



## Raising the digital skills arch for PR company

**Sector:**

Public Relations

**Location:**

East Leake

**No of employees:**

5

### The Business

**Arch Communications** is a high-quality public relations and marketing agency with clients across the East Midlands and beyond.

It specialises in helping organisations to improve their marketing and communications.

Whether it's a start-up company, an established business or a large public sector body, the Arch team helps organisations to tell their story in the right way, to enhance their profile and reputation.

Arch develops strategies and then implements them through publicity, social media, copywriting and a host of other tactics. The agency specialises in media relations, and is highly experienced in media training and crisis handling.

### The Support

Arch Communications received 36 hours of fully-funded support in the form of workshops delivered by the Digital Growth Programme.

Subjects included paid social advertising, social media, and email marketing.

The company also took part in the 2019 D2N2 Digital Conference and Expo, and the Digital Growth Programme's Rushcliffe Showcase event.

It undertook the training in order to teach its staff new skills and sharpen their existing knowledge by keeping up-to-date with the latest trends in the digital marketplace.

The networking opportunities provided at these events have also proved invaluable for the business in terms of making new contacts and showcasing its services.

### The Impact

Founder and Managing Director Matt Youdale said: "The digital world moves so fast and there are new ideas and technologies coming along all the time, so it's absolutely crucial that, as a communications business, we keep on top of that.

"For us, it's all about making sure we keep learning, knowing what's going on in the digital arena so we can keep developing and moving forward, otherwise we will get left behind.

"The fact that this support is also fully-funded and delivered locally is fantastic. It means we can access some really high-quality training easily and for free – all we have to do is invest the time to go along and learn."

Find out more at:  
[www.arch-comms.co.uk](http://www.arch-comms.co.uk)

Rushcliffe Borough Council supports the Rushcliffe Business Partnership and works closely with partners including East Midlands Chamber and the D2N2 Growth Hub to provide ongoing support to local businesses. For more information, visit [www.rbpbusiness.org.uk](http://www.rbpbusiness.org.uk)

