

SMALL THINGS CAN MAKE A BIG DIFFERENCE . . .

... and they don't have to cost a lot of money."

This was the reaction from many delegates on the series of specialist marketing workshops run throughout 2007 in Blackburn-with-Darwen Borough Council.

EXCELLENT USE OF EXTERNAL FUNDING

IAN LINGARD, Business Projects Officer at Blackburn-with-Darwen Borough Council is very aware of the need for practical help and support to businesses in the borough.

He feels strongly that providing these workshops is a practical and effective use of Local Enterprise Growth Initiative (LEGI), ERDF and NWDA funding because they equip businesses with basic marketing skills in order for them to attract more business and maximise turnover.

Ian said, "Small shopkeepers face stiff competition from larger multinationals and this successful and popular Business Growth Programme provides business basics, it shows how to create opportunities for growth and helps delegates to improve their competitiveness - and to survive."

Main Marketing & PR Ltd has been working with Blackburn-with-Darwen Borough Council since 2003 as part of the SRB5 SMART SHOPen scheme. In 2007, the start of the new Business Growth Programme in Blackburn-with-Darwen has meant that the workshops can now be offered to other types of high street businesses.



Passionate about helping small businesses to benefit from good marketing Diane Jackson, Managing Director of Main Marketing & PR Ltd, is the retail marketing specialist who designed the Level 1 Workshops; she's been running them for many years with great success.

Di Jackson commented, "Our workshops are full of practical help specifically for small businesses. It's very rewarding to know our delegates have put our ideas and recommendations into practice and had such positive results. We know good marketing works - now they do too!"

VERY MOTIVATIONAL

"The mystery shop was extremely helpful. The staff here found the results very motivational. It's brilliant to get professional, objective and constructive feedback", said NAOMI JEFFERS from ASTON CHEMISTS. "The programme enabled me to view my shop window much more objectively, and how we should display and rotate goods. Our customers have noticed the difference too. Di and her team are excellent."

"We've so much more confidence as a business now; we're thrilled with the course" said ROBERTA JENKINS of fledgling BRIDAL BLISS - a reaction shared by many of the delegates.

GREAT LEARNING ENVIRONMENT

"The presenters pitched it all at a good, easy to understand level. It was warm, friendly and a great learning environment. I've been to a lot of other courses over the years and this rates among the best", said JULIA WOODWARD of MINUTEMAN PRESS.

"I keep the course notes handy; I'm always dipping into them. I have recommended this course to many people" admitted FAIZAL MOOSA of EMERALD UPHOLSTERY, as he prepared a newsletter to his customers!

FOUR 1 HOUR EVENTS

A series of four workshop seminars on different facets of marketing, delivered in an informal but dynamic way, each 1 hour long with a question and answer session afterwards. Each business is visited by Di and a colleague before the course starts in a mystery shopping exercise and feedback is given throughout the workshops.

Delegates receive full supporting literature, including copies of the presentations, a workbook, a pocket guide, along with copies of three of the presenter's published books.

2008 heralds the start of the tenth series of workshops in BDBC. They are also run by Main Marketing in many other areas of the country.

Delegates do confirm that their turnover has certainly increased since the course; among the most recent are Classic Partytime and Bridal Bliss, pictured below, along with fellow delegates. Party balloons courtesy of Classic Partytime!

