

Digital Marketing and Communications Support – Question Responses

1. With regards to the website content, you have detailed a specific requirement for SEO. Aside from ensuring people find you, what other objectives do you have for the page content?

To optimise the Local Growth Hub Service using the points set out in the 'Digital Marketing and Communications Support' tender.

2. What is a typical call to action?

Visit GrowthPlatform.org/growing-business/ or speak to your necessary broker via Growth Platform's Local Growth Hub service.

3. Are you looking to capture lead contact information from these pages?

Yes, where relevant to specific pages.

4. What happens after you capture someone's interest, from your search marketing and paid digital advertising?

A number of Growth Platform's web pages include an application form for the associated page or contact details for the necessary business advisor. This is the first time Growth Platform have carried out strategic campaigns for search marketing and paid search marketing.

5. Do you have a lead system that these contacts then go into, along with email sequences for nurturing?

This is not in place currently.

6. Are you looking for providers to include the creation of landing pages to accompany the paid ads?

Part of the tender includes agencies to review existing pages linked to campaigns and landing pages on Growth Platform's website.

7. What current systems do you use (email automation / CRM etc) to manage all of the customer and prospect communication touchpoints?

There is not a system in place currently.

8. Do you have any IP tracking installed on your website to track customer/prospect page views and other activity on your website?

This is not in place currently.

9. What is the process for handing a lead over to business development/sales?

A number of Growth Platform's web pages include an application form for the associated page or contact details for the necessary business advisor. Many of Growth Platform's communication channels also have a call to action for businesses to sign up for Growth Platform e-newsletters. We would want the chosen agency to advise on best practices on how we do this moving forward, in a compliant way.

10. At what point in your current process is a marketing prospect deemed as 'sales'-ready?

Once a stakeholder has signed up to use one of Growth Platform's services.

11. Do you use a system to score your leads?

From a marketing perspective, this is not currently in place.

12. Whether companies from Outside UK can apply for this?

(like, from India or USA)

There is no specific conditions set for this.

13. Whether we need to come over there for meetings?

In person meetings are preferable but there are no specific conditions set for this.

14. Can we perform the tasks (related to RFP) outside UK?

(like, from India or USA)

There is no specific conditions set for this.

15. Can we submit the proposals via email?

Proposals are required to be sent by the set deadline electronically to gemma.heaton@growthplatform.org