

Jam Creative Marketing

Businesses are joining the Chamber for variety of reasons and one of the most popular is the opportunity to network. Jam Creative is a Warwickshire based internet marketing support company focusing on website, e-newsletters, SEO and social media services to SME's. They also joined the Chamber to build a network of new business partners via events but also realised how being a member can provide a powerful tool for raising their brand awareness.

Chamber runs monthly Master Classes which are free to all members. During these classes attendees can gain valuable insights into variety of current topics from PR, networking, presentation to sales. Jam Creative approached the Chamber and offered to host a 3-hours Master Class based around SEO. Over 50 businesses have participated finding out about SEO which is particularly important to businesses who don't have the internal resources and experiences to carry these activities in-house.

In return for presenting and sharing their expertise Jam Creative seized the opportunity to generate service awareness: "It has made enough difference to us in terms of business won and contacts made to renew our membership for another year. We are also benefiting from the help and advice given to us by the Business Growth", comments Jane Poulter.

Sharing what your business is good at with fellow members not only benefits them but also creates a whole world of opportunity to increase your business network.