

The importance of marketing

BY LAURA GOMEZ PEDROSA

Your workdays may be very fast paced, with too many tasks to try and accomplish in too few hours. Especially if you are a small business owner or self-employed, you may not be able to find the time to promote your products of services while you are trying your best to keep up with what's already on your plate!

It can be easy to overlook the importance of marketing, but this should not be underestimated. After all, the conundrum of "too much work and not enough time" is a luxury problem!

If you are able to bring even more clients on board or sell more products, then your business will be able to expand, grow in reach and of course profitability. So, let's be honest - who doesn't want that?

It is important to think about HOW you want to market your business. There is certainly no denying the power of the internet, where you can quickly reach new audiences and a lot of options are free as well. This makes digital marketing a cost-effective and efficient way of promoting your business.

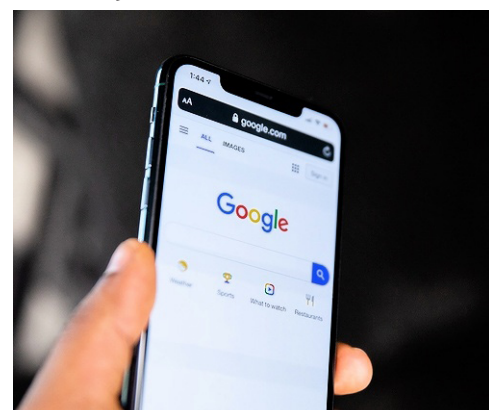
It is also important to think about WHAT you are selling. How is your brand perceived by someone who has never heard of your business before?

The marketing strategy that works best for you is very much dependent on what kind of business you run and what you want to achieve. For many organisations, the main goal will be to increase profits by improving sales, conversions or reach, so how do you manage this?

All the workshops and webinars can be found on our website www.lincs-chamber.co.uk/ events

Improve your website and Google ranking

One very important aspect of digital marketing is having a good website, and following best practice to increase your chances of being found on Google and other search engines. This is known as SEO.



Most people don't scroll further than the first page of Google so this is where you ideally will want to be. There are many ways to improve your website and increase your chances of being found, which are known as 'ranking factors'.

Pay-per-click advertising (PPC) is another way of increasing your reach. This can be done via placing adverts on Google which come up first when searching for a specific keyword or phrase, meaning you will be seen first before all others.

To find out more about SEO, ranking factors and PPC, you can attend our two-part FREE Maximising Your Online Presence workshop on 19th & 20th May, delivered by SEO Traffic Lab.

Social media marketing and advertising

Social media can be a great way to generate interest and raising brand awareness by reaching a wider audience.

There are many social media platforms these days, with popular ones being Facebook, Twitter, LinkedIn, Instagram, and the recent meteoric rise of TikTok. You will need to consider what kind of audience you would like to reach, and which platform your target

audience uses most.

By using the imagery and information you already have on your website, you can quickly start posting to promote what you do - whether that's delivering a service or selling products.

You can invite your connections to like your page and interact with the posts, which then in turn means their connection might see you and start to interact, and so on! Simply by posting, you can increase the chances of reaching new audiences, getting more clicks to your website and boost conversion.

However, social media marketing is not an overnight miracle. It takes work to get your audience numbers up so you will need to post often and stay creative in your posts to keep your followers interested.

Paid social media advertising can fast-track this process and deliver a higher conversion rate quicker. There are again many options across the numerous platforms to suit your needs and, importantly, budget.

On 9th and 10th June, Liam Lally of Zaddle will be delivering a FREE workshop on social media advertising and will guide you through the process.

Branding and implementing a new strategy

There are a lot of stories of new marketing efforts returning little to no results. This leads companies to question the validity of their products or service. But what if it isn't the product? But rather the perception of how it's seen and heard?

The perception of your brand is just as important as what you are actually selling or delivering. It is good to take stock of your brand and how it comes across to your audience on a regular basis.



Simple things can go far! For instance having a professional logo, a good-looking website and consistent messaging across your marketing outputs will yield better results than not ticking these boxes.

On 5th & 6th May Oliver Taylor of Horizon Brand Consultants will deliver a FREE workshop to explore what branding is and why it is vital.

Green Marketing

Sustainability is on the rise, and it is no surprise that many organisations are jumping on the green bandwagon.

While being environmentally conscious is not only good for the environment, corporate social responsibility (CSR) can also help increase your brand's credibility and deliver a more powerful message than your competitors.

Making your business and marketing more eco-friendly has never been so important, but

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End of an era as Mark says goodbye to Wilkin Chapman after 36 years



Mark Carlton

From trainee lawyer to Senior Partner at the region's largest law firm, Mark Carlton looks back with pride as he retires after a 36-year career with Wilkin Chapman solicitors.

Mark was 25 when he joined the firm as a law graduate in its then Immingham office in 1985. And as he recalls those early years, he remembers his determination to succeed within Wilkin Chapman.

"When I look back to those days, I used to joke that one day I would be the Senior Partner. Whilst outwardly it was said in jest, deep down it was an ambition I always knew I wanted to achieve," recalled Mark.

Over almost four decades, Mark and the firm have grown together. Wilkin Chapman now sits as a Top 200 UK law firm with offices across the region and Mark, a family law specialist, is retiring after achieving his goal to be Senior Partner. It was a role he accepted in 2011 and kept until 2018 when colleague Andrew Holt took over in preparation for Mark's retirement.

"I look at the growth of the firm with an immense amount of pride, and all the more so because Wilkin Chapman has remained a local and a family firm, it has remained true to that whilst becoming a successful business regionally, nationally and internationally," said Mark.

"The events of the past year have highlighted the importance of being a part of the local community, with a local and loyal client base that has continued to support us and that has been extremely important," he added.

Mark is succeeded within the Family team in Grimsby by its present team leader Stacey Heeley.

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it's also never been easier for SMEs.

Green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising.



Join Rachael Hunt, Creative Marketing Manager at Visual Print and Design, for a FREE webinar on 26th May to find out more about sustainable marketing.

What else is there?

Another good way of getting seen by a new audience and increase your brand's strength is by sharing your news articles and blogs with third parties such as us here at the Lincolnshire Chamber of Commerce.

Our website's News and Blogs section boasts stories of and by local businesses, which helps

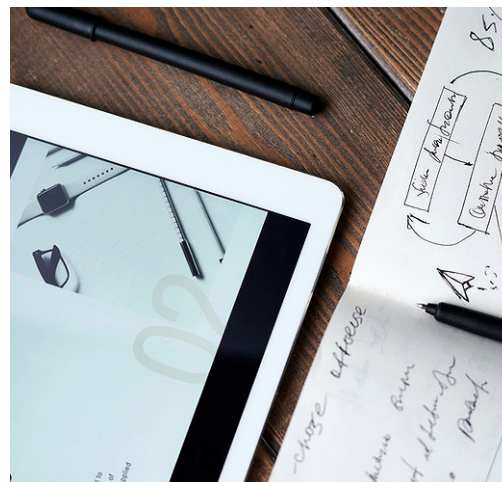
improve brand awareness, increase your SEO organically, and potentially generate new leads.

Our members can upload their news articles and blogs for free, which we will also post across our social media. That way, we are directly advertising YOU and what you do!

Digital marketing doesn't stop at the above examples. There are many more ways increase your reach, including email marketing and advertising on other websites.

We can offer E-shots which are email newsletters sent to our member newsletter list. Every member is automatically signed up to receive these exclusive E-shots, meaning your news will reach over 1,000 local businesses!

We are constantly expanding its online presence and as a result we now offer banner advertising as part of our bespoke marketing packages.



Lucion Services accelerates growth with acquisition of Delta-Simons

Lucion Services, the leading environmental services group backed by Palatine Private Equity, has announced the acquisition of multi-disciplinary environmental consultancy Delta-Simons Environmental Consultants Ltd.

The transaction creates a market-leading group offering a wide range of environmental regulatory services across the UK, as well as becoming a significant force internationally via Delta-Simons' existing footprint and its global Inogen Alliance network.

Lucion Services has been backed by leading mid-market private equity investor Palatine Private Equity, is headquartered in Gateshead, and has regional offices across the UK.

Delta-Simons operates from a head office in Lincoln and has offices across the UK in Birmingham, Bristol, Leeds, London, Manchester, Newcastle, Norwich, Nottingham and internationally in Dublin.

Alex Ferguson, Managing Director of Delta-Simons, will join the executive board of the enlarged Lucion Group.

Commenting on the deal, he said: "Lucion is the perfect home for Delta-Simons at this stage



in our evolution. We join a strong and established technical business with complementary clients and services and can benefit significantly from Lucion's proprietary software and management systems. "Together with Lucion, we will offer an unrivalled, market leading UK operation with a global reach through the Inogen Alliance, a global network of over 5,000 environmental specialists."

British Heart Foundation comes out top with local accountancy firm

Nicholsons Chartered Accountants is pleased to announce that the British Heart Foundation will be their Charity of the Year for 2021/22.

The firm's charity of the year is chosen by their staff, who take a vote on the nominated charities. Although the firm does not have a charity committee, their social committee do have a say in what events they do and help run them.

The two main people involved are Gail Green, a director at the firm and Marketing Manager, Linda Clark. Gail and Linda are both looking forward to working closely with the British Heart Foundation's local Fundraising Manager, Gary Burr.

Gail Green says "We are delighted that the British Heart Foundation has been chosen and look forward to working with Gary and his team. Not only will we be running a number of fundraising activities during the year, we will also be taking up Gary's offer to provide CPR training to our staff."

Gary Burr said: "Not only will this mean that colleagues are equipped with life-saving CPR skills, but the money they raise will also help fund our life saving research into heart and circulatory diseases."

"The devastating impact of the Covid-19 pandemic means that the BHF's investment in new research has fallen by around £50 million this year. Our vital research is entirely fuelled by the generous donations of the public, and that's why their support has never been more needed."

The team at Nicholsons is looking forward to starting their fund-raising initiatives as soon as it is safe to do so. These will include cake baking, dress down days, summer reading book sales to spring cleaning your home, coffee mornings and afternoon teas, a charity badminton tournament and much more.

The firm is hoping to hold its main event, their annual charity ball, which is due to be held on Friday 8th October 2021 at the DoubleTree by Hilton in Lincoln.

With an auction, raffle and other fund-raising activities taking place on the night, they are hoping to raise at least £7,000. Tickets are £50.00 each and will include a drink on arrival, 3 course dinner and dancing until midnight with "The Business". Tickets can be reserved by calling 01522 815100.

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Modern University of the Year 2021

Langleys Solicitors emphasises well-being and culture with flexible working approach



Tim Cross

Langleys Solicitors have formally adopted a flexible working approach across the business.

Managing Partner, Tim Cross explains, "I have always believed that trusting our teams and giving them the discretion to manage how they work can only be positive, improving the results we deliver for our clients as well as enhancing the overall wellbeing of our people."

There are two elements to how Langleys are approaching this new way of working.

First, where people can do so effectively, they can spend half of their time working from home. Having consulted with everyone in the business, this seems to be the balance that suits people the most.

Tim goes on to say "Teamwork is one of our values, and everyone agrees that it is important to spend some time with colleagues in the office. While much of our work can be done from home, there are some things, such as mentoring, learning and personal development that are best done together, in person; when lockdown restrictions are eased I know that we are all looking forward to spending more time together."

The second element is a core hours approach, which the firm is trialling until October. As part of this, people will be able to flex their start and finish times as long as they work between the core hours of 10am - 4pm.

"For us, being more flexible in how we work is not a cost saving exercise or about reducing our office space. It is about adopting the mindset of a modern, forward-thinking legal business and building the right culture - one where people feel inspired, supported and valued."

In the last 12 months Langleys have launched a new contribution framework to support people's career growth, rolled out our values and softened our business dress policy. Flexible working is another important and positive step towards creating that mindset and culture.

Pygott and Crone get a fresh look for its Spalding branch

Estate agents Pygott and Crone has invested in a fresh new look for its Spalding branch, designed and installed by Lincolnshire commercial interior fit out company APSS, bringing it up to date with its other offices across the county.

The office has received a full refurbishment with new shop front signage, furniture, partitions, glass walls, flooring and decoration throughout. New floor to ceiling graphics includes a drone ariel shot of the town and a large map of Spalding and surrounding towns to enable customers to easily familiarise themselves with the local area.

New storage units and desks were designed and manufactured by the APSS in-house joinery department and installed on site.

In the front window, APSS installed new LED



light boxes for Pygott and Crone to display its feature properties.

Pygott and Crone has 10 branches across Lincolnshire and has taken advantage of offices being closed during the pandemic to



invest in its facilities. The company offers a wide range of services across both home and commercial sales and lettings in the county.

Stuart Marsland, Sales Director for APSS said: "We have worked with Pygott and Crone for a number of years now and look forward to delivering more projects in the future. We like to support local businesses in whatever way we can and this project was a great example of our core offerings providing a full service design and fit out."

Wealth Management firm celebrates highest accolade in financial services for two of its staff

Forrester Boyd Wealth Management are delighted to announce that two of its financial advisers have become Fellows of the Personal Finance Society.

This is recognition that they have not only attained, but maintained the most prestigious level of professional achievement in financial services.

Dale Regan and Tom Evans have both become Fellows of the Personal Finance Society, an accolade Forrester Boyd Wealth Management are very proud to announce that they have achieved.

Dale Regan, based at the firms Grimsby office, has worked for Forrester Boyd Wealth Management for three years, having spent over 20 years in the financial services industry.



Dale Regan



Tom Evans

Dale said, "This is the premier qualification in financial services, one not obtained by many advisers. It recognizes that a client is dealing with an adviser who

has a high level of technical ability. It has enabled me to have a better understanding of financial services and products. I enjoy learning and this will continue to benefit me every day."

Tom Evans, based at the Scunthorpe office has been with the Firm seven years but has been in the financial services industry over 10 years.

Speaking of his achievement Tom said, "I am delighted with becoming a fellow. It gives me a great sense of personal achievement and satisfaction knowing that the hard work required to get here has been worth it. Continually improving my knowledge so I can offer my clients the best advice has always been my priority. I believe becoming a Fellow clearly demonstrates this."

Turning the spotlight on doing business in Poland

Do you have a question on trade with Poland, but do not know where to turn? We are here to help.

PAB SEMA4, in partnership with the Lincolnshire Chamber of Commerce, invites British businesses for an online event on Tuesday, 20th July. The session will provide insights into Poland's market, including the latest market developments, the legal framework for expanding your business to Poland, and how PAB SEMA4 partners can assist with this process.

PAB SEMA4 is a specialist arm of the PAB and offers a range of services including company registration services, free trade zones company information, implementation of projects in Poland, accounting, tax and legal trusted partner introduction, market study and partner search in Poland, B2B, direct contact search, virtual office and secretarial services, and ongoing business mentoring.

"We are delighted to partner in the UK with PAB SEMA4 to assist British companies planning expansion in Poland. The Industrial Cluster of the Central Industrial District (COP Cluster) is a multi-sector, non-governmental business organisation that brings together many companies, local governments, and universities. I can recommend the PAB SEMA4 team with full responsibility to entrepreneurs in Great Britain who want to enter the Polish market as effectively as possible," said Jacek Kopyra - President of the Management Board of the COP Cluster.

SEMA4 specialises in seamless overseas market activity - supporting exporters and helping UK businesses to identify opportunities, understand risks and challenges, connect, and establish long-lasting business relationships in Europe.

There are several things to consider when entering the market in Poland. Usually, we

recommend starting with an in-depth market analysis to get an understanding of your target industry sector, potential local competitors, and customers. Based on the results of this analysis, we will assist you with market entry strategy development.

"We are glad that we can co-operate with the COP Cluster. SEMA4 holds a proven track record in both strategy development and execution of export promotion services in multiple industry sectors and has helped many of non-Polish companies to enter the Polish market," said Iwona Lebieadowicz, Chief Executive of the PAB Group.

The company - part of the PAB Group - is a trusted partner of the Lincolnshire Chamber of Commerce.

To find out more about PAB SEMA4 visit www.pabsema4.co.uk

To register for the event visit the Lincolnshire Chamber of Commerce events page.

Chris Owen



Optimum Safety Management launches e-learning courses

Lincoln-based Optimum Safety Management Ltd is now offering a range of eLearning courses for its customers and any business looking to update their employees' health and safety knowledge.

The new eLearning courses currently feature key health and safety learning as well as additional courses including cyber security and food safety.

Launching the eLearning courses is another step forward in demonstrating innovation for Optimum Safety and commenting on the introduction of these courses is Managing Director, Chris Owen: "We've been working on the development of these eLearning courses for some time now and I am delighted to see them up and running."

"Most of us have been adapting to remote working for the past year now and these courses couldn't have come to fruition at a better time."

"They have all been developed to the highest of standard ensuring the necessary training your staff need to help advance their skills and knowledge of the industry, as well as having the flexibility to learn at their own pace, in their own



time and with few, if any restrictions."

Optimum Safety Management brings the very best qualified advice, support, consultancy and training to its clients.

Chris Owen concluded: "eLearning courses are such a smart cost and time effective way of developing your workforce - it's a really exciting time for us here at Optimum Safety and we are really looking forward to developing creative partnerships with our clients"

Full catalogue of courses can be seen on Optimum Safety Management website; www.optimum-safety.co.uk/online-health-safety-training/



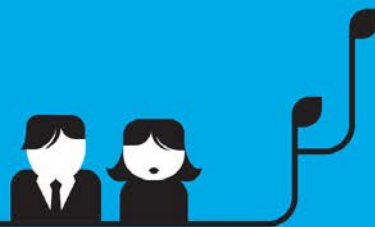
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**AS A CHAMBER
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Lincs & Notts Air Ambulance receives keys to new headquarters

The Lincs & Notts Air Ambulance has taken possession of its new Headquarters based on A15 Sleaford Road, next to RAF Waddington.

The new purpose-built home, which will see staff, crew, helicopter and Critical Care Cars under one roof for the very first time, will provide a unique opportunity for the charity to welcome former patients, schools, volunteers, donors and fundraisers to see how their support really makes a difference.

The crew and helicopter will move into the new headquarters and airbase this month, and staff hope to join them in their new offices once Government restrictions have been lifted at the end of June.

A brand-new helipad situated at the site of the new headquarters has been funded from the HELP Appeal, the only charity in the country dedicated to funding helipads at NHS hospitals and also helps with the funding of helipads at AA bases.

The HELP Appeal covered the entire £316,152.55 cost of building the new helipad, which features state-of-the-art lighting to enable LNAA to operate around the clock as the charity carries out more missions through the night. The donation also funded a helicopter manoeuvring area to ensure that the helicopter is ready for take-off before its next mission.

The HELP Appeal and Lincs & Notts Air Ambulance rely solely on charitable donations and do not receive any direct government funding or money from the National Lottery for day-to-day operations.

For more information on the HELP APPEAL visit www.helpappeal.org.uk or call 0800 3898 999.

To find out more about the life-saving work of the Lincs & Notts Air Ambulance, visit www.ambucopter.org.uk



EVENTS

**ChamberConnect:
Effective Brand Strategy**
5th and 6th May 2021
10am - 12pm
Zoom

Successful Grant Writing Tips
11th May 2021
10am - 12pm
Zoom

Customs Declarations Training
12th May 2021
9:30am - 3:30pm



**Virtual Lincolnshire
Construction & Property Network**
18th May 2021
12:30pm - 2pm

**ChamberConnect:
Maximise your Online Presence Workshop**
19th & 20th May 2021
10am - 12pm



**Bank of England
Chief Economist Economic Update**
25th May 2021
10:30am - 12pm

**ChamberConnect:
Making your Marketing More Sustainable**
26th May 2021
2pm - 3pm

South Holland Virtual Network
27th May 2021
12:30pm - 1:30pm

For more events and bookings, please see our events page: www.lincs-chamber.co.uk/events or call the team on 01522 523333.