

Goldman Sachs 10,000 small businesses



PopUp stand

Communication with direction

Navig8

Integrated services

Certificate



Re-purposed back end

Entire US programme

Programme roll out

Birmingham/ Aston

Middlesex

Leeds

30

Companies graduated per cohort

Cohort: Closing applications reporting and updating

Graduation: Event branding Certificates Awards Personalised graduation album

Post graduation: Alumni comms Referral programme

65

Short-listed companies per cohort

Social media: Twitter Facebook LinkedIn Instagram Pintrest



E-comm

Promotional: Merchandise Stationery

Photography: Graduation shots

15

Colleges in the US

4

UK universities



American website

London

Search: Key word analysis SEO PPC URLs Back links

Marketing materials/ exhibition and display

Workshops: Acquisition support

Partnerships: Business networks Libraries Industry groups

Applicant: Face-to-face/ telephone support and e-comms to complete application

Identity scheme: Not a stand alone brand, but instantly recognisable

Marketing materials/print: Postcards Posters Brochure Leaflet

Marketing materials/digital: Website E-newsletters

Acquisition: E-comms Social media Direct contact Advocates

Content generation: Blogs Key word rich content Targeted URLs

Backend: Online application tool Admin filtered exports Application approvals

Marketing strategy: Online and offline

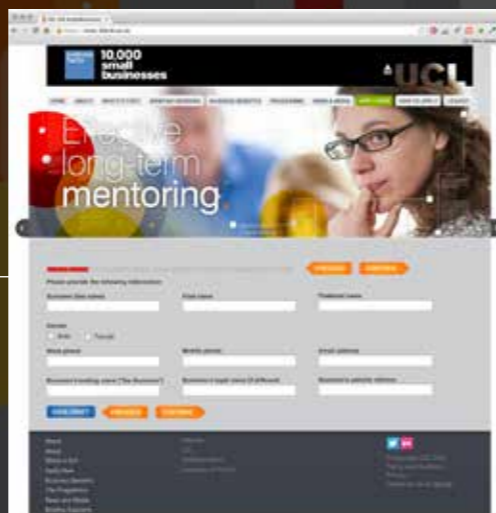
Data: Targeting Tracking Reporting

UK/UCL website



Lists: Demographic established and list purchasing Integrate existing data

Online application



New cohort



Advert

Over 300

Applicants per cohort