

# Ready 2020 evaluation report

**IS YOUR  
BUSINESS  
READY?**

# In this report:

- Strategy Review
- KPIs
- Media & case studies
- Social media
- Website
- Events
- Roadshow
- Key learnings

**IS YOUR  
BUSINESS  
READY?**

# Review of the strategy

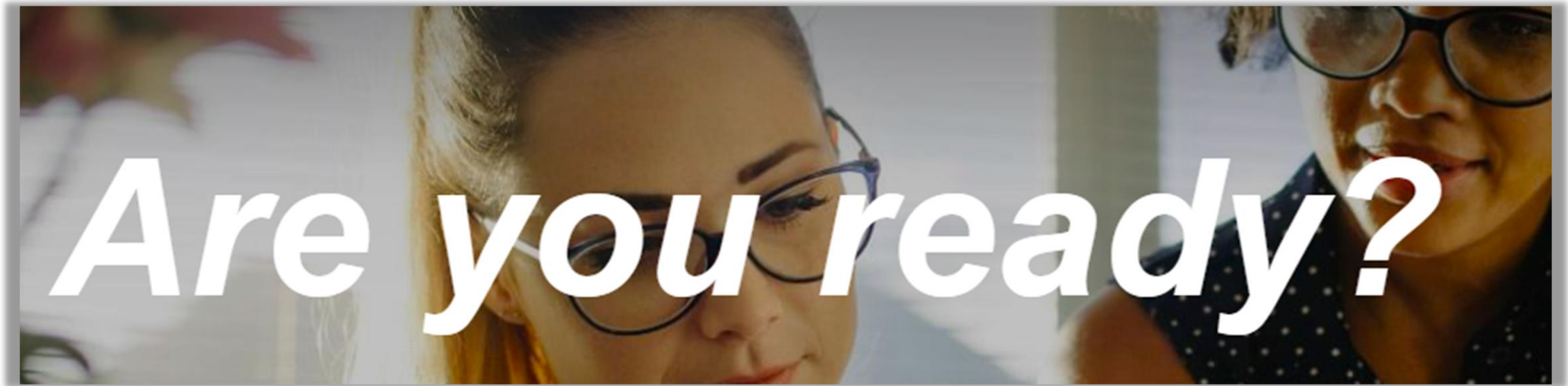
# Guiding insights

- SMEs underestimate their level of readiness for Brexit.
- Across both Brexit and broader business resilience themes, there is a challenge to help SMEs understand that these issues affect them
- Existing resources and support are often inaccessible for a casual user.
- Brexit is one of only several issues highlighted by some SMEs as a problem or barrier to growth.



# Strategy, messaging and creative platform

- Our guiding strategy was to make SMEs **think again** about Brexit and what it means for them.
- Our creative platform was a direct challenge: **ARE YOU READY?**



# Content

## **We said:**

- The heart of the campaign will be the content
- Two pillars: the expertise of the growth advisers and the examples of case studies
- Our focus will be on creating content designed to capture attention and drive engagement: Hosted on [ready2020.co.uk](https://ready2020.co.uk)

## **We did:**

- Blogs from experts and case studies from businesses – however, case studies were more difficult to recruit than expected
- Social assets that captured attention and drove traffic and engagement
- Branding worked well but was not always adopted by all Growth Hubs

# Distribution

## We said:

- **Owned:** sharing of content across all owned channels
- **Partner:** organic distribution via partner channels
- **Paid:** Paid promotion and social media advertising, primarily focused on Facebook
- **Earned:** Media relations will deliver articles in the local and specialist SME press

## We did:

- **Owned:** Weekly updates and sharing suggestions for partners – all assets on Sharepoint
- **Partner:** Reshares of content outperformed KPIs
- **Paid:** Facebook advertising performed well (apart from Herts)
- **Earned:** 12 pieces of media coverage to date

# Timeline and delivery

## We said:

- **Foundation period of the campaign**, website set up content created
- The **launch of the microsite** will be week beginning 27th January, in time **for the date of Brexit** on the 31st
- **Thereafter, content** will be promoted through owned and paid channels on an **ongoing** basis, **balancing** out the initial focus on **Brexit with** an emphasis on **wider business resilience** themes





## We did:

- Foundation period but content creation continued throughout
- Launched for Brexit
- Ongoing content balanced Brexit and wider business resilience themes



**KPIs**

# KPIs

Activity	Outputs	Engagements
<b>Paid</b>		
Search, SEO and paid social media to engage a wider audience	Target: 200,000 social media reach (via Facebook, Instagram & Twitter)  Result: 1,047,711	 Target: 8,000 microsite unique visits  <b>Result: 11,066</b>
<b>Earned</b>		
Media campaign to build awareness	Target: 12 pieces of media coverage across print, online and broadcast (at least four per region: London/South East/Herts)  Result: 12	 Target: 1,500 content views and downloads  <b>Result: 9,582</b>
<b>Shared</b>		
Content via partners and influencers	Target: 200 uses of campaign hashtag or reshares  Result: 371	 Target: 25% of event bookings driven by Ready 2020 campaign activity  <b>Result: 91%</b>
<b>Owned</b>		
Channels across the Growth Hubs and LEPs, including central microsite	Target: 12 pieces of content created (combination of Growth Adviser and case study pieces)  Result: 12	 Total target engagements at least 9,000 (at least 3,000 per region**)  <b>Result: 20,648</b> <b>London: 12,389</b> <b>South East: 6,814</b> <b>Hertfordshire: 3,510</b>

# Media and case studies

# Media activity

- To date, **we have achieved 12 pieces of media coverage** in titles across the three areas in print, online and broadcast. We gained three pieces of coverage in London, four in the South East and four in Hertfordshire
- Media were particularly interested in speaking to representatives from the Growth Hubs and from Brexit Help** to capture first-hand commentary from them about the campaign and any advice they could share
- Warm media opportunities that remain in the pipeline include an opinion piece from Sietske de Groot in London Business Matters** and an interview for a Growth Adviser with Press Association on the steps that businesses can take to mitigate the impact of Covid-19



## Ready 2020: Mayor's business support initiative



A new campaign was launched last month to help small and medium-sized businesses in London prepare for change, as the UK's departure from the European Union is confirmed.

Ready 2020 is being led by the London Growth Hub, the Mayor of London's business support initiative. It is a collaborative effort to support smaller companies across London, the south east and Hertfordshire as they face wide-ranging changes in the business environment.

The campaign will provide businesses with timely information across areas including recruitment and employment, trading relationships and regulation – and supports the Mayor's #LondonisOpen campaign, which supports EU Londoners and London's businesses as the UK leaves the EU.

### Resilience

It will also offer advice and sup-

ported by LEAP, London's Local Enterprise Partnership, which is chaired by the Mayor and supported by government. LEAP has partnered with the south east and Hertfordshire LEPs – including Hertfordshire Growth Hub, Business East Sussex Growth Hub, Kent & Medway Growth Hub and BEST Growth Hub – to deliver the campaign.

### Historic change

Deputy Mayor for business, Rajesh Agrawal, said: "All London's businesses need to plan carefully for the future. Through this new collaboration between the London Growth Hub and its partners in the south east and Hertfordshire, we're supporting SMEs as they prepare for this time of historic change."

Sietske de Groot, project leader at the London Growth Hub, said: "Exiting the EU is not just about making a few changes here and there. Leaving the single market means that after the

**Helping Hertfordshire's SMEs get ready for change**

The beginning of a new chapter for Hertfordshire's SMEs is ahead for every business.

There is a common challenge for all SMEs: how to prepare for the changes ahead. The Hertfordshire Growth Hub is here to help you with that. We offer a range of support, including one-to-one advice, workshops and training materials.

As the UK leaves the EU, there will be changes to the way you do business. We offer a range of support, including one-to-one advice, workshops and training materials.

Small and medium-sized businesses will need to plan carefully for the future. Through this new collaboration between the London Growth Hub and its partners in the south east and Hertfordshire, we're supporting SMEs as they prepare for this time of historic change.

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Sign up for a business resilience workshop at [www.hertsgrowthhub.com/businessresilience](http://www.hertsgrowthhub.com/businessresilience). Learn more about the campaign at [www.ready2020.co.uk](http://www.ready2020.co.uk)

Hertfordshire Growth Hub Hertfordshire Local Enterprise Partnership

READY 2020

INSPIRE 11



Selep launches Ready2020 to help Kent SMEs prepare for life outside European Union

# Ready 2020 Engagement Dashboard – Media highlights

Publication	Publication details	Status
ICAEW Newsletter	Campaign covered in the ICAEW newsletter	Published 31 Jan
BBC Three Counties	Adrian Hawkin, Deputy Chair of LEP, interviewed on the launch of the campaign	Broadcast 31 Jan
BBC Radio Kent	Tudor Price, Head of BD, Kent & Medway GH, interviewed	Broadcast 31 Jan
<a href="#">Kent Online</a>	Campaign covered in widely read regional title	Published 6 <sup>th</sup> Feb
Heart Radio Kent	Tudor Price, Head of BD, Kent & Medway GH, interviewed	Broadcast 7 Feb
<a href="#">Business Independent</a>	Herts business publication with 35,000 readership	Published 7 Feb
<a href="#">Insider South East</a>	London and South East regional business publication	Published 7 Feb
<a href="#">Inspire Magazine</a>	Hertfordshire magazine distributed to all Chamber of Commerce members	Published 1 March
<a href="#">London Business Matters</a>	London publication distributed to all members of the London Chamber of Commerce	Published 6 <sup>th</sup> March
<a href="#">The Business Breakfast, Jazz FM</a>	Interview for Sietske de Groot, London Business Resilience Adviser	Taking place 2 <sup>nd</sup> March
<a href="#">Business Matters</a>	Mention of Ready 2020 campaign	Published 6 <sup>th</sup> March
<a href="#">Jazz FM</a>	Interview with Ian Smallwood on the impact of Covid-19 on SMEs	Broadcast 26 <sup>th</sup> March



READY2020 LAUNCHES TO ASSIST SOUTH EAST FIRMS



BBC THREE COUNTIES RADIO



# Case studies activity summary

- We conducted interviews with business advisers and SMEs across London, South East and Hertfordshire to explore how businesses could prepare for change
- Through a series of recorded video interviews and blogs, Growth Advisers outlined the practical steps that SMEs could take to prepare for change in areas such as talent and recruitment, trading goods and providing services to the EU
- We additionally interviewed a number of SMEs to explore the measures that they were taking to prepare for change, and how they saw the UK's departure from the EU affecting them

## Destra Engineering: shaping the future

*Sarah Williams is Managing Director of Destra Engineering, a specialist manufacturer of plastic injection moulded products based in Ashford, Kent. She spoke to Ready2020 about the opportunities of new export markets and the importance of championing British manufacturing.*

### Preparing for change and building long term business resilience



### Five ways for exporters to prepare for change in 2020



### How to manage risk as a small business

At times of political and economic uncertainty, it's more important than ever for a small business to understand critical risks and get ready for them. Not everything can be foreseen, but a prepared business will be more resilient in the face of challenges ahead.

# Ready 2020 Engagement Dashboard – Content tracker

Content	Status
<b>Video interview and blog post:</b> Sietske De Groot, London Growth Hub Advisor – How to prepare for changes affecting services business	Video and blog post published
<b>Video interview and blog post:</b> Mike Watson, East Sussex Growth hub Business Advisor – How to prepare for changes affecting people and recruitment	Video and blog post published
<b>Email blast:</b> Launch day email blast content	Email blast content provided
<b>Factsheet:</b> One stop shop factsheet	One stop shop factsheet published
<b>Newsletter:</b> January, February and March newsletter content	January, February and March newsletter content provided
<b>Video interview and blog post:</b> Brian Stammers, Hertfordshire Growth Hub Business Adviser – How to build a resilient business model to 2030	Video and blog post published
<b>Newsletter:</b> Feb newsletter content	Content shared
<b>SME Case study:</b> Savoir Beds, London SME	Blog post published
<b>Video interview and blog post:</b> Rosina Robson, London Growth Hub Business Advisor – How can micro-businesses prepare for changes to good trading	Video and blog post published
<b>Blog post:</b> Sarah Trotter, South East Business Advisor	Blog post published
<b>SME Case study:</b> Detra Engineering, South East SME	Blog post published
<b>Blog post:</b> Ed Davies, Hertfordshire Business Advisor	Blog post published
<b>Newsletter:</b> March newsletter content	Newsletter content drafted and shared



# Ready 2020 Engagement Dashboard – Content tracker continued

Content	Status
<b>SME Case study:</b> Sleeping Giant Media, South East SME	Video created and shared for review To be published once signed off by case study
<b>SME Case study:</b> Stitch & Story, London SME	Interview completed and shared for review To be published once signed off by case study
<b>SME case study:</b> Kingshill Jewellery, Herts SME	Video interview still to be conducted To be published TBC
<b>Case study:</b> Herts SME*	Interview still to be conducted To be published TBC

\* If the Hertfordshire LEP identifies any SMEs to be featured as a case studies in the future, Grayling will write these up into a case study format



# Social media

# Social media – delivery against KPIs

## Social media reach

 **Target: 200,000** social media reach (via Facebook, Instagram & Twitter)

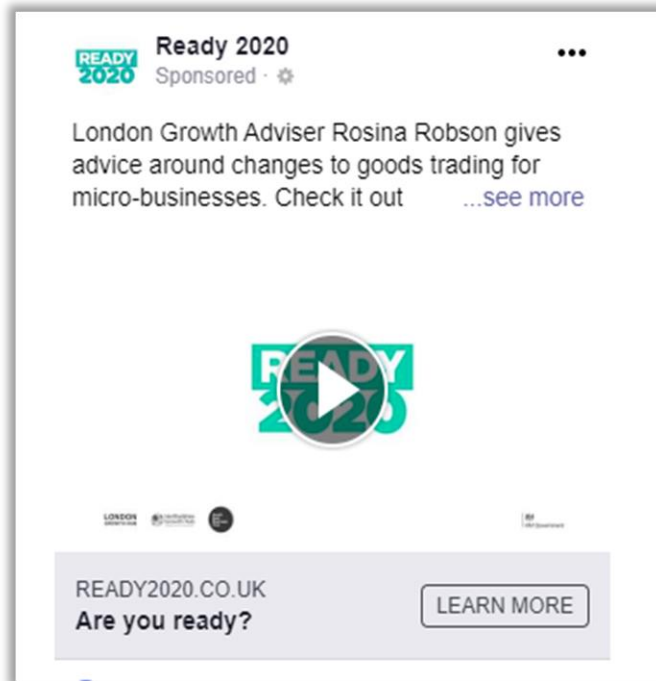
 **Result: 1,047,711** social media reach

## Hashtag reshares

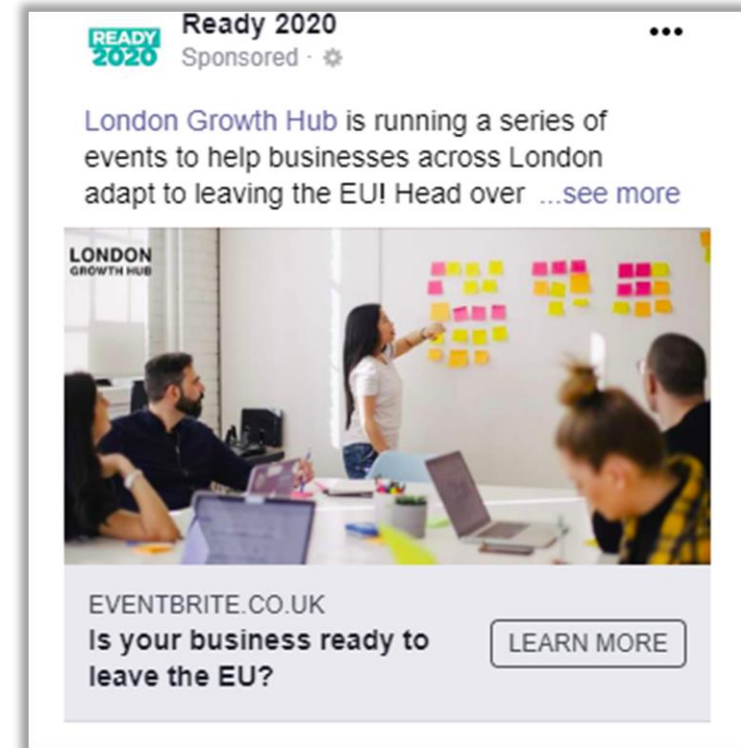
 **Target: 200** uses of campaign hashtag or reshares

 **Result: 371** uses of campaign hashtag or reshares

# Content - what worked, what didn't



- ✓ The **short-form video content performed particularly well** on social media driving thousands of video views and click throughs.
- ✓ This is **likely due to the easy to consume, immediate and informative nature of the content.**



- x Facebook deemed some of the Ready 2020 content, including the Bexelyheath workshop, to **be too political and therefore pulled the ads from the site**
- x After re-adjusting the wording slightly the ads were able to run again but due to this delay the content was **not as successful as some of the other posts**

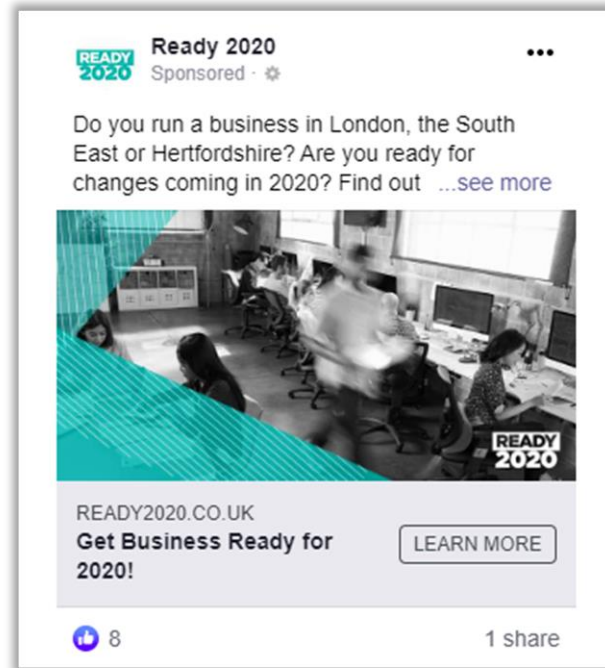
# Channels

## Facebook & Instagram

- 797,758 people reached
- £0.29 cost per click
- 8,764 Click throughs

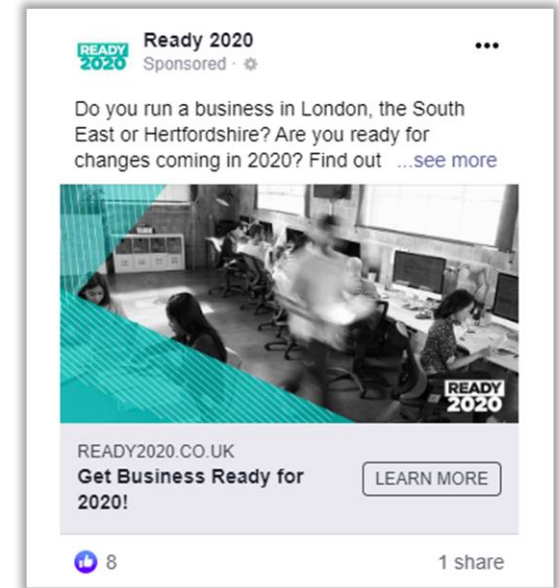
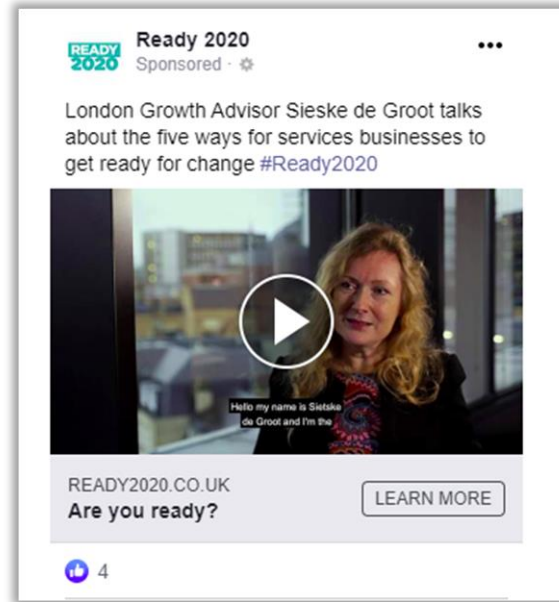
## Twitter

- 249,953 impressions
- 6,013 link clicks
- £0.46 cost per click



# Paid activity

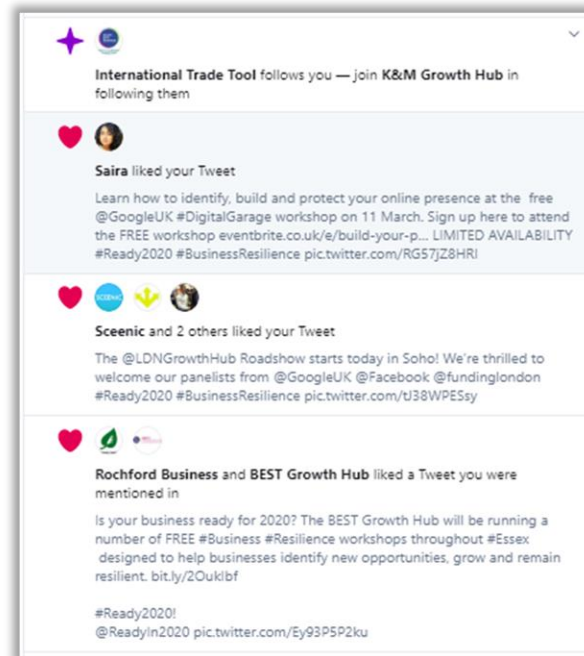
- The paid content on Twitter and Facebook performed well driving thousands of link clicks and **culminating in a reach of 1,047,711**
- **Majority of the paid content was focused on Facebook as this is where we were seeing the most engagement** and where the majority of the core target audience are most active. In addition, Facebook's superior and more detailed advertising platform meant that we could be more precise with targeting
- **The video content was some of the best performing paid content**, driving 8,455 three-second video views and **933 click throughs to the website**





# Earned activity

- **All earned activity took place on Twitter** and this was a combination of organic tweets promoting the website, the videos, blogs and the London events
- In addition, **we worked to engage with the SME community on Twitter in order to grow the following and drive engagements for the organic content.** We followed relevant twitter channels and engaged with their content and we currently have 90 Twitter followers
- Additional activity also included **re-sharing all relevant content from the LEPs and Growth Hubs on the Ready 2020 channel.**



# COVID-19 Activity

**Link Clicks:** 927

**Reach:** 42,988

**Cost per click:** £0.10

- The main Ready 2020 advert and all additional event adverts were stopped early last week and the remaining budget was put towards running the COVID-19 adverts on Facebook until EOP 20 March
- The adverts performed well, driving 927 link clicks and reaching 42,988
- We also shared the same links as organic content on the Twitter page and have been sharing all COVID-19 content that is being published on the London Growth Hub Twitter page



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David Demeter and 5 others 6 shares  
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**Ready 2020** @ReadyIn2020 · Mar 20  
Head over to @LDNGrowthHub to see the range of financial support available to help #businesses deal with the impact of #COVID19: growthhub.london/covid-19-coron... #BusinessResilience #Ready2020



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Comment Retweet Like Share

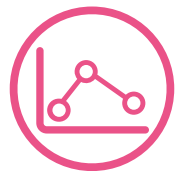
# Website



# Website – delivery against KPIs



**Target: 8,000** microsite unique visits – 2,666 per area



**Overall result to date: 11,006** microsite unique visits

## Results per region:



**London**  
**Result: 4,586**



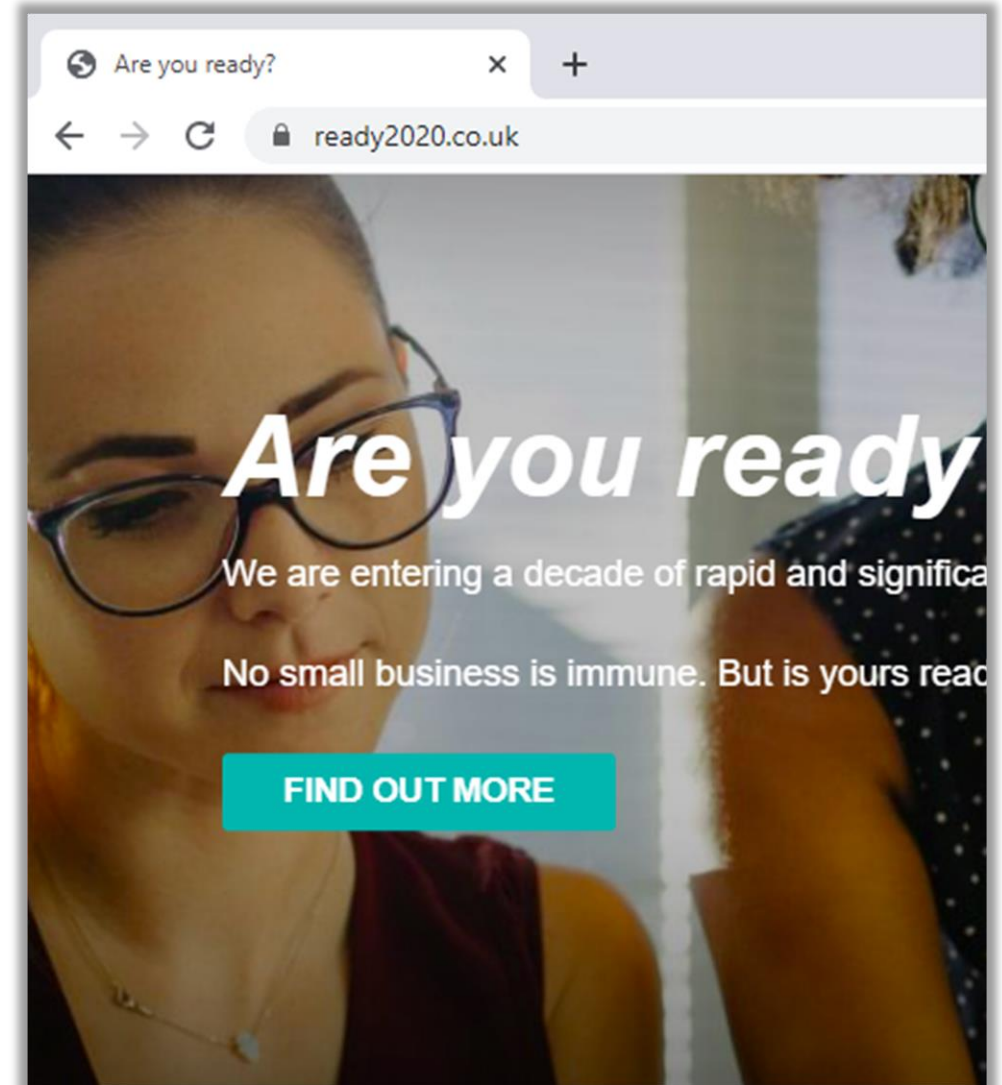
**South East**  
**Result: 2,595**



**Hertfordshire**  
**Result: 459**

# Best performing website pages

Page	Page Views
Blogs	3,286
About	1,141
South East	785
London	670
Hertfordshire	428



## Best performing blogs

Page	Page Views
Getting ready for change in employment	172
Building long term resilience	142
Five ways to get ready for change	110
Savoir Beds Case Study	92
Five ways for exporters to prepare for change	80

## Getting ready for change in employment and team-building



# Events

# Event support



**Target:** To secure Brexit Help's attendance at 4 events (KPI:4)



**Result:**

- FSB Event Brent
- FSB Event Hackney\*
- FSB Event in Hammersmith (Feb and March\*)
- Ealing Business Expo (declined due to purdah)



**Target:** To oversee the in-person promotion ahead of four existing Brexit Help Events



**Result:**

- Southwark & Borough Market (17<sup>th</sup> & 18<sup>th</sup> Feb)
- Islington/Camden (21<sup>st</sup> Feb)
- Waterhouse Sq (cancelled\*)
- Westminster (cancelled\*)

\* Cancelled due to Coronavirus

# Social media and event collateral

- Development of social media content calendar
- Development of promotional content
  - Individual Brexit Help event leaflets
  - All event leaflet
- Liaison with BIDS prior to events taking place
- Development of toolkit with easy to digest information for boroughs



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## IS YOUR BUSINESS READY?

**Come to a FREE business resilience workshop in your area**

**10th March**  
Camden  
British Library  
NW1 2DB

**19th March**  
Westminster  
Westminster City Hall  
SW1E 6QP

**20th March**  
Harrow  
Vue Cinema  
St George's Shopping Centre  
HA1 1HS

**sign up here:**  
[bit.ly/2vrqYtM](http://bit.ly/2vrqYtM)

**Or come to free 1-2-1 Business Resilience Clinic:**

**17th March**  
WeWork  
Waterhouse Square  
EC1N 2SW

**Sign up here:**  
[bit.ly/WaterHsSq](http://bit.ly/WaterHsSq)

**Visit:**  
[bit.ly/LondonGrowthHub](http://bit.ly/LondonGrowthHub)

**Email:**  
[brexit@growthhub.london](mailto:brexit@growthhub.london)

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Or scan this QR code with your mobile phone camera to book now.



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# Events - what worked, what didn't

- ✓ Events with an additional pull, such as information on marketing
- ✓ Developing an all event leaflet was useful to have to hand out at other events
- ✓ Connecting with BIDS
- ✓ Working with the FSB
- X Making events too specific
- X Making events unrelated to tangible issues facing SMES
- X Too many events taking place at similar times



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**DID YOU KNOW THAT?**

- We are entering a decade of rapid and significant change
- Many aspects of running a small business are changing
- Business resilience planning can prepare you for exporting to the rest of the world

Gain your competitive edge by taking our comprehensive business resilience workshops for SMEs.

Funded by the London Growth Hub, these FREE OF CHARGE seminars and workshops are offered across London with some sessions tailored to specific sectors.

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Sign up now and start improving your businesses' resilience

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Email:  
[brexit@growthhub.london](mailto:brexit@growthhub.london)

Call:  
**0207 993 5528**

Or scan this QR code to book now:



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# London Growth Hub Roadshow



# LGH Roadshow

- We hosted a total of 11 workshops across four days in two locations in London (Soho and Hammersmith) working with high profile partners including, Google, Facebook, the British Library and Funding London
- We also hosted a launch event in Soho on Monday 9 March at which the Deputy Mayor of London for Business, Rajesh Agrawal, officially opened the Roadshow. A panel discussion also took place which included panellists from Google, Facebook, Funding London and local London SMEs.
- We held 1-2-1 sessions where attendees had the opportunity to speak to seek bespoke advice from Brexit Help and the London Growth Hub advisors
- We hosted over 160 attendees across the week at various events and workshops



# LGH Roadshow - what worked, what didn't

- ✓ Workshops that were topical and really aimed at the pain-points that SMEs in London are experiencing
- ✓ Working with well-known partners including Google, Facebook and Funding London
- ✓ Social media targeting to increase registrations
- ✗ Workshops that were too technical did not drive interest or registrations



# Key learnings and recommendations

# Key learnings and recommendations

## Social Media and Website Key Learnings

- Leave enough time to ensure that you are not running too many overlapping adverts at one time
- Ensure that there is enough money to put a sufficient amount behind each post to make it effective
- Leave sufficient time to design and create the website so that there is time to deal with any technical glitches
- Make sure that all content/events being promoted have a specific angle/focus that can be emphasised on social media in order to make the advertising more effective for driving sign-ups

## Media

- Hook the story to a specific topic, for example Brexit or Covid-19, and tailor commentary to what the media is already talking about
- Include commentary and specific advice from experts to drive media interest
- Include interesting case studies to strengthen media story and bring a human element

## Events

- Make sure that events have some sort of additional pull
- Don't compete with yourself
- Get good partners involved

# Thank you

Prepared by Grayling, March 2020

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