



Growing Dorset's LOCAL BUSINESS

Richard Burn of Dorset Growth Hub, tells us about the free localised help available for your business, even post Brexit



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Virtual Business Support Tools & Start Up Support

WSX Enterprise / Dorset Growth Hub / UK

16th January 2019

Dorset Growth Hub Overview

- Over 2 years delivered 121's, workshops and networking in Dorset to help SME's learn and implement growth strategies.
- Enterprise/Start Up support, Access to Finance & **Digital Capability Support**
- To date – **1400+** businesses currently supported, **250+** grants, **300+** workshops, **310+** 121's
- Hopeful for extension from Dec 2019

Dorset Growth Hub – Digital Capability

- Helping SME's to become more digitally capable to enable growth, strengthen competitiveness and make informed strategic digital step changes.
- 3 staff – myself plus x2 **Digital Specialists** delivering workshops and 121's
- Workshop topics covered – Digital Marketing, Social Media, Content Marketing, Web Design, Search Engine Optimisation, Website User Experience, Google Analytics, Digital Design, Cyber Security, Digital Productivity Tools, GDPR, How to Build an Audience

Dorset Growth Hub – Key challenges

- Start-Ups are spread thin – very little time to dedicate to training or learning
- They don't know what they don't know! Eg: Do you need help?...if so what kind of help?
- Digital Capability – certain subjects are not interesting enough. Eg: GDPR, Cyber Security, Cloud
-How can we engage SME's when they are not keen to attend physical workshops?

Learning Community – link offline to online

The screenshot shows a website banner for 'Join the Digital Band'. At the top left, there are logos for 'Delivered by WSX (a bps group)', 'dorset growth hub' (with the tagline 'Inform · support · connect'), and the 'European Union European Regional Development Fund'. On the top right, there is a navigation menu with links for 'LIVE WORKSHOPS', 'PICK A STAGE', 'ABOUT US', 'CONTACT', and a search icon. The main heading is 'JOIN THE DIGITAL BAND' in large white letters. Below it is the text 'Creating rocking learning environments online & offline to help businesses navigate the Digital Age. #DIGITALROCKS'. A red button with the text 'JOIN THE BAND' is positioned below the text. At the bottom, there are three dark blue boxes with yellow icons and text: 1. A graduation cap icon, 'LEARN FROM LOCAL EXPERTS', and 'TOUR THE STAGES >'. 2. An open book icon, 'LEARN DIGITAL ONLINE', and 'VIEW COURSES >'. 3. A stack of books icon, 'LOCAL DIGITAL WORKSHOPS', and 'VISIT THE LIVE LOUNGE >'. A small white downward arrow is centered at the bottom of the banner.

Learning Community – link offline to online

- Branded to inspire and join a fun community! Eg: make Cyber fun!
- Our goal – engage people post workshop to join another workshop = contribute to our 12 hour output target.
- Download materials post workshops.
- Learn from online content such as videos, slides and links to forums.
- Link the offline & online support world
- Partner up – invite people of authority to join and have a voice – helps position us as knowledge experts who know other experts (also helps content creation)

Facebook Groups



Facebook Groups – Q&A Forums



The screenshot shows a Facebook group page for 'Dorset Growth Hub Q&A Forum'. The page is set to 'Closed group'. The main content is a video of a man in a white shirt presenting to a group of people in a meeting room. The video player has controls for 'Joined', 'Notifications', 'Share', and 'More'. Below the video, there are options to 'Write Post', 'Add Photo/Video', 'Live Video', and 'More'. A text input field with the placeholder 'Write something...' is visible. On the right side, the group is identified as 'Dorset Growth Hub' with 1,099 likes and a 'Contact Us' button. The left sidebar contains navigation options: 'About', 'Discussion', 'Announcements', 'Members', 'Events', 'Videos', 'Photos', 'Group Insights', and 'Moderate Group'. A search bar for the group is at the bottom of the sidebar.

Dorset Growth Hub Q&A Forum

Closed group

Interacting as yourself

About

Discussion

Announcements

Members

Events

Videos

Photos

Group Insights

Moderate Group

Search this group

Richard Home Create

Joined Notifications Share More

Write Post Add Photo/Video Live Video More

Write something...

GROUP BY

Dorset Growth Hub

1,099 like this

Contact Us

Facebook Groups – Q&A Forums

Informs our delivery – live feedback

 **Andrew Knowles**
January 10 at 4:44 PM

I'm working on a new workshop - email marketing. What are your questions about using email for marketing?



 Hannah Merrie 2 Comments Seen by 5

 Like  Comment 

 **Pam Middlemast** Legalities of using email addresses and how to use mailchimp etc please
Like · Reply · 4d   2

 Andrew Knowles replied · 3 Replies

 **Maria Baggaley** Just what I need to know. How to use and good examples of good copy.

Encourages peer-to-peer learning

 **Corinne Eberlein**
December 21, 2018 at 2:48 PM

Hello all just a quick question, I have been posting on Instagram from my phone and pc (in a roundabout way, because that's where my images are !) but am finding that the ones posted from my pc hardly get any likes. Does anyone know why? Thank you 😊

5 Comments Seen by 11

 Like  Comment 

View 3 more comments

 **Hannah Merrie** Could you use drop box so you can access in both places?
Like · Reply · 3w

 Corinne Eberlein replied · 1 Reply

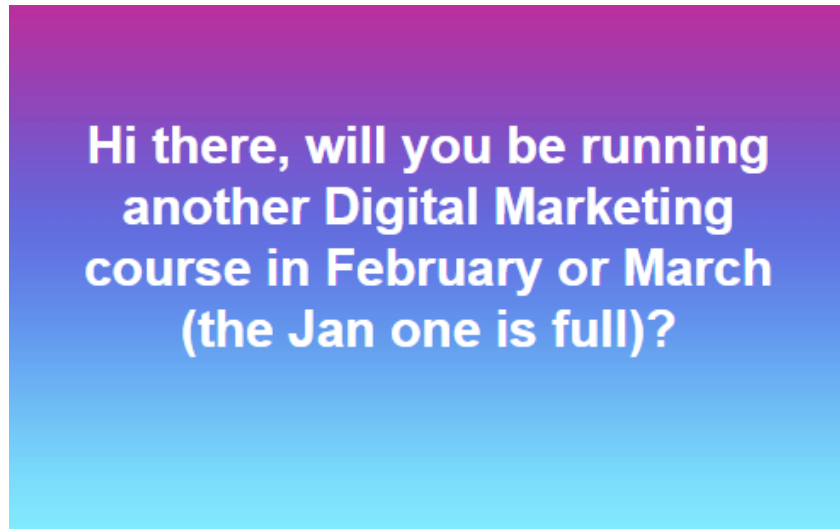
 **Selina Dudley** I seriously need to learn instagram and mailchimp
Like · Reply · 3w

 Selina Dudley replied · 2 Replies

 Write a comment...    

Facebook Groups – Q&A Forums

Signpost tool to help output targets



1 Comment Seen by 2



Like



Comment



Mary Lloyd Hi Laura, yes there will be - if you follow us on Eventbrite you will be notified once it goes live >>>
<https://www.eventbrite.co.uk/o/dorset-growth-hub-6656403931>



EVENTBRITE.CO.UK
Dorset Growth Hub

Like · Reply · Remove Preview · 6d



Laura Butt replied · 1 Reply

Knowledge Insights from different sources



Andrew Knowles shared a link.

January 4 at 10:54 AM

If you're interested in improving your website SEO, you'll want to read this.
If you're not sure what SEO is, we have a workshop for that.



BACKLINKO.COM

Google's 200 Ranking Factors: The Complete List (2019)

You might already know that Google uses over 200 ranking factors in their...

Emilie Claerbout, David Allison and 7 others

3 Comments Seen by 10



Like



Comment



Facebook Groups – Q&A Forums

Instant learning feedback



Pam Middlemast shared a link.

December 24, 2018 at 8:37 AM

I've just loaded my new Wix website and would really appreciate constructive criticism. I haven't actually done the Wix course yet. Doing it in January -



BREDYHOUSE.CO.UK

Bredy House Bed and Breakfast

Bredy House, 4 Star, Bed & Breakfast, en suite, located in the picturesque seaside fishing port of West Bay, Dorset situated on the World heritage jurassic coastline.

 Nikki Bareham

6 Comments Seen by 9

 Like

 Comment



View 4 more comments



Andrew Knowles Looks good. I didn't see Dorset get much of a mention on the home page. If you want to rank for Dorset on Google, I recommend using the word more.

Like · Reply · 3w



1



Nikki Bareham Well done, Pam. It looks visually engaging so that is a good start. Definitely pack your key words in for SEO and maybe some pics of the b&b as the first ones that people see, as that is

Feedback on my team!!



Robin Shaw shared a link.

December 25, 2018 at 12:16 AM

DGH team and participants! Just wanted to say thank you so much for the excellent and fun workshops, conversations and info exchange amongst us Dorset SME that DGH has enabled. The link below is to some 'Brexmas' carols - lyrics by my husband. Whatever perspective you have on Brexit, hopefully these tweaked tunes will give you a laugh. See you in 2019! 😊



YOUTUBE.COM

Brexit Carols - Lyrics by Tony Jaques 2018

Hope you enjoy these classic Christmas tunes with a Brexit twist. And you are welcome to use (please credit). Would love to hear what you do with them....

 Like

 Comment



Write a comment...



Digital Tools delivering the support

- Screenshot Videos – www.cloudapp.com
- Learn Website – www.wordpress.com
- Video Hosting – www.vimeo.com
- Project/Event managing – www.trello.com
- Project Paperwork – www.docuSign.com (Feb 2019)

Dorset Growth Hub – What is next for digital 2019?

- **LinkedIn Groups** – failed first time but they are improving it to match Facebook Groups success.
- **Learning Videos** – Clock in and out and linked with docuSign and a live chat support = **active support relating to outputs.**
- Close the offline and online gap.
- **Multi venue conferencing** – stream a workshop to remote areas via digital link (Skype, GoToWebinar, Google Hangouts)