

**Request for Proposals to Provide Agency of Record Services  
for a B2B Advertising Program (2026 – 2027)**

Posted: January 18, 2026

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This Addendum No. 2 shall be considered part of the RFP to Provide Agency of Record Services for a B2B Advertising Program (2026 – 2027) and is intended to correct, change, and/or add to the documents as described below. Please make sure to complete the *Addenda Acknowledgement* form included in the *Required Forms* (Exhibit B).

Listed below are additional questions received with answers from SWACO:

Question #2: *Will SWACO consider vendors who will only provide some services, but not all of the services requested? For example, I would like to provide B2B strategy, messaging, etc. but not media buying?*

**Answer:** SWACO anticipates only one (1) agency being selected to complete this work in 2026; however, other agencies may be invited to enter a contract with SWACO for the work should the preferred selected vendor become unable to perform their duties or SWACO is unsatisfied with the work produced.

Question #3: *A potential partner asked me if this project will require media buying for traditional TV.*

**Answer:** The Project may include purchasing of traditional TV media.

Question #4: *Is SWACO currently working with an agency?*

**Answer:** SWACO works with a variety of ad agencies and has had some help previously with purchasing advertising to promote resources to businesses; however, we currently do not have a firm under contract for these services and hiring an Agency of Record (AOR) to create a comprehensive ad campaign for B2B activities is a new activity for the organization.

Question #5: *If so, are there specific gaps in the current arrangement that you hope to address with a new AOR?*

**Answer:** No, SWACO's communication team seeks to develop a B2B marketing campaign that generates enough leads for our colleagues on the business team to follow up on so that they may reach their goal to have approximately fifty (50) businesses complete their program during a twelve- (12)-month period.

Question #6: *How many agencies will be selected to participate in the down selected round of this RFP?*

**Answer:** See the Answer to Question #2 above.

Question #7: *Program Goals & KPI Definition: How does SWACO define a successful enrollment in the Business Recycling Champions and Food Waste Champions programs (e.g., form submission, consultation completed, signed participation agreement)?*

**Answer:** A business must complete the intake form on this web page:  
<https://www.swaco.org/425/Business-Champion-Programs>

**Question #8:** *Program Goals & KPI Definition: Are the enrollment goals of 50 Business Recycling Champions and 10 Food Waste Champions intended to be achieved annually or over a specific campaign period? Can you provide added context as to how these goals compare to previous performance – stretch goals or consistent with baseline.*

**Answer:** This is a stretch goal; however in order to be deemed successful, the marketing campaign must generate enough visits to web page (linked above) and completions of the intake form on that page that SWACO’s business team has the potential to enroll fifty (50) businesses in the recycling champion’s program and 10 businesses in the food waste champions program during a course of a twelve-(12)-month period.

**Question #9:** *Program Goals & KPI Definition: Are there secondary business objectives (e.g., awareness, education, website engagement) that should be considered?*

**Answer:** In addition to the advertising campaign detailed in this RFP, SWACO’s communication team will simultaneously be redesigning the web pages for the Business Recycling and Food Waste Champions program and generating media coverage of the program to help with awareness, education and website engagements.

**Question #10:** *Program Goals & KPI Definition: What primary KPIs will be used to evaluate success (e.g., cost per lead, cost per enrollment, conversion rate)?*

**Answer:** Web page visits to: <https://www.swaco.org/425/Business-Champion-Programs>  
Completion of the intake form on the page linked above.  
Businesses completing the Recycling and Food Waste Champions program.

**Question #11:** *Program Goals & KPI Definition: Does SWACO currently use analytics and tracking tools such as GA4, Tag Manager, or a CRM? Do you have a web developer for tracking integration on your website?*

**Answer:** Yes, SWACO uses all three of the tools listed above (GA4, Tag Manager and a CRM). We have staff in-house who manage the website, and we will be working with a web developer to redesign the existing pages associated with the Recycling and Food Waste Champions program which the partner selected as SWACO’s B2B AOR will have access to.

**Question #12:** *Target Audience & Market Focus: Define the ideal target audience/customer. (industry, company size, waste volume).*

**Answer:** Businesses in Franklin County who want to add or expand recycling or food waste diversion programs.

**Question #13:** *Target Audience & Market Focus: Who is the primary decision-maker or influencer within target businesses?*

**Answer:** All work will be directed and approved by the Director of Communications.

Question #14: *Target Audience & Market Focus: Is the geographic focus limited to Franklin County, or does it include a broader Central Ohio region?*

**Answer:** The business must be in SWACO’s Solid Waste District which is primarily Franklin County but also includes municipalities such as Westerville, Dublin, New Albany and Reynoldsburg whose boundaries stretch beyond the county. A map of SWACO’s Solid Waste District is available here:

<https://www.swaco.org/DocumentCenter/View/30/Solid-Waste-District-Map-PDF>

Question #15: *Target Audience & Market Focus: Are there any business types or segments that should be excluded from targeting?*

**Answer:** Our target audience is for-profit businesses in the Solid Waste District. Non-profits and schools are not eligible.

Question #16: *Budget & Media Investment: Is there an anticipated budget range for agency fees and paid media spend? Is this annual?*

**Answer:** SWACO has budgeted \$100,000 for the first year of agency fees and paid media spend. We would anticipate the largest portion of the budget would be used to support the media buy.

Question #17: *Budget & Media Investment: Can you share a historical budget range for similar B2B initiatives or suggest a minimum media spend to support the stated goals.*

**Answer:** The activities outlined in this RFP are a new line of business for SWACO. We have purchased some ads in the past and done some coordinated marketing of the programs but not to the level outlined in this RFP.

Question #18: *Budget & Media Investment: Is the media budget fixed, or can it scale based on performance?*

**Answer:** SWACO’s budget is approved each December by its Board of Trustees. The project budget (\$100,000) is fixed for 2026 and lessons regarding performance can be used to inform the 2027 requested budget amount. SWACO anticipates that throughout the 2026 campaign, performance will be monitored and advertising tactics may change based on what is found to generate the best leads. These activities would be done within the fixed 2026 budget.

Question #19: *Budget & Media Investment: Will the media be paid directly by SWACO, or is the agency expected to cover the media costs upfront.*

**Answer:** Our preference is that the selected agency would handle all aspects of negotiating, buying and monitoring of the media spend on SWACO’s behalf, including covering the media costs upfront however, if that creates an obstacle for any firm to be able to submit a proposal for this work, SWACO would be willing to explore having staff handle this activity. Agency proposals should clearly state their desire for SWACO to contract with and pay advertising partners directly.

*Question #20: Budget & Media Investment: Are there procurement or media buying constraints we should be aware of.*

**Answer:** There are some additional constraints included in Section VI(B.2) of the RFP.

*Question #21: Existing Media Channels & Historical Performance: What media channels has SWACO previously used to reach B2B audiences?*

**Answer:** SWACO has predominantly used paid search and LinkedIn to create awareness of the program in addition to media coverage, e-blasts and organic social media including the creation of some videos highlighting our champions. We also partner with the Columbus Chamber of Commerce in order to attend their events and publish information in their newsletters and website

*Question #22: Existing Media Channels & Historical Performance: Which channels or tactics have historically performed best or least effectively?*

**Answer:** LinkedIn was the least effective. The Chamber partnership has been helpful.

*Question #23: Existing Media Channels & Historical Performance: Are there preferred publishers, platforms, or partners based on prior success? None that are preferred.*

**Answer:** We are interested in stretching our budget as creatively and widely as possible to reach the business community. We are eager to hear what ideas our agency partner will bring forward.

*Question #24: Creative and WordPress: Do you have brand guidelines and a messaging framework that can be shared for this campaign?*

**Answer:** Yes.

*Question #25: Creative and WordPress: Is SWACO open to both static and animated/or video creative assets?*

**Answer:** Yes.

*Question #26: Creative and WordPress: How many web pages need to be migrated to WordPress? Will this project be considered separate from the paid media and advertising campaign, with separate timelines and budget? I want to ensure we have an accurate scope of this effort.*

**Answer:** Approximately ten (10) to fifteen (15) existing pages need consolidated and migrated and one (1) new page needs created to house case studies of champions projects. There is additional funding available for the web component.

*Question #27: Creative and WordPress: Are the web pages being migrated and also the media landing pages for paid media efforts? If not, are landing pages already built for paid media, and can they be shared?*

**Answer:** Traffic from the paid media campaign will be taken to one of the migrated pages where businesses will be asked to complete an 'intake form.' We are interested in this page and a series of other pages associated with the Business and Food Waste Champions program to have the look and feel of the campaign.

Should a different vendor be selected for the web project, SWACO's B2B AOR will have the opportunity to work with the web services vendor in order to provide media campaign graphics, language and feedback on the functionality of the landing pages.

Question #28: *Competitive Context and Messaging: Who are SWACO's primary competitors for business recycling and food waste services?*

**Answer:** We have none. We are the only Solid Waste Authority in central Ohio.

Question #29: *Competitive Context and Messaging: What are the most common objections or barriers businesses express when considering enrollment?*

**Answer:** Staffing and resources.

Question #30: *What is the specific contract term/dates for this scope of work?*

**Answer:** It's a minimum of twelve (12) months from the date the contract is started. Based on several factors, including the RFP process, it is most likely a contract would be executed for February 2026-February 2027. The contract has the possibility to be extended for another year.

Question #31: *What is the budget for this scope of work and what is the desired allocation between services (creative development, strategy, media buying and implementation, reporting, etc.) vs. advertising fees?*

**Answer:** SWACO has budgeted \$100,000 for a one-year B2B marketing campaign. Our expectation is that most of the budgeted funds will be directed to the actual media buy with a smaller portion used for writing a marketing plan, purchasing media on SWACO's behalf, creative development, and monitoring/reporting on the campaign's performance each quarter. There is additional funding budgeted for the development of Word Press landing pages to support a B2B project.

Question #32: *Has SWACO created and implemented a similar program in the past and what were the results? Was there an outside agency partner or was this conducted with the in-house team?*

**Answer:** We have not previously created a similar B2B advertising program.

Question #33: *In addition to the Director of Communications, please describe the in-house team and intended work approval process.*

**Answer:** All work will be directed and approved by the Director of Communications. During SWACO's internal review process, the Director may invite staff to review materials however any feedback would be consolidated and provided by the Director to the selected vendor.

Question #34: *What are the most recent enrollment metrics for the Business Recycling Champions and Food Waste Champions programs? What are the communication and marketing methods currently used? Are there existing program participants willing to provide testimonials?*

**Answer:** SWACO has had approximately fifteen (15) to twenty (20) businesses complete the Champions program and yes, testimonials from participants are available. SWACO has predominantly used paid search and LinkedIn to create awareness of the program in addition to media coverage, e-blasts and organic social media including the creation of some videos highlighting our champions.

*Question #35: What marketing assets exist and could be used for marketing these two programs?*

**Answer:** Not many assets exist but there are some fliers, web pages, videos, and ads for social. The program also has a defined brand.

*Question #36: What business sizes and classifications are you targeting and what methods and media have been used in the past?*

**Answer:** We are interested in partnering with any for profit business in the Solid Waste District. A map of the Solid Waste District is available here:

<https://www.swaco.org/DocumentCenter/View/30/Solid-Waste-District-Map-PDF>

SWACO has predominantly used paid search and LinkedIn to create awareness of the program in addition to media coverage, e-blasts and organic social media including the creation of some videos highlighting our champions.

We also partner with the Columbus Chamber of Commerce in order to attend their events and publish information in their newsletters and website.

*Question #37: What do your target businesses have to pay/do when they enroll in SWACO programs?*

**Answer:** Businesses do not pay to enroll in SWACO's program, in fact, we offer them financial support for the purchase of recycling containers and limited hauling services. Businesses are asked to complete steps similar to these:

<https://www.swaco.org/DocumentCenter/View/2386/Business-Recycling-Champion-Checklist-?bidId=>

Last spring, SWACO revamped the program to make it easier for businesses and to include the opportunity to prevent food waste. You can [read the press release](#) and learn about Worthington Enterprises, the first business to complete the program.

*Question #38: What has been the typical conversion ratio from a lead to a signup by internal program administrator for SWACO's commercial programs?*

**Answer:** This data does not exist currently.

*Question #39: Can you provide weighting for the evaluation criteria listed on p. 11?*

**Answer:** This data does not exist currently.

*Question #40: Does SWACO have preferred platforms/channels?*

**Answer:** Not necessarily. We are interested in stretching our budget as creatively and widely as possible to reach the business community. We are eager to hear what ideas our agency partner will bring forward.

*Question #41: Does SWACO have platforms/channels they do not wish to advertise on?*

**Answer:** No.

*Question #42: What type of advertising budget split does SWACO want to see for business recycling vs food waste objectives?*

**Answer:** SWACO's business program goal is to enroll 50 businesses in the recycling champion program and only 10 in the food waste program so it is reasonable to think the ad budget would be split similarly.

*Question #43: What type of advertising budget split does SWACO want to see for Awareness vs Lead Generation ads? We are most interested in generating as many leads as possible. Success of the marketing campaign will be measured by:*

**Answer:**

1. Web page visits to: <https://www.swaco.org/425/Business-Champion-Programs>
2. Completion of the intake form on the page linked above
3. Businesses completing the Recycling and Food Waste Champions program. With the number of completed intake forms being the most valued metric.

*Question #44: What types of marketing assets does SWACO plan to run? (Display, video and audio)?*

**Answer:** This will be determined by the selected vendor in collaboration with SWACO's Director of Communications as part of the development of the media strategy. It is our expectation that display, video and audio will all be considered.

*Question #45: Who is the incumbent?*

**Answer:** There is no incumbent.

*Question #46: What is the budget?*

**Answer:** SWACO has budgeted \$100,000 for a one-year B2B marketing campaign. Our expectation is that most of the budgeted funds will be directed to the actual media buy with a smaller portion used for writing a marketing plan, purchasing media on SWACO's behalf, creative development, and monitoring/reporting on the campaign's performance each quarter. There is additional funding budgeted for the development of Word Press landing pages to support a B2B project.

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**The timeframe for questions relating to this RFP is now CLOSED**

**Proposals are due no later than 1:30 p.m., January 22, 2026.**

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++ This completes Addendum No. 2 ++