



Request for Quotation

Marketing Support – Market Entry and Sales Development

Background

Eduboard Ltd is a Liverpool-based educational technology company trading as askEddi. Eddi stands for Educational Data Daily Intelligence and is an education technology platform that helps teachers, data managers and school managers and leaders to use data more effectively.

Schools are facing pressure to deliver measurable improvements, and the systems that are supposed to help with this are not up to scratch. Data is too time-consuming to produce, too cumbersome and takes too long to produce any actionable insights. In development since 2014, and produced in partnership with schools, the askEddi platform is designed specifically to improve teaching practice and therefore improve outcomes for children.

We want to make teachers great by radically improving the way that data is used in schools, and to help teachers use data to instantly impact and improve children's learning. Our vision is to be the 'fitbit for schools'.

We have invested heavily in developing the platform, and it has been extremely well received by the sector during trials. We are now ready to take the product to market through a range of channels, including direct sales and through distribution partners.

Requirement

We are looking for a marketing consultancy who can help us implement our market entry strategy and support our sales efforts. We are looking for support in a range of areas, including:

Updating our website and print collateral to better reflect our brand and message. We are happy with our branding, and have worked on the message and tone that we would like to communicate. The supplier will review these messages, suggest tweaks and alterations if they feel it is important, and update our marketing collateral to more accurately reflect these messages. We need to clearly demonstrate the benefits offered by askEddi. The website is based on Wordpress, and we do not intend to make major changes to the CMS, so we are looking for a supplier who is familiar with that platform. The new website needs to help us get in front of new clients and support our tender submissions for commercial work. In terms of print collateral, we will be looking for a 12-page brochure, an A4 folder and 12 A4 inserts. We will require final artwork ready to go to print.

Content Production

As part of the above, we anticipate that the supplier will need to generate a significant amount of written content to explain the product and will need to source suitable imagery to support this content. We are therefore looking for a supplier with a good demonstrable ability of content creation.

Digital Marketing

We are looking for the supplier to have demonstrable ability in using digital channels to target potential customers, including through search engine marketing, PPC management, email marketing and social media marketing. The supplier will produce a full digital marketing plan and will take responsibility for implementing this plan for the period of engagement.

Deliverable Timescale

January – June 2019

Indicative Budget

Up to £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, as well as demonstrating and understanding of the industry sector.

Delivery Timescale (10%)

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

Understanding of the brief/clarity of quotation (10%)

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 Monday 28th January either electronically or by post/in person to Brendan Nel, Eduboard Ltd, Floor 7, No 4 St Pauls Square, L3 9SJ – brendan@askeddi.com

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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.