

Growth Platform

Invitation to Tender

Digital Marketing and Communications Support

Background

Growth Platform is Liverpool City Region's growth company, designed to support people and businesses to realise their potential and generate growth. Our role is to strengthen and simplify our regional landscape, creating a sustainable economy that reflects the needs of all our business community across Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral.

We exist to enable change and growth that makes our economy work for everyone; to provide guidance, inspiration and support for businesses, create opportunities for growth and foster resilience.

www.growthplatform.org

Through growth platform we deliver a business support service known locally as Local Growth Hub. This service provides advice, support and funding for businesses across Liverpool, Halton, Knowsley, Sefton, St Helens and Wirral. We have Local Growth Hub Broker teams in each of the boroughs who help businesses at the thinking, starting, scaling and unlocking stages of growth. Our vision is a successful city region built through successful local businesses. We believe that when local businesses grow, the local economy grows.

The Local Growth Hub is managed by Growth Platform and is part-funded by the European Regional Development Fund (ERDF). We're backed by the Department for Business, Energy and Industrial Strategy (BEIS) and run in collaboration with local public and private sector partners.

<https://growthplatform.org/regional-support-partners/>

Requirement

We wish to appoint a consultancy service to develop and deliver Growth Platform's Local Growth Hub digital marketing and communications activity, to communicate clearly its offer to businesses within the Liverpool City Region and signpost them to the support and advice that is on offer to help them grow.

This with a key aim to increase brand awareness of the brand to ensure we are speaking to **new and relevant audiences in the Liverpool City Region**, as well as adding value to existing stakeholders to nurture and keep those relationships.

1. Broad reach
 - to target both new and existing internal and external stakeholders, to drive general awareness of the brand and consideration of use.
2. Targeted reach
 - to segment and optimise messaging, in the most relevant channel, format and at the right time and place (situational), with content that is relevant to a specific audience.
 - Turning digital insight into actions. Key search terms can guide needs and intent.

In order to do this, an agency will be appointed to:

Search Engine Optimisation (SEO) –

- We have recently completed an SEO audit of the website and we are now looking for ongoing support for <https://growthplatform.org/> from a SEO point of view, to ensure we are not missing out on significant search engine traffic and to inform the SEO strategy, to optimise Growth Platform's website, in particular for our Local Growth Hub service. Including:
 - Proofing and optimising website content created by Growth Platform with SEO best practice (i.e. SERP analysis, page structure, SEO technical elements etc) and utilising key search terms according to Growth Platform's key audiences to ensure we are doing as much as we can to optimise and gain better search visibility online.
 - Expert guidance on any changes to the identification of key search terms according to Growth Platform's key audiences and stages of these audiences' user journey - initial enquiry, programmes and funding sign up, sector specific search terms, business support contact information, investment enquiries etc.
 - Also alerts and insight around Google / search engine algorithm changes updates and how these impact Growth Platform / adjustments therefore required to ensure on page optimisation.

Digital advertising/PPC

- Paid digital advertising can help bring in new prospects and encourage previous users to return to the website. We would therefore require ongoing support throughout this 5 month contract to create, set up, implement and optimise a PPC campaign for Growth Platform's Local Growth Hub service. Including:
 - Guidance on forming and putting in place PPC activity from scratch, with recommendations on this with a test and learn approach during the contract time period.
 - Utilising insight from the SEO strategy and key search terms.
 - Creating ads for campaign/s with expert advice on:

- Headlines best practice
 - Sitelinks best practice
 - Description line variations
 - Callout best practice
 - URL's
 - Tracking links
- Ad copy and extensions on brand / other campaigns to be monitored, reported on and therefore recommendations made on how many variations and how to optimise to meet best practice for.
 - The total budget needs to include a percentage of media spend to allow a test and learn approach for future activity.

As part of this brief, we will want to promote the Peer Networks programme across the North West. Information on Peer Networks can be found [here](#)

Reporting / status updates

- Regular and ongoing reporting on above SEO and paid digital marketing activity, with recommendations and support on how to track, adjust and improve this activity.
- Data analysis using Google Analytics, tracking and Google Search Console.
- Agency and Growth Platform team regular catch ups on performance.

Timescales

The contract is for an initial 5-month period to run from November 2021 to 31st March 2022.

Published	11 th October 2021
Deadline for supplier questions	14 th October 2021
Deadline for Growth Platform response to supplier questions	15 th October 2020
Deadline for tenders to gemma.heaton@growthplatform.org	21 st October 2021
Supplier notified of award of contract	26 th October 2021
Contract Start date	9 th November 2021

Indicative Budget

£20,000 (this is inclusive of VAT and must include a percentage of media spend)

Supplier Questions

Any questions should be directed to Growth Platform's Point of Contact Gemma Heaton, via email mail to: gemma.heaton@growthplatform.org on or before the 'deadline for suppliers questions' date stated in the above timeline.

All questions and answers will be made anonymous and disseminated to all potential suppliers on Growth Platform's tender page; <https://www.growthplatform.org/tenders/> It will be the responsibility of suppliers to monitor the site for latest activity.

Proposal Format

The successful company should demonstrate they have the capabilities and resources to deliver the above brief

Evaluation Criteria

When awarding this contract Growth Platform reserves the right not to accept the lowest price tender, but the most economically advantageous tender taking into consideration the award criteria below.

Quotes will be scored by the Head of Communications, Marketing Manager and Digital Communications Executive

In the event that all tenderers score under 65 the Growth Platform reserves the right to re-advertise the opportunity.

Quotations will be assessed and scored on the following criteria:

Quality/ Technical Merit (60%)

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

Cost/Value for money (25%)

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

Delivery Timescale (15%)

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

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

Clarification Interviews

If it is felt that submissions require clarification, tenderers will be invited to a clarification interview. The representatives who attend should be the people who will be working on this contract.

Deadline and Submission

Proposals are required by **21st October 2021 @ 12pm** electronically to gemma.heaton@growthplatform.org

Date Published

11th October 2021

This work is part funded though the European Regional Development Fund

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.