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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

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

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.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/northernrailway.aspx/Home>

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

I.6) Main activity

Railway services

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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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

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

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