

CASE STUDY - Infused Learning

Infused Learning Invest and Grow



KEY POINTS

Support Received

- Webinar support
- Covid-19 Recovery Grant
- Ongoing adviser support

Outcome

- New equipment and software Purchases
- Upskilling the team

Infused Learning is a Nottingham based not for profit training company, offering a range of bespoke and tailored accredited and non-accredited qualifications and training courses to schools, and groups across the UK. Their core philosophy is to make learning as unique as each individual. They have secured ESF funding to offer 'Personal Potential' courses to Nottinghamshire residents and have just received funds from UnLtd, Comic Relief and the Department for Digital, Culture, Media & Sport for an exciting new inter-generational learning project to unite the young and old in Nottinghamshire to reduce social isolation.

Tara and Natalie, Infused Learning founders contacted the Growth Hub as they needed further support in areas such as marketing, as they were lacking expertise internally. They were also looking for financial support to aid their business in expansion.

The Growth Hub was able to support via a dedicated business adviser who notified the Infused Learning team of grant funding opportunities. The team were also able to upskill by taking full advantage of the Growth Hub's webinar programme. As such the following sessions were attended: Getting Started in Keyword Research and Content Planning, How to Use LinkedIn Ads to Attract New Clients, Getting Started with Google Tag Manager, Getting Started with Alexa Flash Briefings, How to Develop A Killer Marketing Plan for Small Businesses, Managing Your Paid Search Campaigns. The impact was that the team were able to gain vital expertise to help put growth strategies in place. They were also successful in securing a D2N2 Covid Recovery Grant to invest in new equipment and software to support growth and automation.

“ Receiving funds to help automate processes will give us capacity to increase our offering and reach more business and individuals not only throughout Nottinghamshire but UK wide

Tara Askham, Director of Finance and Business Development

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