

Digital marketing 2022-25

Clarification questions and answers

- 1. We want to know whether the Indian Company can participate in the tender or not.**

This is possible but you would need to quote prices in GBP.

- 2. Does the annual budget cover agency fees only, i.e., no ad spend?**

That is correct.

- 3. Are you already working with an agency to deliver this activity? If so, is this relationship successful?**

We are currently working with an agency and the relationship has delivered successful results for Ageing Better – however, the scope in this tender is slightly different from previous agreements, and this is an open tendering process.

- 4. Does the landing page work mentioned in the spec need to be covered within the annual budget? If so, please can you confirm the nature and volume of the work e.g., number of landing pages, type of changes, what are they built in, etc?**

We would expect work on slightly restructuring the account in light of Ageing Better's new strategy to fall under the monthly retainer / annual budget. It's hard to give an exact estimate of the volume of work needed but we don't envision this being a major piece of work. For instance, the Grant account currently has 23 campaigns – we expect no more than five of these to be deleted, and no more than five new campaigns introduced.

- 5. What targets/ goals do you hope to achieve as a result of this commission?**
 - a. There are KPI targets included in the web tender – do you have a notion of the expected contribution of paid media to these targets?**
 - b. Are there any targets for success for digital marketing? For example, a CPA goal, download growth or growth in visitors from paid channels?**

As published in our [website development ITT](#), we have a KPI of increasing number of new visitors by 40% within 24 months. We would expect increase in organic and paid search to play a key part in this (with at least a third of our web traffic being attributed to these two channels). We would also mirror these KPIs when looking at organic and paid search traffic exclusively and are also targeting 40% increase under these channels.

As well as increasing traffic, we're also keen to improve upon conversion rates (specifically file downloads), with stretch targets of similarly 40% over 24 months.

- 6. Section 1 requires us to demonstrate our experience of similar projects – are we able to demonstrate this through our historical experience working with Centre For Ageing Better or do both examples need to be from other projects?**

Previous experiences with Ageing Better are fine to include but it's preferred if you could also include another project.

- 7. Would you like us to review your Twitter and LinkedIn activity as part of this tender response?**
- a. If yes, please could we have read only access to both of these accounts?**

It's not required for our social media accounts to be reviewed as part of this response.

- 8. The brief highlights that paid Google ads is to be costed separately to this contract, do we need to include the management and optimisation time for this within our pricing grid?**

Yes please, while the budget for the paid Ads are separate to the contract, you should include any supplier costs associated with managing and optimising the account.

- 9. Can you provide any more information on the new account structure?**

We don't envision this being drastically different but will be driven by Ageing Better's new strategy, where areas of work are prioritised and de-prioritised.

- 10. Is there a separate SEO budget and KPI target?**
- b. Are you happy with the current level of SEO support or are you looking for more?**

There is no/little SEO budget beyond what's being spent in this contract. KPI targets are as above. The intention of this contract is to increase scope of SEO support that we currently receive – this includes producing audits and providing ongoing reporting, as well as assisting with keyword and gap analyses.

- 11. With the change in focus and update of account structure, is there a requirement to look at the information architecture and gap analysis for SEO?**

This is not a requirement under this contract – but any changes to IA created outside of this contract are likely to have an impact on SEO work, similar to what's specified above in regards to changes anticipated for the Ads account.

- 12. Are we able to submit an appendix outside of the formal response with additional supporting information?**

Please stick to the specified word limits – linking to other pieces of work within your responses is acceptable.

- 13. On page 8 of the ITT, it states, we estimate spending between £20,000 and £28,000 excl VAT per annum. Is this inclusive of the Ageing Better's Ad Grants account?**

No, this is separate.