

**APPLICATIONS NOW OPEN**  
**DEADLINE FAST APPROACHING**



Promote Your Tech brings together industry experts to provide fully-funded support to innovative digital and tech businesses in Greater Manchester.

**Helping you understand how to best promote your businesses to accelerate your growth.**

As you may know, all businesses need customers to survive and grow. Therefore, promotion is key to success. In the good old days, this was a matter of deciding between a flyer/brochure or an ad in the local newspaper/TV. But in today's digital world, the possibilities are endless.

If you are struggling to figure out the best ways to promote your business; or even just what your options are, you are not alone.

**This fully-funded 12-hour course with masterclasses and workshops will provide you with an understanding on how to promote your business, a tailored Growth Action Plan, signpost to further resources and access to the HOST Salford community.**

#### KEY INFORMATION

**Date:**

Spanning over three days in November, this fully-funded hybrid course will provide you with approximately 12 hours of assisted support.

**Eligibility:**

The course is open to you if you are a Greater Manchester-based digital or tech business with less than 250 full-time employees, a turnover of less than £43 million or a balance sheet of less than £37 million.

Do you not fit the criteria above? You can benefit from a limited amount of spaces funded by IN4 Group.



NOVEMBER 2021

## FULLY-FUNDED SUPPORT

Fund Your Tech is part funded by the European Regional Development Fund and also supported by the Greater Manchester Combined Authority and Greater Manchester local authorities.



IN4 Group, operator of HOST, is working with GC Business Growth Hub, part of The Growth Company to provide fully-funded business support. The Hub assists businesses at all stages of their growth journey with a broad range of services, including one-to-one and peer-to-peer support, events, specialist programmes and funding.



### Are you interested in Promote Your Tech?

To find out more about this unprecedented three-day event:

- Visit: [www.hostsalford.com/programmes/promote-your-tech](http://www.hostsalford.com/programmes/promote-your-tech)
- Or contact us at [info@hostsalford.com](mailto:info@hostsalford.com)



## STEP 1 – The Diagnostic

w/c 14 November

Participants will take part in a 1 to 1 and 1 to many Digital Marketing Diagnostic session to understand the unique Digital Marketing needs of each business.

## STEP 2 – The Masterclass

20 November

Deep dive into Digital Marketing with Mohammed Seedat, Lecturer in Business & Marketing with 8 years' experience teaching all things Digital Marketing.

With this 6-hour masterclass you will learn everything a business needs to know to attract new customers and grow:

- Introduction to Digital Marketing
- Marketing mix in a Digital World
- Digital Business Models
- Traffic Building (SEO, PPC and CPC)
- Social Media Marketing (knowing the algorithm)
- Digital Marketing Planning (building a strategy)

## STEP 3 – Taking Action

w/c 22 November

Create a Growth Action Plan with the help of Digital Marketing experts and peer group mentoring. Network in real-time with other participants and tap into the HOST community through MyHOST.