



## **PADS Services Ltd**



### **Request for Quotation**

### **New Website and Digital Marketing**

#### **Background**

PADS Services Ltd, based in the Liverpool City Region is a provider of advanced drainage services. We have heavily invested in robotic cutting machines, which are rare and unique within the drainage industry. We assist in the removal of failed liners, re-opening lateral connections following on from post lining works, concrete removal from pipes, root cutting and a variety of other uses.

#### **Requirement**

We will be offering our services to - other drainage companies, construction, groundworks and utility companies. We need;

1. A very high quality 10-page website that is fully GDPR compliant. The website should offer a high level of conversion of site visitor into enquiry. We are not looking for a website that has been built from a template
2. Our product is relatively unknown within the industry, so it is not something that people will typically search for. We need a sound online and offline marketing strategy that will help put us in front of our target audience
3. The design of a 12-page brochure

Clearly outline;

1. How the new website will position our product and company as a leader within the industry
2. How website visitors will be encouraged to make enquiries, to maximise conversion
3. The design process will ensure that website templates are not used
4. What marketing strategies will be used to get us in front of our target audiences. What will be the expected return on investment?
5. How our website will be made fully GDPR compliant
6. What is the breakdown of the budget for all of the above?

The successful marketing agency must be able to demonstrate that they are able to provide the above. Capability in developing marketing solutions within the construction industry would be an advantage.

#### **Deliverable Timescale**

Commencing March 2019, completion within 4 – 6 weeks

#### **Indicative Budget**

Up to £17,000

## 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 Sunday 24<sup>th</sup> March 2019 electronically to John Pardoe – john.pardoe@metrorod.co.uk

## Date Published

14<sup>th</sup> March 2019

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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.