



## **Tender**

The Source Skills Academy  
Marketing Review  
2<sup>nd</sup> December 2021

Background

## **The Source Skills Academy**

### **2003-2021**

The Source Academy is a leading provider of training development and conferencing facilities for the local community and businesses, including Sheffield, Barnsley, and Rotherham.

An approved skills academy for the delivery of apprenticeships nationwide, The Source is working with employers to create the best apprenticeship opportunities for everyone and celebrates success rates that consistently exceed that of national averages.

The Source Skills Academy plays a central part in providing training for inward investors into the region.

Profits are reinvested for long term development, to create a self-sustaining organisation.

It contributes to regional, social, and economic regeneration strategies, connecting disadvantaged communities to new economic opportunities, supporting local businesses in their training needs, and encouraging inward investment in the sub-region.

## **Our Vision**

To be a leading provider in Sheffield City Region of an all-encompassing training model which accommodates the unique needs of all the communities we serve.

## **Our Mission**

To enrich and support people, businesses, and communities, through personal and professional development.

## **Our Values**

Excellence - From good to outstanding.

One Team - Working together to be the best.

Integrity - Doing the right thing.

Insightful - Building customer loyalty.

Diversity - Celebrating unity through diversity.

We are looking to work with a highly experienced external partner, with a significant level of experience within the marketing and promotion sector. Also, a knowledge of further education and the local geography and demographics would be an advantage.



You will be required to critically appraise The Source's approach to Marketing and Promotion including all current and recent activity (within the last 12 months) and the physical and human resources we utilise.

We will require a formal report which will detail the appraisal and outline areas of success, areas for improvement and areas for investment. It should provide suggestions, actions, and associated costs to improve marketing activities, increase our market share and ultimately deliver our organisational strategy

It is expected the review will include the following areas although this isn't an exhausted list

- 1 - Website Review - Effectiveness and usability review of the website.
- 2- Social Media Review - Facebook, Twitter, Linked in, Instagram and TikTok. Which is most suited in today's world to reach our ideal audience...?
- 3 - Branding - Consistency of brand, messaging, and position.
- 4 - Learner Applications - Apprenticeships, Traineeships and SSE.
- 5 - Budget - breakdown and spend analysis, key areas of spend.
- 6 - SEO including Google Analytics - Review of rankings and performance.
- 7 - Through the eyes of our audience? What do our clients think? Survey and evaluation.
- 8 - The building, literature, displays, and external image - What do our customers see?
- 9 – Resources, physical and human. Skills and knowledge, capacity, and capabilities.

### **Starting point -**

The first thing we would expect you to consider as part of the review is an understanding of the results linked to our current activities.

Our selected partner should offer feedback on whether our marketing activities are driving inbound leads and sales, if not they will need to determine why and produce solutions to support ongoing work.

All existing marketing platforms, data, processes, systems will be available to the marketing review partner that is selected. This will ensure a greater understanding of the selected partner outlining what we are currently doing at The Source.

Tracking our results helps us understand how each marketing activity is contributing to our success. We can make informed decisions about whether to continue with what we are doing or try something else.

It will be important for us to understand if we are effective in reviewing each marketing activity, we will need to consider whether we can provide answers to the following questions:

- Does the activity help our business achieve our marketing goals?



- Has the activity resulted in new leads, brand visibility or sales?
- How much did the campaign cost in terms of ££ or resources?
- Was the return on our investment worth the effort?

For those that are working for us, great. Keep doing what we are doing.

For those activities that aren't working, we need to figure out why.

### **We need to understand if our messages are missing our intended target.**

Getting noticed in a crowded market is difficult. How do we create a message that cuts through the media clutter and captures the attention of our target audience? If we can be clear about how we serve our audience, visitors to our website will see that "this company really understands what I need".

Customers want solutions to their problems. We need to our selected partner to review our core messages and check they are effective.

We need to ascertain if we make our customers understand why they should trust us and choose our business over the competition.

### **Are our products and services not relevant to our target market?**

Correctly pricing and packaging our products and services for our target audience is one of the more powerful marketing activities that we should do. We need our partner to ascertain if our products and services are:

- Created to help our ideal client overcome some critical need?
- Packaged such that they highlight our unique skills aimed at our ideal client?
- Priced to fit our customers budget while maximizing our revenue?

### **Is our brand inconsistent across all our web areas?**

Our brand is everything we do and say, not just the visual image our business projects. The review carried out should determine:

- Do we project the same image and message across all web properties?
- Does our website accurately reflect who we work with and what we offer?
- Is what we say on our social profiles consistent with what is on our website?

If our marketing tools are inconsistent, we may confuse our prospects which reflects poorly on our brand. It is important that our brand be consistent, and our business has a profile so that no matter where someone finds our business, our partner needs to determine if our customers are left with a compelling, lasting impression.



## **Does our website need a face lift?**

In addition to an inconsistent brand, is our website fresh and does it properly project our expertise? Without a well-developed, quality website, our visibility is compromised. Creating a compelling website and investing in search engine optimization helps us establish a strong web presence. As the hub of our web presence our website is where we should regularly develop and promote relevant, brand-related content that can drive more inbound leads and increase income.

The Source is a registered charity number 1095666, we would welcome competitive quotes to support this work. Full details of deadline and contact instructions are below.

### Marketing Review

Start date – 10<sup>th</sup> January 2022

Completion Date 28<sup>th</sup> January 2022

Completed tenders need to be returned by 22nd December 2021

Please send to [dale.robinson@thesourceacademy.co.uk](mailto:dale.robinson@thesourceacademy.co.uk)

Length of time expected to complete review 2 weeks