

CASE STUDY

Think Differently about Digital Marketing



“We’d known for some time that we needed to improve our online service as well as our whole approach to social media and digital marketing. The advice received from the Connecting Cheshire Superfast Business programme was invaluable and we have implemented his ideas. The programme has helped us to think differently about our digital marketing and I cannot praise the quality of the workshops highly enough.” Kevin Washington, Acorn Occupational Health.

How it helped

- Addressed everything we needed to know
- Greater understanding of social media platforms
- Analysed our online needs

This meant

- Established our social media corporate style
- Joined up e-commerce with social media
- Converted Twitter followers to customers

Impact on Business.

The Challenge

“We had been using social media for some time with limited success. We wanted to find out exactly how we should be utilising Facebook, Twitter and LinkedIn as a business, and how we could tie this back to our e-commerce website. We have also been working on a ‘health surveillance needs assessment’ and wanted to establish the best method with which to implement it on the website and subsequently launch it via social media,” said Kevin Washington – Systems Coordinator at Acorn Occupational Health.

The Difference

Kevin went on to praise the workshops and the support received from the Superfast Business programme: “The workshops (SEO and social media) addressed everything we wanted to know and allowed us to set out a clear style for communication via social media. We have worked hard to put in place the ideas and suggestions from our Digital Business Advisor and the workshops and have already started to help us establish ourselves as the first aid guru! By focusing on tweeting useful, informative posts that showcase the personality of the business we are experiencing more engagement and have already taken orders from customers who found us via Google on Twitter. We also had our first health surveillance needs assessment completed within 24 hours of launch!”

For more information on Connecting Cheshire Superfast Business visit www.ccbusiness.co.uk or telephone 0300 123 1696

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