



Wiltshire Business Hub

Our job, our *only* job, is to help you succeed

The likelihood is that you've already met some of us before. We're a consortium formed through the Swindon and Wiltshire Local Enterprise Partnership, funded by central and local Government and led by "Inspire by Wessex Chambers" in partnership with Swindon Chamber of Commerce and Business West all with one aim - to help businesses in Wiltshire succeed and grow.

We provide a gateway to all available national and local business support, marshalling the best of government agency support and commercial expertise and advice delivered along with free, expert and impartial advice and direction through our team of business managers.

Our team help business through seminars and courses, networking, one to one meetings and we are always on the end of a phone



Q "I have a website for my business and I use social media but I'm just not sure if I'm getting as much business from it as I could be. Whether, like me, you started your career before the digital age was really upon us or whether you grew up with your mobile phone surgically attached to you and you think yellow pages simply indicate that a book is getting old, you may wonder if the time you spend promoting your business digitally is really bringing you the optimal return on the money and time you put into it. It's certainly a question I have often asked and so this month, I have asked our team expert, Jess Pitman, to let us have a few nuggets from the FREE seminars she leads every month to start us thinking.

A *"Anyone can harness the power of digital media if you have the know-how. The best advice I can give is to keep it simple and be true to your brand; there are a multitude of platforms online that you could use for your business but don't try to do it all just because you feel you have to. Establish your online voice and be consistent across all platforms.*

A website should be your number one priority so concentrate on this first. Investing time and money into your website will result in a great return. Is your website user friendly? Is it simple and visually impacting? Does it tell the visitor who you are and what you do in one glance? What is your call to action? People are becoming more and more impatient online and make a decision on you and your offering based on your website in seconds so it has to be good – remember quality is more valuable than quantity.

Back up your website with social media – don't use ALL of the channels. Do your research, as every channel has a different audience, and pick the most suitable one to you and your business. Social media is time consuming but there are tools out there to help you manage this. Be visual and remember that social media is more about listening than talking. Don't get lazy as this will reflect poorly on your business.

There is a lot of trial and error in the digital world, it is important that you spot what is working for you and expand on this and stop the things that don't. Do your research – Google should become your best friend there are hundreds of blogs and how-to articles out there that will help to guide you in the right direction so don't panic! "

Jess leads two FREE seminars every month and you can **BOOK NOW** at www.inspirebiz.co.uk/events



You can contact us at
www.inspirebiz.co.uk or call us on
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