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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](http://www.citb.co.uk)

Peterborough

PE2 8TY

#### **Contact**

Grant Carr

#### **Email**

[grant.carr@gov.sscl.com](mailto: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

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

Buyer's address

<http://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

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## **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>

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## **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

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## **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

[www.citb.co.uk](http://www.citb.co.uk)

Peterborough

PE2 8TY

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