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Not applicable

2021_Marketing - British Council - Marketing Automation Programme

British Council

F14: Notice for changes or additional information

Notice identifier: 2021/S 000-015751

Procurement identifier (OCID): ocds-h6vhtk-02bc25

Published 7 July 2021, 4:40pm

Section I: Contracting authority/entity

I.1) Name and addresses

British Council

Bridgewater House

Manchester

M1 6BB

Email

caroline.doidge@britishcouncil.org

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://in-tendhost.co.uk/britishcouncil/asp/Home>

Buyer's address

<https://in-tendhost.co.uk/britishcouncil/asp/Home>

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

2021_Marketing - British Council - Marketing Automation Programme

Reference number

2021/S 000-013490

II.1.2) Main CPV code

- 72212480 - Sales, marketing and business intelligence software development services

II.1.3) Type of contract

Services

II.1.4) Short description

Intention to procure a Marketing Automation Platform during July/August 2021. The objective of this programme is to procure and implement a marketing automation platform that will enable us to increase our digital engagement with audiences at scale and help us transform the customer relationship from a transactional conversion to an intimate and long-lasting nurtured relationship. Embedding a Marketing Automation Platform links strongly into our strategic priorities by: 1. Offering a more personalised experience to all our customers at the right time, in their preferred format, through their preferred channel with an array of content and product offers based on their behaviours and preferences online. 2. Enabling our marketing functions in optimizing the marketing strategies by tracking the engagement, capturing leads and nurturing them to improve conversions. Also, supporting to improve customer retention and reduce churn.

Section VI. Complementary information

VI.6) Original notice reference

Notice number: [2021/S 000-013490](#)

Section VII. Changes

VII.1.2) Text to be corrected in the original notice

Section number

IV.2.7)

Instead of

Date

30 July 2021

Local time

10:00am

Read

Date

6 August 2021

Local time

3:00pm

Section number

IV.2.2)

Instead of

Date

30 July 2021

Local time

10:00am

Read

Date

6 August 2021

Local time

3:00pm

Section number

II.1.4)

Read

Text

British Council intend to procure a Marketing Automation Platform during July/August 2021. Please first complete the NDA and submit to gain access to the tender documents. The objective of this programme is to procure and implement a marketing automation platform that will enable us to increase our digital engagement with audiences at scale and help us transform the customer relationship from a transactional conversion to an intimate and long-lasting nurtured relationship. Embedding a Marketing Automation Platform links strongly into our strategic priorities by: 1. Offering a more personalised experience to all our customers at the right time, in their preferred format, through their preferred channel with an array of content and product offers based on their behaviours and preferences online. 2. Enabling our marketing functions in optimizing the marketing strategies by tracking the engagement, capturing leads and nurturing them to improve conversions. Also, supporting to improve customer retention and reduce churn.

Section number

II.2.4)

Read

Text

British Council intend to procure a Marketing Automation Platform during July/August 2021. Please first complete the NDA and submit to gain access to the tender documents. The objective of this programme is to procure and implement a marketing automation platform that will enable us to increase our digital engagement with audiences at scale and help us transform the customer relationship from a transactional conversion

to an intimate and long-lasting nurtured relationship. Embedding a Marketing Automation Platform links strongly into our strategic priorities by: 1. Offering a more personalised experience to all our customers at the right time, in their preferred format, through their preferred channel with an array of content and product offers based on their behaviours and preferences online.2. Enabling our marketing functions in optimizing the marketing strategies by tracking the engagement, capturing leads and nurturing them to improve conversions. Also, supporting to improve customer retention and reduce churn.