



Request for Quotation

Marketing Launch

Background

Margin Guardian is a retail data insights company who operate the consumer fashion app Squished. Our mission is to enable retailers to better manage their margins using the unique insights the App provides.

Requirement

We are currently going through a series of investment phases demanding an increasingly sophisticated marketing campaign. To date we have only tested Organic and Paid social campaigns so have a limited view of our potential.

The objective of our full launch is to provide a multi-faceted marketing solution to cost effectively achieve growth in high-usage App downloaders.

We anticipate this will cover

- Organic paid and social campaigns
- Organic search and SEO optimisation
- App store optimisation
- Influencer campaigns be it micro or
- Brand PR and publicity campaigns

We are of course open to other ideas to provide a more cohesive marketing plan

The abilities/ skillset/ knowledge we need are:

Must Have

- Capability in all or most of the above disciplines
- Strong measurement and analysis skills to assess the campaigns
- Brand enhancing creative ideas to achieve cut through.

Ideal

- Demonstrable ability in App marketing.

Deliverable Timescale

Submission of proposals – 11th August 2022.

Potential start by – ASAP September 2022

Completion date – December 2022

Indicative Budget

We want to release up to £25,000 which will prove the approach and strategies are effective.

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

Quality/ Technical Merit (40%)

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.

Measurement and Value for money (20%)

Does supplier demonstrate a strong control of testing and measurement offer value for money? This will not necessarily be the cheapest quote.

Creativity in brand communications and campaigns (20%)

Demonstrate brand positioning and communication skills.

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 requirements set out above.

Deadline and Submission

Proposals are required by 11th August or before electronically to Richard Blanchard, CEO – richard@maringuardian.com

Date Published

20th July 2022

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.