

# RFP - Enrollment, Marketing and Other Support Services (EMOSS) (2023)

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**RFP #: 269EMCPS-23-001**

## BidNet Title and Link

All EdgeMarket bids are published and accessible via [BidNet](#).

To access this RFP on BidNet, click here: [269EMCPS-23-001 Enrollment, Marketing and Other Support Services \(EMOSS\)](#)

## Status

[Closed - Awarded to 3](#)

## Overview

The purpose of this RFP is to procure a variety of Enrollment, Marketing, and Other Support Services on an Indefinite Delivery Indefinite Quantity (IDIQ) basis to support the needs of, Edge, Edge Members, and EdgeMarket Participants in the following Service Categories:

- Market Research and Strategy Services
- Digital Marketing and Advertising Strategy Services
- Enrollment Coaching Services
- Annual Giving Marketing Campaign Services
- Market Research and Brand Positioning Services
- Quantitative Research and Benchmark Study Services
- Search Engine Marketing and Optimization Services
- Online Support Tools
- One Stop Support Services
- Website Re-design Services

The strategic goal of this procurement is to provide Members and Participants with streamlined access to educational support services that complement and supplement the array of services provided by Edge.

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