

Digital First

Harness the power
of digital technology to:

- Grow your business
- Be more efficient
- Create jobs

*Get in touch to find out how
we can help your B2B company*



European Union
European Regional
Development Fund



Digital First

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Digital First



Enabling Lancashire's businesses
to become more efficient and profitable.

Evidence shows that when small and medium sized enterprises (SMEs) embrace digital technologies they grow faster, export more and create more jobs.

Digital First can help your company achieve this through advice and practical help.





What is Digital First?

Digital First is a project supported by the European Regional Development Fund (ERDF). We work with SMEs to develop digital strategies that will ultimately help them become more efficient and profitable.

We are a multi-skilled and experienced team of creatives, marketers and digital experts. We have a long track record of working with SMEs and blue chip companies, helping them promote and grow their businesses using digital technologies.

The overall aim of the project is to develop sustainable links between local businesses and higher education with a view to sharing knowledge, good business practice and to assist companies that would benefit from research input.

We are based in the Media Factory at the University of Central Lancashire (UCLan).

How Can We Help?

We can assist companies in a number of ways:



Workshops

hear about the latest digital developments from industry specialists.



Digital Outreach Clinics

benefit from practical help and advice with your digital strategy at venues across Lancashire.



Digital Strategy Reviews and Social Media Support

we can review your digital marketing strategy and provide recommendations for improvement. we also provide advice and practical support to businesses that want to extend their digital marketing strategy to include social media.



Developing Digital Products and Prototypes

a limited number of companies will receive additional help and support from the wider University of Central Lancashire (UCLan) community.

What we do

Improving your website

Are you missing out on business because your website won't work properly on mobile devices? Is it organised in a way that your customers find easy to use? How is it performing on search engines?

If your website isn't generating the enquiries you hoped it would, we can review it and make suggestions for improvement.

Digital strategy

We will help you review your digital strategy or help you develop one, providing practical help and advice throughout.

Cloud based technologies

Cloud based technologies are a flexible and cost efficient way of managing numerous business processes, no matter where you are or what device you are working on.

Think of it as a mobile office. Don't be tied to your desk: access and work on documents, spreadsheets, emails, presentations at a time and place to suit you. We can help you explore and find the cloud based technologies that will work best for your company.

Social media

Would you like to use social media to grow your business but not quite sure how to get started? We can help you decide which social media platform works best for your business and plan how to get the most out of it.

Reviewing your digital security

Stop digital thieves by implementing some very simple and effective cyber security business practices.

Is Your Company Eligible?

To benefit from our help, your business must meet the following eligibility criteria:

1. **Located in the Lancashire region.**
2. **Trade business to business (B2B).**
3. **Employ 250 employees or less.**
4. **Have either an annual turnover that is equal to or less than 50million Euros or a balance sheet total that is equal to or less than 43million Euros.**

You will be asked to complete forms that help us ensure your company's eligible, monitor the work we do for you and the outcomes.

How much does it cost?

Our services are free to eligible businesses.

What's the catch?

If your business is eligible there is no catch.

What's next?

If your company is eligible we will ask you to complete some forms and agree the work to be completed.