



Call For Tenders

Communication Agency For Google Ads Campaign

The Erasmus+ project [Lifelong Guidance 5.0- Upscaling Guidance Services in Europe](#) is seeking a **Communication Agency** to design and implement a **Google Ads campaign to promote the project initiatives and messages in 2025**. We invite agencies with expertise in digital marketing and experience in international campaigns to submit their proposals.

1. General Requirements

- Proven expertise in Google Ads, particularly in the non-profit or educational sectors.
- Experience managing international digital campaigns, ideally with EU partnerships.
- Fluency in English is required; knowledge of additional European languages is an asset.

2. Objective of the Campaign

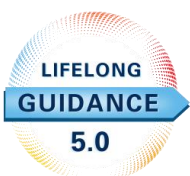
- **Goal:** Enhance awareness of the Lifelong Guidance 5.0 project and encourage participation in Erasmus+ projects and initiatives dealing with guidance counselling and adult learning.
- **Target Audience:** Guidance counsellors, public authorities, education providers and the general public across EU Member States.

3. Technical Requirements

- Development of a detailed strategy, including keyword research, audience analysis, and budget planning.
- Effective use of broad match keywords with a strategic selection of negative keywords.
- Implementation of tracking systems to measure campaign performance.
- Structuring the campaign with A/B testing for optimized budget use.

4. Creative Requirements

- Innovative, audience-specific advertising strategies.
- Sensitivity to cultural and linguistic diversity across Europe.
- Compliance with EU Commission guidelines for Erasmus+ communication and GDPR regulations.



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5. Landing Pages

- Optimization of landing pages to align with ad content and target groups.
- Clear calls-to-action and relevant, engaging content.

6. Budget and Timeline

- Transparent budget allocation with a detailed cost breakdown.
- Clear campaign timeline with defined milestones and deadlines.

7. Collaboration Details

- Explanation of coordination methods, reporting structures, and expected deliverables.
- Minimum team of two consultants to ensure continuity of service.

8. Evaluation and Selection Criteria

Proposals will be evaluated based on:

- **Quality of Concept (40%)** - Creativity, audience relevance, and innovation.
- **Experience and References (10%)** - Team qualifications, previous relevant projects, and client references.
- **Cost-Benefit Ratio (20%)** - Efficiency and effectiveness within budget.
- **Technical Implementation (30%)** - Feasibility and quality of technical execution.

9. Submission Guidelines

Interested agencies must submit:

- A complete proposal in digital format (PDF).
- Supporting documents such as references, past work samples, and certifications.

Submission Deadline: 03 March 2025

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Reference: CFT_Lifelong Guidance 5.0_2025

