



Mapping out digital skills for 3D tech firm

Sector:
3D technology and software

Location:
Ruddington

No of employees:
40

The Business

GeoSlam is a world-leading provider of 3D technology, providing solutions that capture the world in 3D and deliver information for making decisions.

Underpinned by more than two decades of experience, the company provides 3D technology across the UK, South Africa, USA and Australia via its network of branch offices and international distributors.

It works alongside some of the world's biggest mining companies, governments, universities, blue-chip firms and operators of highways, power lines and railways, to help its customers capture and understand their world in 3D.

The information it provides is used to improve the way customers make important decisions, based on accurate, reliable, high-quality measurement data.

The Support

As a business which operates globally, digital marketing is becoming increasingly important to GeoSlam as it looks to scale and grow its operations.

Digital represents a huge part of its marketing and business strategies, as it needs to be able to effectively target and market to customers around the world.

In order to assist with this, the business accessed 30 hours of support in the form of fully-funded workshops delivered by our partner, the Digital Growth Programme.

Subjects covered included paid social advertising, blogging for business, creating effective web content, email marketing and understanding Google Analytics.

The Impact

Grace Tupling, GeoSlam's Global Marketing Lead, said: "It's important that our marketing team is informed fully on the latest trends and patterns in digital marketing and their skills are kept up-to-date.

"We have a digital-first mentality and are always looking for new and innovative ways to share our content with people around the world.

"The workshops we attended not only enabled my colleagues to sharpen their skills, but also fed into our culture of professional development, which helps us to ensure our people have got the time, space and access to knowledge and information that helps them continue their career progression with us."

Find out more at:
www.3dlasermapping.com

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

