

NET NATIVES



South
Staffordshire
College

SSC20250003

Digital Media Buying & Campaign Optimisation

February 28, 2025

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To our valued partners at South Staffordshire College:

Thank you for this opportunity to renew our successful, long-term partnership. We have experienced great learnings and collaboration that resulted in fantastic and impactful advertising campaigns across South Staffordshire College, and we would greatly value the opportunity to level up the relationship.

Net Natives is a full-service marketing agency focused solely on the higher education sector. We collaborate with universities and colleges to emphasise their brands and meet marketing and enrolment goals. Our unique access to student audiences, our proprietary tech and integration expertise, our creativity, and our dedicated teams of experts ensure we collaborate to reach the right audiences and connect with them in the most effective ways.

We provide colleges with a 360° view of marketing and recruitment campaigns, helping to drive ad performance with live reporting dashboards and a wealth of first-party data unique within the higher education sector. With specific outcomes in mind, we continually optimise campaigns and budgets tactic-by-tactic to reach ambitious goals.

Here's how we differentiate ourselves:

- **Leadership in Higher Education Marketing** - We are focused on connecting students and colleges. Our teams have a unique understanding of the student experience and mindset. We use the resources we develop and continuously refine to help colleges strengthen their brand and drive growth. From research and blogs on the latest platforms and sector developments to webinars and events, our expertise is consistently highlighted.
- **Akero, Our Exclusive Pioneering Portal** - The backbone of our successful campaign performance, Akero is our proprietary, data-driven technology created in-house. This user-friendly media planning, tracking, and reporting platform offers a comprehensive and transparent view of your media spending and performance through the recruitment funnel. Akero is unmatched in our industry and available exclusively to Net Natives clients.
- **Digital Media Expertise** - Our team of paid media experts possesses the qualifications and experience necessary to run campaigns across all major platforms. Net Natives also holds key advertising partnerships with Google, Meta, Microsoft, TikTok, LinkedIn, and Spotify. We have developed the world's first student-specialist programmatic marketplace specifically designed for prospective students, which is available exclusively to our clients and delivers up to 20 times the performance of standard open market programmatic.
- **CRM Expertise to Drive Student Conversion** - We carefully consider, plan, and map the student enrolment journey. We integrate campaigns and content at crucial points to increase conversions by up to 350%. Most importantly, we collaborate with clients to integrate ads seamlessly throughout this journey into every student CRM and enquiry management system, allowing for real-time visualisation of the student enrolment process.
- **Dynamic Reporting Dashboards for Enrolment Attribution** - With Akero, you have access to live campaign results anytime, which display performance on a tactic-by-tactic basis that aligns with the key performance indicators we establish together. This enables you to monitor detailed performance metrics that support all advertising and media activities, inspiring campaign optimisations and maximising cost per acquisition.
- **Award-Winning Creative & Research** - Our creative team specialises in developing innovative concepts and assets that resonate with your university, its programs, and the students you aim to inspire. Our custom research helps universities understand program viability, market potential, and student needs, allowing for data-driven decisions regarding their program portfolios, marketing strategies, and creative concepts. These elements ensure that content and media selections align to achieve results.

Net Natives offers proven holistic marketing expertise, allowing universities to reach their ideal audiences and convert connections into tangible results for enrolled students. Together, we'll get more out of South Staffordshire's budgets, learn the true ROI of your media spend, and help you exceed enrolment goals.

Yours sincerely,

Richard Campbell
Director of Marketing
richard@netnatives.com

Company background and experience in digital media buying and campaign optimisation

Introducing Net Natives

Net Natives is an **innovative, full-service higher education marketing** agency. Our focus is helping institutions reach and exceed their enrolment targets while driving brand awareness and engagement. Over the past 16 years, we have developed our expertise, processes, technology, and data to efficiently serve the diverse needs of education marketing and enrolment teams. Our comprehensive services cater to colleges of all types, ensuring that we can meet the diverse needs of our partners.

Our **unique access to student audiences** and **proprietary technology** provides increased visibility of marketing campaigns, performance and spending to emphasise a full-funnel approach to enrolment marketing and student recruitment. We have also built our sources of student data to assess what students care about – their motivations, barriers, platform usage, and all factors impacting their decisions on where to study. This data enables us to create a differentiated approach to research, strategy, planning, buying and measurements of our partners' campaigns.

Our **comprehensive marketing expertise**—from media planning and advertising to award-winning creative and research concepts—including program viability studies and audience and persona studies for new target markets—ensures our partners get the most out of their budget, experiencing measurable results beyond the lead to application and enrolment. In collaboration with Net Natives, South Staffordshire College will better view its media spending in ways that promote performance optimisation and increase enrolment.

Founded in Brighton, UK, Net Natives currently works with more than 60 colleges and universities—every client we collaborate with is in the higher education sector. As you will see in our case studies, we work with many well-known institutions with a diverse array of offerings and unique challenges and opportunities. Globally, Net Natives also works with an impressive list of universities in Europe and the United States.

Net Natives' full-time workforce is over 65 strong, and our in-house capabilities include the following teams who allow us to provide comprehensive higher education marketing to colleges and universities: Technology, Product, Data, Advertising Strategy, Advertising Performance, Creative, Research, Marketing, Client Services, Finance, and People.

Through extensive research and collaboration with our partners, we developed highly effective advertising campaigns that increased enrolment and exceeded our client's expectations.

Net Natives clients that South Staffordshire College may find relevant include Coventry University, the University of Essex, the University of Chester, Imperial College London, Leeds Trinity University, Edge Hill University, and the University of York. We also work with many FE and specialist institutions, including Lambeth College, Loughborough College, and the Fashion Retail Academy.

Our Capabilities and Approach

Over the past 16 years, Net Natives has relentlessly pursued success for many of the world's most celebrated universities, growing their enrolment, building their brands, and generating exceptional returns on investment. We launched our first digital campaigns a year before Facebook launched the 'Like' button. We have since continued to define what's possible for the higher education sector in the digital advertising space.

Our service capabilities and expertise cover the digital advertising spectrum, allowing us to comprehensively meet South Staffordshire College's needs, including all the paid search, social, display, native, video, and audio advertising you desire.

Platform expertise

We're committed to defining and delivering best practices in everything we do and have built strategic relationships with all the major established and emerging digital platforms. We're accredited Google, Meta, and Microsoft (Bing) business partners and have strong relationships with major platforms such as TikTok, Snapchat, LinkedIn, Spotify, Amazon, Hulu, JCDecaux, The Guardian, as well as many specialist publishers, including Times Higher Education and Prospects.

Our team of paid media, programmatic and direct media experts possess a wide range of professional qualifications and accreditations, including Meta Certified Media planning and buying professionals, Google Digital Champions and LinkedIn Certified Insiders, as well as decades of experience between them in running innovative, best-in-class, multi-channel higher ed marketing campaigns for schools globally.

These relationships mean we have access to beta products such as Spotify Self Service, Netflix AVOD, TikTok targeting betas, and the YouTube Shorts Alpha that have enabled our clients to cut through in new ways compared to competitors. By offering South Staffordshire College this improved performance, we can ensure you achieve better value for money on these platforms and improved ROI.

Integrated delivery

Our in-house Research and Creative teams fully integrate with our expert advertising delivery, ensuring a bold, digital-first, insight-led approach to campaign development. This gives your brand an edge over even your strongest competitors. From finding your audience to understanding how best to connect with them to developing stand-out creative content that will resonate with them and deliver results, all our services are designed to enhance your digital campaign performance.

Best-in-class reporting

To offer best-in-class reporting on digital advertising, we've developed our technology Akero for the single purpose of helping universities make the most of their advertising data, planning and building campaigns, and connecting Marketing and Admissions data for a holistic view of advertising performance tracked through to enrolment.

Leading edge innovation

It's thanks to this experience and expertise, our platform relationships, and our commitment to technical innovation that, as our client, you know you're operating at the leading edge of digital marketing innovation. As legislation and platform restrictions put up more and more barriers to the effective targeting, personalisation, and tracking of digital campaigns, this commitment to innovation has never been more important.

Recognised excellence

In recent years, Net Natives has received many awards and accolades from the education, marketing, advertising and digital sectors. Our recent recognition relevant to South Staffordshire includes, but is not limited to:

- **MRS Oppies Awards** – Best Online Qualitative Research Project Finalist (University of Cambridge); [click here](#) to read more about this project
- **Heist Awards** – Silver Award in Best Brand/Reputation Campaign Finalist (University of Aberdeen)
- **Heist Awards** – Best Widening Participation Finalist (University of York)
- **The Drum Awards for Marketing** – Public Sector Award Finalist (for Anglia Ruskin University)
- **Summit Marketing Effectiveness Awards** – Platinum, Online Advertising & Marketing (for NYU Silver)
- **AI & Machine Learning Awards** – Best Marketing Automation Project (for A.T. Still University)
- **Educational Advertising Awards** – Digital Recruitment Strategy (for Vermont College of Fine Arts)
- **Summit Creative Awards** – Bronze Award in Education Marketing (for NYU Stern)
- **Digital.com "Best of" List** – Recognised in the Digital Marketing Software Category (for Akero)
- **Anthem Awards** – Bronze Award in Diversity, Enquiry & Inclusion – Research Projects & Publications
- **Mediatel Media Research Awards** – Rising Researcher of the Year
- **Market Research Society Awards** – Young Researcher of the Year
- **Agency Awards** – Best Agency Culture Finalist

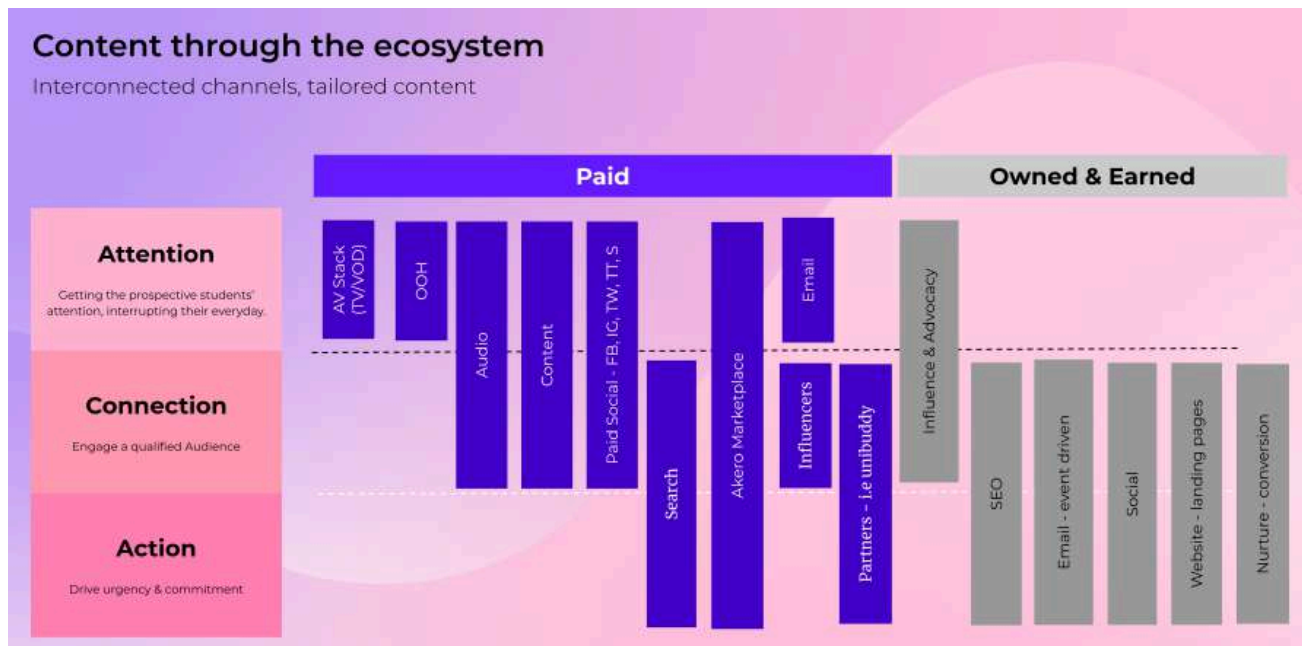
Net Natives' Approach to Digital Marketing and Enrolment Management

The student enrolment journey is fragmented, complex and nonlinear. We must win your audience's attention in a sea of content and media disruption. Creating advertisements and hoping they're seen isn't enough in a world where people's lives and feeds are busy. Attention is precious, so our mission is to deliver unignorable advertising that demands to be seen and remembered. The connection phase is critical, as your audience is weighing their options, requiring us to work harder to bring them closer to your brand and frame crucial info in the most engaging ways.

We need to use media to help prospects become one with your brand, amplifying vital content across paid, owned and earned channels to add value to their lives. Of course, our primary goal is getting prospects to take action by applying or enrolling. Here, it's not enough to make them feel something, and we must make them do something. It's not about direct response but intelligent, data-driven advertising that inspires meaningful action. Our final challenge is determining what prevents a student from enrolling so we can encourage them through empowering messages to take action that bridges the gap between the last click and enrolment.

Cyclical, holistic, and audience-centred, it integrates content, context, media, and measurement, which are fundamental in a privacy-centric ecosystem. Data collection and utilisation are foundational themes at every stage of

the ACA framework, with varying purposes, from building relevant audiences to including or excluding enhancing ROI.



Each phase is flexibly aligned to the audience's mindset and behaviour rather than locked in KPIs or stages of the enrolment journey, and as such, is designed to progress their unique journey most effectively.

We aim to deliver quality leads through our advertising by ensuring our prospect targeting is focused on those most likely to convert, continually optimised toward leads coming in, marketed to lookalikes of those who have converted, and by retargeting those who have visited the program or landing pages without taking action to ensure they become leads in the pipeline. Sustained action is required to nudge people along their decision-making process and convert prospects into enrollees. It doesn't stop when we get people on to your website - action is about building audiences, generating leads, converting them into applications and eventually, fully paid-up enrolments.

Relevant Tech & Media Partnerships

We have several partnerships across the industry, including significant media providers and CRM platforms. These relationships enable our clients to be early adopters of new opportunities and can improve campaign performance by more than 150%. In the past year, we've worked closely with our platform partners to ensure we have access to beta products such as Spotify Self Service, Netflix AVOD, Tiktok targeting betas and the YouTube Shorts Alpha that have enabled our clients to cut through in new ways compared to competitors. By offering South Staffordshire College this improved performance, we can ensure you achieve better value for money on these platforms and enhanced ROI.

Partners of choice

NET NATIVES

We've built **strong relationships with established and emerging platforms**, pioneering channels, formats and ad types for the higher ed sector globally since 2008.



Advertising Optimisation: A data-driven framework

At the core of our campaign optimisation strategy lies meticulous account setup. We prioritise a robust foundation by identifying and mitigating potential pitfalls that can significantly impact ad performance. This proactive approach ensures we're well-positioned for success from the outset.

While ad channel training emphasises automated rules and settings, we recognise that a one-size-fits-all approach often fails to meet the unique needs of the student enrolment journey. Therefore, we meticulously analyse and adjust our ad recommendations to ensure they align with specific campaign objectives and target audiences that we align within the measurement framework.

Our in-house delivery team efficiently optimises based on trends, data and curiosity for their client's unique needs.

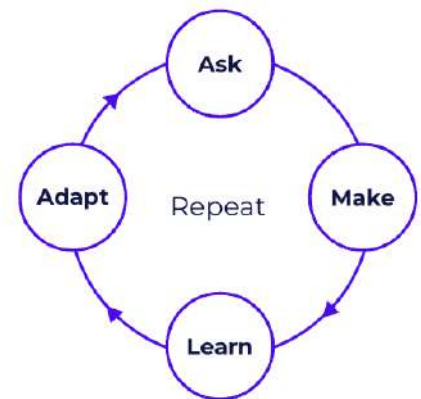
Key techniques include A/B testing different ad creatives, targeting options, and bidding strategies to identify the most effective combinations.

Leveraging automation through tools like bid management platforms and machine learning algorithms to streamline the process, allowing for real-time adjustments based on performance data. Furthermore, meticulous tracking of key performance indicators, ready to share during performance calls.

We also utilize a suite of scripts and reports to mitigate the common pitfalls of advertising, ensuring our time can be spent on what matters. The team runs in-house ad A&E sessions to share expertise and knowledge. We oversee our suppliers closely to ensure they adhere to our values and standards.

It's important to remember that not all optimisations yield positive results. We carefully analyse the impact of each change and are prepared to revert or adjust strategies as needed to ensure continued campaign success.

This multifaceted approach, combined with a deep understanding of the student journey and a commitment to continuous improvement, allows us to deliver high-performing campaigns that effectively meet your objective.



Ongoing cycle of strategic **testing** and **learning**

Propose strategy and approach for each platform listed; proposed strategy and approach for each target audience and the suggest platforms to use and why

Self-service Performance to Exceed Expectations

Net Natives offers a unique self-service solution to empower you to execute high-performing paid media campaigns with guaranteed results. Here's how our service model delivers results:

Key Features:

- **Own Your Strategy:** Retain full control over your marketing strategy while benefiting our tech & expertise.
- **Pay for Performance:** We guarantee to deliver at or below the agreed **ACPC/ACPM***. Due to the dynamic nature of the service fee, we may be able to secure inventory at a more competitive price, resulting in potential cost savings for you.
- **Akero Labs Platform:** Our user-friendly platform, Akero Labs (<https://akerolabs.com/campaigns/>), empowers you to book your campaigns, iterate on assets and track real-time insights with comprehensive reporting dashboards.
- **Support:** Communicate directly with your Digital consultant from planning through to performance during briefing consultation and innovation calls alongside Akero live chat.

Media Strategy

South Staffordshire College has a deep understanding of its audience and how to engage them effectively. By leveraging our strategic recommendations over the years, the College has successfully refined its marketing approach to maximise impact.

Our self-serve advertising platform empowers the College to take full control of its strategy while benefiting from our expert guidance built on platform and sector knowledge, advanced benchmarking and data-driven advertising recommendations. This approach ensures greater efficiencies, cost-effectiveness, and measurable ROI. With Akero Campaigns serving you as our partnership hub, we will support student recruitment, drive open day pre-bookings, and enhance employer engagement for apprenticeships—helping you achieve your KPIs with confidence.

As detailed below in the section **'Our Brief-to-go-Live Process - Bringing Your Campaigns to Life'**, you will work with your dedicated Digital Consultant to enter your brief for your specific campaigns or annual plan in Akero. Following analysis of a brief, a media plan with recommendations, tactic breakdown, location, audience and guaranteed results will be generated. Using a mixture of qualitative and quantitative data, the campaigns Net Natives plan are based on research and data rather than assumptions.

Your dedicated media planner will use Akero's data, which blends our own (1st party) data from our student advertising campaigns, analytics, market research and expert analysts with machine learning technology to collect, analyse and predict the industry average performance for cost per actions. They will use this technology and data to guarantee performance metrics and insight to inform media plans.. South Staffordshire College will then have the opportunity to provide feedback, amend or approve the plan to go into the production stage.

Example media plans may look with the turbulent user privacy landscape in mind:

Your Events



Innovation Highlight: For the attention stage, we're proposing both geo-targeted display advertising and Twitch inventory through our student marketplace programmatic buys, alongside direct in-podcast ad buys. These have produced a significant increase in organic and paid search volume during our testing phases. Paid podcast ad reads are perceived as more authentic than your typical TikTok influencer strategy.

For each campaign audience you'll be empowered to brief your Digital Consultant through Akero and build briefs for each of your key audiences. Your Digital Consultant can support each campaign and align everything with your overarching annual plan, KPIs, and awards success:

1. School Leavers
2. Adult Learners
3. Apprentices
4. Or even, B2B

Our Channel Approach

Our channel mix will adapt to the turbulence of the evolving advertising privacy landscape, where stringent regulations and limitations on user data access increasingly challenge the effectiveness of once-reliable targeting methods across core advertising channels. (Recent examples include Meta's total removal of demographic exclusions on Jan 31 2025.)

Our approach emphasises a performance-driven blend of digital and traditional marketing methods. We prioritise compliant data collection to maximise targeting accuracy.

At the core of our recruitment efforts is an important question: "Which ad formats resonate most effectively with my audiences?" Our research indicates that FE prospects strongly prefer online and social media ads, particularly those that feature engaging video content.

Online advertising offers a significant advantage due to its unparalleled reach. It enables us to connect with our target audience, who increasingly rely on the Internet for educational research. Additionally, online platforms provide remarkable scalability and allow for highly targeted campaigns, making them a cost-effective solution compared to traditional advertising methods.

However, to maximise the impact of our online advertising efforts, it is crucial to understand the strengths of

underutilised ad formats, including audio ads, CTV such as Disney+ or Podcast in-ad direct buys (The influencers with more perceived authenticity!). This understanding will help ensure our message captures the true attention of our target audience, where they are attentive.

To provide the best possible service to our clients, we have relationships with all major digital media providers. Key platform partnerships include:

→ **Google Partner**

We are an accredited Google Partner, which means we have demonstrated our expertise in all the latest Google Ads products and shown a commitment to campaign success and driving client growth. Our clients benefit from dedicated Google Account Strategists and access to beta ads. As part of our Partnership, we meet with our dedicated reps monthly to discuss new opportunities.

→ **Meta Business Partner**

We are an accredited Meta Business Partner—a company Meta has vetted for its expertise. Net Natives has been recognised for our skills and expertise in campaign management and utilising the Meta advertising product portfolio. This allows us to hold quarterly Business Reviews with Meta and access unique benefits, including exclusive training, dedicated support, and analytics reports. This will enable us to provide enhanced service to our clients across all Meta platforms, including Facebook and Instagram.

→ **Spotify Partnership**

Our relationship with Spotify is collaborative, transparent, and innovative. This enables us to give our clients an edge within higher education through access to exclusive Betas (previously including podcast advertising), meaningful audience insights, and ensuring clients remain three steps ahead of their competitors.

These partnerships mean we can provide our higher education clients with more value. We understand that many platforms are primarily set up for e-commerce-based advertising, and these partnerships greatly aid us in seeking the most beneficial opportunities to utilise the platforms (via best practices or breaking best practices) to ensure our clients in the education sector make an impact that maximises the budget.

→ **Microsoft Advertising Partner**

Through Bing, we are an accredited Microsoft Advertising Partner. To achieve this, we had to demonstrate our expertise in online marketing with trained and certified professionals in Microsoft's advertising solutions and our achievement of clients' advertising goals. This brings several benefits to our agency, including direct access to the Microsoft community and technical experts, free training and certifications, and exclusive industry insights—which will be shared with South Staffordshire College. Our employees have taken full advantage of the additional training, achieving Microsoft Advertising certification.

→ **TikTok Partnership**

Net Natives have forged strong relationships with TikTok teams, which affords us access to premium audience betas. As part of this, we have access to more granular age targeting. We can specifically target audiences aged 16+ and 21+ rather than sticking to pre-set age ranges that may not be fully relevant to our campaign demographics. This isn't a feature on the default ads platform and offers significant benefits to clients. Our strong Partnership also affords us beta access, which includes ad types – such as TikTok carousel ads – that our clients have eagerly adopted.

→ **LinkedIn Partnership**

Net Natives is part of LinkedIn's exclusive Certified Marketing Insiders Network, a training programme that should soon grant us agency accreditation. Through our continued investment in LinkedIn, we have been allocated dedicated Account Reps, allowing easier troubleshooting and quicker problem resolution for client campaigns.

Net Natives' Exclusive Student Marketplace

We have an exclusive programmatic platform - [Student Marketplace](#) - to support key audience targeting. Launched in 2023, it's the world's first student-focused, curated marketplace of premium and brand-safe media, including many sites and placements unavailable on the open programmatic market.

Developed to solve challenges associated with traditional programmatic advertising, ads placed via our Student

NET NATIVES | STUDENT MARKETING TRANSFORMED

MarketPlace are 40% more viewable than standard agency programmatic. We use a 100% brand-safe media inventory that allows you to reach key audience segments—news, lifestyle, sport, sustainability, tech, and more—across all channels, from mainstream news apps to TV to niche tech or lifestyle sites—in a more impactful, meaningful way. No cookies are required, thanks to our proprietary data, publisher partnerships, and student-specialist expertise.

An ecosystem of more than 10,000 publishers and platforms, Student MarketPlace allows us to make programmatic or direct purchases from the same environment.



It uses natural language processing and sentiment recognition to ensure your ads are seen in the most relevant moments across the entire content ecosystem. More transparent and cost-effective than standard open market programmatic advertising, you pay only for the audience you want, with 0% waste and all viewable live in easy-to-understand personalized dashboards.

Our programmatic specialist team continuously builds bespoke partnership deals with various publishers, data, and gaming partners, which will enable South Staffordshire College to reach audiences in new places.

With Student Marketplace, you can effectively invest in prospecting campaigns to achieve three key objectives:

- **Gain Share of Voice:** Safeguard and promote your educational offerings to an addressable and incremental audience.
- **Grow First-Party Data:** Attract potential students and build a valuable dataset with audiences that matter to your institution.
- **Get more organic traffic to your site:** Reach a relevant audience on scale and improve brand recall and search queries by up to 70% compared to traditional programmatic media buys.

Akero – Net Natives’ Revolutionary Campaign, Reporting & Attribution Portal

As we outline our comprehensive digital advertising solutions, you will find repeated mentions of our groundbreaking technology, Akero.

Built, owned and operated exclusively by Net Natives, Akero is a revolutionary, award-winning AI-powered measurement and performance portal developed specifically for higher education marketing. Akero provides a user-friendly environment for media planning, tracking and reporting, offering a 360° view of marketing and recruitment campaigns that drive advertising performance.

Think of Akero as your one-stop shop for answering any questions about how your marketing activity is performing. From cost-of-acquisition insights to choke points in your funnel, we integrate data from your CRMs, analytics, and media portals to tell the story of your activity in a streamlined and efficient way.

Akero allows South Staffordshire College and your Net Natives account team to monitor live media campaign performance and optimise tactics for effectiveness and value. Our strategists use these performance insights to make meaningful recommendations during regular calls with university teams. This produces accountable, results-driven media campaigns that empower our partners to make smarter decisions about where to invest their budget. It stores billions of data points that help inform our strategy and advertising decisions ahead of campaign rollout and as we make refinements and retargeting decisions that maximise your media budgets.

South Staffordshire's advertising will be managed from start to finish within Akero. The College team will have 24/7 access to a client portal that provides a clear, live view of campaign timelines, budgets, tactics, and performance. Net Natives and South Staffordshire will use Akero's advertising infrastructure to drive campaign performance and maximise ROI.

Akero allows you to monitor live media campaign performance and optimise tactics for effectiveness and value.

Live, dynamic Akero dashboards are built for each campaign, showing tactic-by-tactic performance and reflecting the KPIs South Staffordshire College defines alongside Net Natives. This includes a campaign-level KPI, as well as tactic-specific KPIs, such as impressions, clicks, landing page views, or RFI submissions. This allows you to see the macro performance of your campaign against your key business objective and the micro performance of each tactic and its contribution to the overall performance.

Akero dashboards capture and visualise the following live, comprehensive data as standard:

- Clicks
- Impressions
- Ad Performance
- CPC (Cost Per Click)
- CPM (Cost Per Thousand Impressions)
- CTR (Click Through Rate)
- Social Metrics (e.g., Engagements, Post Likes, etc.)
- Spend by Channel
- Conversions
- Cost Per Conversion
- Bounce Rate
- Conversions (i.e., Google's Campaign Manager or Google Analytics)
- Cost Per Acquisition (e.g., Cost Per Lead/Application/Enrollment), with two-way integration between Akero-CRM

This breaks down all key metrics into digestible information for all parties, greatly improving knowledge and understanding.



Tiers of Akero Products to Suit South Staffordshire College Needs

To ensure successful delivery of your digital advertising campaigns, we offer three tiers of Akero products and services: Campaigns, Clarity and Connect. All three are designed to help South Staffordshire College maximise ROI, and you can choose the level of support that is right for you.



Akero Campaigns

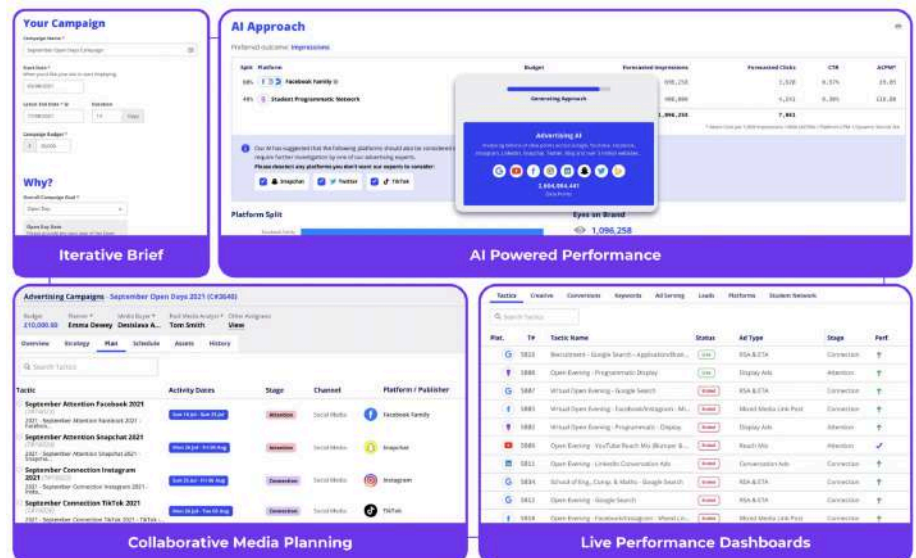
At the heart of Akero is Akero Campaigns, our core tier. Akero Campaigns is a revolutionary, AI-powered measurement and performance portal that allows us to plan, track and report on marketing campaigns in one place. Akero Campaigns is the single source of truth, where every touchpoint will be recorded, from briefing in new campaigns to managing and sharing creative assets to the day-to-day reporting.

It will allow South Staffordshire College and your Net Natives team to plan and monitor live media campaign performance and optimise tactics for effectiveness and value, with live dashboards built for each campaign showing tactic-by-tactic performance.

Your Net Natives team will use these performance insights to make meaningful recommendations. This produces accountable, results-driven media campaigns that empower our partners to make smarter decisions about where to invest their budget.

Akero Clarity

Akero Clarity builds on the benefits of Akero Campaigns by offering measurement strategy, compliant tagging implementation, and maintenance – to protect South Staffordshire College as we enter the cookieless world of Media 3.0. We will work with you to identify a complete Measurement strategy that ensures you're collecting all the right data points across your entire digital estate – ensuring South Staffordshire College have complete clarity on



your campaign goals and holistically across your website.

An annual framework and behavioural audit will lay out what tags and data capture are required to achieve that strategy and a full implementation on your website that works in harmony with all of the privacy features that advertising platforms launched.

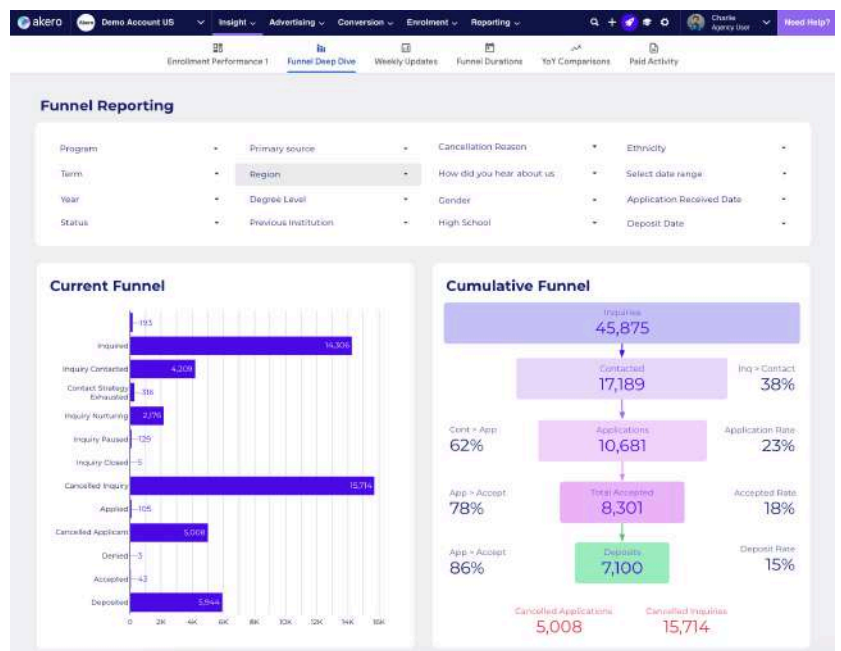
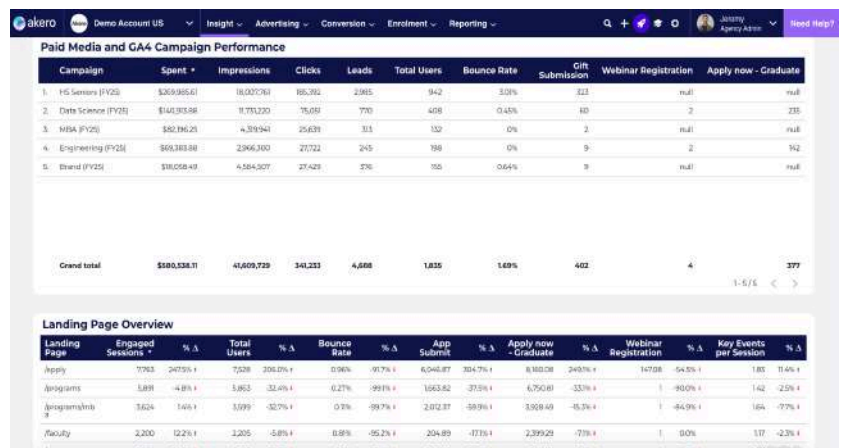
Under this tier, Net Natives will continuously handle all measurement implementation and tracking. By measuring impact across all your digital estate, together, we can visualize the impact of your campaigns from individual tactic goals through to long-term engagement with your brand.

Akero Connect

Along with all the benefits of the previous two tiers, Akero Connect integrates directly with CRMs to unlock full-funnel reporting. Integrations and automation are key to unlocking accurate data flow to inform our decision-making. It connects the data at the top of the funnel (i.e. media spend, source, as-type) with the Inquiry, Application, and Enrollment data from a CRM. From cost of acquisition insights to choke points in your funnel, we can integrate data from your CRM, analytics, and media portals to tell the story of how your activity is performing in a streamlined and efficient way that you can access 24/7.

This will transform how you can use marketing data, empowering your teams to move beyond simply looking at campaign performance to truly analyzing the broader factors that influence enrolment choke points and barriers.

Whatever support level is right for South Staffordshire College, all our tiers will drive your advertising performance and maximise ROI.



Results case studies or examples of previous work with similar clients

In addition to the sampling of case studies below, we have additional case studies available in the ['Our Work' area of the Net Natives website](#).

Please [click here to view](#) a creative portfolio featuring a small selection of our creative work.

Edge Hill University

Why is this relevant to South Staffordshire College?

- **Edge Hill have been using our 'self-serve for performance' model since 2020 with similar budgets, achieving above and beyond their target KPIs. This campaign shows how, with a limited budget, we helped find efficiencies and increased performance to achieve their goals.**

Net Natives worked with EHU on a non-exclusive basis to run digital advertising - predominantly search and social - for its student recruitment activity. For this project, EHU commissioned Net Natives to promote and advertise a total of 41 courses and course groupings using search activity on a limited budget.

Our aim was to grab the attention of students searching for a specific course/degree. We needed to use a number of distinct ad groups in order to fully represent the institution and engage with their large and varied student audience.

We used Dynamic Search Ads (DSA) instead of keyword-based Google Ads. This allowed Google's algorithms to maximise ad headline relevancy while we focused on audience targeting.

We collaborated with EHU's web team to ensure keyword relevancy matched our research. This enabled a cost-effective solution to promote all courses using automated bidding strategies.

We used one DSA per ad group to optimise resource allocation and focus on high-performing tactics.

During optimisation we outlined the following:

- **Negative Keyword Matching** – ensuring the automation worked at maximum capacity, we continuously excluded irrelevant keywords being driven from the URLs.
- **Locations** – we identified opportunities for growth in impressions, clicks and conversions, based on location.
- **Audiences** – Google signals continue to become more powerful so adding in relevant audiences allows the automation to ensure we were bidding competitively for triggered searches within our parameters.
- **Conversion Goals** – with the right tracking in place, we were able to optimise the signals to be focused on searches that convert better for specific goals - clicks on 'Apply now' buttons.
- **Ad Copy** – we used multiple ad copy variants for the same audience meant the algorithm learnt more about its audience and how they interacted with the messaging, and enabled the campaign to deliver stronger results, as variants optimised to the best performing as the campaign progressed.
- **Extensions** – ensuring these are all in place and providing relevant quality support to the DSA's, for example ensuring call extensions were scheduled for Mon-Fri 9 to 5.

The campaign final results were CPC at £0.80 and CTR at 14.33%.

We achieved 386% above our initial clicks KPI at a highly competitive CPC - achieving 461% of our initial costs KPI. The campaign therefore delivered more prospective students to EHU than anticipated, and drove awareness of the specific course offerings at the university. With "course" consistently the top factor when students are asked about their university research and decision-making (National Clearing Survey, Net Natives Student Pulse), this is an essential for recruitment success.

By opting for DSAs, we were able to balance client expectations, needs and budget, and work efficiently as an agency. In turn, we created a more efficient way of working to promote an expansive course search offering for a client with limited budget and time resources. The campaign went from brief to active in a very short amount of time, working to the client's tight schedule.

London South Bank Technical College

Why is this relevant to South Staffordshire College?

- **LSBTC needed to balance innovation and creativity to cut through, with a tight budget and hard-to-reach 16-18 learner audience. This example demonstrates how we helped exceed their recruitment targets, reached their audience using new channels, while reducing spend YoY.**

London South Bank Technical College (LSBTC) opened its doors for the very first time and Net Natives were approached to help launch the exciting new campus. We were challenged to ensure the launch was innovative while still driving applications and getting the best value for money. This case study offers an indication of how we can be agile to new challenges and opportunities while being mindful of your budgets and efficiencies of delivery.

Based in Nine Elms, London's fastest-changing riverside district, the college would face a lot of competition and noise. Targeting 16-18 year olds and with a focus on T-Levels, the focus had to create an exciting and buzzy atmosphere, while keeping innovation at its heart.

Firstly, we needed to create a brand and launch campaigns that would stand out in the crowded London landscape and appeal to the 16-18 year old market.

We ensured our creative process was innovative by interviewing both internal stakeholders alongside analysing behaviour of and surveying prospective students. We dug into the mindsets of those more likely to explore alternative routes to progress their education and careers, particularly those more interested in creative industries and hands-on, career-led learning.

This combined human and data-led approach resulted in a brand proposition that focused on a learning experience shaped by the future needs of the industry, designed collaboratively with employers, and meant to feel more like "real work" and less like traditional learning.

Then, with media planning, the team knew that innovative approaches would help capture the curious minds of these young people and place the college as a one-of-a-kind, high-quality location to extend their education.

Innovative and creative media selection included:

- **A true omnichannel approach:** We executed establishing the brand with high impact out of home on bus routes around the college. As LSBTC had never had search volume before as a brand, we also implemented Google search to drive brand traffic and showcase the impact of our brand awareness activities. Search volume over the past year alone has increased by 240% and continues to increase each month, showing increased growth for the college's brand. This combination of using out of home and google search was imperative for the college due to migrating websites impacting on the college's SEO to drive organic traffic to the website.
- **TikTok - Collection Ads:** LSBTC were Net Natives' first client to trial TikTok Collection Ads, enabling us to showcase their star courses such as Engineering, Dental Nursing & Computer Gaming on the platform all in one tactic, providing excellent results with a £0.28 CPC and 0.99% CTR on the platform.
- **Student Marketplace:** Net Natives created our own programmatic platform where we build packages of bespoke premium publishers based on the interests/contextual targeting of the audience our partner is trying to connect with. Using this tactic enabled us to reach bespoke audiences that were highly relevant to LSBTC's audience.

In this case, we used a partner known as BidStack, in which we could showcase in-game ads to 16-18 year olds while playing games such as Football Manager. This was chosen due to our audience highly indexing as gamers at this age (Ofcom, 22). Student Marketplace also supports our clients' corporate social responsibility targets, by offsetting emissions through a partnership with One Tree Planted and partnering with LGBT and minority owned publishers.



- **FineCast - Broadcast VoD:** As a college, the budget was tight, but we wanted to ensure that we were reaching audiences on TV, especially because parents are a key influencer and TV is the most trusted medium among adults (Statista 2022). We utilised FineCast as a provider which enables us to be present across multiple Broadcast Video on Demand channels on shows which index highly with our audience. This is a cost effective and targeted way of buying TV which provided strong results for LSBTC.
- **Remarketing:** We used dynamic product ads to remarket back to each course page across both Lambeth and LSBTC college sites to encourage them to apply which we flighted in two-week bursts each month to ensure an uplift of earlier applications.
- **Tracking:** With integration into Akero and tracking set up by the team, we were able to track through to application. This helped us inform each campaign and optimise as we saw applications come from some tactics more than others. It also helped the college measure ROI by measuring KPIs from click to apply through to complete applications.

Goals were met and exceeded for both cycles through tactical awareness raising activity and branding. This paid dividends as the new college became more familiar with the core target audience and their influencers.

→ **Jan - September:**

1,468 total applications | 3,892 clicks to apply | 37% conversion rate

→ **September year 1 - September year 2:**

3,279 total applications (123% growth year on year) | 8,730 clicks to apply | 37% conversion rate maintained

By the end of 2023, the technical college alone had also achieved **44% year-on-year growth for 16-18 year old** applications.

On top of excellent year on year growth, LSBTC has benefited from constant learnings that come with optimising campaigns on the go. Under Net Natives' supervision, we have also demonstrated excellent value for money **by spending 9% less year on year**, while achieving more for the client and maintaining the quality of traffic throughout.

Detailed cost breakdown and pricing structure including any management fees

Our Self-service Performance model has a 0% management, empowering your advertising strategy with a solution for effective paid media execution.

Here's how our service model delivers results:

- **Own Your Strategy:** Retain full control over your marketing strategy while benefiting our tech and expertise. You can leverage self-service for channels which enhance your inhouse search ads.
- **Pay for Performance:** We guarantee to deliver at or below the agreed **ACPC/ACPM***. Due to the dynamic nature of the service fee, we may be able to secure inventory at a more competitive price, resulting in potential cost savings for you.
- **Akero Labs Platform:** Our user-friendly platform, Akero Labs (<https://akerolabs.com/campaigns/>), empowers you to book your campaigns, iterate on assets and track real-time insights with comprehensive reporting dashboards.
- **Support:** Communicate directly with your digital consultant from planning through to performance.
 - ◆ Discuss campaign brief strategy, sector innovations and beta ad opportunities during a briefing consultation call.
 - ◆ Communicate with your digital consultant throughout the campaign lifecycle via the Akero platform.
 - ◆ Receive proactive optimisations and recommendations based on outcomes at the campaign's midpoint.
 - ◆ Receive a post-campaign rundown.
- **0% management fee**
- **Dynamic Service Fee:** Based on the agreed-upon ACPC/ACPM, you only pay for the agreed-upon performance.

We do not charge project management fees for media planning or buying, nor do we charge separately for advertising performance reporting. Much more cost effective is a single annual subscription fee for Akero.

In recognition of our long-term and successful partnership, we have discounted your Akero Campaigns license by 25% per annum and removed your set-up fee (subject to Net Natives being successfully appointed as your agency for a three-year agreement), **resulting in savings of £14,875 over the three-year period.**

Licence	Features	Standard Rates	Your Discounted Rates
Akero Campaigns	<ol style="list-style-type: none"> 1. Dedicated Client Portal for Campaign Management: Plan, track, and report on marketing campaigns in one place. 2. Interactive Media Planning Tool: Develop and iterate media plans with forecasts based on AI and market data. 3. Asset Management: Stores and tracks marketing assets to remove errors with asset management and version control. 4. Virtual chat with experts: Access to experts without needing to submit a support ticket or wait on the phone 5. Live Dashboards: Provides real-time performance data on all platform performance broken into tactic detail 	<p>£5,200 set-up (one-time fee)</p> <p>£12,900 per annum</p>	<p>No set-up fee</p> <p>£9,675 per annum</p>

Additional Resources

Our standard rates for additional resources beyond the products offered:

Resource and example services	Rate (ex VAT)
Advertising	
<p>Advertising & Measurement products are cost on a per product basis, aligned to campaign needs - We are happy to offer South Staffordshire College a discretionary discount of 20% across all advertising products.</p> <p>Advertising Staff (Strategists, Paid Media Analyst, Programmatic Trader, Media Buyer, China Consultant)</p> <ul style="list-style-type: none"> → Ad Hoc or additional campaign amends outside of the original brief → Ad channel training 	Custom quote on request
Creative	
<p>Creative Production (Creative, Copywriter, Developer)</p> <p>Creative Strategy/Direction (Creative Director, Senior Creative, Senior Copywriter)</p>	Custom quote on request
Research	
<p>Researcher</p> <ul style="list-style-type: none"> → Bespoke Quantitative and Qualitative analysis 	Custom quote on request
Data	
<p>Data Analyst</p> <ul style="list-style-type: none"> → Bespoke data analysis and visualisation. 	Custom quote on request

VAT Statement

As a registered charity, universities qualify for zero-rating provided the supply of advertisement is made by a third party. The relief covers all types of advertisements on any subject, including staff recruitment. Charities are expected to place advertisements for activities which fall within their charitable aims. Charities can advertise VAT free in any medium which communicates with the public. The advertisement must be placed on someone else's time or space to qualify for zero-rating. In order to obtain this relief, we assume you have completed a declaration that the specific conditions for the claimed relief are fulfilled, you have the appropriate zero-rating certificate, and it can be provided upon request if necessary.

Timeline for implementation and key milestones

Net Natives has expertly delivered against South Staffordshire College KPIs since 2019. To build upon our past success, we will use our knowledge of the South Staffordshire College brand, ambitions, processes, technology and the people skills and potential limitations, to re-onboard you as if you were a brand new partner, but with an accelerated understanding of your needs and requirements and redefine a new level of service to exceed your expectations and drive a sustainable, successful partnership.

We will continue to work with you to understand your goals and, just as importantly, any challenges identified based on previous advertising efforts.

A review of your annual plan and campaigns across your marketing activity allows Net Natives to support you to plan for all your activity to fit together into a cohesive whole, providing a clear and ambitious direction.

Your Core Team

Net Natives views each client as our partner, with whom we collaborate, and for which we are a team of Net Natives professionals whose speciality expertise will best help us accomplish our shared goals.

We prefer to build a team and structure unique to each partner based on insights from our onboarding sessions. You will be assigned an experienced Digital Consultant, with additional Net Natives specialists providing further expertise and support throughout. As a long-term client, we have a deep knowledge of your requirements and we are confident that the transition will be frictionless.

Re-onboarding for a Successful Partnership

As a long-term valued partner, continuing to work with Net Natives means that there will be no disruption to your campaigns or planning. Rather, we seek to support you to increase your effectiveness through an onboarding process to fully utilise the Akero Campaigns platform.

During re-onboarding, we will discuss and agree with you what success looks like and how this will be measured, establishing meaningful and relevant shared KPIs. We focus on establishing a common understanding about the services we will be providing: processes, priorities, responsibilities, and expectations. SLAs, which we at Net Natives consider more of an engagement agreement, will provide a clear roadmap for our partnership, ensuring we are working in the best way possible to fulfil your objectives. It will serve as a reassurance of our commitment and a tool for measuring our performance, instilling confidence in the partnership.

Our aim is for you to feel comfortable, aligned, and your goals understood. Onboarding is bespoke and begins once contracts are signed but an example could include:

Session	Description	Timeline
Kick-off Call	<p>Welcome to Akero Campaigns!</p> <p>We will re-introduce the team, goal discussion, and review the recruitment lifecycle.</p> <p>We will use this time to walk you through the re-onboarding process and align on timelines as well as any immediate campaign activity to ensure a seamless transition.</p>	<p>Week 1</p> <p>30-60 minutes</p>
Feature focus Advertising	<p>In this session we will review all the features and tools to get your campaign briefs live, including the briefing tool, campaign review, asset management and advertising reporting.</p>	<p>Week 1 or 2</p> <p>60 minutes</p>

Feature focus Part 2	In this session we will focus on any of the features or tools that we did not cover in your first session but are included in your Akero Campaigns license.	Week 2 or 3 60 minutes
Check-in	A quick call to see how comfortable your teams are using the platform and if there are any underutilised tools or features we think you should use to make your advertising more effective. We will capture any further training or support requirements.	Week 5 30 minutes
Celebration call	To celebrate the completion of your onboarding and ensure you're happy and comfortable using the platform.	Month 3 30 minutes

Our Brief to Go-Live Process: Bringing South Staffordshire College campaigns to life

All ongoing planning and implementation will be clearly communicated and viewable at all times via our Akero platform, which facilitates the creation and implementation of marketing components ranging from social media ads to integrated landing pages and much more. Akero is essential to our brief to go-live process, ensuring that advertising and media launch effectively; it streamlines the process to make content creation and placement as efficient as possible for both South Staffordshire College and Net Natives.

Since the rollout of our Akero technology, **this process is three times faster**, reducing the cost to our partners three-fold and ensuring university marketing teams are free to accomplish their varied day-to-day tasks.

1. Briefing Activity

Campaign briefs are created in our Akero system by the South Staffordshire College marketing team. Our automated briefing form uses a collection of carefully designed conditional fields, mandatory fields and restricted drop-down fields to ensure that only relevant information is requested - including purpose, run dates, target audience, budget, creative and copy, and measurement - allowing your assigned Media Analyst to interrogate together before discussing with your internal teams to provide any additional strategic input required.

Once created, your Media Analyst will begin to break down the brief and define it with you, determining "what good looks like" for the specific campaign. We will then interrogate the brief before anything is booked, setting up a call if necessary. Briefs will be positively challenged, and meaningful metrics, goals and KPIs will be set and agreed upfront. Briefs must be approved by all relevant stakeholders before we move forward to the next stage.

2. Media Plan

Following analysis of a brief, a media plan with recommendations, tactic breakdown, location, audience and estimated results will be generated. Using a mixture of qualitative and quantitative data, the campaigns Net Natives plan are based on research and data rather than assumptions.

Your dedicated media planner will use Akero's data, which blends billions of data points from our student advertising campaigns, analytics, market research and expert analysts with machine learning technology to collect, analyse and predict the industry average performance for cost per actions. They will use this technology and data to provide performance metrics and insight to inform media plans, supporting in monitoring and reducing cost-per-action trends. South Staffordshire College will then have the opportunity to provide feedback, amend or approve the plan to go into the production stage.

3. Project Status

In Akero, you can then see the status of every brief as well as what is needed to "go live". This updates every day, meaning if deadlines need to change you can see in real-time the impact on campaigns, tactic by tactic. Akero also

automates notification to ensure you are aware of anything outstanding or requiring action on South Staffordshire College's side. South Staffordshire College will always be able to track progress and be notified when feedback has been provided or is required.

4. Asset Collection, Management & Approval

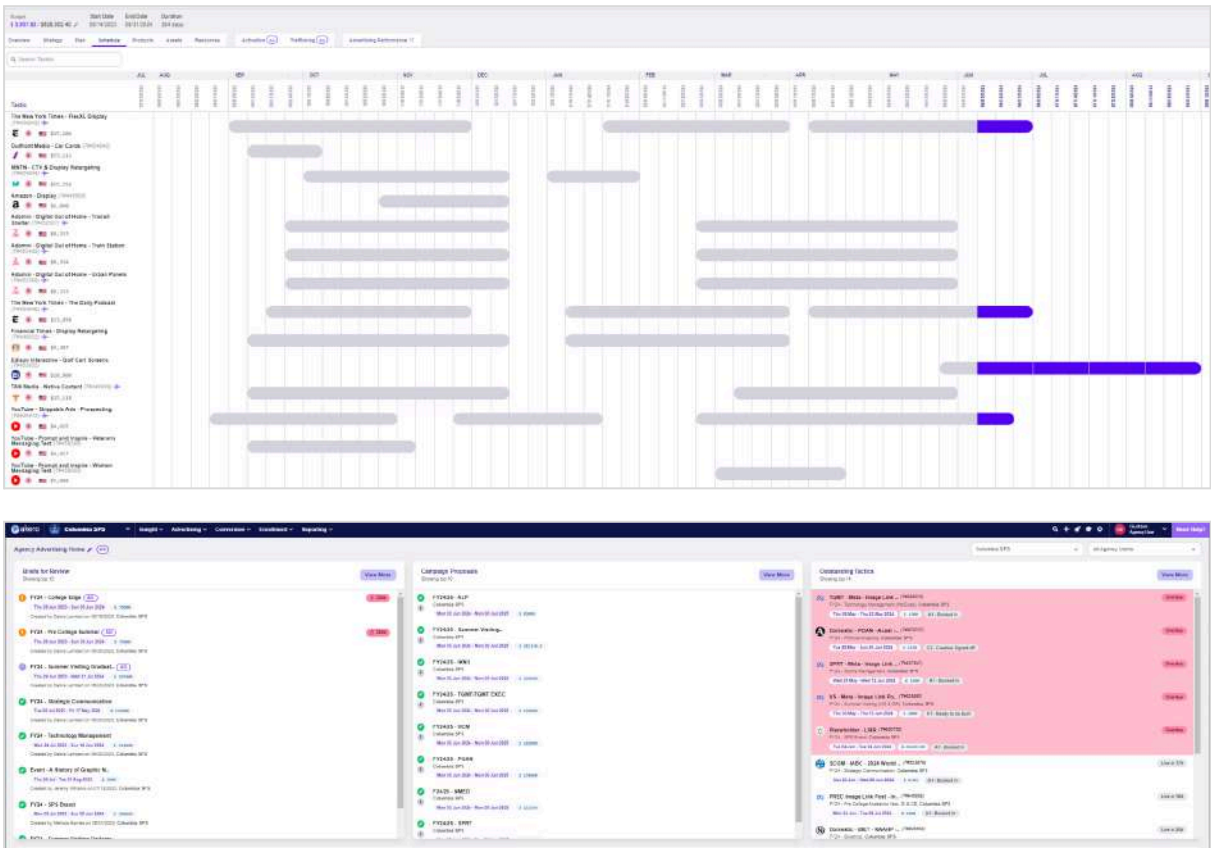
Akero is also used for the collection of assets shared by you or for review of any advertising assets or copy that we have produced for you. Specifications for assets are stored centrally in Akero and frequently updated based on new publisher and digital platform developments.

If there are assets that South Staffordshire College's team needs to submit, then you'll be automatically notified within your client portal, along with any due dates, creative guidelines, and live sample ads to see exactly how the finished ad will appear.

Directly linked to the media plans, user-friendly dashboards provide a visual and easy itinerary to progress and sign off assets in a platform-ready environment. These show clearly which assets are required for each platform, automatically resizing and previewing uploaded images to match the platform specification. Assets can be assigned to the right people, at the right time, in order to hit live dates and ensure all creative is submitted and reviewed on time and in full.

We look to Akero as the single source of truth and the central partnership hub for all interactions South Staffordshire College will have with Net Natives; it incorporates many project management tools. Your main dashboard will include outstanding briefs, campaign proposals, tactics and assets in production, giving you a clear snapshot of all key elements involved in campaign management

Each media plan will also include a schedule so that all key stakeholders know what tactics are live and what activity is planned and upcoming.



Any additional value-added services or recommendations

Added Value Services

To ensure added value for our partners, we will provide:

- **Exclusive Discounts:** Access to a 20% discount on advertising products (included above).
- **Privacy Compliance Audit:** Consumer Data Privacy Law is fast-moving with enormous downside risk. Privacy is a buzz amongst the tech-savvy student audience and a patchwork approach to privacy legislation poses compliance and liability risks for advertising. This audit identifies your current data compliance with all the recommendations you need to ensure you are capturing data correctly in order to increase your student audience and convert more enquiries.
- **Media Buying Power:** South Staffordshire College benefits from our third-party relationships.
- **VIP Tickets:** Attend our annual student marketing insights events with priority booking for additional tickets.

Opportunities for upskilling of your teams include “Lunch and Learn” sessions based on the latest industry developments. Topics include:

- **Innovation:** From the latest advertising platform developments to technology, new products, and insights garnered from our proprietary research projects.
- **Looking Ahead:** Learn exactly what to do to circumvent a rapidly changing privacy landscape and regulatory shifts threatening marketing and tracking efforts.
- **In the Sector:** We will examine the education landscape and how future trends and developments may impact your strategy, providing actionable recommendations for future-proofing.

Opportunities available to your students include:

- **Student Placements & Internships:** Net Natives' Internship Programme is available to all clients' students.

Additional Tiers of Akero

Licence	Features	Standard Rates	Your Discounted Rates
Akero Clarity	<p>A measurement framework establishes the criteria for success in your business, serving as a definitive reference for defining objectives and Key Performance Indicators (KPIs). It serves as a singular, unambiguous source, offering clarity on the methods used to measure and segment these goals.</p> <p>The measurement framework will cover 1 website domain and covers:</p> <ul style="list-style-type: none"> → Main measurement mission or vision → Business and marketing objectives → Primary KPIs → Secondary metrics → Segmentation/Audiences <p>Review of your site's functionality and user journey to ensure that the site will achieve the measure framework defined.</p> <p>This involves identifying and documenting aspects that are worthy of tracking to desired web analytics tools as well as key paid media platforms. Additionally, the data that can be transmitted with each event, aiding in audience building and facilitating analytical segmentation.</p>	<p>£23,600 p.a.</p> <p>£5,200 set-up fee</p>	<p>£17,700 p.a</p> <p>No set-up fee (includes Akero Campaigns)</p>

Akero Connect	<p><i>Unify website, analytics, ads, and your CRM to visualise real-time enrolment performance, predict future intakes, and optimize ROI for increased student recruitment.</i></p> <ul style="list-style-type: none"> → Connect your website, analytics and advertising performance to your CRM to visualize real time enrolment performance against targets → Visualise Real Time Paid and Organic Conversion Rates to improve ROI and increase student intake in cycle. → Visualise in real time your measurement and ROI by Measure by platform through the attribution journey → Track enrolment goals and predict future enrolment goals against inquiries, apps, and deposits → Understand your pipeline for every program and intake, by source and Understand how to unblock your choke points to increase student numbers 	<p>£35,800 p.a</p> <p>£14,300 set-up</p>	<p>£26,850 p.a</p> <p>£7,150 set-up (Includes Akero Campaigns and Clarity)</p>
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South Staffordshire College
Tender Document
for the
Procurement
of

Digital Media Buying & Campaign Optimisation

Dated 31st January 2025

Document Number SSC20250003

Rodbaston Campus
Corporate Headquarters
Penkridge
Staffordshire
ST19 5PH

Lichfield Campus
The Friary
Lichfield
Staffordshire
WS13 6QG

Tamworth Campus
Croft Street
Tamworth
Staffordshire
B79 8AE

Cannock Campus
The Green
Cannock
Staffordshire
WS11 1UE

Torc Campus
Silver Link Road
Glascoate Heath, Tamworth
Staffordshire
B77 2HJ

South Staffordshire College was created in 2009, as a result of a merger – Cannock Chase Technical College, Rodbaston College, Lichfield College and two Tamworth College Campuses.

South Staffordshire College offers a range of Further Education courses, encompassing 10,000 learners. It also has a Higher Education provision in conjunction with the University of Wolverhampton and Staffordshire University.

South Staffordshire College has a Turnover of £33 million.

South Staffordshire College is seeking proposals from qualified Digital Marketing Companies to provide Digital Media Buying and Campaign Optimisation Services. If you have worked with FE colleges or within the education space this would be advantageous.

South Staffordshire College now puts forth this Tender.

GENERAL INFORMATION

1. INTRODUCTION

- 1.1 South Staffordshire College invites Tenders for the Digital Media Buying & Campaign Optimisation. All Information can be found in APPENDIX A.
- 1.2 This Invitation to Tender (ITT) is issued simultaneously to all organisations invited to tender. Tenderers should read this ITT document as soon after receipt as possible.
- 1.3 This ITT document should provide all the information required.
- 1.4 Tenderers are (in accordance with the provisions set out below) invited to submit Tenders by no later than 1200HRS 28th February 2025. The Tenderer with the Most Economically Advantageous and Experience with expertise in digital media buying and campaign optimization; Quality and Feasibility; Cost Effectiveness; References and Case Studies and the ability to meet the College's KPI's Specification Adherence Tender will be awarded the contract.

2. RIGHT TO CANCEL OR VARY THE PROCESS

- 2.1 South Staffordshire College reserves the right.
- 2.2 Not to award a contract.
- 2.4 To require a Tenderer to clarify its submission in writing and/or provide additional information (failure to respond adequately may result in a Tenderer not being successful).
- 2.5 Amend these Instructions to Tenderers.

3. TENDER DOCUMENTS

- 3.1 This Invitation to Tender (ITT), describes the form and content of Tenders, the timetable for all Service, the tendering process and the commercial terms on which South Staffordshire College will award in due course to the successful Tenderer.

4. THE SPECIFICATION

- 4.1 South Staffordshire College will not accept changes to the Purchase Order/Terms & Conditions that it intends to enter into the Contract with the Successful Tenderer.
- 4.2 Mark-ups of the Contract are not invited and if a Tenderer submits any mark-ups or makes amendments to this document or indicates that they do not accept any or all the terms of the Tender, South Staffordshire College will reject that Tender.
- 4.3 Accordingly, every Tender received by South Staffordshire College shall be deemed to have been made subject to the terms and conditions of the Purchase Order unless South Staffordshire College has expressly agreed in writing to the contrary and the document (or a legible copy thereof) expressing that agreement is appended to and therefore forms part of the Contract. Any alternative terms or conditions offered on behalf of a Tenderer shall be deemed to have been rejected by South Staffordshire College unless expressly accepted by it in writing.
- 4.4 Tenderers should note that the Product/Service Provider shall be contractually bound to deliver the Service in accordance with the terms set out in the South Staffordshire Terms & Conditions Contract.
- 4.5 The successful Tenderer will be required to execute the Purchase Order as soon it has been issued (the Tenderer has been announced/awarded the contract). This is to ensure the continuity of the current marketing activity prior to Launch in September and shall not commence the provision of the Service nor be entitled to any remuneration whatsoever until it has done so unless otherwise expressly agreed at its discretion by South Staffordshire College.
- 4.6 The successful Tenderer shall be liable for any loss or damage incurred by South Staffordshire College if the Service cannot be delivered on the Commencement Date as a result of the successful Tenderer's failure to execute the Contract properly.

5. RESPONSE DOCUMENTATION

- 5.1 The Response Document sets out the form to be completed by the Tenderers in APPENDIX A. This is the only response document acceptable.

TENDER PROCESS

6. THE PROCUREMENT PROCESS

- 6.1 South Staffordshire College is conducting this procurement tender to find a Partner for the Digital Media Buying and Campaign Optimisation. This Tender is therefore launched as per Appendix A for Delivery 1st September 2025.
- 6.2 It does however mean that there will be no opportunity to enter into negotiation around the Procurement of Service. Accordingly, Tenderers must ensure that they have understood South Staffordshire College's requirements. If there are any required questions/clarifications on the specifications in Appendix A, send them to Tenders@southstaffs.ac.uk

7. POST SUBMISSION OF TENDERS

- 7.1 Following submission of Tenders they will be evaluated on Experience and expertise in digital media buying and campaign optimization; Quality and Feasibility; Cost Effectiveness; References and Case Studies and the ability to meet the College's KPI's. If necessary, this may be preceded by a period of clarification.
- 7.2 Tenderers will be notified of the Tender award decision by email and a standstill period of 5 calendar days will be provided for before any agreement is entered into.
- 7.3 The award, is subject to the formal approval processes of South Staffordshire College. Until all necessary approvals are obtained and the standstill period completed, no agreement will be entered into.
- 7.4 South Staffordshire College reserves the right at any time to determine whether or not to continue with this Tender and whether or not to enter into any agreement with a Tenderer.

8. CONTENTS OF THE TENDER

- 8.1 Tenderers are invited to submit one compliant Tender (on this Tender Document). Variants are not permitted and will be rejected. A variant submission will be considered non-compliant and not substantially complete for the purposes.
- 8.2 All prices and rates shall be annotated as Exclusive and Inclusive of Value Added Tax. South Staffordshire College shall not pay any sum or sums other than those set out in the Pricing Document.

- 8.3 Responses should be self-contained.
- 8.4 Generic and promotional material should not be included. Only required documentation as stated in Appendix A.
- 8.5 Tenderers should ensure that their Tender is complete when submitted. Any Incomplete Tenders will be rejected. (Unless Tenderer is unable to supply a certain model).
- 8.6 Tenders received after the Deadline will be rejected.

8.7 Each section of the Tender shall:

- 8.7.1 Be submitted in English.
- 8.7.2 Price and financial data provided must be submitted in or converted into pounds sterling.

9. CONDITIONS OF TENDERING

- 9.1 Sufficiency of Information.
- 9.2 The Tenderer shall ensure that it is familiar with the content, the extent and nature of its obligations as outlined in the Tender documents and shall in any event be deemed to have done so before submitting its Tender.
- 9.3 The Tenderer will be deemed for all purposes connected with the Tender documents to have carried out all research, investigations and enquiries which can reasonably be carried out and to have satisfied itself as to the nature, extent, volume and character of the Service in the context of and as described in the Specification.

10. PROCEDURE FOR SUBMITTING TENDERS

- 10.1 Tenderers are required to submit their completed Response (attachments/documents) via email to:- Tenders@southstaffs.ac.uk
- 10.2 All Forms of Tender must remain valid and open for acceptance by South Staffordshire College for a period of six months.
- 10.3 The Tenderer shall include in its Tender details of all information or assumptions that it has considered in relation to the submission of its Tender which must in any event be in accordance with the requirements, conditions and stipulations of these Instructions to Tenderers.

- 10.4 In addition, the Tenderer shall give further written or verbal details and information as may reasonably be requested by South Staffordshire College.

11. COMPLIANCE CHECKS

- 11.1 All Tenders will be first checked for compliance with this ITT and for completeness. The Evaluation Team may seek clarification from the Tenderers in order for the Evaluation Team to determine if a Tender is complete and compliant. Tenderers are reminded that Tenders must not be qualified or subject to clarification or confirmation and must be submitted strictly in accordance with this ITT.

- 11.2 If a Tender is not substantially complete, or is qualified, is offered as, or is not submitted in accordance with this ITT, then South Staffordshire College will exclude such responses from further consideration. South Staffordshire College decision to exclude such a Tender shall be final.

11.3 A Compliant Tender is one which

- 11.3.1 Is complete as per the key specifications in Appendix A
- 11.3.2 Is not qualified or subject to clarification or confirmation and does not leave any material matter for negotiation or dialogue (this being an Open Procedure which does not facilitate negotiation).
- 11.3.3 Does not derogate from the Contract.
- 11.3.4 Is delivered before the Deadline.

12. TENDER EVALUATION AND AWARD PROCEDURE

- 12.1 Award Stage: Tenders successfully passing the Qualification Stage will be subject to the Award Stage. Evaluation which will comprise an assessment of the Tenders to determine which is the most economically/advantageous to South Staffordshire College.
- 12.2 South Staffordshire College shall not be bound to award the Contract to the Tenderer with the lowest price structure.
- 12.3 South Staffordshire College reserves to itself the right in its absolute discretion.
- 12.4 Not to award the Contract.
- 12.5 Where information or documentation submitted by Tenderers is or appears to be incomplete or erroneous, South Staffordshire College reserves the right at its absolute discretion to

request Tenderers to submit, supplement, clarify or complete the relevant information or documentation within a time limit to be given.

12.6 Evaluation Team

12.7 South Staffordshire College has established an evaluation team comprising of representatives from the Marketing and Procurement Department on (Dates to be advised) being the Commencement Date.

14. COSTS AND EXPENSES

14.1 All costs, expenses and liabilities incurred by the Tenderer in connection with preparation and submission of the Tender will be borne by the Tenderer.

14.2 The Tenderer shall have no claim whatsoever against South Staffordshire College in respect of such costs and in particular (but without limitation) South Staffordshire College shall not make any payments to the successful Tenderer or any other Tenderer save as expressly provided for in the Purchase Order and (save to the extent set out in the Tender documents) no compensation or remuneration shall otherwise be payable to the successful Tenderer in respect of the Products by reason being different from that envisaged by the successful Tenderer or otherwise.

15. CONFIDENTIALITY AND OWNERSHIP OF DOCUMENTS

15.1 The Tender documents and all other documentation issued by South Staffordshire College relating to the Purchase Order shall be treated by the Tenderer as private and confidential for use only in connection with the Tender and any resulting Purchase Order and shall not be disclosed in whole or in part to any third party without the prior written consent of South Staffordshire College save where such information has been disclosed for the purposes of obtaining quotations from OEM's (Original Equipment Manufacturer's).

15.2 The copyright in all the documents that constitute the Contract shall vest in South Staffordshire College and all such documents and all copies thereof are and shall remain the property of South Staffordshire College and must be returned to South Staffordshire College upon demand.

15.3 South Staffordshire College may disclose detailed information relating to the Tender to their Directors or Officers who have a final involvement in the Tender Process prior to The Award.

16. ANNOUNCEMENTS

- 16.1 South Staffordshire College reserves the right to publish the amounts of Tenders and the name of the successful Tenderer and to publish such other information regarding Tenders as it may be required to publish in accordance with statutory provisions with which South Staffordshire College must comply.

17. EQUAL OPPORTUNITIES

- 17.1 Tenderers are reminded of their obligations to comply with the provisions of the Equalities Legislation and the obligations on the successful Tenderer to assist the Council to comply with their obligations under the Equalities Legislation.

18. MODERN SALVERY & HUMAN TRAFFICKING

- 18.1 South Staffordshire College are also committed to ensuring there is transparency in our own business and in our approach to tackling modern slavery throughout our supply chains, consistent with our disclosure obligations under the Modern Slavery Act 2015. We expect the same high standards from all our contractors, suppliers and other business partners and as part of our contracting processes and include specific prohibitions against the use of forced, compulsory or trafficked labour, or anyone held in slavery or servitude, whether adults or children, and we expect that our suppliers will hold their own suppliers to the same high standards.

This policy applies to all persons working for us or on our behalf in any capacity, including employees at all levels; directors; officers, agency workers, seconded workers, volunteers, interns, agents, contractors, external consultants, third-party representatives, and business partners.

Rodbaston Campus
Corporate Headquarters
Penkridge
Staffordshire
ST19 5PH

Lichfield Campus
The Friary
Lichfield
Staffordshire
WS13 6QG

Tamworth Campus
Croft Street
Tamworth
Staffordshire
B79 8AE

Cannock Campus
The Green
Cannock
Staffordshire
WS11 1UE

Torc Campus
Silver Link Road
Glascoate Heath, Tamworth
Staffordshire
B77 2HJ

APPENDIX A KEY SPECIFICATIONS

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Digital Media Buying and Campaign Optimisation

Introduction

South Staffordshire College is seeking proposals from qualified Digital Marketing Companies to provide Digital Media Buying and Campaign Optimisation services. This is a 12 month Contract, which could extend for 2 years after the initial year of the tender. If you have worked with FE colleges or within the education space this would be advantageous.

Objective

The objective of this proposal is to identify a digital marketing partner who can support South Staffordshire College in achieving our KPIs, through effective Digital Media Buying and Optimisation of Campaigns, to drive student recruitment for our school leaver and adult courses as well as apprenticeships. For more information about the courses, we offer please visit www.southstaffs.ac.uk. We also want to raise awareness of the six open days that the college runs per academic year and to drive pre-bookings. In addition to this we also want to target businesses to encourage them to take on an apprentice. We want the selected provider to work as an extension of our team to support the achievement of KPIs and deliver ROI.

Scope of Work

The selected digital marketing company will be responsible for:-

- Providing strategic advice on the best approaches and platform choices to achieve our college KPIs;
- Developing and executing digital media buying strategies;
- Optimising campaigns across various digital platforms;
- Reporting on performance of each tactic and campaign;
- An agreed digital marketing plan to be in place in advance of 1st September 2025 to ensure marketing assets can be created in time to ensure continuity of current marketing activity.

Social Media Platforms

The table below outlines the current platforms used, however we are open to advice on how best to achieve our KPI's.

TikTok	YouTube
Meta	Instagram
Google	Snapchat
LinkedIn	Fonemedia

Proposal Requirements

Interested companies are requested to submit a detailed proposal that includes:

- Company background and experience in digital media buying and campaign optimisation
- Propose strategy and approach for each platform listed; proposed strategy and approach for each target audience and the suggest platforms to use and why
- Results case studies or examples of previous work with similar clients
- Detailed cost breakdown and pricing structure including any management fees (See Table below to annotate costs).
- Timeline for implementation and key milestones
- Any additional value-added services or recommendations

Submission Guidelines:

- Proposals must be submitted by 1200hrs 28th February 2025

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. Experience and expertise in digital media buying and campaign optimisation.
2. Quality and feasibility of the proposed strategy.
3. Cost-effectiveness and value for money.
4. References and case studies.
5. Ability to meet the college's KPIs and timelines.

Contact Information

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For any questions or further information, please contact: Hannah James, Director of Commercial, Marketing and Events using hannah.james@southstaffs.ac.uk Please include "RFP for digital media buying and campaign optimisation" in the subject line of your email

We look forward to receiving your proposals and partnering with a company that can help us achieve our digital marketing goals.

Cost Breakdown

Company: Net Natives Ltd

Service	Costs Excl VAT	Cost Incl VAT
Management Fees (12 Months)	£0	£0
Optimisation Fees (12 Months)	£0	£0
Media Spend Examples	Costs Excl VAT	Cost Incl VAT
Tik Tok	£4,000	£4,000
Meta	£25,000	£25,000
Google	\$25,000	\$25,000
Snapchat	£4,000	£4,000
Instagram	£4,000	£4,000
YouTube	£4,000	£4,000
Fonemedia	£10,000	£10,000
LinkedIn	£3,000	£3,000
Other(s):		
Tech (Akerio Campaigns)	£9,675/yr.	£11,610/yr.
Spotify	£3,000	£3,000
Display	£6,000	£6,000
TOTAL COSTS	£97,675	£99,610

South Staffordshire College

t: 0300 456 2424

e: enquiries@southstaffs.ac.uk

w: www.southstaffs.ac.uk



**South
Staffordshire
College**

CONFIDENTIAL

FORMAL REQUIREMENTS

1. I/We have read the information provided within this Invitation To Tender (ITT) document and, subject to and upon the Terms and Conditions Contained herein, I/We offer to supply the services described in this Tender Document in such manner as may be required.

DECLARATION BY THE AUTHORISED REPRESENTATIVE(S):

NAME OF LEGAL REPRESENTATIVE:-

I, the undersigned, certify that the information given in this tender is correct and that the tender is valid.

SIGNATURE:



DATE:

27/02/2025

First name:

Steven

Last name:

Evans

Company:

Net Natives Ltd

Title (e.g. Dr, Mr, Mrs):

Mr.

Position (e.g. Manager, Director):

CEO/Owner

Telephone number:

01273 734640

e-mail address:

steve@netnatives.co.uk

Website:

netnatives.com