

# HTS GROUP

## Request for Quotation

### Branding, Social Media and Digital Marketing Strategy

#### Background

HTS Engineering Group is an Engineering Solution provider renowned for delivering high quality compliant solutions and services. HTS provides a range of services and solutions that cover Design, Build & Maintain for small – medium projects (EC&I, Control & Safety & Mechanical) and have national agreements maintaining facilities and assets.

In support of their operations and business activities HTS have also developed Software and cloud-based solutions that link into day-to-day ERP systems one such software is ATEXInspect that is currently supported through the day-day activities of HTS Engineering.

ATEXInspect was specifically developed to provide a practicable tool to help duty holders in their obligations to prevent catastrophic incidents and explosions on manufacturing sites, ex-rated hazardous equipment is used wherever gasses & dusts are produced from processing hazardous materials. Inspection and maintenance of this equipment is critical, and potential defects must be identified and promptly addressed. Annual inspections are conducted in line with ATEX directives, which outline the safety requirements for workplaces and equipment used in explosive atmospheres.

Unlike existing solutions, ATEXInspect delivers the full capability with all the functionality required. It will use RFID/GPS technology to tag assets, deliver pinpoint inspection precision and increase inspector productivity by 50%. All the data required to carry out inspections will be available on a tablet, so inspectors will have access to the information required to make decisions based on facts. In addition, ATEXInspect's fault tracking system will enable managers to prevent potential explosions from occurring.

#### Requirement

HTS & ATEXInspect needs a full social media and marketing 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. Therefore, HTS & ATEXInspect will need...

- ATEXInspect Branding
- Web design and updates
- SEO,
- LinkedIn operations,
- Brand awareness to a wider audience,
- Digital marketing strategy expertise and implementation,
- Automation of the marketing, sales & on-boarding of new users and customers

HTS & ATEXInspect 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 ATEXInspect 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 HTS & ATEXInspect to miss out on valuable web traffic. The current HTS website and marketing campaign will require a review and updates required to support a new marketing and sales campaign.

HTS & ATEXInspect branding is also something which, was assembled at the start of HTS & ATEXInspect 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 £15,000

### **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**

23<sup>rd</sup> January 2023

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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.