

Invitation to tender for digital marketing services

Closing date for receipt of tender: Thursday 1 April 2021

Return tender to: media@nala.ie

Queries to: Clare McNally, media@nala.ie or 01 412 7909.

Summary

The National Adult Literacy Agency (NALA) invites tender submissions from interested **Digital Marketing Suppliers** to provide digital marketing services to NALA.

Specifically, NALA is seeking to engage a Digital Marketing Supplier who will provide a range of digital marketing services required, to increase awareness of, and participation in, adult literacy and numeracy courses.

Details of the tender are set out in this document which is comprised of four parts:

- Part 1: Background information (page 2)
- Part 2: NALA's requirements and key considerations (page 4)
- Part 3: Tender process (page 7)
- Part 4: General tender information, terms and conditions (page 9)

Interested Digital Marketing Suppliers should submit a proposal by email to media@nala.ie by **Thursday 1 April 2021**. This is explained in detail in Part 3.

Part 1: Background information

Adult literacy and numeracy levels in Ireland

The OECD Survey of Adult Skills shows that 18%, or about one in six, Irish adults are at or below level 1 on a five level literacy scale. Twenty five per cent score at or below level 1 for numeracy.

Unmet adult literacy and numeracy needs have devastating consequences for individuals, communities and the economy. People at the lowest literacy and numeracy levels earn less income, have poorer health and are more likely to be unemployed. They also risk being trapped in a situation in which they rarely benefit from adult education, and their skills remain weak or deteriorate over time.

Why do people have literacy and numeracy difficulties?

There are many reasons why people have literacy and numeracy difficulties.

Within the one in six figure there are people who are not able to write their own name. However most adults with low literacy skills can read something but find it hard to understand official forms and instructions. Some will have left school confident about their numeracy and reading skills but find that changes in their workplace and everyday life make their skills inadequate.

More often than not, people with low basic skills left school early or have been in a job for a number of years where they haven't had to use these skills. For example, if a person left school before the junior or leaving certificate and didn't have to practise their reading and writing skills in work, they could easily get out of practise and lose confidence in their ability to use those skills.

There is also a stigma attached to low literacy and numeracy skills. Often people feel too embarrassed to return to learning and go to great extremes to hide their difficulties from their friends and family, which exacerbates the problem for them.

About the National Adult Literacy Agency (NALA)

The National Adult Literacy Agency is an independent charity committed to making sure people with literacy and numeracy difficulties have access to educational opportunities that meet their needs.

Our vision is an Ireland where adult literacy is a valued right, where everyone can develop their literacy, numeracy and digital skills, and where individuals can take part fully in society. We are a leading campaigning and lobbying force on adult literacy issues. We are involved in tutor training, developing teaching materials, distance education services, policy making, research and campaigns to raise awareness of the causes, extent and responses to adult literacy difficulties in Ireland.

Much of NALA's work involves **creating greater awareness of educational supports** that are available and motivating people to return to education through national awareness campaigns. All NALA's awareness work directs people to contact a Freephone support line staffed by experienced operators who can identify a caller's needs and advise on the literacy services available to them. This includes 120 ETB adult literacy centres nationwide where people learn one-to-one with a tutor or in a group class, or through NALA's Distance Learning Service where people learn over the phone with a tutor or online through its Learn with NALA eLearning website.

What do we mean by literacy?

In the past literacy was considered to be the ability to read and write. Today the meaning of literacy has changed to reflect the skills needed by individuals to participate fully in society. It involves listening, speaking, reading, writing, numeracy and using everyday technology to communicate and handle information.

Also, the literacy skills demanded by society are constantly changing and evolving. Increasingly, we require complex digital literacy skills to navigate and access services, and make informed choices.

Part 2: NALA's requirements and key considerations

The National Adult Literacy Agency (NALA) is seeking to engage an experienced **Digital Marketing Supplier** who will provide a range of services required, to increase awareness of, and participation in, adult literacy and numeracy courses.

Our **aim** is to harness the full potential of digital marketing to:

- maximise and track engagement with NALA's **core target audiences** online;
- encourage this target audience to make contact with NALA for information and track their interaction with us online; and
- increase and track participation in adult literacy and numeracy courses.

Digital Marketing Services required:

The range of services for which the successful supplier **may be** responsible include, but are not restricted to:

1. Digital positioning and technology

- Strategy and planning
- User research and consumer insights
- Creative content and campaigns

2. Search and digital advertising

- Search and channel marketing
- Pay-per-click
- Social optimisation
- Email marketing
- Search Engine Optimisation
- Display advertising
- Native advertising

- Programmatic media (Demo Ads, Contextual Ads, Affinity Ads, Keywords, In-Market Ads, Re-targeting Ads)
- Conversion rate optimisation
- Draw insights on best formats and re-target audience

3. Data analysis

- Data analysis and advice
- Reporting of performance on a regular basis (at least monthly)
- Analytics reporting and full monitoring of campaign progress

Duration of contract:

9 month contract starting in April 2021 and ending in December 2021

Maximum contract value:

€50k inclusive of VAT. Cost to include agency management, asset creation and advertising costs.

Key considerations

Core target audience:

Priority **target groups** include those identified in the OECD Adult Skills Survey, including long-term unemployed persons and low skilled persons in work, particularly those who have yet to achieve certification higher than level 3 on the National Framework of Qualifications (equivalent to a Junior Cert).

User experience:

Central to the success of our digital marketing will be ensuring that our target audience has a good experience when they interact with us. Therefore it is essential that the

successful agency focuses on having a deep understanding of our target audience, what they need, what they value, their abilities, and also their limitations.

Collaboration and reporting:

Collaboration is important to us. We require digital marketing experts that are willing to share best practices and important changes or new developments in this discipline. Reporting is also crucial in order to justify return on investment internally. We require a dedicated structure that can demonstrate the impact of our digital marketing spend on a monthly basis.

Research and data analysis:

Research should inform any approach to digital marketing – this can include analysing existing data, industry insights or doing new research. Usability and visitor interaction is also important and we require on-page analysis and recommendations so as to improve average time on site, lower bounce rate, goals and conversions.

Alignment with awareness campaigns:

Every year NALA is involved in national awareness campaigns that support individuals return to education. This has included (and will in the future include) TV programmes, advertising and PR, and every effort should be made to align and build on this work.

Part 3: Tender process

Interested Digital Marketing Suppliers should submit a **proposal** to **media@nala.ie** by **Thursday 1 April**. The proposal should provide the following information:

1. **Two examples of work and services** that your agency has provided for clients that best represents:
 - a. the range of services you provide;
 - b. your proven ability to target specific audiences;
 - c. the return on investment to your client; and
 - d. the reporting mechanism that was used to show the impact of your work.
2. **Two references** for the above two examples of work – client name, contact number and email. We will not contact your references without letting you know first.
3. **A short proposal¹**, based on a budget of €50k inclusive of VAT (to cover agency management, asset creation and advertising costs) and delivered over an 9 month period, outlining your:
 - a. proposed approach to meet NALA’s digital marketing requirements as set out in this document;
 - b. initial ideas on how you would increase and track awareness of, and participation in, adult literacy and numeracy courses for NALA;
 - c. details of how you would reach NALA’s core target audience; and
 - d. proposed data analysis and reporting to track impact and return on investment.
4. **A detailed breakdown of costs** based on the above budget of €50k inclusive of VAT. This should include a breakdown of agency management fees, asset creation and advertising costs. Include hourly or daily rates for your staff.
5. **An outline²** of any added value or additional information you think is relevant.

¹ Approximately two pages and no more than five.

² No more than one page.

Note:

Shortlisted Digital Marketing Suppliers may be asked to meet with NALA to discuss their proposal in more detail. Requirements for this meeting will be forwarded if selected.

Queries or clarifications:

Contact Clare McNally, Communications Manager, National Adult Literacy Agency on media@nala.ie or (01) 412 7909 by Thursday 1 April 2021.

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Part 4 – General tendering information, terms and conditions

CONFIDENTIALITY All the information contained in this document is confidential to NALA and is given on the basis that this confidentiality will be strictly observed by all proposed Tenderers and will not be disclosed to any other party without the prior consent of NALA.

CURRENCY The currency to be used in this Tender is euro and a Tender proposal in any other currency will not be considered.

NOTIFICATION OF TENDER ACCEPTANCE NALA shall notify acceptance of the Tender to the successful Tenderer as soon as reasonably practicable, and in any event within 2 months of the closing date for receipt of Tenders as set out in this document.

EXCLUSION A Tenderer shall be excluded who:-is bankrupt or being wound up , whose affairs are being administered by the court, who has entered into an arrangement with creditors or who has suspended business activities. b. is the subject of proceedings for declaration of bankruptcy or insolvency, for an order for compulsory winding up or a court liquidation, or who has a liquidator or receiver appointed over its assets, or for composition with creditors or any other similar proceedings. c. has been convicted of an offence concerning his professional conduct. d. has not fulfilled obligations relating to the payment of social security contributions. e. Has not fulfilled obligations relating to the payment of taxes.

COSTS NALA will not be liable in respect of any costs incurred by any Tenderer in the Preparation of tenders in response to this Invitation to Tender or any associated cost.

TAX CLEARANCE The successful tenderer must be in possession of a valid tax clearance certificate for duration of the contract. Such a valid tax free certificate from the Irish Revenue Commissioners must be produced by a successful tenderer before execution of the contract. A valid tax free certificate means a tax clearance certificate issued by the Irish Revenue Commissioners, and tenderers not resident in Ireland must make application to the Irish Revenue Commissioners for such a certificate if their tender is to be considered.

COMPANY REGISTRATION The successful tenderer, if a company, registered and/or carrying on business in Ireland, must be in compliance with all obligations and requirements under the companies Acts 1963 to 2012, including the filing of up-to-date annual returns and a Certificate to this effect must be provided by an officer of the Tenderer with the tender documentation.

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FALSE OR MIDDLEADING INFORMATION Tenderers who intentionally or carelessly supply false or misleading information will be disqualified from this Tendering Procedure on the discovery of such information.

COMPLIANCE WITH LAW Tenderers should be able to provide on demand evidence of compliance with all laws applicable to the provision of the services the subject of the Invitation to Tender, and in particular should be able to produce evidence that they have particular regard for statutory terms relating to minimum pay and any legally binding or sectoral agreements if applicable.

TERMINATION The contract shall contain provisions reserving to NALA the right to terminate any contract awarded if it is not satisfied with the performance by the successful Tenderer of the contract. The satisfaction or dissatisfaction of NALA shall be evaluated in the context of the Tenderers proposal set out in Part 3 of this document.

REQUIREMENTS OF INVITATION TO TENDER Tenders not conforming to the requirements of this Invitation to Tender will not be considered and will be returned to the Tenderer.

SUBJECT TO CONTRACT This invitation to Tender is not intended to, and does not, create or evidence any legal or binding relationship, obligation or commitment of any nature between NALA and any Tenderer. No such legally binding obligation or commitment shall come into being unless and until a formal legal contract is duly executed and delivered by NALA and the successful Tenderer.

DISCLAIMER This document is for information only and does not constitute, and shall not be interpreted as, an offer for sale, prospectus, or the basis of a contract. Candidates are recommended to read the documents thoroughly. NALA reserves the right to discontinue the procurement process at any time. No liability will be accepted for candidates' costs in connection with the procurement procedure, irrespective of the outcome, whether or not the procedure is cancelled or postponed.

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