

glued[®]

VALUABLY DIFFERENT BRANDING

HELPING WORCESTERSHIRE THRIVE
BIPC WORCESTERSHIRE



“Glued supported BIPC Worcestershire raise awareness and deliver an effective webinar and coaching programme. They were able to adapt the process to help us learn what works best to deliver results.”

Jo Hemley
Business Engagement Manager
BIPC Worcestershire

Context: Worcestershire Libraries had partnered with the British Library to open a Business & IP Centre in Worcestershire to support business recovery and growth in the county. The national network offers, people thinking of starting a business and those organisations of up to four years, fully funded programmes and support to thrive.

The requirement: BIPC Worcestershire needed to raise its local profile and launch a range of webinars under the Reset. Restart umbrella covering business planning, brand, marketing and financial planning. With the pandemic keeping libraries closed a paid social media awareness campaign would be needed to help recruit to the webinars and one-to-one consultations.

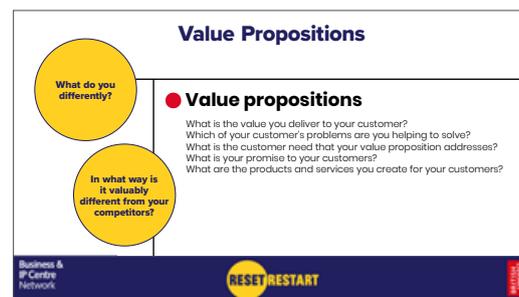
The outputs: For the social media campaign the first step was to profile the correct audience and then find challenges

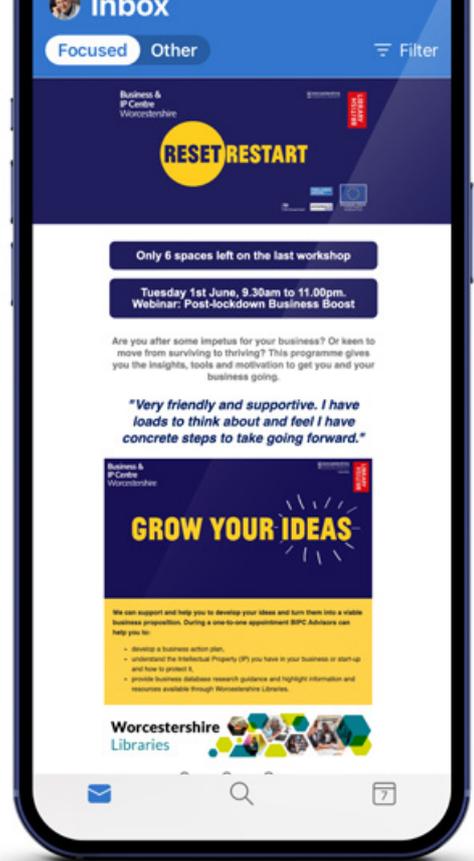
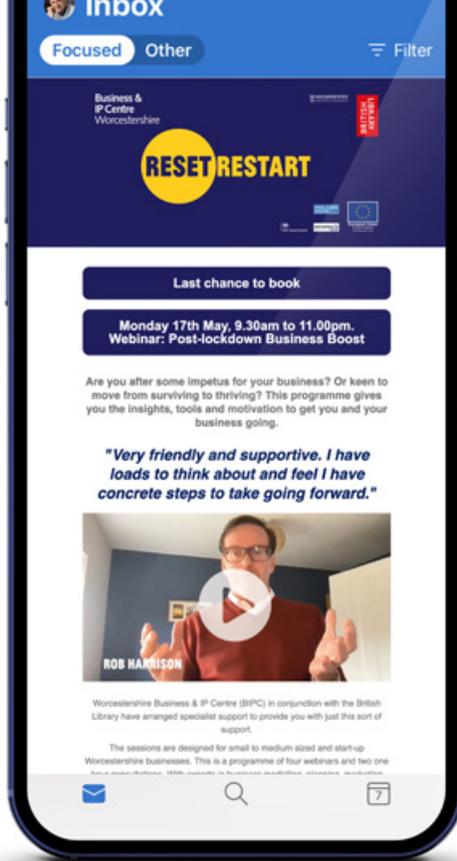
to connect with them. Social media targeting quickly generated engagement and click through to the website and webinar Eventbrite pages but didn't alone deliver the bookings to fill all dates for the webinars: additional techniques would be required. Glued purchased a GDPR compliant list of recently formed businesses in Worcestershire and a campaign of Email Marketing was started. This together with some targeted telesales calls filled the webinars and helped with the general awareness raising.

Throughout the process Glued worked with the central British Library brand team to deliver on-brand messages.

The results: Through social media over two thousand people visited the BIPC website or Eventbrite pages increasing awareness significantly.

Through the Reset. Restart programme 50 people completed the course and 31 consultations were conducted.





Social media

Followers (change since 15 March)

Facebook **52 (+52)** Instagram **835 (+97)**
 LinkedIn **37 (+24)** Instagram **142 (+33)**

Facebook /Instagram ad campaigns

People who clicked to visit your website (March-May)
2,140

Reset Restart – people who clicked through to Eventbrite (March-May)
2,454

LinkedIn ad campaigns

People who clicked to visit your website (March-May)
193

Reset Restart – people who clicked through to Eventbrite (March-May)
217

Bookings on events

Reset, Restart (since campaigns started)

71 people booked to attend
 Source of bookings since unique tracking setup:
 501 clicks **1 booking**
 1544 clicks **8 booking**
 89 clicks **17 booking**
 227 clicks **4 booking**

Business Book Club May

16 people booked to attend
 662 clicks **1 booking**
 173 clicks **10 booking**
 30 clicks Mailchimp **1 bookings**

One to One consultations

4 booking to date
 102 clicks organic posts
 342 clicks paid ad
1 booking
 22 clicks Mailchimp
1 booking

Reset, Restart webinars

50 people attended at least one session to date

31 consultations conducted to date

Telemarketing
36 Signed up for more info

Mailchimp survey

9 responses to date

Emails

24 email sent March to May
148 People who clicked a link (March to May)



ABOUT GLUED

Glued is a brand consultancy established in 2003.

Our clients often feel that their business could deliver more or perform better, and our process and output is designed to address this.

If your workforce or potential customers are struggling to see what is at your core, the solution lies in articulating your valuable difference in a compelling, engaging and relevant manner.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded in your organisation, internally as a foundation for staff to build on and externally as a basis for communication through effective branding and marketing.

To avoid losing your grip on what constitutes your core values, the answer lies in your internal and external communications, and the consequences on your behaviour.

SERVICES WE OFFER

Perceptions & Propositions
Branding
Marketing



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Glued is a branding and marketing agency based in the Midlands providing everything for your business brand to help your marketing stick.



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