



CALLING BUSINESSES IN SOUTHAMPTON!

- Are you a company with an ambitious growth plan?
- Looking to adapt your business for today's post-Covid, post-Brexit, increasingly digital world?
- Completely confused by online marketing and social media?
- Want to take your digital communications to the next level?

FREE digital skills support

Then you'll be thrilled to learn that Southampton City Council is offering up to 40 businesses in the city the opportunity to take part in an innovative digital skills and transformation pilot this spring.

The pilot runs from April to June and is designed to help a wide range of businesses in Southampton to become more agile, digital-savvy and competitive.

What do you get?

Each business will get to complete online digital 'healthchecks', have 1-2-1 support from a trained advisor plus access to a suite of specially-designed learning modules.

You will learn about a wide range of subjects including:

- Pulling together a tailored, realistic 'digital-focused' business plan
- Harnessing the power of 'brand ambassadors' to boost your online visibility
- How to create the right content to engage with your audiences
- Understanding how to use digital channels and social media
- Using digital advertising to reach new audiences
- Protecting and making the most of your data

What's the product?

DNAsix® (www.dnasix.com) is a digital coaching programme used by a range of enterprise support organisations to help businesses of all shapes and sizes to survive, compete and ultimately thrive in today's digital marketplace.

It is founded on six basic principles – strategy, culture, content, community, advertising and data – which are then used to diagnose where the challenges and opportunities lie within companies.

Watch this short video which explains how it works https://youtu.be/UGCe62_o3q8

How can I take part?

Contact [David Taylor](mailto:David.Taylor@dnasix.com), who will be running the pilot, on david@dnasix.com