



## Request for Quotation

### Website Redevelopment & Digital Marketing Plan

#### **Background**

deCoubertin Books is an independent publisher that works with some of the biggest names in sport and sports writing. We use our experience from the worlds of journalism, web, publishing and design to produce beautiful nonfiction books that we passionately believe in.

#### **Requirement Summary**

We are looking to overhaul our website so that it gives better coverage to our content (currently consigned to our blog), better mobile/ tablet accessibility and additional functionality. We need to optimize the user experience, drive unique user sessions (c. 33k for 2017) and build up our customer database (c.2400) for email campaigns.

In addition, we are seeking an ongoing relationship with a consultant or company that can provide site maintenance/design/ optimization; oversee either design or workable templates of regular email campaigns; advise on paid advertising campaigns via Facebook/ AdWords, etc.

#### **deCoubertin.co.uk**

This is currently run on the Big Commerce platform. We're not averse to switching platforms to something more developer friendly but will require a rationale for doing so.

What we need is a site that will better display our content, much of which we currently give to websites such as the Guardian, Telegraph, etc. At the same time, it needs to show product and author information and drive sales, directly via the web platform if possible.

Our fundamental feeling is that we need a more minimalist design and an attractive landing page – we work with excellent photographers and designers so commissioning new artwork every 4-6 weeks to showcase new books and/ or ideas is conceivable.

This work will be commissioned separately and will be made available to you for use in relation to the website / digital marketing plan.

Websites that we like include: Simon & Schuster, the Blizzard, Penguin, 8by8.com, Ockley Books.

Functionality that we deem essential:

- A better platform to display our written content.

- Google shopping feed.
- Better mobile device optimization.

Functionality that we would like:

- Ability to sell our own eBooks/ downloads (not possible on Big Commerce)
- iPhone/ Android app that allows access to web management (Big Commerce – unbelievably – don't have this function any more)
- Better menus/ navigation, i.e. to separate books down to clubs, etc.
- Better ability to show pre-orders/ latest releases.
- Better algorithms that show suggested purchases.
- Countdown clock for special offers.
- Simpler integration with labeling/ postage services.
- A blog/ news feed with an ability to schedule posts.

As ever we are open to further ideas.

### **Digital marketing plan / ongoing consultancy for 6 months**

This is where we need you to demonstrate your understanding of our sector and the kinds of approaches that will work best. It is an area where we need help and your creative suggestions are most welcome.

- Either maintenance of or supply of an easily workable MailChimp (or equivalent) template for regular mail outs (2 per week)
- 6 months support providing ongoing advice to provide a fully optimized website.
- Utilisation of paid for marketing and advertising platforms.
- Advice/ assistance in expanding the mailing list.
- Twitter is a medium we are comfortable with, but we get barely any traction on Facebook – our likes have barely shifted in 6 years and we get negligible views/ shares. How do we change this?
- Advice/ strategies/ support on inbound marketing.
- Regular analysis of Google Analytics – a tool we underutilize; likewise Google business.

### **Deliverable Timescale**

Website redevelopment Feb-May 2019; Digital media plan to be executed July-Dec 2019.

### **Indicative Budget**

£15,000-20,000; to include social media and advertising spend.

### **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 11 February 2019 electronically James Corbett, Principal, deCoubertin Books Ltd – [james@decoubertin.co.uk](mailto:james@decoubertin.co.uk)

### Date Published

29 January 2019

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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 exercise. This applies whether or not your organisation is successful.