



ADDENDUM TO REQUEST FOR LETTERS OF INTEREST TO PROVIDE MARKETING SERVICES FOR NEW HAMPSHIRE HOUSING'S HOMEOWNERSHIP DIVISION

9/17/2020

Q: Are you currently doing any online advertising? If so, can you tell us what channels, e.g. Google, Facebook, etc.) you are using and what your average monthly budget is?

A: Yes, we advertise on Google, social media sites such as FB and IG. We also advertise on Realtor.com and LinkedIn. Our monthly digital advertising budget is approximately \$10k month.

Q: Are you currently using HubSpot, or is that something you're looking to get set up and started with?

A: Yes, we use HubSpot Professional. Its current focus is marketing to homebuyers, but we are also seeking to use it as a CRM to reach out to our business partners (lenders and realtors).

Q: If you are already using HubSpot, can you tell us which version (i.e. Starter, Professional, or Enterprise) you're using, and also which hubs you're using (i.e. Marketing, Sales, and/or Service).

A: We are using HubSpot Professional - Using Marketing and Sales Hub.

Q: How many contacts do you currently have in HubSpot or, if you're not using HubSpot yet, a CRM or other contact database?

A: We have about 10,000 contacts in HubSpot.

Q: Is there a website that is dedicated to the Homeownership Division's programs and services, and that is associated with HubSpot?

A: Yes, there is. The website www.NHHFA.org is focused on all of New Hampshire Housing's programs and services, while the website www.GoNHHousing.com is focused on the Homeownership Division's programs and services.

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