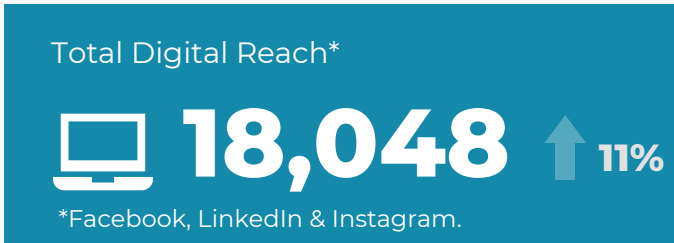


PR & Marketing Update

January - February 2023

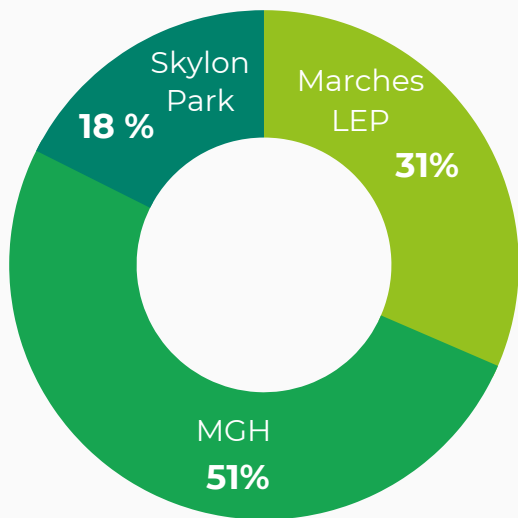


Communications Insights

The successful launch of the Marches Energy Grant and two intensive business campaigns helped significantly raise the profile of both the Marches LEP and Marches Growth Hub in the first two months of the year.

The #financemybusiness and #buildyourbusiness campaigns - which will run throughout the quarter - used videos, case studies, expert commentary, social media activity and editorial to showcase the real support the LEP and MGH offers the business community.

Together, the campaigns and MEG launch helped deliver an 86 per cent increase in visits to the MGH website and 11 per cent increase in reach across all social channels.



LEP Social Media Followers

& ranking across 6 WM and 9 ME LEPs (standardised by business population)



Media Coverage



Organisational Impact

The added value the LEP can bring has been clearly demonstrated through the success of the MEG launch and the two campaigns, and the extra reach and engagement they have brought.

By consistently branding the LEP and MGH together, a clear picture is being built that the two organisations are part of the same family.

Partnership work throughout the two months with Midlands Connect on its transport campaign has further strengthened the LEP brand.

Website	Visits
Marches LEP	3,579 ↓ 1.2%
Marches Growth Hub	5,786 ↑ 86%
Skylon Park	2,001 ↑ 34%

