



Request for Quotation

Marketing & Branding

Background

Tesso bridges the unnecessary gaps that often lead to a fractured care experience, linking care institutions with top healthcare workers via a secure and seamless digital platform. We conduct meticulous checks on every facet of our target users, from the criminal record and professional history of our care workers to the HR policies and CQC/CWS rankings of healthcare organizations. We believe in uncompromised transparency, making sure sub-standard carer performance and work environments are not tolerated. Our rating system serves the purpose of publicizing the quality standard of each employer and employee so that applicants can make informed decisions on where to work and who to hire.

Our commitment extends to eliminating the unnecessary costs and wastage of resources in this overstretched sector, offering a 100% digital solution that optimizes care safety and productivity. There are no inflated fees and mounds of paperwork to contend with, freeing care professionals and establishments to focus on what truly matters – proffering outstanding person-centric care, accessible to all.

Requirement

We would like a thorough digital marketing strategy implemented which includes SEO (Search engine optimisation), social media marketing which will include paid boosts and paid campaigns (PPC).

These approaches are expanded on below.

1. SEO (Search engine optimisation)

The marketing agency needs to use a combination of different SEO approaches to improve the sites position in search results and subsequently increasing website traffic to champion goal fulfilment. This includes both technical and on-page SEO, including completing an initial technical audit to review the site speed, security, and structure and in relation to the latter, completing keyword research to ensure content is optimized against the targeted keywords. Frequent reports to be sent to Tesso from the team regarding the progress of the project.

The keywords should be properly strategized on meta tags, meta description, header tags, content etc. On-page SEO includes image and content optimisation and many backend activities including sitemaps. Indexing the URL properly with the search

engine needs to be done as this will help Tesso come up on top on search engine results pages.

2. Social media marketing

- Identify specific audiences within the care sector or who are likely to consider the services provided by Tesso. Also, those who seek support in filling staffing solutions will be targeted.
- Nurses and care workers within the field will be the target audience
- Discuss with the organisation about key areas focused. We'll get suggestions from the organisation and along with proper competitor analysis, select multiple keywords.
- Digital advertisement will be effectively carried out with weekly reports. The advertisements include Google, Facebook, YouTube, LinkedIn and Instagram advertisements.
- Paid boosts to enhance each individual posts so that it gets the maximum reach.

3. PPC (Pay-Per-Click)

We would require a strategy that will help us implement a paid campaign.

We will require a full-service agency that is able to deliver a wide range of services relating to SEO, Social media marketing and paid campaigns to fulfil our requirements outlined above. The supplier will be required to demonstrate their skills and knowledge in these areas that will be of particular benefit to Tesso.

Deliverable Timescale

Commencing October 2021 – **must** complete by 30th November 2021

Indicative Budget

Up to £7,000 is available

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 24th October 2021 by 5pm electronically to Naveed Hussain – info@tesso.co.uk

Date Published

14th 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.