

Case Study:

Enterprise Lab

Here at Get Ahead VA, we are privileged to work with a wide variety of clients who recognise the value of outsourcing the tasks that either they lack skills for or that take up their valuable time. Here's 60 seconds with one of our clients, Enterprise Lab, a global platform that is committed to developing enterprise eco-systems for prosperity – this means better people, better businesses, better economies.



What situation was your business in when you first came to Get Ahead VA?

Earlier in the year during lockdown, we launched our Resource Centre – an online platform of curated content from our network of business experts, to provide support and guidance to businesses in all sectors and of all sizes, during a time that would impact and challenge businesses forcing them to pivot. We needed support with digital marketing to promote the platform & content to our target audience.

How did we help solve the problem for you?

Kristy from Get Ahead took my brief, and built a skilled team of experts led by Marie who worked on a digital marketing strategy and a plan for the Resource Centre which supported our vision of how it would help to meet our business objectives for 2020 and beyond.

They kicked off with a virtual workshop to shape the strategy collaboratively with us; this helped us to be clear on our objectives and positioning and gather some insights on what our competitors were doing and how we were differentiating ourselves.

From there they carried out an audit of our digital platforms – the website and social media pages – and a SWOT analysis, before putting together detailed plans which delivered on our strategic goals.

Our digital marketing plan consisted of SEO, PPC, social media management, video content, and paid social ads on Facebook, Instagram and LinkedIn. We received a consolidated regular report and a weekly team call to review performance and agree next steps which ensures we're always working towards our goals.

Collaboration with the Get Ahead team has been the key to success and rather than simply pushing work through to your traditional agency, the team seamlessly slot in as if they're part of our own business.

Services delivered:



Marketing

What difference did this make to your business?

Having a clear strategy in place for our digital marketing has meant that we can focus on our business objectives and be really clear about who we are trying to target and how we want to engage them.

With the success of the Resource Centre and the insights we gained from the digital marketing activities, we have evolved our approach to supporting small businesses in 2020 with our Start Up>Scale Up Summit virtual event in November.

The Get Ahead team have been flexible in their approach which has allowed us to evolve our plans but maintain a clear focus.

If your business could benefit from the help of our highly experienced virtual assistants please contact us on 01483 332220 or email office@getaheadva.com.

We pride ourselves on being the staff you don't see, but the difference you do.

Get Ahead
your virtual agency