



# CASE STUDY

Expert one-to-one advice from the Business Advisory team gave Colony Networking additional skills and specialist knowledge to tackle digital marketing head on to allow them to grow their business.

“The Connecting Cheshire free workshops have been invaluable to my networking business,” said owner, Kirsty James, “the Business Advisory team even came into my networking business event to give talks and to run extra workshops for my members to assist them with their digital plans.”

Founded in 2010, [The Colony Networking Group](#) is a business networking organisation based in Warrington. They deliver high quality business networking events throughout the Liverpool-Manchester corridor on a pay-as-you-go basis. Informal, friendly and supportive to growth, they are growing quickly and wanted to develop their social media skill-set and plan a more cohesive digital marketing plan backed by the right IT solutions.

What the programme did for us:

- Provided advice on our website development plan
- Helped improve our social media marketing and increase our interaction with our contact base
- Advised on a cohesive digital marketing plan

This enabled us to:

- Upload digital content and update event information more quickly
- Create better client relationships through faster production of event information
- Offer professional digital advice to our members when needed.

## What was the impact on our Business?

**The Challenge...** “As we run a business networking organisation, we regularly need to inform and interact with our attendees and prospects so understanding and employing the right digital tools and technologies was essential. The business advisory team supported us to deliver immediate improvements to our digital marketing procedures,” said Kirsty James.

**The Outcome...** “The programme has enabled us to develop our digital marketing plan for the next twelve months and has pointed us in the right direction to cover all our social media options to interact with our business contacts. It has also allowed us to benchmark our current activity, and we are delighted with the changes and support offered which has helped us to build upon our organisation’s strengths and has already been met with some great feedback from people experiencing our networking events and interacting with us on social media.”

For more information on Connecting Cheshire Superfast Business visit [www.ccbusiness.co.uk](http://www.ccbusiness.co.uk) or telephone 0300 123 1696

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