

CASE STUDY - Hub Auto ID Ltd

Social Media Transformation with Growth Hub Support



KEY POINTS

Support Received

- Webinars
- Action Planning Workshops
- Adviser support

Outcome

- Upskilling the business
- Ongoing business support

Based in the heart of the UK with over 25 years industry experience, HUB Auto ID have one simple business philosophy: To provide customers with an invaluable level of expertise while supplying first class products, service and technical support. The business offers the following products and services: Inventory & Asset Management Solutions, Label Print Systems, Labels, Tags & Thermal Transfer Ink Ribbons, Hand Held & Unattended Barcode Scanners, Mobile Computers & Data Capture Software, RFID Readers & Software Solutions, RFID Tags & Cards and Label Printer & Mobile Computer Repair Services.

The business was supported by the Growth Hub through attendance at several webinars and Action Planning workshops. Sessions included 'Optimising LinkedIn for your business' and 'Making Twitter work effectively for your business'. Attendance on these sessions has made a big difference in how Hub Auto ID promotes itself via social media, particularly in regards to content and scheduling. The interactive nature of the workshops has been beneficial in aiding understanding and has helped build a community of support. This has enabled the business to grow its following across these platforms.

" I would strongly advise any company out there to take advantage of the Growth Hub. The courses are very enjoyable, educational, and free ! If you want free help to master many of the areas they cover, get on board and join up.

Paul Johnston, Business Development Manager

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