

# glued®

CLEAR & HONEST MARKETING

## FROM SUPPORTING BUSINESSES TO BUSINESS SUPPORT



**Context:** How does an advertising and marketing business get involved in providing business support to other small businesses? It may seem an odd transfer of skills. However having run Glued for twenty one years David Wilson and Rob Harrison have had ample experience of steering a business through growth, banking crises, recessions and a pandemic. Add to this the insights gained from working with clients going through those very same challenges - a wealth of knowledge is evident.

**A new service:** The opportunity to turn this experience and knowledge into an income-generating service arose from an understandable coincidence. For some time, Glued had been presenting workshops sharing some of the 'tricks' of their trade as part of a sales and marketing process. A member of the team at Coventry & Warwickshire Chamber of Commerce attended one of our events and subsequently invited us to provide business support workshops for start-ups.

This experience gave us the confidence to tender and win the provision of business support workshops to other Chamber of Commerce programmes and to the University of Warwick Business Ready

programme. By this point Rob Harrison and David Wilson felt they had earned their spurs.

**Growth:** As the pandemic took hold Glued won the campaign to recruit participants in the Business & IP Centre Worcestershire Programme. Our role grew to planning and managing a subsequent phase of the Programme which included not just the co-ordination of workshop facilitators and business advisors but also delivering workshops and providing advice ourselves.

Glued are now providing webinars and mentoring start-ups in Northamptonshire too, with a contract to deliver for the Business & IP Centre Northamptonshire.

**Scope:** Our capability with business support has grown beyond marketing too. With topics as diverse as 'Imposter Syndrome' and 'The Business Model Canvas'. See below for a list of some of the wide range that we can offer 'off-the-shelf' aside from those that we are adept at writing for clients from scratch.

- Developing a business/brand proposition
- Winning and retaining business

- Building a brand
- Developing creative concepts
- Beginners email marketing
- Gathering customer insights (qualitative market research)
- Taking a business to market
- Business model canvas
- Managing yourself for business owners
- Leadership skills for business owners

Here are some of the organisations we have delivered support for:

- Coventry & Warwickshire Chamber of Commerce
- BIPC Worcestershire
- BIPC Northamptonshire
- Chartered Institute of Professional Development
- Coventry & Warwickshire Growth Hub
- University of Worcester
- Aston University
- The College Marketing Network
- The Association of Colleges
- Business Ready/University of Warwick

A photograph of two men in an office setting. In the foreground, the back of a man's head and shoulders is visible, wearing a white shirt and glasses. In the background, a man with a beard and a bald head, wearing a green button-down shirt, is smiling and looking towards the man in the foreground. The background is a white brick wall.

**“Glued have been an able and agile partner in providing tailored business webinars and mentoring to our clients. We know from feedback that not only have they engaged and informed they have also energised and inspired our new-start clients.”**

Patricia Greaves, Senior Information Manager, Business & IP  
Centre Northamptonshire.

## ABOUT GLUED

Glued is a design, marketing and research business 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

Brand creation and development  
Email marketing  
Literature design  
PPC campaigns  
Social media campaigns  
Website design and build



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



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