

Grow your business with Cumbria LEP and Google

Small businesses in Cumbria are to have a free opportunity to boost their on-line marketing potential.

Cumbria Local Enterprise Partnership has teamed up with internet giant Google and local partners to deliver a series of workshops, called Google Digital Garages, at three locations in November.

These courses, certified by both Google and Interactive Marketing Bureau (Europe), will be taking place at:

- Redhills Conference Centre, near Penrith, on Tuesday 7 November (5.30pm to 7.30pm); delivered in partnership with Eden District Council
- The Skiddaw Hotel, Keswick, on Wednesday 8 November (5.30pm to 7.30pm); delivered in partnership with Keswick Tourism Association and Allerdale Borough Council
- The Kirkgate Centre, Cockermouth, on Thursday 9 November (5.30pm to 7.30pm); delivered in partnership with Cockermouth Chamber of Trade and Allerdale Borough Council.

Cumbria LEP lead officer on visitor and rural economies Joe Broomfield explains: "We're delighted to be able to work with Google, Upskill Digital and local partners on this initiative, which should be of great benefit in helping local small businesses to grow.

"Attendees will discover how to attract new customers by optimising their presence on Google, learn to gather consumer insights and use analytics to find more customers, and finally, how to get started with online advertising."

The workshops will cover development of social media strategies and will also include a rundown of the best social media platforms to use in 2017. Trainers will explain how to create a social media strategy that delivers the right goals for a particular business.

All sessions are free, but places are limited and demand is expected to be high. To book your free place, please visit <https://tinyurl.com/yd3wqove>

Nigel Wilkinson, managing director of Windermere Lake Cruises and chair of the Cumbria LEP visitor economy and rural economy advisory groups. He added: "The importance of digital marketing and social media to the Cumbrian visitor economy is highlighted in our recently published Rural and Visitor Economy growth plan.

"These free workshops, delivered with local partners, should be really useful for businesses as they look to reach new customers through social media and digital advertising."

For further details about Cumbria Local Enterprise Partnership, go to www.cumbrialep.co.uk

Ends

For media information please contact Karen Gardner at Osprey Communications on 015394 42436 or email karen@ospreycommunications.co.uk

Notes for editors

- Cumbria LEP provides a strategic lead for all activities contributing to the growth and vibrancy of the county's economy and where appropriate takes positive action, using the skills, capability and networks of LEP partners.
- The LEP is keen to work with all partners and stakeholders (private and public) to undertake actions, secure funding and implement initiatives to support sustainability and growth of Cumbria's economy.
- A copy of the Cumbria Strategic Economic Plan is available at: www.cumbrialep.co.uk/what-we-do/sep/