

Free help for Stocksbridge businesses

Local marketing and design experts, Head Start Design, are offering free websites and marketing tips to help Stocksbridge businesses survive and thrive in our local community.

Running a successful business in an 'out of town' area can be challenging, with businesses trying and often failing to survive. Local company 'Head Start Design' is passionate about supporting local commerce and hope that by offering free marketing tutorials and web templates, that they can help to grow businesses in their local area. The husband and wife team, Kelly and Brett Jackson already help Sheffield businesses and have worked with organisations such as 'Sheffield Enterprise Scheme' to help businesses and start ups. Kelly said, "I have lived here all my life and love the area. Nothing would give me greater pleasure than to help businesses succeed on our doorstep, local commerce plays a big part in our community".

Free websites:

For those businesses who don't have the budget for a website, web templates can be a good place to start. There is a multitude of web templates and 'Word Press' sites out there to choose from, but these are often awkward to edit, restrictive and can have hidden charges. Head Start Design are giving away:

- Free web templates
- Just £50 annual hosting fee – no other charges
- 10 pre-set page layouts to choose from
- Add as many pages as you need
- Simple to edit, even for people who aren't good with computers
- No design experience or skill required
- Optimised for tablets and mobile phones
- Video tutorials to help you build your website

Brett Jackson has a strong background in software development and has developed the unique web template software. Brett said, "We're a small local business rather than a large anonymous company. Our free websites get you on-line with no hidden costs, but if you want help improving your content, or even extending the functionality of your website, we're here for you."

It's no surprise that a third of businesses fail within their first 3 years and a key factor in this is poor marketing. Effective marketing is vital, but few small businesses have the knowledge or experience to realise where they may be going wrong. Kelly says, "Business owners know they should be marketing, but don't know where to start or don't have the time. Instead of having regular and planned marketing activity, business owners tend to have occasional 'marketing spurts' , which doesn't help to sustain business and leaves owners deflated when they don't see immediate results."

Marketing tips:

Head Start Design aims to help more local businesses succeed. "We love working one-on-one with people that are passionate about their business, but some can't afford our time. So, I will be providing regular advice to my subscribers to improve their marketing. Time is something that every business owner is short of, so my tips will come in bite sized chunks that are quick to absorb and pod-casts that you can listen to on-the-go", said Kelly.

To create your free website go to freeweb.headstartdesign.co.uk
Sign up for Kelly's marketing advice at: toptips.headstartdesign.co.uk