



European Union

European Regional
Development Fund

ELANET

Superfast Broadband & TV

Request for Quotation

Digital Marketing Solution

Background

Elanet provide Fibre internet and cabling and ongoing service to buildings. The people looking to use our services are either developers, owners of large buildings, block management companies or businesses renting blocks of offices. A small part of our business is blocks of apartments and flats, but we do not deal directly with the flat owners.

Our current website gives the wrong impression, because it looks like we are focussing on the domestic market. We wish to attract enquiries primarily from local businesses and UK developers planning projects in the Northwest. The look and feel of the new website should have much more of a corporate feel.

Requirement

We need a marketing strategy and a new website that will help us develop leads for work within the Merseyside region. Our current website fails to bring us any significant business and is nowhere near adequate for our plans for business growth. We need a new website that will position us as the 'Partners of Choice' for cabling and internet solutions'. The website must be fully GDPR compliant and have cookies control.

Please give an overview of how our new website could raise our profile and help us engage with our target audiences.

We are also looking for a marketing strategy that will help us grow our business over the next 2 years.

We wish to work with a company that can show expertise of what needs to be considered in creating successful web development projects in the built environment and technical sectors. They should also be able to demonstrate their knowledge and understanding of a successful digital marketing campaign, driving B2B enquiries.

Deliverable Timescale

Approx 4 weeks. Completing by 26th November 2021.

Indicative Budget

£7K

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

Quality/ Technical Merit (50%)

Supplier must demonstrate they have the technical and professional capability to deliver the requirement.

Delivery Timescale (20%)

Supplier must demonstrate they can deliver the requirement to timescales above.

Cost/Value for money (30%)

Does supplier offer value for money. This will not necessarily be the cheapest quote.

Scoring Methodology

4 Excellent	Proposal meets and in some places, exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

Proposal Format

Proposals should clearly demonstrate how they meet the requirement set out above.

Deadline and Submission

Proposals are required by 21st October 2021 either electronically to tom.morton@elanet.co.uk or by post/in person to Tom Morton, Elanet Limited, Office 85, The Old School, 188 Liscard Road, Liscard, Merseyside, CH44 5TN

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11th October 2021

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Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.