

Working with an Expert

Choose which areas you would like to receive 1:1 mentoring in as part of your free 9-hour package.



Making Your Website an Effective Marketing Channel

Many challenges have arisen for businesses in 2020 as a result of the pandemic, one of which is how to keep pace with the significant increase in online business transactions that are taking place. With so many customers and potential customers now online, it is essential that businesses do not overlook this rapidly expanding marketplace.

Businesses need to make sure their website is an effective channel to take advantage of the ever-increasing marketplace of prospects online. There are a variety of tools available that will enable businesses to understand what customers are looking for; how to make your business accessible to the target audience you are trying to reach to offer your products and services; and how your digital strategy can help you move ahead of your competitors.

In your 1:1 mentoring sessions, Fred can bring his wealth of experience in digital marketing to help you review your digital offering and devise a plan to develop your digital strategy and use of data. He will introduce you to a range of easily accessible tools and techniques and help you select the most appropriate approaches to understanding your customers, optimising web content and raising your online profile.

The 1:1 mentoring sessions will be useful for business leaders and marketing managers who want to ensure that their website is an optimised and effective marketing channel, and increase their understanding of what customers are looking for through the use of data.



What would you like to know about during your 1:1 mentoring sessions?



Fred can help you with:

- Google Analytics
- Google Ads campaigns
- Search Engine Optimisation

Fred will be able to provide hands-on support to implement/optimize Google Analytics and entry-level Search Engine Optimisation in your business as well as share a number of tips and tricks to optimize your webpages to create fresh and relevant content to attract potential customers to your website.

To create your 9-hour package, you could choose to focus on one theme, or do a mixture of themes. Other themes include Leading Change and Reviewing your Operations and Processes.

WHO IS OUR EXPERT?

Fred Thomas – Business Support Facilitator for the TALE Scheme

Fred established and ran a multimillion pound turnover company for 15 years. His key strength in Sales and Marketing encompassed both physical retail outlets and e-commerce platforms. His digital skills include the use of SEO and analytics with a keen interest in Big Data and the Internet of Things.

Fred also spent three years as a Growth Hub Navigator, advising businesses across Kent and East Sussex.

Your Business Support Facilitator can assist you with creating your mentoring package.

TALE is ERDF Funded
www.tale.org.uk 07739 971656