



The New York State Contract Reporter

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Contracting Opportunity

Title: Marketing Automation Solution

Agency: State University of New York (SUNY)

Division: Buffalo State College

Contract Number: BSC2206

Contract Term: 1 year

Date of Issue: 07/13/2020

Due Date/Time: 08/03/2020 2:00 PM

Email bids to Steve Olsen: olsensw@buffalostate.edu

County(ies): Erie

Location: Buffalo State College, 1300 Elmwood Ave. Buffalo, NY 14222

Classification(s): Miscellaneous - *Consulting & Other Services*

Opportunity Type: General

Description: Buffalo State College is requesting bids on a website driven marketing automation solution for undergraduate student recruitment. The system should be able to deliver one-to-one messaging via an automated platform based on website visitor patterns. The platform will be able to display dynamic content to website visitors based on session behavior. Information collected through the marketing automation service must be able to be automatically passed to the Slate CRM system on a daily basis. The service provider should include website landing pages consistent with the look and feel of the main buffalostate.edu site for prospective undergraduate students. The platform or service must be fully managed by the vendor, from development to implementation and reporting.

Service-Disabled Veteran-Owned Set Aside: No

Minority Owned Sub-Contracting Goal: 16%

Women Owned Sub-Contracting Goal: 14%

Service-Disabled Veteran-Owned Business Contracting Goal: 6%

Contact Information

Primary contact: State University of New York (SUNY)
Buffalo State College
Procurement Services
Steve Olsen
Director of Contract Management
1300 Elmwood Avenue
Buffalo, NY 14222
United States
Ph: 716-878-4113
olsensw@buffalostate.edu

Submit to contact: State University of New York (SUNY)
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Steve Olsen
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Documents

No documents have been uploaded to this ad.

If you have questions regarding the documents, contact the issuing agency for more information.

Ad Updates

There are no updates for this ad.

Please contact the issuing agency for more information.

Bid Results

Bid Results have not yet been entered.

If you have questions regarding the bid results, contact the issuing agency for more information.

Awards

Awards have not yet been entered.

If you have questions regarding the awards, contact the issuing agency for more information.



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