

Detailed Description

LEO Fingal is preparing its training & support programme for the year 2015. A panel of trainers will be set up to deliver the courses, workshops and business clinics. Subject to budgets and satisfactory performance, training and service contracts will be rolled over during the period. Qualified trainers are invited to tender. Applicants should demonstrate their understanding of the SME sector and should show that their training proposals are practically based and aimed specifically at this sector. They should also demonstrate their ability to deal with small business start-ups, developing businesses, business owners, managers etc. The attached schedule is only an indication of the courses being considered. **Proposals for other appropriate courses will be welcomed.** The courses will be held at LEO Fingal Training Room, First Floor, County Hall, Main Street, Swords. The LEO will be responsible for booking, client payments, lunch and refreshments (for full day workshops). Trainers are expected to provide all training materials and have their own presentation equipment where required.

Course recommendations

LEO Fingal welcomes proposals from potential training providers. Please ensure the format cover the required information as set out in the award criteria.

<p>Social Media and Digital Marketing 1 Day Course (3 in total Jan-June) 25/03/2015 12/05/2015 11/06/2015 9.30 am - 4.30 pm Price includes training materials, refreshments and lunch.</p>	<p>Local Enterprise Office. 1st Floor County Hall, Swords. Co. Dublin</p>	<p>This course will provide you with the skills to make the most of sites such as LinkedIn, Facebook and Twitter. You will learn how to create online profiles for you and your business and connect with existing and potential customers. You will also learn how to take full advantage of viral marketing i.e. referrals from online word-of-mouth. It will enable you to understand the important factors of your presence online. It will help you understand the importance of social media and how it can enhance your online selling activities.</p>
<p>Search Engine Optimisation 1 Day Course (2 in total Jan-June) 10/02/2015 14/04/2015 9.30am - 4.30pm Price includes training materials, refreshments and lunch.</p>	<p>Local Enterprise Office. 1st Floor County Hall, Swords. Co. Dublin</p>	<p>Search engine optimisation is a fundamental part of an Online Internet marketing strategy. If you are doing nothing else, search engine placement and keyword-related advertising can make up 80 to 90 percent of your traffic. This highly intensive 1-day programme ensures you have the key skills to generate profit and increase sales through an effect SEO campaign.</p>
<p>Facebook for Beginners 1 Day Course (3 in total Jan –June) 24/03/2015 21/04/2015 26/05/2015 9:30am - 4:30pm Price includes training materials, refreshments and lunch.</p>	<p>Local Enterprise Office. 1st Floor County Hall, Swords. Co. Dublin</p>	<p>This programme is aimed at business owners / managers who may/may not have taken their business online and are interested in exploring the potential of Facebook as a brand building and marketing mechanism for their business on-line</p>

<p>Facebook Advanced 1 Day Course (3 in total Jan –June) 31/03/2015 23/04/2015 28/05/2015 9.30am-4.30pm Price includes training materials, refreshments and lunch.</p>	<p>Local Enterprise Office. 1st Floor, County Hall, Swords. Co. Dublin</p>	<p>The aim of this programme is to provide those with a working knowledge of Facebook for business, with the skills to explore the relevance and potential of Facebook for their particular business and take their Facebook page to the next level of usage.</p>
<p>How to Create a Free Web-site- Word Press 1 Day Course (4 in total Jan –June) 26/02/2015 26/03/2015 28/04/2015 21/05/2015 9.30am - 4.30pm Price includes all course materials, tea/coffee and lunch..</p>	<p>Local Enterprise Office. 1st Floor, County Hall, Swords. Co. Dublin</p>	<p>Why spend thousands on developing and designing a web-site when you can use WordPress! This hands on workshop will teach you how to make a web-site through WordPress and how to manage web-site content in an organised way.</p>
<p>How to Market Your Business in One Day 1 Day Course (2 in total Jan –June) 24/02/2015 14/05/2015 9.30am - 4.30pm Price includes training materials, refreshments and lunch.</p>	<p>Local Enterprise Office. 1st Floor, County Hall, Swords. Co. Dublin</p>	<p>A one day interactive and fast moving workshop that will teach you everything you need to know to market your business more effectively.</p>
<p>Sales Boot Camp 1 Day Course (2 in total Jan –June) 19/02/2015 09/06/2015 9.30am - 4.30pm Price includes training materials, refreshments and lunch.</p>	<p>Local Enterprise Office. 1st Floor, County Hall, Swords. Co. Dublin</p>	<p>This 1-day highly intensive and interactive sales programme aims to provide participants with the necessary skills to enhance their personal selling skills and increase the rate of success during the sales process.</p>
<p>Idea Generation Half-day Workshop 05/03/2015 9.00am - 1.00pm</p>	<p>Local Enterprise Office. 1st Floor, County Hall, Swords. Co. Dublin</p>	<p>Looking for new ideas? Looking for inspiration? Looking for a new way of thinking? Then this course is ideally suited to you. This programme is designed as a first step for those thinking of setting up a new business, but have not yet decided to take the plunge or they don't know how to take it further. The workshop will assist you with generating new ideas, to help the new owner/manager considering setting up a business to get over the hurdles that exist during the idea generation phase.</p>

Diploma in Social Media & Digital Marketing Outline (6week programme 1day per week)

<p>Module 1</p> <p>Introduction to Digital Marketing</p>	<p>Module 2</p> <p>Search Engine Optimisation</p>
<p>Introduction</p> <p>Logistics & key Digital resources</p> <p>Overview of the course and assignment</p> <p>Overview of the Digital Marketing landscape</p> <p>Digital Marketing channels</p> <p>Benefit and Importance of content and inbound marketing</p> <p>Case studies</p>	<p>Introduction to Search Engine Marketing</p> <p>Why Search Engine Marketing is so important and how it works</p> <p>The Search Engine Optimisation process</p> <p>SEO planning, keyword research and analysis</p> <p>On-page optimisation</p> <p>Off-page optimisation</p> <p>Link Building</p> <p>Conversion Optimisation</p> <p>Localisation and getting found in Local Search</p> <p>A structured process for SEO with 10 top tips and best practices</p>
<p>Module 3</p> <p>Pay Per Click (PPC) Campaigns</p>	<p>Module 4</p> <p>An Introduction to Google Analytics</p>
<p>Pay Per Click and Search Engine Marketing</p> <p>The paid search market</p> <p>How Google Adwords works</p> <p>Setting up an adwords account</p> <p>Keywords</p> <p>Adtext</p> <p>Landing pages</p> <p>Display Network</p> <p>Quality Score</p> <p>Bidding</p> <p>Reporting & Measuring</p> <p>Mobile & Social</p>	<p>How Google Analytics works</p> <p>Getting set up on Google Analytics</p> <p>Privacy and Tracking codes</p> <p>Understanding your visitors and improving reach</p> <p>Tracking Goals</p> <p>Using campaign tracking for social media</p> <p>Google Analytics reports & actionable insights</p>

<p>Module 5</p> <p>Facebook Marketing</p>	<p>Module 6</p> <p>LinkedIn for Business</p>
<p>How to ensure that your Facebook Page reflects your visual identity</p> <p>Understanding Facebook Page guidelines</p> <p>Tips and tools for hosting competitions and promotions on your Facebook Page</p> <p>Using applications to integrate your marketing</p> <p>Guidance managing Facebook comments</p> <p>Developing a content plan that will support your Facebook marketing goals</p> <p>How to increase visibility of your Facebook Page through Facebook advertising</p> <p>Measuring the impact of your Facebook marketing through Facebook Insights</p> <p>A checklist to help you plan for a successful Facebook campaign</p> <p>Best practice tips for using Facebook Groups to host a private community</p>	<p>Understanding the new LinkedIn layout for personal profiles and how to optimise it for lead generation</p> <p>Best practice tips for building your business network on LinkedIn</p> <p>Best practice tips for LinkedIn endorsements and recommendations</p> <p>Etiquette for participating in LinkedIn Groups to help you build visibility an authority in your field</p> <p>Essential tips for setting up your own LinkedIn Groups</p> <p>Establishing a Company Page to promote your products and services</p> <p>An overview of Linked Advertising to help you promote your products and services.</p>
<p>Module 7</p> <p>Mobile Marketing</p>	<p>Module 8</p> <p>Display Advertising</p>
<p>Mobile traffic v's desktop traffic</p> <p>Smartphones in demographics</p> <p>Mobile browsing</p> <p>Social Media Marketing and mobile</p> <p>Mobile Apps</p> <p>Mobile commerce</p> <p>Mobile Advertising</p> <p>Mobile Marketing Tools</p> <p>Mobile Landing Pages</p> <p>SMS</p> <p>Current and Future Trends</p> <p>Best Practice Case Studies</p>	<p>What is Display Advertising?</p> <p>Market trends</p> <p>Display Advertising Formats</p> <p>Publishers & monetisation</p> <p>Pricing</p> <p>Planning a campaign</p> <p>Creative & SMART banners</p> <p>Tracking & reporting</p>

<p>Module 9</p> <p>Twitter and Online Video</p>	<p>Module 10</p> <p>Email Marketing</p>
<p>Building a community of followers on Twitter How to create Twitter content that engages your followers Guidelines for using Twitter for customer support Tips and tools to for a successful Twitter marketing plan Guidance for hosting contests and competitions on Twitter Tips for measuring the effectiveness of your Twitter marketing Exploring the types of video that can support your marketing campaign Platforms and tools to help you create your online videos Platforms to host your online videos including using YouTube for business Essential best practice tips for using YouTube in your business to host your online videos</p>	<p>Understanding email marketing best practices Identifying ownership and where email marketing sits Briefing on the latest privacy laws and guidelines Building and segmenting your database Understanding Email reporting How to improve email campaign results Strategies to improve deliverability Multichannel marketing - integrating email with offline marketing Matching content and offers to audiences to achieve results</p>
<p>Module 11</p> <p>Affiliate Marketing</p>	<p>Module 12</p> <p>Developing a Digital Marketing Strategy</p>
<p>What is Affiliate Marketing? The main players Affiliate networks How it all works Practical examples Affiliate marketing SWOT Why Set Up An Affiliate Programme Affiliate Marketing Benefits Affiliate Best Practice</p>	<p>Bringing it all together Overview of the course assignment How to create a Digital Marketing plan Core components of a Digital Strategy Frameworks to follow Setting business objectives and Digital goals Trackable KPI's Developing a metrics mix Ongoing KPI & Metrics analysis</p>

Training dates for Ecommerce 1 & 2. Please note, these dates are subject to change.

WK No.	Ecommerce 1
1	Monday 16/02/2015
2	Monday 23/02/2015
3	Monday 02/03/2015
4	Monday 09/03/2015
5	Monday 16/03/2015
6	Monday 23/03/2015
WK No.	Ecommerce 2
1	Monday 13/04/2015
2	Monday 20/04/2015
3	Monday 27/04/2015
4	Monday 11/05/2015
5	Monday 18/05/2015
6	Monday 25/05/2015

Freedom of Information

Tenderers should be aware that, under the Free of Information Acts 1997 & 2003, information provided by them during this procurement process may be liable to be disclosed.

Tax Clearance Certificate

Prior to the award of any contract, the successful Tender will be requested to produce a Tax Clearance Certificate from the Revenue Commissioners.

Insurance

The successful Tender will be required to hold an appropriate level of Professional Indemnity Insurance

Awards Criteria

The tenderers will be adjudicated using the following scoring system:

- 1) Relevant Experience (Max Score 30)
- 2) Background of Provider (Max Score 30)
- 3) Outline & Quality of Approach (Max Score 20)
- 4) Price (Max Score 20)

Two copies of the Tender must be submitted in hard copy format to:

Local Enterprise Office, Fingal, First Floor, County Hall, Main Street, Swords, Co. Dublin. Tenders should be marked confidential and with the words "Request for Tender for LEO Services". The Tenderers name and address should be included on the outside of the tender or in the subject line of e-mailed applications.

Closing Date is Tuesday 27th January 2015 @ 1.00pm.

Late applications will not be accepted.

N.B. Only fully completed proposals that have all the necessary supporting documentation enclosed will be considered for inclusion.