



## Delivering a bespoke digital marketing training program for businesses on the Loop Head Peninsula

### Background:

Loop Head Tourism (LHT) is a local tourism network from the Loop Head Peninsula in West Clare that is supported by 44 local community-based businesses. Its mission is to develop and market visitor experiences that contribute to sustainable community development on the Loop Head Peninsula ([www.loophead.ie](http://www.loophead.ie)). These experiences include local food, nature, heritage, art, music and genuine local hospitality; and they are developed more and more with the involvement of the non-tourist related community. This is part of a bigger project helping to sustainably address the 30% population decrease in the area in the past 10 to 15 years due to lack of jobs and the pressure on the agriculture sector.

**LHT's Vision:** The Loop Head Peninsula is a place you love to be in.

Loop Head Tourism has invested considerable resources over the past couple of years into digital marketing to get a better definition of their visitors' profile and needs. As the digital marketing strategy and campaigns were rolled out, it became obvious that in order to reach best results, there needs to be coordinated digital footprint by all the businesses involved, and not just by the association. This means that we need to build more digital marketing capacity within a critical mass of member businesses.

### The Project

This project aims to design, develop and implement a bespoke training program (called for the purpose of this project **The Loop Head Digital Marketing Academy – LDMA**) to equip a mix of LHT network members & LHT associates' teams with the capacity to digitally market their businesses.

This is part of a larger training program / Academy which also includes The Loop Head Video Academy, which, in parallel, will equip people with video content development skills. In this way, we ensure a holistic approach to training, ensuring both digital communication and content creation skills.

### Project Expected Outputs:

- a. Approx. 50 people able to successfully use different tools of digital marketing, potentially including search engine optimisation, content marketing and video marketing, social media marketing – Facebook and Instagram, how to convert website visitors into more enquiries and sales; how to plan, execute & measure paid search campaigns using Google Ads. The exact topics will be defined following the training needs assessment (see Terms of Reference below).
- b. One digital marketing strategy / campaign designed by each participant for their business with the support of the Trainer.



## Terms of reference

The LDMA will have to be developed over a period of 9 months starting June 2020 and will have to include:

1. participatory series of workshops on training needs assessment (between June and September 2020). As part of this, the Contractor would have to familiarise themselves with the area, get a feel for the activities and life on the Loop, get to know the different businesses interested in participating in the training program, and assess their digital footprint (incl. website and social media use), the level of literacy in digital marketing, and their digital marketing needs and priorities.
2. a training program, based on the training needs assessment - to include a recommended course structure & curricula including learning objectives and outcomes, and a description of the content of each module. This would have to be rolled out between mid October and mid December, potentially spilling over into the beginning of 2021.
3. a follow-up training, in early 2021. This is the practical stage of the training program where the Contractor would give support (one-on-one / in small groups, as appropriate) to individual digital marketing projects (strategy / campaigns) of the trainees.

The Contractor would have to work closely with a Video Content Production Trainer (the other component of the Loop Head Academy 2020) to ensure that the contents of the two programmes are aligned.

Loop Head Tourism will facilitate the promotion of the LDMA among its members and associates and provide a suitable location, on the Loop Head Peninsula, for the training programme to take place, and ensure the initial liaison with the participants.

## Requirements from respondents

The successful applicants must demonstrate the following:

- Experience in bespoke digital marketing training
- References / examples of previous digital marketing work
- Experience of working with a wide range of people having different levels of digital marketing literacy
- Evidence of ability to see the project through
- Access to own transport
- A clean driving licence
- A desire to spend significant time here on the Loop

This tender forms part of a Leader application, therefore the award of a contract depends on approval from the Leader funding.

## Evaluation Criteria

The applicants will be evaluated on the basis of the following weighted criteria:

- Experience of similar / synergetic projects 20%
- Content of the response against requirements 45%
- Value for money 20%
- Willingness to spend holiday time on the Loop to experience the offering first hand (complimentary access to the offering will be provided) 15%



## Application content, timeline and cost

- Closing date for the application is 27<sup>th</sup> of March
- It is anticipated that the project will commence in June 2020 and will be completed by March 2021.
- The budget for this programme is up to €25000 over 9 months (incl. VAT, if applicable). This is a fixed price and there is no additional payment for costs or expenses incurred including travel costs, venue hire, etc.
- Staged payments will be made throughout the programme and a short progress report will be required at each stage.
- A final report will be required at the end of the programme, including:
  - o The training process, dates, venues, participants etc.
  - o An outline and evidence of the training outputs
- The tender should also include the following:
  - o A proposed approach to building the training program following its 3 components outlined in the Terms of Reference above.
  - o Full breakdown of days allocated to each component, plus daily rate and a proposed timeline.
  - o Up to date Curriculum Vitae of the team.
  - o A cover letter setting out the applicant's motivation for applying

A hard and soft copy of the tender are required. A hard copy of the tender document must be sent to Luke Aston, Glencarrig B&B, Rahona East, Carrigaholt, Co. Clare. A soft copy must be sent through the e-tenders mailbox. Disqualification will occur if both hard and soft copies are not received.

For any questions or clarifications on this brief, please email [andreea.savu@astoneco.com](mailto:andreea.savu@astoneco.com).