



CLEAR & HONEST MARKETING

HELPING BLACK COUNTRY BUSINESSES WITH DIGITAL MARKETING **HALESOWEN COLLEGE**



Context: Halesowen College has received funding from Innovate UK to support businesses in its local area. Through Innovate, Halesowen College will help companies develop the capability of their people to grow and scale their businesses more effectively and help them identify skills they will need in the future to adopt and deploy new technologies.

Requirement: As part of their business support programmes the College host regular Black Country Innovation Services events. Glued were approached to deliver a practical workshop to local SMEs introducing them to Digital Marketing, Social Media and Search Engine Optimisation. The session would need to provide advice and guidance the business could take away to better take advantage of these techniques. The workshop needed to be delivered face-to-face during a half day session

The Outcome: The half day workshop covered these topics:

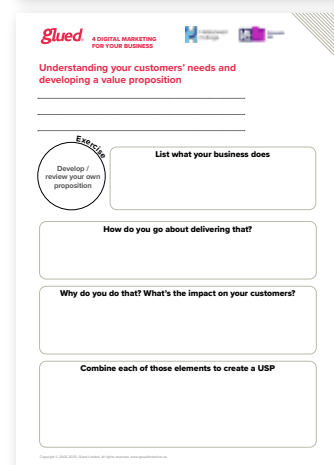
- Types of marketing for your business
- Understanding your customers' needs and developing a value proposition
- What digital marketing is right for your business?
- An introduction to Search Engine Optimisation (SEO)
- Understanding how to make SEO work for you with blogs and problem solving

- The role of social media for different types of business
- Artificial Intelligence, how it can help you with digital marketing
- The importance of setting up a Google Business profile
- Using Google Analytics to understand your website visitors

Attendees were also given a workbook to take away. During the session they were able to complete practical tasks and make notes as a basis for further learning after the session.

The session was delivered in one of the Colleges computer suites allowing them access to research during the practical sessions.

Results: with Glued's two decades of experience, the session was delivered in a bite-sized format with many practical exercises so the attendees had a chance to apply the learning to their own businesses. Richard Johnson, Innovate Consultant, Halesowen College, commented "It was what I hoped for and more, you did extremely well. Thank you so much for the resources and general effort you have demonstrated. Thank you for the support today I know everyone appreciated."





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Richard Johnson MSc, Cert. Ed,
Innovate Consultant, Halesowen College



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.



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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.



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