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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): ocids-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

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

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

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

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

II.3) Estimated date of publication of contract notice

31 March 2023

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

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.

(SC Ref:718946)