

INVITATION TO TENDER

Contract for the provision of:	B2B Marketing Support for Shrewsbury BID Members
Bids must be received prior to:	20 th August 2021 at 5pm
Tender submission address	Seb@shrewsburybid.co.uk

Overview

Shrewsbury BID has secured funding to support B2B member businesses to increase their marketing capabilities helping to build more profitable and stable businesses within the town centre, promoting longer term economic growth and stability for the area.

Contract Outputs

The overall objective of this service is to increase profitability for the member business.

The company may supply support in the following ways:

- Identifying the businesses value proposition
- Encapsulating the value proposition across marketing and ensuring the brands presents this seamlessly to potential customers
- Lead nurturing/generation
- Inbound marketing
- Lead engagement
- Use of automated marketing software to monitor and engage potential leads
- Training businesses to continue engagement post the support period

Timetable

August – December 2021

Objectives

We would expect c5 businesses to receive support. Businesses receiving this support should expect the following outcomes:

- An effective ongoing marketing strategy
- Long term increased sales and profitability
- A clear value proposition
- Stronger marketing skills base
- A greater brand following

Evaluation

The evaluation will be undertaken according to the following breakdown.

Experience	30%
Response to the Brief	50%
Team Capabilities	20%

Responses should include, as a minimum, the following:

- Work programme
- Identified tasks and stages for delivery
- Key personnel involved and their expertise

Shrewsbury BID would expect to see the following areas of expertise as part of the project team:

- In-bound marketing expertise
- Strong client relationship building skills
- Experience of delivering training/up-skilling individuals, allowing businesses to receive the maximum benefit from the opportunity

Budget and Payment Terms

The budget for this commission is within the range of £20,000 to £25,000 exclusive of VAT.

Payment will be made within 30 days on receipt of invoice, with 50% upon commencement of the project, and 50% on completion.