European Union
European Regional
Development Fund

First For Energy

Request for Quotation

New Website and Digital Marketing

Background

First for Energy Group Ltd are commercial energy consultants. We act as energy brokers for SME's and corporate clients. Based within the Liverpool City Region, we work predominantly in the North West, but can cover the whole of the UK. We do not offer our services to domestic clients. Currently nearly all of our business comes from outbound telemarketing.

Requirement

Our website is in urgent need of an update, to position our business as a leader in the energy procurement market. The look and feel of the website should be targeted towards larger SME's but should not alienate smaller potential clients.

We want to maximise the conversion of people landing on the website into enquiries.

The website will need to support our telesales team in engaging prospective clients. The website should have approximately 10-15 pages.

We would also like to start running a Google Adwords campaign – and are looking for proposals to separately include setting up a campaign and running it for a period of time (with details of minimum tie in period if applicable).

Deliverable Timescale

Commencing beginning of May, completing by 30th June 2017

Indicative Budget

£4,000 - £8,500

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

Quality/Technical Merit (40%)
Is the product or service fit for purpose?
How does it perform?

Design and Functional Characteristics (30%)
How should it look feel?
How easy is it to use?

Delivery Timescale (15%)
Can the supplier meet the timescales/deadline?

Cost/Value for Money (15%)
Is the price good value for money? This is not necessarily the cheapest option

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 Friday 21st April 2017 either electronically or by post/in person to Jamie Head, First For Energy Group Ltd, Big Padlock Office, Champion Business Park, CH49 OAB jamie.head@ffeg.co.uk

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5th April 2017

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