

SWLEP Marketing Plan 2023/24



Marketing Aims

- Increase brand awareness.
- Generate high-quality leads.
- Acquire new customers.
- Increase website traffic.
- Establish industry authority.
- Increase customer value.
- Boost brand engagement.
- Increase revenue.
- Improve internal brand.



SWOT Analysis



Business Initiatives

BCC

GPIF

Growth Hub

Growth Hub Plus

Growth Hub Skills

Inward Investment

Careers Hub

BCC Guardian

Key Business Initiatives

Target Market – Industries and Buyer Personas

Competitor Analysis

Market Strategy – P's of Marketing

Budget



Marketing Channels

- swlep.co.uk
- swgrowthhub.co.uk
- swcybercluster.co.uk
- bcc.co.uk
- Socials (Twitter, LinkedIn, Facebook, Instagram, Mastodon)
- Traditional

Marketing Technology



CRM



Marketing Software

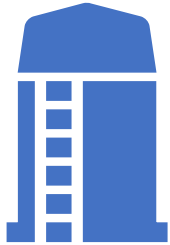


Marketing Automation

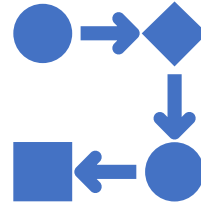


Social Media
Management Software

Staffing



Structure



Workflow



Objectives