

#	Clarification	Answer
1	We are interested in the opportunity available with Cornwall Development Company and would like further details and Next steps.	All information including the tender specification can be found on Contracts Finder.
2	I have just been reading the tender documentation. Could you please confirm that there is no presentation element within this tender process and that it is a paper based assessment only? I am happy to do a presentation, but just wanted to check this aspect before producing the bid documents.	This tender will be assessed as an electronic or hard copy submission as per the tender document, and will not include a presentation.
3	I'm just looking at the document though and its 22k for 15 months? With 40k budget for that time? Could you just clarify this for me?	The budget available for the tender is £22,000, with up to £40,000 of associated ad spend. However it may be that this contract will be front loaded, as noted under section 6. Tender Requirements, 6.1.3 of the tender specification.
4	Can you please confirm if there are any restrictions on word count for the response?	There are no word limits for any tender responses.
5	For our strategy I wanted to ask if there were any particular sectors or industries that you had a focus on?	<p>There are specific sectors, all of which will be discussed with the successful tenderer. CTI have previously targeted:</p> <ul style="list-style-type: none"> Marine technology Health technology Space Digital / creative industries Agritech <p>Some geographical targets will also be</p>

		discussed with the successful tenderer.
6	Would you be open to using an agency that is not local to you?	Yes
7	Would you be open to the idea of the project being managed remotely, with meetings conducted online via Skype and/or conference call?	The successful tenderer will be required to meet with CTI at their office in Pool, Cornwall, for the initial inception meeting. From here, we anticipate that the contract could be managed remotely.
8	You specified the activity would need to generate ten leads per month. What volume of enquiries does the site currently generate and how do you distinguish between online enquiries and call enquiries that have occurred as a result of a visit to the website?	This is variable and will be discussed in-depth with the successful tenderer. However, CTI receive approximately three leads per month via the website and gather information from all enquiries received to establish the source.
9	You specified you'd like an increase in website traffic. Can you clarify the current level of traffic and what the target increase would be to consider it a success?	The current web traffic is between 1200 – 1800 visits per month. The percentage increase will be discussed with the successful tenderer however CTI are seeking to drive quality traffic over quantity.

10	Similarly, you specified increased engagement across a number of channels. What metrics would this be measured by and what level of increase would be considered a success?	The criteria relating to this has not been set and will be discussed and agreed with the successful tenderer.
11	Is there scope to make changes to the website or develop campaign landing pages if required and would this activity need to be covered within the defined marketing budget for this tender?	CTI have a separate contract with a design and web development agency. There is scope to develop campaign landing pages and the possibility to make changes to the website however this would need to be discussed and agreed with the CTI team.