



OLIVE TREE

INVESTMENTS

Request for Quotation

New Mobile-Ready Microsite, Network of Landing Pages and Digital Marketing Campaign for Olive Tree Investments

Background

Olive Tree Investments is an independent investment company headquartered in Liverpool, offering investment opportunities to all levels of investors. Our service is simple; we introduce business clients to property and/or specialised property investment bonds that are easy to manage but offer strong growth potential.

Requirement

We require a microsite with a corresponding network of landing page templates similar to the one we currently have for www.propertyinvestmentbond.com to act as the destination for a large-scale international lead generation campaign. The new digital assets will allow us to market a new bond product to investors on an international basis.

The microsite will have to:

- Utilise modern style and design trends
- Effectively display all information around the investment in a structured way
- Provide an effective lead capture mechanism
- Be optimised for SEO for related product keywords
- Collect enquiries to a central database
- Automatically submit enquiries into our CRM systems via a bespoke API integration

We then need a large-scale digital marketing campaign that will promote the specialised bond in order to secure inbound sales leads. The campaign will use native advertising on the primary social media advertising platforms (Twitter, Facebook and Instagram). The collective budget for the three platforms will be £1.5k per week – and this will include the supplier's management fee (which must be clearly displayed on the quote). The campaign but be targeted for UK and overseas investors and will run for eight weeks. The first four weeks will be aimed at lightly attracting interest and building trust in the brand. The second four weeks will be an aggressive lead campaign focused on the available products.

Suppliers must be able to demonstrate that they have knowledge and understanding of the sector. They must also demonstrate how they intend to carry out the campaign by including different approaches that may be implemented.

Deliverable Timescale

10 weeks starting no later than 29th March

Indicative Budget

£18k+

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 Friday 22nd March 2019 electronically to Bobbie Johnson, Director, Olive Tree Investments - bobbie@olivetreeinvestments.co.uk

Date Published

Monday 11th March 2019

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.