We Are Digital: Mid Ulster Online Programme

Presentation to Development Committee

Mid Ulster District Council

Tuesday February 21st 2017

PROGRAMME
AIMS & OBJECTIVES

To foster and develop a 'Culture of Digital' whereby local businesses look beyond the District to grow and develop their business by competing **online.**

- To increase sustainability and competitiveness of 20 businesses in Mid Ulster
- To advise on how social media can be used to market their business
- To support and develop their online marketing
- To raise their online profile
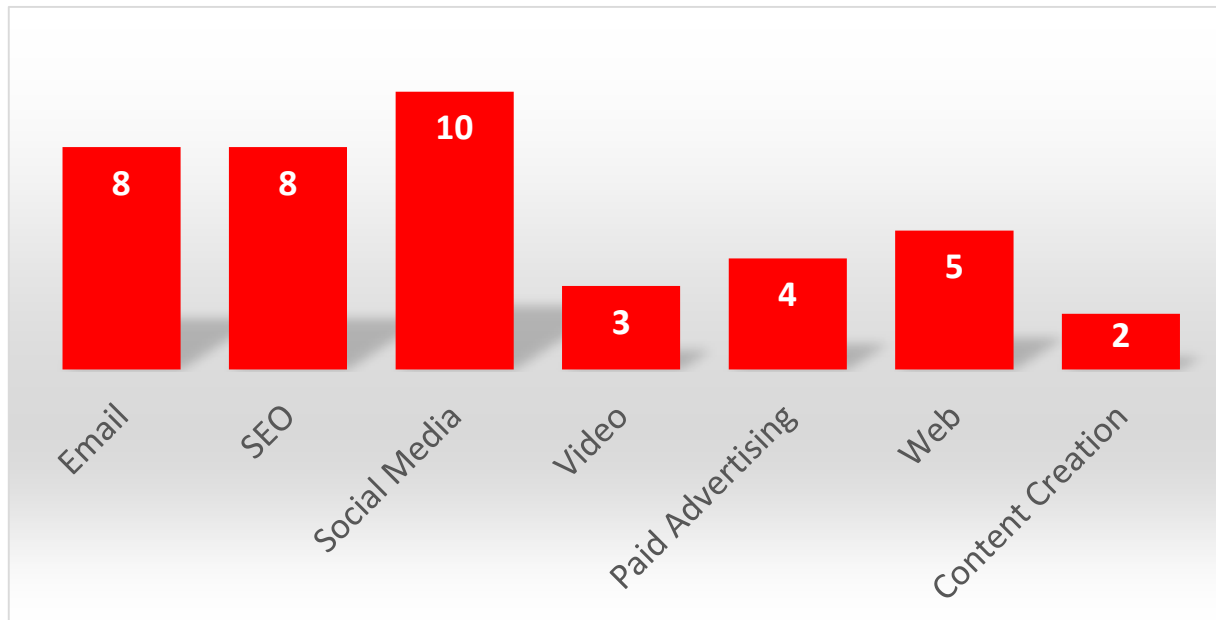
PROGRAMME METHODOLOGY

- Promote, Recruit, & Select 20 Businesses
- Completion of 20 Baseline Audits
- Delivery of 3 days One to One Consultancy support to 20 Businesses
- Completion of 20 Action Plans
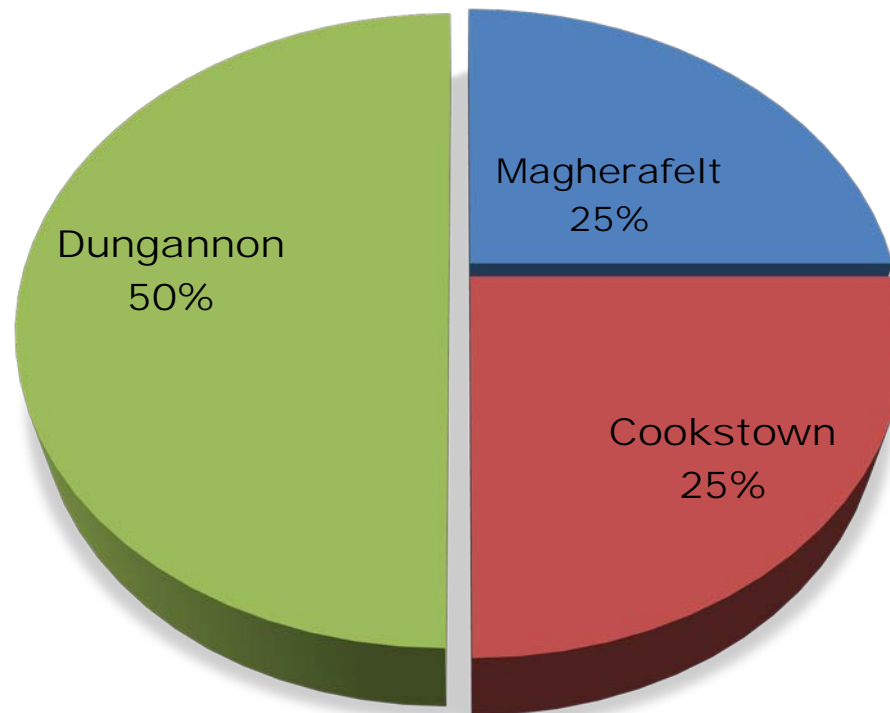- Signposting Service
- Programme Evaluation

TYPE & RANGE OF SUPPORT PROVIDED

Social Media, Email Marketing and Search Engine Optimisation were the most requested areas of support

PARTICIPANT PROFILE

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70% of participants were made up from **Professional Services**, **Manufacturing** and **Construction** sectors

Sector	No. of Participants	Percentage
Media	1	5%
Professional Services	**5**	**25%**
Tourism	1	5%
Manufacturing	**5**	**25%**
Retail	3	15%
Construction	**4**	**20%**
Health	1	5%

TARGETS & PERFORMANCE

	Achieved	Exceeded
Recruit 20 businesses	√	
Carry out 20 Business Audits	√	
Provide up to 3 days one to one consultancy support per business	√	
Develop 20 Action Plans	√	
Increase online presence for all 20 businesses	√	
Create 3 new jobs		9 jobs created Total Value £156,000
Sustain 20 existing jobs		164 jobs sustained Total Value £2,092,500
Achieve an average of at least 5% increase in turnover		Overall average of 17% increase in turnover Total Value £526,000
Provide 20 businesses with information detailing relevant sources of support	√	
Minimum of 10 businesses to access follow-on support from other providers	√	

OVERALL ECONOMIC IMPACT

- **9** new jobs created Total value **£156,000**
- Overall **17% increase in turnover** to the value of **£526,000**
- Total Economic Impact **£682,000**
- A **Return on Investment of 31:1** for every pound spent on the programme
- A **Potential Return on Investment of 40:1** by June 2018, with 10 new additional jobs profiled

PROGRAMME REVIEW & RECOMMENDATIONS

- Demand illustrates the need to deliver a similar type programme in the future that would support and development local SMEs' through online marketing techniques.

- Businesses stated that 3 days one to one consultancy support is adequate for an online programme.

- Implement cost saving efficiencies by using Cloud Management Tools and reducing paperwork.

- All businesses indicated that they would recommend the programme to other businesses.

PARTICIPANT TESTIMONIALS

- *"The support provided had an instant impact on our sales and will continue to do so"*

  Old Town Marquees

- *"I now have the skills and knowledge to take our online marketing forward and make a positive contribution to our online success"*

  Michael Nugent

- *"Really enjoyed the programme and gained so much insight into how I can use my websites and social media as a tool for sales and lead generation"*

  Blessingbourne Estate