



## Request for Quotation

### Social Media and Digital Marketing Strategy

#### Background

SISSuite is a functional safety management software package which has been developed by combining the implementation skills of the HTS Engineering Group Ltd. with the consulting experience and expertise of Time Domain Solutions Ltd. (The consulting engineering practice run by Harvey T. Dearden.)

SISSuite has come out of a need for a comprehensive system to manage the full lifecycle of functional safety. Sister company HTS used to carry out this work via an Excel spreadsheet, which caused a whole host of issues, and this birthed SISSuite to solve these problems. Initially, it was going to be an in-house application which grew into a fully functioning serviceable product, which we decided to take to market. SISSuite has started building a self-sustaining client base and runs completely independent of HTS. SISSuite is now looking to expand and grow this further.

SISSuite was specifically developed to provide a practicable tool to help duty holders discharge their obligations in managing functional safety. Both parties have been independently and collaboratively implementing and advising on IEC 61508/61511 compliant engineering solutions within the Process and Manufacturing industries.

#### Requirement

SISSuite needs a full social media makeover and as such it needs a new strategy created by a team specialising in this field.

As part of this, we'd like to refresh our branding, website, and LinkedIn pages to appeal to a larger audience. As a consequence, SISSuite will need...

- Web design,
- SEO,
- LinkedIn operations
- Digital marketing strategy expertise.

SISSuite isn't currently using an active social media strategy and presently we are just posting on LinkedIn every now and again.

This isn't optimal and requires a full strategy to be created to help expand our reach and focus on our key target market. This strategy would be focused on linking in the campaign and making our image consistent across all platforms.

The current SISSuite website has served its purpose as a starter but is now looking out of date, with a host of missing information. The website currently doesn't have any SEO which causes SISSuite to miss out on valuable web traffic.

SISSuite branding is also something which, was assembled at the start of SISSuite and is overdue a redesign to help make sure we are portraying a professional image.

We require this to help appeal to our target audience.

### **Deliverable Timescale**

Start – ASAP: Complete by 31<sup>st</sup> March 2023

### **Indicative Budget**

The indicative budget is in region of £10,000

### **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 27<sup>th</sup> Jan 2023 electronically to Martin Hold at [m.hold@htsgrp.com](mailto:m.hold@htsgrp.com)

### **Date Published**

12<sup>th</sup> January 2023

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.