social media integration to connect with its target audiences.

4. INCLUSIONS:

- a. Ability to link via API to link with sales database.
- b. Unlimited email sends with industry-leading delivery and management of all bounces. We average twelve (12-13) million emails a year.
- c. Support to upload and migrate existing email lists and access to participate in the Contractor's Network
- d. Ability to send mass notifications to multiple devices
- e. 24/7 system monitoring, email and phone support during business hours, auto-response to inbound messages from end users, and emergency support
- f. Text-to-subscribe functionality
- g. Up to two (2) web-hosted training sessions annually
- h. Up to fifty (50) administrators
- i. Up to one (1) Contractor account(s)
- j. Access to a complete archive of all data created by TWRA for all bulletins sent and all subscriber activity
- k. Up to three (3) hours of message template and integration development
- l. Up to 200 subscription topics

- m. Up to two (2) million SMS/text messages per year from a shared short code within the United States
- n. (International numbers are not supported) SMS/text messages not used in the Period of Performance shall not carry over to the following year
- o. Additional SMS – 1,000,000; Additional SMS/Text Messaging includes:
 - i. Access to the selected volume of additional SMS/text messages per year from a shared short code within the United States
 - ii. Use of responsively designed sign-up pages that allow the public to subscribe to communication updates from various devices

5. COMMUNICATIONS CLOUD DETAILS:

- a. The subscription includes the following domain(s) and sub-domain(s):
 - i. <http://www.tn.gov/twra/>
 - ii. www.gooutdoorstennessee.com