

Get faster broadband

Superfast Leicestershire

Better connectivity propels marketing company towards new opportunities



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even without paying for it!”*

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Melanie Sallis, Propeller Marketing

Propeller Marketing was established ten years ago in Old Dalby, a small village in rural Leicestershire. The specialist membership marketing company focusses on building and retaining members for its broad range of national clients. With communication playing a vital role in running an effective business, we spoke to Director, Melanie Sallis, about her experience of moving to Superfast Broadband.:

What were the challenges before you upgraded?

Even though I live less than a mile from the A46 and only 15 miles from Nottingham or Leicester I had no mobile connection and although not quite as bad as dial up, the old internet connection was the slowest of the slow. Simple tasks such as sharing files and talking over the internet was something we weren't able to do effectively.

The connection would keep dropping out, programmes would crash and reliability was a big issue for us. I'd moved to cloud storage and it took me five days just to upload my data.

How easily did you get upgraded?

About 2 years ago I approached our local county councillor and he looked into it for me. He has made sure this area became a priority and has been on the case ever since. High fibre broadband eventually arrived in Old Dalby about a month ago and once it was here it was a really straightforward process to upgrade

What difference has fibre broadband made?

It makes our client communications so much easier as I can access teleconferencing, Skype or Google Hangouts; I just couldn't use these platforms before.

The faster speeds mean file sharing is more effective and uploading to the cloud is much quicker.

I also feel confident that I could expand the business into Europe. I'm much more comfortable face to face than simply talking over the phone and the technology and faster connection allow me do that easily outside the UK.

Now I have a decent broadband connection I can use VOIP (Voice Over Internet Protocol), I use my mobile over wifi and I'll be able to save on a separate business line. In the long term it will be more cost effective.

How Superfast Broadband has helped:

- More effective communications
- Easier file sharing
- Opened up international opportunities

www.propellermarketing.co.uk

Have you attended any of the Chamber's eBusiness Club workshops?

I've been on lots of the Chamber's workshops, from website development to email marketing and social media - I think they are outstanding. I'm a 'one man band' and don't have huge amounts of money to spend on training so they're really valuable to me. The quality is superb, I've never been on a bad one and I've been on many over the last few years.

The interaction, when you put a room full of small businesses together, is also fantastic. We share ideas and discuss what it's really like to run a small business. Working on your own can be very isolating and all that social interaction with local businesses, together with superb training - you can't knock it. It's definitely the best training I've been on, even without paying for it!

How have you put the learning into practice?

Yes. I'm curious from my own business point of view but the knowledge helps me to keep up to date and support my clients. I wouldn't teach them how to do social marketing but I do have the confidence now to question clients on their digital strategies.

I've now done my own business Facebook page, I'm about to sort out my Twitter account and I'm part way through developing my website. My business relies on referrals and when you're working hard running your own business, you don't often have time to generate leads.

By using social media I'm keeping my profile out there all the time.

The Benefits of Superfast Broadband:

Many businesses that can already access fibre broadband are using it to maximise growth, expand their customer base and improve their bottom line. By having fibre broadband, not only will you be able to benefit from faster upload and download speeds, you can also run meetings by video link and reach customers through new, faster and easier to track methods of communication like Facebook and Twitter.

Plus, you can also use cloud based systems, which means you have access to the same tools as larger companies - all with the same benefits, but for a fraction of the cost.

Superfast Fibre Broadband in Leicestershire:

- ✓ Leicestershire County Council's vision is to ensure that all premises can access superfast broadband speeds by 2018
- ✓ The current BT contract will ensure fibre broadband access to at least 72,000 additional premises
- ✓ Over 400 fibre enabled cabinets will be deployed as part of the BT contracts.
- ✓ It is estimated that Superfast Leicestershire will generate £92m in economic growth by 2021

For further information please visit:

www.superfastleicestershire.org.uk

The eBusiness Club

Helping you use technology to boost your business

At the East Midlands Chamber's eBusiness Club, we understand that you want to improve your business and make the most of every opportunity available to help you achieve that.

When it comes to technology, the range of opportunities on offer can appear to be both vast and daunting at the same time. From social media through to eCommerce, it can be all too easy to miss out purely through a lack of knowledge or even confidence.

That's where we come in. With great training, specialist support, workshops, consultancy and grant funding, we have everything you could possibly need to embrace, understand and use all levels of advanced technology to take your business to a greater level of success.



To find out more about workshops and training courses in Leicestershire please visit:

www.ebusinessclub.biz/Workshops-and-Courses

