

Registered Office Address

48-52 Penny Lane, Mossley Hill, Liverpool, Merseyside, L18 1DG

Request for Quotation

Website, branding and marketing plan for Franco Meza Ltd property investment company

Background

Franco Meza Ltd is an independent property sales and marketing company based in Liverpool. Acting as master agent and a sub-agent, the company has built up a network of worldwide investment contacts. Our service matches high net worth individuals and funds with property investment opportunities all over the UK. At present we are instructed on over £200m worth of property stock to sell.

Requirement

Franco Meza Ltd requires new branding and a website for our sales and marketing brand 'Michael McKenzie'. We will require a fully responsive, modern design website, with prominent lead generation and data-capture forms - integrated with a CRM system. We will require the website to be fully optimised for generic property investment related terms and locally optimised for each specific development. Individual development pages will act as landing pages for PPC campaigns, so they must be designed with data-capture in mind. We also require the setting up and branding of all social media platforms.

In summary;

Design and development of a responsive website.

- Modern full-width design
- Mobile responsive
- Integrated with CRM system
- Easy to manage built on WordPress
- SEO optimised
- Designed with lead generation and data-capture forms
- Single development pages to act as landing pages for marketing campaigns

Branding

- Modern branding for Michael-McKenzie website
- Branding guidelines
- Business cards, letterhead and email footers

SEO optimised and content plan

- All main pages optimised for property terms
- All development pages SEO optimised for individual developments
- Content and blogging strategy



Social media setup and branding for Michael McKenzie

- Facebook
- Twitter
- LinkedIn
- Instagram

PPC

- Setup AdWords account
- Setup of PPC campaigns for current developments
- Implement a PPC strategy (branded, non-branded and generic)

Email Marketing

- Creation of bespoke email marketing templates
- Setup of email marketing platform and integration with CRM
- Setup of auto submit lead capture forms

Requirements

The supplier will need to show knowledge and understanding of how best to deliver high-quality responsive, web design and branding (preferably in the property sector). And will need to demonstrate PPC, social media and SEO capability (preferably in the property sector).

Deliverable Timescale

Project timescale will be four to six weeks starting shortly after appointment, by the end of May 2019.

Indicative Budget

£25k+

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



European Union

European Regional
Development Fund

Proposal Format

Proposals should clearly demonstrate how they meet the requirement set out above.

Deadline and Submission

Proposals are required by Monday 20th May 2019 electronically to Franco Meza, Director, Franco Meza Ltd - franco74meza@gmail.com

Date Published

10th May 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.

Franco Meza Ltd Company Registration Number: 11132058



Local Growth Hub
Liverpool City Region