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Tender

SEM (Search Engine Marketing)

Construction Industry Training Board

F02: Contract notice

Notice identifier: 2022/S 000-027340

Procurement identifier (OCID): ocds-h6vhtk-03716b

Published 29 September 2022, 2:05pm

Section I: Contracting authority

I.1) Name and addresses

Construction Industry Training Board

www.citb.co.uk

Peterborough

PE2 8TY

Contact

Grant Carr

Email

grant.carr@gov.sscl.com

Telephone

+44 3004567000

Country

United Kingdom

Region code

UK - United Kingdom

National registration number

United Kingdom

Internet address(es)

Main address

www.citb.co.uk

Buyer's address

www.citb.co.uk

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-Peterborough:-Advertising-services./K89J44786P>

Additional information can be obtained from the above-mentioned address

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

I.4) Type of the contracting authority

European Institution/Agency or International Organisation

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

SEM (Search Engine Marketing)

Reference number

PROC2022034

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

CITB are looking for a digital agency to provide SEM (Search Engine Marketing) and analytic support to our in-house website and marketing teams. With the aim of increasing visits and transactions on our sites.

We have a different internal set up for each website, therefore support for CITB website will be focused on providing ad hoc specialist support to the team on a project-by-project basis. Whereas the Go Construct website has no internal website team and as such there is a greater requirement for agency support, covering both ongoing maintenance and site improvements as well as specific digital marketing campaigns.

We are looking for experts who will challenge our way of thinking and provide us with new approaches to this work, reviewing our briefs and providing us with recommendations. We need the agency to be proactive in their approach to working with us, spotting potential issues and providing solutions we may not have even considered.

II.1.5) Estimated total value

Value excluding VAT: £2,500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

CITB are looking for a digital agency to provide SEM (Search Engine Marketing) and analytic support to our in-house website and marketing teams. With the aim of increasing visits and transactions on our sites.

We have a different internal set up for each website, therefore support for CITB website will be focused on providing ad hoc specialist support to the team on a project-by-project basis. Whereas the Go Construct website has no internal website team and as such there is a greater requirement for agency support, covering both ongoing maintenance and site improvements as well as specific digital marketing campaigns.

We are looking for experts who will challenge our way of thinking and provide us with new approaches to this work, reviewing our briefs and providing us with recommendations. We need the agency to be proactive in their approach to working with us, spotting potential issues and providing solutions we may not have even considered.

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £2,500,000

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

Duration in months

60

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

II.2.10) Information about variants

Variants will be accepted: Yes

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.2.14) Additional information

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/K89J44786P>

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

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

Date

31 October 2022

Local time

5:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

11 November 2022

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

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Peterborough:-Advertising-services./K89J44786P>

To respond to this opportunity, please click here:

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GO Reference: GO-2022929-PRO-21040002

VI.4) Procedures for review

VI.4.1) Review body

Construction Industry Training Board

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