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Tender

## Digital Marketing

South West Yorkshire Partnership NHS Foundation Trust

F02: Contract notice

Notice identifier: 2023/S 000-027266

Procurement identifier (OCID): ocds-h6vhtk-03fcd7

Published 14 September 2023, 10:16pm

## Section I: Contracting authority

### I.1) Name and addresses

South West Yorkshire Partnership NHS Foundation Trust

Fieldhead, Ouchthorpe Lane

Wakefield

WF1 3SP

#### Email

[james.vickers@swyt.nhs.uk](mailto:james.vickers@swyt.nhs.uk)

#### Country

United Kingdom

#### NUTS code

UKE - Yorkshire and the Humber

## **Internet address(es)**

Main address

<https://www.southwestyorkshire.nhs.uk/>

## **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/southwestyorkshire.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/southwestyorkshire.aspx/Home>

Tenders or requests to participate must be submitted to the above-mentioned address

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

Body governed by public law

## **I.5) Main activity**

Health

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## **Section II: Object**

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

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

Digital Marketing

Reference number

T2660

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

- 79342000 - Marketing services

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

Services

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

Yorkshire Smokefree are seeking a provider to develop and manage digital marketing and social media content. This will include: • Increase client signups across all Yorkshire Smokefree services, ensuring value for money for each sign up per service • Create multiple campaign strategies to encourage clients across priority groups to self-refer into the service. • Comprehensive engaging digital strategies which are specifically designed to reach clients with all demographic areas that Yorkshire Smokefree cover • Providing long term planning documentation for future campaigns and engagement strategies. • Increase engagement levels across all social media platforms capturing all walks of the community with the aim for every post to lead towards conversion. • To create and develop in real time web pages linked to the Yorkshire Smokefree web site platform for each locality including but not restricted to Information bulletins, Clinic's, Success Stories, Special features • Provide

#### **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

- UKE - Yorkshire and the Humber

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

Yorkshire Smokefree are seeking a provider to develop and manage digital marketing and social media content. This will include:

- Increase client signups across all Yorkshire Smokefree services, ensuring value for money for each sign up per service
- Create multiple campaign strategies to encourage clients across priority groups to self-refer into the service.
- Comprehensive engaging digital strategies which are specifically designed to reach clients with all demographic areas that Yorkshire Smokefree cover
- Providing long term planning documentation for future campaigns and engagement strategies.
- Increase engagement levels across all social media platforms capturing all walks of the community with the aim for every post to lead towards conversion.
- To create and develop in real time web pages linked to the Yorkshire Smokefree web site platform for each locality including but not restricted to Information bulletins, Clinic's, Success Stories, Special features
- Provide social media management expertise to further develop brand awareness and client relationships across different platforms
- Expert knowledge of latest developments and innovations in the digital marketing sector
- Create and post daily content across varied social media platforms including dedicated resource for timely responses 7 days per week.
- Promote Yorkshire Smokefree using both paid advertising and non-paid advertising methods to enhance brand awareness and contribute to increasing service user engagement levels.
- To provide monthly activity reports which should include; engagement levels, paid/non-paid advertising reports, success and improvement measures and future planning broken down in sub categories to be agreed with Yorkshire Smokefree.

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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**

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

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

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

16 October 2023

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

16 October 2023

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

South West Yorkshire Partnership NHS Foundation Trust

Fieldhead, Ouchthorpe Lane

Wakefield

WF1 3SP

Country

United Kingdom