



Tender Brief

Provision of search intent and online customer journey research.

1. Invitation to Tender

1.1 The purpose of this document is to invite tenders for the contract to conduct search intent and online customer journey research to inform London Sport's digital marketing projects.

1.2 The contracting authority for this tender, and manager of the project, is London Sport Ltd.

1.3 Invitations are invited from suitably qualified individuals, collectives or organisations.

1.4 This document constitutes an invitation to tender for the contract. Subsequent sections describe the background to the project, the work to be done under the tender and the terms and conditions under which tendering will take place.

2. Background to the project

2.1 London Sport is a non-profit organisation and the sole County Sport Partnership for London. We work at a strategic 'B2B' level with a range of clients who represent the public, private and voluntary sector. Examples include local authorities, National Governing Bodies of Sport and community sport and physical activity providers.

2.2 Our vision is for London to be the most physically active city in the world. Our key target is to get 1 million more Londoners more active by 2020.

2.3 London Sport are coordinating a pilot project to test the use of digital marketing tactics to recruit participants to local sport and activity sessions. This involves running digital advertising on behalf of several local authority partners who deliver or commission local activity sessions.

2.4 For the initial project we have focused on advertising local volunteer led walking groups to women aged 55+. We are promoting a total of 48 walks across the 8 boroughs who are taking part.

2.5 By delivering this project, we want to increase our own ability to run digital marketing campaigns as well as generate and share learning with the wider sector about the use of digital marketing tactics.

3. The Project: Our Requirements

3.1 We have delivered one initial round of advertising which ran for 2 weeks during June 2018. As a result of this we generated 1,000 sign-ups and approximately 80 of these people went on to attend a walk (an 8% conversion rate).

3.2 The initial digital marketing set up involved a Facebook Lead Ad encouraging people to sign up and then semi-automated follow up email and text messages encouraging them to attend the session.

3.3 We recognise that the current approach relies on a limited number of tactics, channels and only one activity (walking groups) for engaging the target audience. We have identified that to scale this approach we need a better understanding of the audience, their online behaviour and the opportunities and moments we can use to initiate contact and start to support them on a journey to becoming more active.

3.4 We want to use this insight to identify opportunities to optimise the existing process and broaden the channels we use and the activities we promote. With the specific goal of increasing both the volume and quality of leads that we generate, as well as improving the final conversion rate (number of people who actually attend a session).

3.5 We require support to undertake customer research into our current and potential future audiences. Looking at their current online behaviour and providing recommendations on how we can engage with them online and the content and tactics we could use to support their customer journey towards joining a local sport or activity session.

3.6 Initially we are focused on an audience aged 55+ however this may need to broaden out to focus on adults who are less active (i.e. they do not currently do over 150 minutes of activity per week). By focusing on a broader more behaviourally focused audience we hope to identify opportunities to expand and develop our current approach.

3.7 We have already compiled significant amounts of research on both an older inactive audience and segmentation work on a less active Londoner audience. We want to make sure that this insight builds on existing work rather than duplicating it.

3.8 In particular we wish to explore how the [behaviour change framework favoured by Sport England \(page 6\)](#) (i.e. Not on my radar - Thinking about it - Getting ready to start - Starting an activity - Sticking with it) could be used to map stages of an online customer journey in much the same way that [traditional consumer purchase funnels](#) do (Awareness – Consideration – Purchase – Loyalty – Advocacy).

3.8 The outputs from this piece of work should consist of actionable advice and recommendations that we can directly to apply to future rounds of advertising and development of the digital marketing process. We currently have a further 5 rounds of advertising scheduled before the end of March 2019.

3.9 We are building our internal capacity to deliver digital marketing, and therefore would seek to work closely with the selected provider throughout this project to upskill members of our marketing and insight team, so that in the future we can undertake this type of research in house.

3.10 We intend to share the insight gained from this project with wider sport and physical activity sector. Therefore, we will work with the selected provider to identify how London Sport can best communicate the findings contained within the specific outputs. This may involve some collaboration to identify or create content for blogs, white papers or presentations.

4. The Project: Work to be undertaken

4.1 A detailed and comprehensive **review of existing research** carried out to date by Sport England/London Sport and partners (see example list of sources below). This should be used to identify and group and prioritise potential audiences. It should also inform understanding and creation of the 'typical' customer journey for these audiences. This review should inform and clarify the scope of the other work within this project.

- We have identified around 10 relevant pieces of research or evidence for the review. We've included 4 below which are currently publicly available as an example.

Research piece	Link
Less Active Londoner behavioural segmentation	https://londonsportltd.sharepoint.com/:p/g/commercialteam/EXlCpfbQGfIKtlbtKQefvCsBtZcDbAPGtQkXseFoie0ztq?e=y9jFdq
Messaging for people with long term conditions	https://richmondgroupofcharities.org.uk/sites/default/files/richmond_group_debrief_final.pdf
Women in Sport - attitudes to sport in older women	https://www.womeninsport.org/wp-content/uploads/2017/10/Silver-Linings-report.pdf?x99836
Sport England - Behaviour Change	https://www.sportengland.org/media/11251/tackling-inactivity-

4.2 Audience search intent research: We want to know what information the audience are searching for related to becoming active. Not focusing on the volume of keyword searches but instead focusing on the intent they have at each step of the customer journey.

We are looking to answer questions such as: What information does our audience need in order to take the next step to becoming active? How do their search queries change as they move through a customer journey? What devices and channels do they use and how does this influence the format that information should be delivered in?

We are also interested to identify what are the questions someone might be asking in the very early stage of a journey to becoming active. i.e. even before they are aware that physical activity is a potential solution to their problem. (For example; someone who recently retired and is feeling isolated may be searching for “ways to meet new people in my local area”).

The output from this element will inform the varying types of content required for the campaign(s) to meet audience needs and to support/drive engagement through the customer journeys.

4.3 Customer journey mapping. Identifying the potential engagement points of this audience and mapping out how the types of content and tactics might change along a customer journey.

This should include a visual representation of a customer journey from first interaction through to becoming active and potentially going on to become a loyal advocate.

We are interested in making this specific to the sport and physical activity sector by incorporating the Sport England behaviour change framework alongside a traditional customer journey model.

4.4 An action plan with explicit content and tactical recommendations and key actionable insights. This should cover, but not limited to, recommendations for; the type of content to be created along each step of a customer journey, the tactics (e.g. Facebook ads, Google Ads, Retargeting, etc) to test as we develop and scale our digital marketing pilot (walking groups), the types of physical activity session or activity that we should prioritise as we expand our work in this area.

As well as a written plan this should include a workshop with key stakeholders to discuss and validate the recommendations.

4.5 In collaboration with London Sport marketing team, **the creation of at least 3 resources to communicate the findings from this project** to the wider sport and physical activity sector. These could be white papers, how-to guides, or infographics. The exact topics and format would need to be decided based on the findings from the other elements of the project.

Notes:

- This tender does not cover delivery or management of future paid media activity. London Sport intend to manage this in house or commission separately.
- While our focus is less active Londoner’s we understand that search intent research is likely to take place at a broader scale based on the available data.

5. Skills and Experience

5.1 It is essential for the commissioned team to bring to the project:

- Experience delivering customer experience journey mapping / audience research to inform digital marketing lead generation campaigns.
- Experience to conduct search intent research that informs content strategy and tactical recommendations.

- Understanding of how behaviour change frameworks ([such as COM-B](#)) can be used to inform intervention design to move people along a journey to becoming more active.
- Knowledge and experience of working within the health, physical activity and sports sector.

5. Management and Organisation

6.1 The work of the commissioned organisation will be overseen by representatives of London Sport in collaboration with the wider staff body.

6.2 The commissioned individuals and teams will be required to regularly engage with, consult with and report back to representatives from London Sport.

7. Format of Responses Required

The Tender proposal should include:

7.1 An outline of the approach that will be taken to establishing and delivering the project.

7.2 Details of the individuals who will lead, manage and deliver the project including details of their experience, training and knowledge of the areas.

7.3 Detailed breakdown of costs, including detail of how costs split between capacity and delivery.

7.4 Background material to demonstrate the previous experience and range of work of the consultants involved and of the specific personnel proposed for the work. This can include descriptions and examples of previous relevant work.

7.5 Contact details of two referees from previous work.

8. Provisional timescales

8.1 Tender brief advertised – 12/10/2018

8.2 Deadline for clarification questions – 18/10/2018

8.2 Closing date for submissions – 22/10/2018

8.3 Successful tender informed – 29/10/2018

8.4 Schedule of work agreed – 07/11/2018

8.5 Outputs delivered – 10/01/2019

8. Budget

8.1 The maximum available budget for this piece of work is £19,950+VAT.

For all responses please include a full breakdown of costs.

9. Submissions

If you would like an informal discussion, then contact the Digital Marketing Lead – Chris Norfield at London Sport at chris.norfield@londonsport.org

The closing date for tenders is October 22nd 2018 at 12pm and they should be emailed to chris.norfield@londonsport.org