



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.

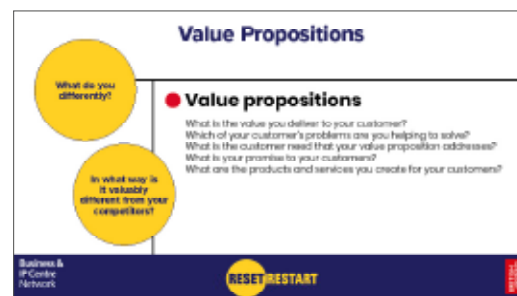
The outputs: For the social media campaign the first step was to profile the correct audience and then find challenges

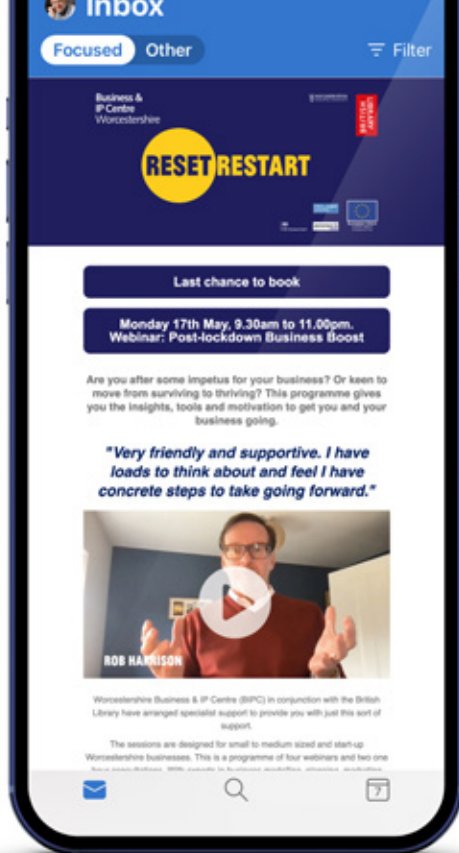
to connect with them. Social media targeting quickly generated engagement and click through to the website and webinar Eventbrite pages but didn't alone deliver the bookings to fill all dates for the webinars: additional techniques would be required. Glued purchased a GDPR compliant list of recently 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) Twitter 142 (+33)

Facebook / Instagram ad campaign

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 campaign

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 campaign started)

71 people booked to attend
 501 clicks 1 booking
 18.64 clicks 8 booking
 88 clicks 17 booking
 227 clicks 4 booking

Business Book Club May

16 people booked to attend
 682 clicks 1 booking
 173 clicks 10 booking
 86 clicks Mailchimp 1 bookings

One to One consultations

4 booking to date
 162 clicks organic posts
 343 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 well read March to May
148 people who clicked on links March-May



ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people – externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.

If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

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



David Wilson
Founder

0777 900 3818

davidwilson@gluedlimited.co.uk

in www.linkedin.com/in/davidwilsonglued

www.gluedlimited.co.uk

gluedlimited

To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

SERVICES WE OFFER

Brand creation and development
Business support and training
Customer research
Display
Email marketing
Literature design
PPC campaigns
Social media campaigns
Team building
Video and photography
Website design and build

Glued is a brand and marketing agency based in the Worcester, helping your brand and marketing stick – inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.



GLUED. 106 Astwood Road, Worcester WR3 8EZ
www.gluedlimited.co.uk

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