



Digital Advice Service

The Digital Scale-up Program for SMEs

Increasing Confidence,
Resilience and
Empowering Business
to Grow Online



The story of the Ipswich's Digital Advice Service Journey



The Program

Starting in September 2021 our program has been designed to improve business understanding of digital best practice.

We have created a 3 step process which allows businesses to engage whatever their current digital knowledge or experience.

A photograph of two women laughing together at a social event. The woman on the left has blonde hair in a bun and is wearing a black top. The woman on the right has brown hair and is wearing a dark jacket. They are standing in front of a green backdrop. In the background, there are colorful umbrellas and other people.

Step by Step Onboarding

We use simple processes, language and check points to boost and embed digital learning.

LEARN HOW TO **GROW** YOUR BUSINESS USING **DIGITAL**

In collaboration with Ipswich Borough Council's Economic Development Team and funded by Suffolk Growth to give you the best, most up-to-date advice



Status Report

An extensive personalised digital business report, so you can see what's working and where you can improve.



Digital Advice

1-1 sessions with a digital adviser followed by access to a live online webinar with digital experts.



Digital Strategy

Our team of professional digital experts will help you to develop a growth strategy for your business.

Going the Extra Mile

Supporting the council, we met with interested businesses to explain how the service could help them.

Email info@digitaladvice.service.co.uk to get started



Digital Advice Service



Our process allows businesses to learn at their own pace, our framework encourages collaboration

How It Works

We coach businesses through our 3 step process

Step 1. Analyse their performance to date

Step 2. Learn about the digital landscape as a whole

Step 3. Establish a Strategy for their business

Businesses come in all shapes and sizes so we take two approaches, depending on where a business sits of their digital growth and skills journey.

Step 3a. Follow our Marketing Guide, outlining activities and tracking baseline metrics to see what works for your business.

Step 3b. Advanced growing businesses receive specialist support to harness the power of their great work and check they have explored new revenue streams.

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Experts in Business

ARE YOU SEE
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From Start-up to Success

We have worked hard to create a program which helps business owners grown in confidence, resilience and tech them autonomy.

Our aim is to get your business people and the community to be self supporting.





High Street to Ecommerce

For a modern town to thrive we need to encourage collaboration.

We created a cohort, bringing tangible (in person), intangible (completely online) and hybrid business together.

We taught businesses the importance of representation for online growth and connected them with local support networks.

We also sign posted them to regional growth initiatives.

We Do Things Differently

Working with SMEs, helping them understand their growth goals, set baseline data, create a strategy and track metrics.





**Listening.
Teaching.
Caring.**

**It's easy to see a
Town's Economic
Development as
purely about
revenue. We know
places care about
people and we do
too.**

Growing together is at the heart of our service and we know learners need different styles to truly learn



DIGITAL ADVICE SERVICE BUSINESS EVENT

AS OUR DIGITAL GROWTH PROGRAM DRAWS TO
CLOSE, WE WANT ENSURE IPSWICH'S DIGITAL
JOURNEY CONTINUES. JOIN US TO GET INVOLVED.



WHY: TO
BRING
IPSWICH-
BASED
BUSINESSES
TOGETHER

WHERE: MICROSHOPS,
CARR STREET, IPSWICH

WHEN: TUESDAY 4TH
OCTOBER 2022 5PM- 8PM

HEAR FROM: IPSWICH FOCUSED
BUSINESS SUPPORT ORGANISATIONS

EXPERIENCE: WORKSHOPS AND BUSINESS
SURGERIES FROM LOCAL DIGITAL EXPERTS

USE QR CODE
TO BOOK



Photos credits: Emily Fae Photography

**We bring
businesses
together to learn
and grow.**

 Digital Advice Service





Finding Peers, Supporting Each Other

We encourage local business owners to hear from local experts on a regular ongoing basis to keep their skills fresh so they keep optimising.

The only consistent in digital is change!