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**Automated Marketing Software (“AMS”)**

**RFP No. 221003**

**Q&A Addendum #1**

Thank you for your interest in the University of Arkansas Grantham RFP No. 221003, Automated Marketing Software (“AMS”). Below you will find vendor questions and our responses.

1. Is the ability to create landing pages mandatory? Or is it acceptable to integrate with a specialized landing page builder such as Unbounce and Leadpages?

The ability to create landing pages is not mandatory. If an integration with a specialized landing page builder is recommended, please include cost estimates for the recommended tool.

1. Is the ability to generate forms mandatory? Or is it acceptable to integrate with a solution such as Typeform and Jotform?

The ability to generate forms is not mandatory. If an integration with a specialized solution is recommended, please include cost estimates for the recommended tool.

1. Is having a native app in Salesforce a requirement? If not, is it acceptable to integrate with Salesforce via webhooks, data warehouse, CDP or bridging solution? (ie. Zapier and/or Tray.io)

A native app is not a requirement, but some method of integration is a must.

1. Live Chat Functionality–is the ability to support live chat via api integration sufficient or do you need the Vendor to provide Live Chat capability?

Please provide an overview of all options when it comes to live chat.

1. What social media deployment software are you using today?

Social Studio and Facebook direct post.

1. What is your current content management system (CMS) in place today?

WordPress

1. Can you provide a link to where the answers will be posted on the website?

Information regarding this RFP can be found at: [www.uagrantham.edu/request-for-proposal-1](http://www.uagrantham.edu/request-for-proposal-1).