

Grow your
Business

UNITEplus CASE STUDY

Introducing and embedding digital marketing into a business



READYFIX is a family owned business based in Preston that has been in operation for over 25 years. They specialise in construction site supplies, fixings and ironmongery to the Trade and Construction industry.

WHY THEY CAME TO US?

READYFIX wanted to enhance their position in the digital marketing area by updating their website, SEO and Social Media.

A LITTLE ABOUT THE STUDENT

Robin Nkomo is a UCLan, First Class: Public Relations and Marketing graduate who was completing her final year at the time of the placement. Robin is now the full time marketing manager at READYFIX.

VALUE AND BENEFITS

The UNITEplus project produced a Strategic Marketing Plan including Digital Media which we weren't doing before as a business. Our UNITEplus student, whom we now employ full time, has helped us to approach the digital marketing arena with confidence giving a consistent message to our customers, followers, and the future potential of the company.

“ My placement at READYFIX was crucial in my understanding of business and B2B marketing, I was able to closely work with my colleagues to implement strategic marketing campaigns. ”

+ TO FIND OUT MORE...

Please visit www.uniteplus.co.uk or contact us below.

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European Union
European Regional
Development Fund