

# Boost: Objectives

## ✓ The numbers



- Over 6,000 'Join' Boost (more on the 'Join' concept later)
- Help break 3,000 assists / referrals
- Drive over 12,000 unique Lancashire visitors to the website
- Double our social media communities

## ✓ Boost & Co



- Boost & Co network to grow
- More referrals into clients (businesses)
- Be popular (not famous - fame is short-lived!) because of quality reputation

## ✓ Larger businesses (£5m+ turnover)



- Get more face time with larger businesses
- Launch a dedicated 'Boost Bespoke' service

## ✓ The brand



- People understanding the growth hub and what it does
- Win a national business award
- Win a national public sector award
- Winning trust from private sector

## ✓ Internal



- Strong joined-up partnership with the LEP
- Be the county's leading business support facing brand
- Win further round of funding
- Create a sustainable Growth Hub

# Making it happen



## New brand & Growing Lancashire campaign

- Launch brand with Growing Lancashire campaign
- Relunched website live
- Marketing collateral for delivery partners to use in recruiting businesses
- Maximise Local Authority business engagement networks through expanded Growth Lancashire membership



## Sponsorships & advertising

- A 12-month round-table campaign in partnership with Lancashire Business View
- A regular event programme led by Shout introducing Boost to target businesses
- New brand launch advertising focused on the businesses helped by Boost
- Google Adwords campaign



## Events

- VISION 2021 growth conference at Preston Guild Hall, 22nd November, 250 businesses attending
- Boost & Co partner seminars to launch the Growth Vouchers programme and re-energise this audience about Boost
- A series of partner events and seminars
- Attendance at Lancashire business exhibitions and relevant events
- Series of rolling bitesize briefing sessions between Growth Lancashire and key delivery partners



## Content marketing

- A case study-led content marketing campaign that will see regular blogs and videos created and shared through all channels
- A regular news and media relations programme
- A GrowthStories newsletter created and distributed
- Regular content focussed campaigns showing the impact of Boost support. We're helping Lancashire businesses... export, sell more, access finance, etc...
- An active content sharing campaign by Boost & Co members from the private sector



## Sales & direct marketing

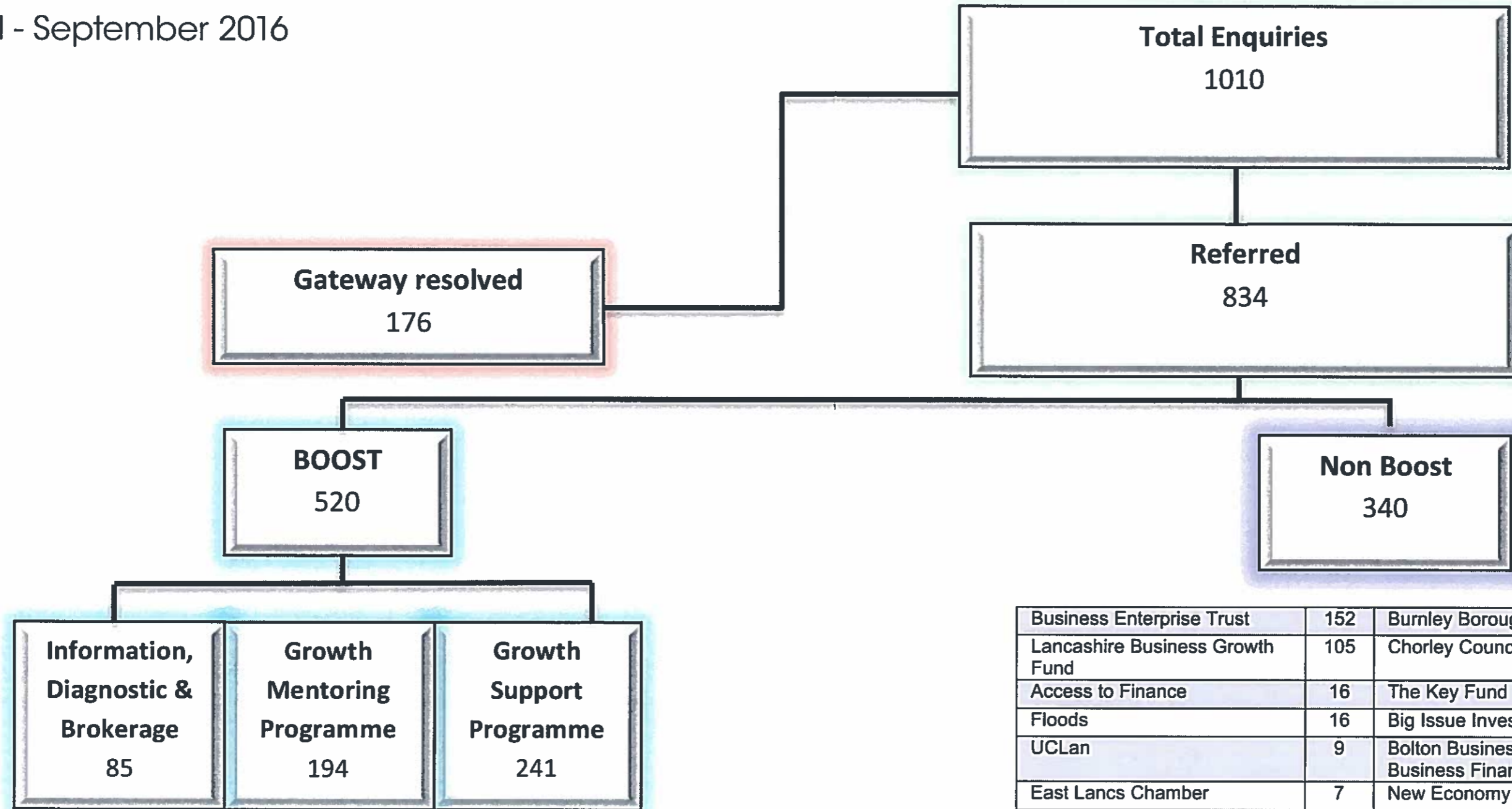
- A series of sales campaigns delivered by the Growth Lancashire Gateway team targeting specific sectors and regions across the county
- A monthly newsletter to the database of 6,000+ contacts
- Monthly e-mail updates to 65+ Boost & Co partners



## Latest results >

# Enquiries

April - September 2016



Business Enterprise Trust	152	Burnley Borough Council	4
Lancashire Business Growth Fund	105	Chorley Council	2
Access to Finance	16	The Key Fund	2
Floods	16	Big Issue Invest	2
UCLan	9	Bolton Business Ventures / Business Finance NW	1
East Lancs Chamber	7	New Economy Manchester	1
National Bus Support Helpline	6	Ribble Valley Borough Council	1
Blackpool Borough Council	5	Selnet Limited	1
Lancashire County Council	1	Pendle Borough Council	1
Lancaster City Council	1	Creative Lancashire	1
Blackburn with Darwen BC	5	West Lancashire Borough Council	1