

# Marketing and Communications Support

## Request for Prices /Proposals

Item / Requirement	Description	Price	Notes
1. Communications Toolkit	Drafting boiler plate and defining key messages incorporating USPs		
2. Review website structure / content	Review existing website / navigation / content for effectiveness and calls to action conversion / recommendations		
3. Social Media content plan	Social media strategy and weekly content plan structure		
4. Market analysis survey	Drafting questions and creating online survey ready for testing		
5. Marketing presentation	Development of Powerpoint presentation / video to promote / pitch the project to key stakeholders		
6. Development of prospectus	Development of document to engage commercial, voluntary and public sector stakeholders in the project		
<b>Total</b>			