



## **Request for Quotation**

### **Website Development & Digital Marketing**

#### **Background**

Highvue are an established business in the fast-moving and exciting drone industry. We utilise the latest drone technology and software, to provide aerial inspections and surveys of company assets at height and/or of large areas.

Our services aid the maintenance and management across various sectors including Property & Facility Management and the Gas industry.

#### **Requirement**

We are expanding and now need to improve our online presence through a high performing website and a strong digital marketing campaign.

The website will increase our visibility, increase our search traffic and conversions of inbound enquiries. The website will represent a clear identity with consistent branding and communicate our key messages effectively.

We also require marketing strategy and support to develop a strong digital marketing campaign. We are looking at SEO and various social media channels.

We wish to work with a company that has expertise in delivering effective web development projects and can demonstrate the knowledge and understanding of a successful digital marketing campaign, driving B2B enquiries.

#### **Deliverable Timescale**

Commencing immediately on acceptance of tender, anticipated late August 2021 to November 2021 (3 Months).

#### **Indicative Budget**

£10,000

#### **Evaluation Criteria**

Quotations will be assessed and scored on the following criteria:

##### ***Quality/ Technical Merit (50%)***

Supplier must demonstrate they have the technical and professional capability to deliver the requirement.

##### ***Delivery Timescale (20%)***

Supplier must demonstrate they can deliver the requirement to timescales above.

##### ***Cost/Value for money (30%)***

Does supplier offer value for money. This will not necessarily be the cheapest quote.

## Scoring Methodology

4 Excellent	Proposal meets and in some places, exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

## Proposal Format

Proposals should clearly demonstrate how they meet the requirement set out above.

## Deadline and Submission

Proposals are required by 23<sup>rd</sup> August 2021 by 12pm electronically to Ryan Hulse, Company Director. – [ryan@droneservices-highvue.co.uk](mailto:ryan@droneservices-highvue.co.uk)

## Date Published

12<sup>th</sup> August 2021

This work is part funded though the European Regional Development Fund.

## Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.