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Contract

## Digital Marketing Services

Northern Trains Limited

F06: Contract award notice – utilities

Notice identifier: 2023/S 000-009072

Procurement identifier (OCID): ocds-h6vhtk-0372b8

Published 29 March 2023, 9:17am

### Section I: Contracting entity

#### I.1) Name and addresses

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

#### Email

[steve.bolton@northernrailway.co.uk](mailto:steve.bolton@northernrailway.co.uk)

#### Country

United Kingdom

#### NUTS code

UK - United Kingdom

#### Internet address(es)

Main address

<http://www.northernrailway.co.uk>

## **I.6) Main activity**

Railway services

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## **Section II: Object**

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

#### **II.1.1) Title**

Digital Marketing Services

Reference number

NTL/PT/0035

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

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

Services

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

This tender is split into two (2) lots. Lot 1 - Paid SearchLot 2 - Organic SearchPlease see tender documents for further information.

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

This contract is divided into lots: Yes

### **II.2) Description**

#### **II.2.1) Title**

Lot 1 - Paid Search

Lot No

1

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

- 79342000 - Marketing services

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

NUTS codes

- UK - United Kingdom

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

The Paid Search partner will act as an extension of the Northern team and will manage Northern's online search advertising presence, ensuring quality traffic is driven to the website and app that increases sales and generates a profitable return on investment. Here at Northern, we want to make a positive impact in the North, and as such we're looking for a Paid Search partner who is based in, or has strong demonstrable connections to, the North of England. The Agency must also have a strong travel and tourism industry knowledge to enable them to educate and inform the Northern marketing team on best practice, algorithm updates, new platforms, and ways of working. Experience working with Rail or Transport sector partners is desirable, but not essential. The Agency is required to target prospective and returning customers in the North of England based on key leisure and commuter personas, making sure the right ads show for the right people at the right time and within the given budget. The agency will consider the positioning of ads given that Northern's paid search activity is targeted at bottom of funnel conversion, complementing above the line activity. The Agency partner shall own and lead Paid Search strategy for Northern, including account management, budget management, campaign structure development and management, writing and creating ads, reviewing conversion performance, and maintaining the brand's presence. Upon joining Northern, the Agency partner will perform an account review and audit, assessing campaign set up and structure, PPC optimisation tactics, bid strategies, competitor activity, keywords, targeting, and ad copy. Northern are keen to test and learn and as such the Paid Search Agency will be required to guide optimisation and improve efficiencies, research new developments, and monitor competitor and industry activity.

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

### **II.2) Description**

#### **II.2.1) Title**

Lot 2 - Organic Search

Lot No

2

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

- 79342000 - Marketing services

**II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

We require a partner on a retained basis who will act as an extension of the Northern team and manage our online presence across organic search, increasing visibility, providing on-page and off-page SEO and content services, and ensuring quality traffic is driven to the website and app that increases sales and generates a profitable return on investment. Here at Northern, we want to make a positive impact in the North, and as such we're looking for an Organic Search partner who is based in or has strong demonstrable connections to the North of England. The Agency must also have a strong travel and tourism industry knowledge to enable them to educate and inform the Northern marketing team on best practice, algorithm updates, outreach, new platforms, and ways of working. Experience in working with Rail or Transport sector partners is desirable, but not essential. The Agency shall focus on increasing Northern's search visibility, delivering high-quality traffic to the Northern website and app, and driving more conversions from that traffic. The Agency partner shall lead on SEO and content strategy, including weekly keyword tracking and monitoring, implementing changes from findings, and collaborating with the Northern team on results. Working as an extension to Northern's marketing team, the Agency will build content designed around our personas that enrich the customer's journey, answer questions, alleviate pinch points, and pique the interests of new and returning customers across the North of England.

**II.2.11) Information about options**

Options: No

**II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

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

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

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

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-027807](#)

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## **Section V. Award of contract**

### **Contract No**

NTL/PT/0035

### **Lot No**

1

### **Title**

Digital Marketing - Paid Search

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

22 March 2023

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## **Section V. Award of contract**

### **Contract No**

NTL/PT/0035

### **Lot No**

2

### **Title**

Digital Marketing - Organic Search

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

22 March 2023

#### **V.2.2) Information about tenders**

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

8 Million Stories Limited

15 Queen Street

Edinburgh

EH9 1DH

Country

United Kingdom

NUTS code

- UKM - Scotland

National registration number

SC430348

The contractor is an SME

Yes

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

Country

United Kingdom

#### **VI.4.4) Service from which information about the review procedure may be obtained**

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

Country

United Kingdom