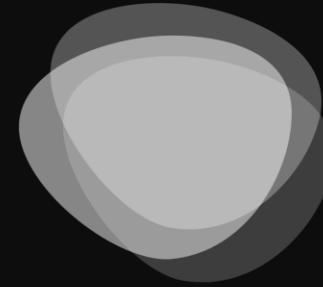




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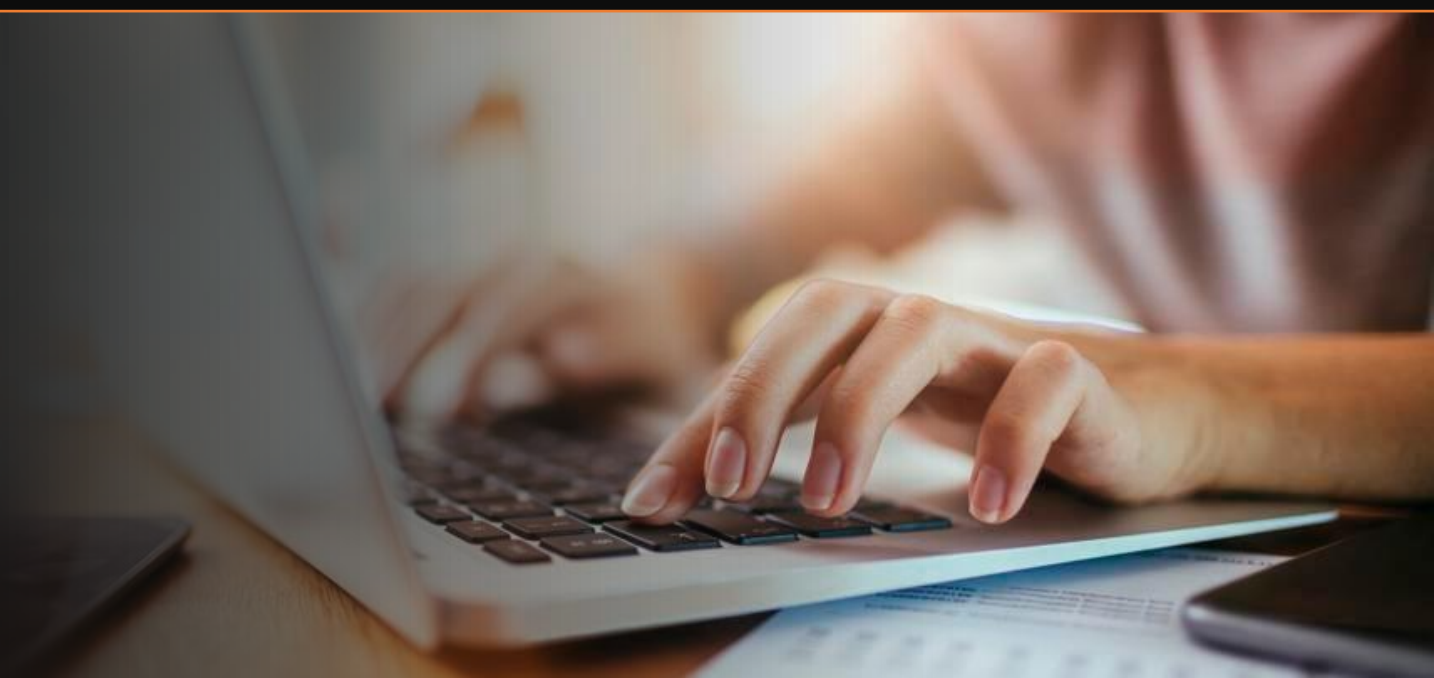
Growth through digital focus



Gloucestershire VCS Alliance

PR | Marketing | Campaigns | Website

Support & guidance proposal

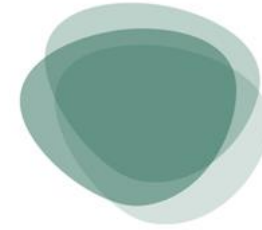


Benefits for your members...

- ✓ Improved Website/ Campaign Conversion rates
- ✓ Improved new customer engagement
- ✓ Increased repeat purchasers/ visitors
- ✓ Improved Google rankings
- ✓ Cohesive & engaging campaigns
- ✓ Increased ROI
- ✓ Build on strengths and remove your challenges
- ✓ Onboard best practices for a sustainable future
- ✓ Team development & coaching
- ✓ Planned and structured commercial strategy

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Suggested Topics

Creating a marketing strategy to achieve your goals

Help to identify your goals

Different Marketing channels
– what do they do

Making your USPs stand out

Measuring your ROI

Website essentials – commercial focus to build your Brand

Is your website ready to help achieve your goals?

Website best practices

UX + SEO – what are they?
And why are they essential?

Why is planning important?

Is there a Recession coming? How to keep your focus through tough times

Marketing Best Practice & planning techniques

How to prioritise – be efficient + effective

What NOT to do

Online activity + offline activity

Format

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Relaxed and informal

Interactive

Discussion through out

Small in-session exercises (in small teams)

Final Q&As

Attendee take-aways

Timing: 3 hours

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Growth through digital focus



Andy Davies
Director

✉ andy@digitallydrivenconsultancy.com

☎ 07843 614274



Post-session proposal

I hope that these sessions – as well as answering questions – will start to create questions and assist with any internal reviews that are carried out

One BIG key message through these sessions is that even though these are voluntary & charitable organisations.... A commercial mindset is essential for future success

For any future work with your partners within your Alliance I will give a discounted day rate

On-site or remote will depend on requirements

I can work on hourly pro-rated basis if required

If booked for 3 or more days, then a further discount maybe applied

Payment terms on request

~~£600~~ 40% discount **£360**