



Request for Quotation

Digital Marketing Campaign

Background

Say It With Diamonds (SIWD) is a retail and online jewellery business based in Liverpool. In just a few short years we have seen massive growth and established ourselves as the go-to brand for high-end jewellery and gifts in Liverpool.

We stock beautiful Say It With Diamonds pieces as well as other select brands. We also offer a bespoke service where customers can create their own jewellery. Our custom pieces can be designed to suit any budget.

We have had great success in the retail sector with our signature collections, but now want to branch out into wholesale.

We've already made some inroads into the wholesale market and currently have relationships with Very, Tessuti and some local Bridal stores.

However, we believe that there is a lot more room to grow our revenue and increase the reach of the SIWD brand.

Requirement

We know from initial research that there is definite interest from both online and high street stores for wholesale jewellery. We want to be able to capitalise on that and generate quality leads.

We are looking for a search campaign that will help us capture that interest and drive traffic. The campaign should build us a steady pipeline of wholesale deals and contribute to increasing the reach of the Say It With Diamonds brand.

We would like the chosen agency to provide a digital marketing strategy / proposal targeting the uk wide wholesale market, this will include:

- Recommending improvements to our existing website www.sayitwithdiamonds.com to showcase our wholesale capabilities *note we require only recommendations to the website & not web development; this can be carried out by our current web developers.
- Utilising SEO & PPC channels to drive potential wholesale enquiries.
- The ability to set up tracking in Google Analytics & provide monthly KPI reports.

We require an agency with knowledge and understanding in working in the b2b ecommerce space with expertise in digital marketing, in particular SEO & PPC.

We have clear targets that we want to work towards achieving over the next 12 months.

Deliverable Timescale

Commencing late - August 2022

Completion before - May 2023

Indicative Budget

We are looking at a budget of £25,000 that can be spent over the next 6 to 9 months.

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

Quality (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 the timescales above.

Cost/Value for money (20%)

Supplier can show that they offer value for money. However, this will not necessarily be the cheapest quote.

Understanding of our business (20%)

Supplier can show that they understand our business and what digital campaign will work best to target fashion retailers.

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 Tuesday 16th August 2022 electronically to Charlotte Donoghue and Stephanie Porter at enquiries@sayitwithdiamonds.com

Date Published

2nd August 2022

This work is part funded through 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.