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Tender

## **Digital Marketing Services**

Northern Trains Limited

F05: Contract notice – utilities

Notice identifier: 2022/S 000-027807

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

Published 4 October 2022, 11:24am

### **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

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

### **I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

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

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

### **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 Search Lot 2 - Organic Search Please see tender documents for further information.

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

If the successful bidder is the same tenderer for Lots 1 & 2, then NTL reserves the right to enter into one contract.

## **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.2.5) 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

24

This contract is subject to renewal

Yes

Description of renewals

1 x 12 months.

### **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

## **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.

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documents

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**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 III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

#### **III.1.4) Objective rules and criteria for participation**

List and brief description of rules and criteria

Please see Tender documents.

## **Section IV. Procedure**

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

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

Negotiated procedure with prior call for competition

#### **IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

#### **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

3 November 2022

Local time

12:00pm

#### **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: Yes

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

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

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

Country

United Kingdom