



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

**Responses to Questions from Interested Parties**

1. What percentage of your annual budget was spent on ad buys last year?

**Answer:** 20% - 30% of our annual marketing budget is targeted to ad buys.

2. Are there specific marketing channels that you'd like to improve upon?

**Answer:** NH Housing seeks to improve our marketing and outreach to our three target audiences: Homebuyers, Approved Lenders and Real Estate Professionals, with the following goals:

1. To educate them on the value of our homeownership programs, and to encourage homebuyers to seek an approved NH Housing lender and request our programs.
2. To educate loan officers and sales managers within Approved Lenders on our homeownership programs and encourage them to offer our programs to eligible homebuyers, given the many programs they have to offer.
3. To educate Real Estate Partners on our homeownership programs, encourage them to promote our programs and resources, and to refer eligible homebuyers to Approved Lenders.

The overall goal is to increase volume and market share. It is likely that our Home First program will help us achieve that goal since it provides the greatest benefit.

3. Are there any marketing channels that you are not utilizing that you would like to begin focusing on?

**Answer:**

1. NH Housing would like to increase the visibility of our success stories on social media.
2. NH Housing would like to improve the ease of use and quality of the cobranding marketing collateral we make available to our business partners.
3. NH Housing would like to increase our use of HubSpot as a tool for outreach and education to our Partners.
4. Open to other ideas – streaming services, billboards, etc.

4. Which marketing channels have you had the best results with?

**Answer:** Social media, digital marketing and HubSpot marketing emails generate the most traffic to our website.

5. In addition to posting on social channels, what other social media responsibilities are expected (engagement, grow "following" count)?

**Answer:** Social media is an area where we see potential for creative growth. We would like to grow our following and create social media campaigns with a consistent/structured presence on social media. We are open to other ideas.

6. In addition to HubSpot reporting, will NH Housing expect additional analytics sources (Google Analytics, or others)? If so, will a GA4 migration be required?

**Answer:** We would expect the chosen firm to monitor and make recommendations based on analytics, including Google Analytics. GA4 migration is currently being planned.

7. What are your resources for writing content or producing other creatives? We are willing and able to provide writing, design, video, and web development support and we'd like to understand your team's resources to tailor our plan. Do you have full-time writers or any other creatives?

**Answer:** NH Housing does not have full-time writers. We are subject experts but need a firm to create relevant and timely content. We are interested in writing, design, video and web development support.

8. What HubSpot products do you use and at what subscription level? (Marketing Starter, Pro, Enterprise, etc.?)

**Answer:** NH Housing has the following HubSpot subscriptions:

- Marketing Hub Professional
- Sales Hub Professional
- CMS Hub Professional

9. Could you share with us in general terms how you are using HubSpot for automation, whether for email marketing, data updating, internal communications, sales activity, or task management?

**Answer:** HubSpot is currently used for email marketing, form contact capturing, CRM partner engagement and activities.

10. Do you have any plans as part of this engagement to redesign your website(s) (potentially based on our strategic recommendations) or is that off the table and/or a separate initiative?

**Answer:** NH Housing is in the process of launching a new website design. It will be launched in the next month. At this stage, we would not seek to redesign the website but will consider recommendations on website improvements.

11. How many agencies have you invited to participate in this Request for Letter of Intent?

**Answer:** NH Housing has posted this as an open RFLOI. Any qualified agency is encouraged to apply.

12. Has the NH Housing previously engaged with or contracted the services of any agency invited to participate in this RFLOI?

**Answer:** Yes.

13. What are the key factors, grading system, or criteria that you will be rating each agency on to determine the best fit?

**Answer:** NH Housing will review submitted Letters of Interest and invite eligible firms to meet with our internal marketing team to discuss the needs of the Homeownership Division and the firm's services. Based upon the interview, several firms will then be invited to meet again with our team and present an overview of its marketing services. NH Housing is looking for a firm that is organized, with similar vision and has creative ideas to take our marketing to the next level.

14. Are there any successful campaigns or aspects from any previous marketing efforts that you would like to be included in or evolved as part of this new effort?

**Answer:**

None that come to mind. In general:

1. NH Housing would like to increase the visibility of our success stories on social media.
  2. NH Housing would like to improve the ease of use and quality of the cobranding marketing collateral we make available to our business partners.
  3. NH Housing would like to increase our use of HubSpot as a tool for outreach and education to our Partners.
15. Are you looking for just one agency to provide all of these services or are you open to a collaborative approach consisting of a lead agency and some other partners/specialists to fill in supporting services?

**Answer:** NH Housing is open to considering alternative approaches if they succeed in meeting our goals and leverage resources efficiently.

16. Who is currently providing website services, hosting, and maintenance for the Homeownership Division website?

**Answer:** Web hosting and maintenance services are currently being provided through a partner agency.

17. Can you provide an estimate of average monthly hours currently required for the maintenance of this website?

**Answer:** Current website maintenance services vary. Most website content maintenance is provided by in-house staff. When new programs launch or marketing efforts demand, additional website maintenance may be needed.

18. Can you provide what you currently pay per month for hosting services for this website?

**Answer:** Not at this time.

19. Is there a separate budget dedicated for these services or do we need to assume this will be included as another cost to account for under the defined budget outlined within the RFLOI?

**Answer:** This would be included as part of the total Homeownership Division marketing budget.

20. In order to determine in-market media flighting, are there any unique business insights around seasonality (e.g., home buying peak in March, April, May is the focus)?

**Answer:** Yes, the mortgage market is seasonal with peaks in early Spring and early Fall, a busy summer, and a slow winter season.

21. Understanding that New Hampshire is the primary geographic target, are there certain cities/zips that are prioritized?

**Answer:** In general no. Our business is concentrated to densely populated and affordably priced markets.

22. Speaking specifically to regions of the state, what current NH communities does your organization have the most traction/success within and which areas are you hoping to expand into as part of this effort?

**Answer:** In general, most of our business is in the southern NH regions that are affordably priced. NH Housing serves all populations within the state. There may be missed opportunities in the Northern part of NH that still have affordable homes.

23. Multiple target audiences: homebuyers, approved lenders, real estate professionals and other industry partners – do you have any existing relationships with NH real estate professionals, firms, or organizations that can be built upon as part of this effort, or is this an entirely new vertical that you're looking to target?

**Answer:** Yes, NH Housing currently has strong relationships with these communities.

24. Are there specific campaign KPI's for each of the target audiences outlined below from your RFLOI?

**Answer:** We have market share goals, contact database goals and purchase volume goals that can be found in our annual [Strategic Program Plan](#). Specific goals for our individual industry partners would be discussed with the chosen firm.

25. Will there be separate prioritized budgets/messaging to target and track each of the target audiences?

**Answer:** Ideally yes. We would work with the chosen firm to develop these metrics.

26. Is the paid media campaign objective awareness/education or are there direct response conversion expectations with lead generation goals (number of leads or conversions, cost per acquisition, etc.)?



**Answer:** The goal of all campaigns is to increase awareness and education our partners on the benefits of using our targeted mortgage products and to increase the number of eligible homebuyers financing through NH Housing. We do not have specific expectations with lead generations, but we do monitor the activity.

27. You mention multiple homeownership programs (Home First, Home Flex, Home Preferred and Homebuyer Tax Credit), are you asking that media dollars support all three programs/targets?

**Answer:** Yes, we would seek to promote all Homeownership programs with a heavier weight on Home First since it is our most competitive product.

28. Do you require separate campaigns/budgets to plan/manage, or could that simply be a creative rotation with reporting for each – which would optimize dollars to best performing messaging?

**Answer:** NH Housing would consider best practices to leverage campaign buys and maximize budget.

29. You mentioned that HubSpot competency is required, do you have an internal point of contact/team that currently manages your HubSpot efforts or are you looking for the marketing partner to manage as part of this scope?

**Answer:** NH Housing has some in-house HubSpot competency but would be looking for the chosen firm to take our HubSpot use to the next level. Alternatively, we are open to suggestions for program that may better suit our needs.

30. HubSpot specializes in inbound marketing, sales, and customer service (which covers blogs, opt-in email nurture flow, etc.). Media is focused on outbound marketing advertising channels such as digital display/native ad units, audio, etc.). Please help us understand what you specifically envision as our role with HubSpot given that it's primarily a sales CRM software.

**Answer:** All marketing efforts are currently pushing our target audiences to our website(s). NH Housing then uses HubSpot as a tool for calls-to-action and in-bound marketing. NH Housing seeks to leverage HubSpot to increase engagement with our homebuyers and business partners to encourage them to use NH Housing products. Alternatively, we are open to suggestions for program that may better suit our needs.