

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/036927-2025>

Contract

## **Paid Social Media Advertising**

WEST MIDLANDS GROWTH COMPANY LIMITED

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-036927

Procurement identifier (OCID): ocids-h6vhtk-0557de

Published 2 July 2025, 4:26pm

### **Scope**

### **Reference**

2025-WMGC-0572

### **Description**

Delivery of paid social media advertising of the West Midlands Investment Zone (WMIZ) Campaign via Linked In

---

### **Contract 1**

## **Supplier**

- LinkedIn Ireland Unlimited Company

## **Contract value**

- £39,750 excluding VAT
- £47,700 including VAT

Below the relevant threshold

## **Date signed**

30 May 2025

## **Contract dates**

- 1 June 2025 to 31 March 2026
- 10 months

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UKG - West Midlands (England)

---

## Procedure

### Procedure type

Below threshold - without competition

---

## Supplier

### LinkedIn Ireland Unlimited Company

- Public Procurement Organisation Number: PNBB-9589-YHWZ

Wilton Place

Dublin

D2

Ireland

Email: [dlawfordmee@linkedin.com](mailto:dlawfordmee@linkedin.com)

Website: <http://www.linkedin.com>

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

## **Contracting authority**

### **WEST MIDLANDS GROWTH COMPANY LIMITED**

- Companies House: 01631329
- Public Procurement Organisation Number: PMVR-8297-WCWN

11th Floor The Colmore Building

Birmingham

B4 6AT

United Kingdom

Email: [procurement@wmgrowth.com](mailto:procurement@wmgrowth.com)

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government