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Planning

## **The Provision of Digital Marketing Services**

City of Glasgow College

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-000940

Procurement identifier (OCID): ocds-h6vhtk-0396d9

Published 12 January 2023, 11:43am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

City of Glasgow College

190 Cathedral Street

Glasgow

G4 0RF

#### **Email**

[Danielle.Gough@cityofglasgowcollege.ac.uk](mailto:Danielle.Gough@cityofglasgowcollege.ac.uk)

#### **Telephone**

+44 1413755316

#### **Country**

United Kingdom

#### **NUTS code**

UKM82 - Glasgow City

**Internet address(es)**

Main address

<http://www.cityofglasgowcollege.ac.uk/>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00453](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00453)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

The Provision of Digital Marketing Services

Reference number

CS/CoGC/22/33

**II.1.2) Main CPV code**

- 79342000 - Marketing services

### **II.1.3) Type of contract**

Services

### **II.1.4) Short description**

The appointment of a suitably experienced contractor to provide the following digital marketing services:

Advertising campaign strategy and delivery

PCP/Google AdWords Campaigns

Social Media Marketing

Re-Marketing

Display Advertising Campaigns

Campaign performance reporting

SEO/SEM

Web/Google Display Advertising Campaigns

E-mail Marketing

Analytics

SMS confirmations / reminders

The contractor will be required to provide services covering the planning, project delivery and evaluation of digital marketing activity.

### **II.1.5) Estimated total value**

Value excluding VAT: £400,000

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKM82 - Glasgow City

### **II.2.4) Description of the procurement**

The appointment of a suitably experienced contractor to provide the following digital marketing services:

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### **II.3) Estimated date of publication of contract notice**

31 March 2023

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section VI. Complementary information**

### **VI.3) Additional information**

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

[https://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=718946](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=718946).

(SC Ref:718946)