

Footprint Digital

Peer Networks' Journey

Powered by the BEST Growth Hub



BEST
FOR BUSINESS SOLUTIONS
Business Essex, Southend and Thurrock

**FOOTPRINT
DIGITAL**

Background

Footprint Digital provides data-driven marketing services including: Strategy, SEO, PPC, CRO and Content Marketing. The company is based in Colchester, Essex.

<https://www.footprintdigital.co.uk>

During the Global Pandemic, the company lost clients and furloughed staff but was still able to grow a partnership team and take on a Marketing Manager.

Hannah Meadows, Head of Client Services was drawn to Peer Networks by the opportunity to join a collaborative group of individuals, with similar roles and responsibilities. Hannah wanted to ask challenging business-related questions, which would not be suitable for 'standard' networking events.

The company was unsure as to the amount of growth it could achieve as an agency. The fact that Hannah could ask strategic and tactical questions in confidence had great appeal.

How Peer Networks helped

Hannah noted a common challenge was the ability to work on the business, not in the business. Since growing to a 17-person agency, the company needed to focus on strategy and direction. "We knew we needed to do something, but were not sure what."

Peer Networks helped Hannah to define and frame the scope of the company's challenges, so that she could address them. Once she had determined the challenges they faced, she was able to re-evaluate staff roles and positions to optimise the company's working performance.

As a result of Peer Networks, the company has discovered a wealth of different events on offer, including the ExSE business festival www.exse.co.uk (which is powered by the BEST Growth Hub) as well as an International Women's Day networking event.

Checking the BEST Growth Hub website's events section will ensure the company is kept up to date with event news.

Footprint Digital (Hannah Meadows) says:

"Peer Networks is empowering, reassuring and is also strategic. It makes you accountable. My top three takeaways from Peer Networks were:

1. The availability of funding options
2. Access to new skills – in particular the Kickstarter programme
3. Working with the Adaptation Advisor and the Pivoting Assessment Tool".

How Peer Networks can help your business

Learn from your peers: Find solutions to the real issues your business is facing by working with other local business leaders facing similar challenges.

All it takes is your time: Peer Networks is a completely free programme, all it takes is a few hours of your time each month. You can join virtual sessions from the comfort of your home or office.

Varied delivery, real results: Activities take place in structured, small-group sessions, led by a skilled professional facilitator to make sure you see real

results in return for the investment of your time. You will also benefit from access to 1:1 mentoring, coaching or advice depending on the support you need.

Non-competitive: Peer Networks brings together business leaders working collaboratively to find solutions to common problems. You will not be placed in a group with any competitors, so you can share your expertise and benefit from others.

For more information about Peer Networks, visit

www.peernetworks.co.uk

Peer Networks is powered by the BEST Growth Hub

The BEST Growth Hub offers free, impartial advice to help Essex-based businesses grow.

At the BEST Growth Hub, we help our clients make smarter decisions centred around the four key components of running a business:

planning | growing | solving | adapting

For more information about the BEST Growth Hub, visit

www.southeastbusiness.org.uk



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