

# CASE STUDY - Tom Hodgson Photography

## Picture Perfect Business Growth



### KEY POINTS

#### Support Received

- Access to finance
- Adviser support
- Workshop support

#### Outcome

- Investment in new equipment
- Upskilling for business growth and resilience

Tom Hodgson Photography is a small business ran by sole trader Tom Hodgson. Tom's business specialises in photography and design to help clients to achieve their full potential through powerful imagery and strong design. Tom covers the whole gamut of marketing and is able to support clients visions from the initial concept through to the finished article, whether that be for product photos, headshots, logos and branding or Ecommerce ready websites. Tom also covers wedding photography and has brought the big day to life for many couples behind the beautiful backdrop of the Peak District.

Tom contacted the Growth Hub as he was looking for support to help with investing in his business as he wanted to expand to offer photography with digital design services to support businesses changing their business models due to the Covid-19 pandemic.

The Growth Hub was able to support Tom by introducing him to resources where he could apply for grants to support his purchase of new IT equipment and software which enabled him to keep the business ahead of the game and therefore deliver high quality results. Tom also attended the 'Elevating your marketing communications' workshop which helped him to upskill on key marketing principles in order to grow the business. Throughout his Growth Hub journey Tom was supported by his own dedicated business adviser who was able to assist in the information, diagnostic and brokerage process in order to assess which kind of support the business needed.

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*Without the support of D2N2 and my business advisor Sarah I don't know what I would have done. Navigating a pandemic as a business owner is difficult but knowing there is an extension to the business in the form of a trusted partner such as D2N2 is invaluable. Thank you for your fantastic support which I continue to receive.*

**Tom Hodgson, Tom Hodgson Photography**

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