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Planning

RFI for Digital Marketing Services

Liverpool John Moores University

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-060447

Procurement identifier (OCID): ocds-h6vhtk-05a0a1 ([view related notices](#))

Published 29 September 2025, 12:04pm

Changes to notice

This notice has been edited. The [previous version](#) is still available.

The contract value was incorrect on the initial notice

Scope

Reference

RFI 250

Description

LJMU needs to have a strong and consistent presence online and arguably this has never been as important as it is now. The market for Higher Education is competitive and it is important that LJMU's profile is high, and our values and unique proposition are communicated effectively. Additionally, much of the target audience is from the generation most likely to find out information and purchase from social media, therefore having a presence on these and other digital platforms is crucial to university recruitment.

The digital landscape changes rapidly and we need to ensure that we are at the forefront with new and creative ideas that resonate with our target groups.

Consideration periods are lengthy and vary from student to student. Maintaining a continual advertising presence online ensures that students are aware of the brand, reminded about the University, and encouraged to take a call to action at whatever stage they are at in their consumer journey. The University has an 'always-on' digital marketing approach, operating pulsing scheduling to upweight activity during key recruitment periods.

Further details in RFI document via In-tend

Total value (estimated)

- £400,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 April 2026 to 31 March 2029
- Possible extension to 31 March 2030
- 4 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKD7 - Merseyside

Engagement

Engagement deadline

6 October 2025

Engagement process description

To access the request for information documents please register on In-tend and obtain the documents from there.

<https://in-tendhost.co.uk/ljmu.aspx/Home>

Please do not make direct access with the buyer either by email or telephone - we cannot guarantee we will respond

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

5 January 2026

Contracting authority

Liverpool John Moores University

- UK Register of Learning Providers (UKPRN number): 10003957
- Public Procurement Organisation Number: PVBW-3417-ZCNN

Student Life Building, 10 Copperas Hill

Liverpool

L3 5AH

United Kingdom

Email: PurchaseOrderQueries@ljmu.ac.uk

Website: <http://www.ljmu.ac.uk/>

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government