

CPCA Business & Skills
Pan-Team Promotional Activities 2020/21

Activity	Purpose & Objectives	Estimated Financial Costs
Procure/Recruit Expert Resource	<ul style="list-style-type: none"> Expert Communications & Marketing Resource will be required to help us implement all our plans with optimum impact. There is a large and diverse series of workstreams at pan-team level and also within individual team plans which will need to be conducted professionally and accurately This additional and expert resource will help realise these plans quickly and effectively We will therefore procure a specialist service provider or recruit a dedicated Business & Skills colleague on a 1-year fixed basis or a combination of the two. 	£40,000 Marketing & Comms Resource
Website Review & Overhaul	<ul style="list-style-type: none"> Our website is unclear, complex and difficult to navigate A re-structure or complete rebuild should be considered to separate governance pages from client-related content Client related content needs to be easily found and straightforward Target clients for our respective services must be intuitively drawn to the pages aimed at them The features and benefits of all our services and workstreams should be clear, punchy and unambiguous Use of videos, animation and graphics will also provide a more enjoyable experience This will result in longer visits to our website, more engagement and a better educated client Client Case Studies would also be compelling The client must then be given a clear and direct gateway to the appropriate CPCA colleagues Any restructured content must also adapt with any new online plans relating to the new Business Growth Service by the successful contractor(s) 	£10,000
Social Media /Linked IN Communities	<ul style="list-style-type: none"> These are key communication channels to our audiences. 	These activities will be cost-neutral and will be

	<ul style="list-style-type: none"> Our current levels of LinkedIn and Twitter followers (and our engagement with them) are very low compared to our various Peer Groups (see Appendix 1). We can build a loyal following comprising of partners, advocates and clients/end users. Therefore, a concerted campaign to drive up the numbers of our followers on LinkedIn, Twitter, etc will take place Once achieved, this audience would be regularly stimulated with new content, updates, announcements and even surveys. This channel will also transmit links back into the website that accommodates new Webinars, Podcasts and other content. CPCA Team colleagues within this LinkedIn group will also share this content onward to their own LinkedIn connections to spread the messages even wider We will adopt the same approach for Twitter where currently we are totally inactive. 	undertaken by our new dedicated Marketing Resource and CPCA colleagues
Webinars, Podcasts, Videos	<ul style="list-style-type: none"> We must use all available methods to generate our messages To reach all clients, we can adopt the use of regular Webinars to conduct virtual Presentations These can still be fully interactive sessions with our clients CPCA already possesses Webinar software and hardware in 2019 We can also use Podcasts to push out excerpts of our Webinars Podcasts can also be used for brief and urgent messages – particularly useful for a new Grant fund being released for example Wider use of promotional and informative video should be considered (such as the Business Board Recruitment video) All this content could be stored on our website and social media channels for viewing by our clients and sharing/re-distribution by our colleagues, followers and partners 	Webinars and Podcasts – cost neutral Videos - £2,500
Event Strategy	<u>Our Events</u> <ul style="list-style-type: none"> Embarking on a regional roadshow, we will initiate our own events and target the right invitees 	Travel/Subsistence of CPCA colleagues attending these

	<ul style="list-style-type: none"> • We will promote our various services equipped with uniform, compelling, clear Powerpoint slide-decks – delivered By CPCA colleagues professionally • The Group Sessions can be informative tutorials on all our offerings • We can also conduct in depth sessions focussed solely on a particular service with a specific client group • To draw in our audience further, we can also conduct 1-2-1 Clinic-style Events after these Group Presentations • These events can be held at cost-neutral venues using our partners/stakeholders locations • But we will also hire appropriate space to deliver these sessions where necessary <p><u>Third Party Events</u></p> <ul style="list-style-type: none"> • We will also proactively engage other local networks to secure guest speaker slots at their events to address their members • Examples of these networks include BAP Events, Chamber of Commerce Events, etc. • We can also develop a smart strategy around Event Sponsorship to raise our visibility to our target clients eg, Business Awards Events (the Growth Hub already sponsors some events, but this can be raised up a level) • Sponsorship of some events will incur costs – some of which would come from existing Growth Hub budget • Trade Shows (outside the region) will also be considered where there may be Registration Fees • We may also exhibit at these Events too 	events will be covered within existing budgets £2,500 Space Hire/Refreshments £10,000 Sponsorship (in addition to existing sponsorships) Trade Show Attendance/Exhibition Costs £10,000
Partnership Network & Collaboration	<p><u>Partnership Network</u></p> <ul style="list-style-type: none"> • Building on a common goal of Business and Economic growth, we will collaborate with a diverse group of Partners to help raise our profile • Educating these groups on our services will create a large network of advocates • Both Public Sector and Private Partners can echo our messages through their channels • These Partners will also be gateway to our target clients 	This proactive engagement will be covered within usual Travel & Subsistence Budgets

	<ul style="list-style-type: none"> • Industry Networks such as IoD, etc can be a stepping stone to the appropriate target audience • With greater clarity on our proposition, these Partners will also be source of quality client referrals • In the Private Sectors, groups such as Accountants, Lawyers, Banks should be targeted who can refer their clients directly to us. • Consideration should also be given to creating a semi-formal Partners Community to create a team spirit across this network <p><u>Memberships</u></p> <ul style="list-style-type: none"> • A similar approach should be taken with our memberships of local business networks across the region • Being members will give automatic access to events and the entire membership community • A review of existing memberships (currently via the Growth Hub) will take place with a view to renewing with those networks where we can find our target clients • We should also consider new membership of other networks where these target clients exist • With all our future memberships going forward, we must leverage them much more effectively to (a) raise our profile and (b) engage our target clients <p><u>New Partnership Coordinator</u></p> <ul style="list-style-type: none"> • To assess, coordinate and harness the potential of all these potential relationships, we will recruit a Partnership Coordinator/ Manager who will manage this group 	<p>£7,500 New Memberships</p> <p>£40,000 for dedicated Partnership Manager/Coordinator</p>
Marketing collateral	<ul style="list-style-type: none"> • Refreshed Marketing Collateral for existing services • New Collateral will be required for new service lines. • Standard items include Leaflets in both soft and hard copy, Brochures, Posters, Event Pop-Ups 	From existing Marketing Budgets

	<ul style="list-style-type: none">• We will also peruse the market for novel ways of sharing information	
Advertising and Optimising PR opportunities	<ul style="list-style-type: none">• We aim to use local press across our region to raise our profile with a combination of informative articles, interviews and advertorials.• We will also target local Business media such as Business Weekly for this purpose.• Consideration could also be given to raising our profile over Radio (eg. BBC Radio Cambs)• We will use the PR Team as a way of profiling our significant news, achievements and other important messages.• We can also enlist Ministerial advocacy at appropriate junctions such as when the Business Growth Service is launched• We will work fully with the Ely PR Team on to maximise coverage and impact	From Existing Marketing Budgets