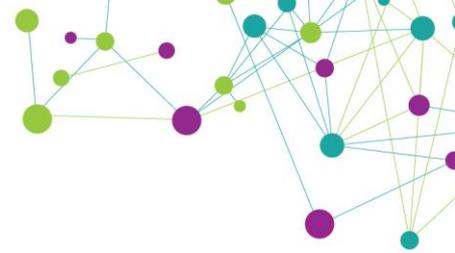


CASE STUDY



Programme helps identify opportunities to Reach new markets.

“We are constantly looking to grow the business and the Connecting Cheshire program was the ideal opportunity to enable us to reevaluate our digital activities and put us in a position to make positive changes,” said Managing Director, Helen Gould.

Established over 11 years ago, award winning PA4You offers managed call answering services as well as sales and marketing support and virtual office services. They have built a well-established and trusted team of dedicated customer service and sales enquiry advisors and manage a sizable portfolio of national clients across a wide range of sectors. With an ethos of caring and openness and an emphasis on the people behind the company PA4You position themselves as very different from the corporate image of the competition.

What the programme did for us:

- Highlighted opportunities for improvement
- Heightened awareness of tools available to reach target audience
- Empowered the team to update the website and freshen the content

This enabled us to:

- Showcase staff achievements through internal awards
- Start to use the website blog to promote good feedback and company announcements
- Delegate social media activity to involve another member of staff

What was the impact on our business?

The Challenge... “Being a small business the pressures on our time are immense. While we were aware of alternative routes to market we were not in a position to prioritise and therefore the task seemed unattainably vast. We have historically relied, in the main part, on our reputation and personal recommendations. While this has created some fantastic and lasting relationships, we now want to expand our reach and digital marketing is an essential next step,” said Helen.

The Outcome... “The programme has really helped us to take a closer look at what we have been doing and what has worked well to date. We have then examined which digital platforms would best support these efforts and begun to push our message out through these channels. We still have some way to go before we are using digital marketing to its full advantage, however we have definitely made significant changes already.”

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

IN PARTNERSHIP WITH



DELIVERED BY

