

Grow your
Business

UNITEplus CASE STUDY

Increasing knowledge and capacity into
the marketing team



nxo Ltd is a business consultancy based in Preston, Lancashire. **nxo** work with owner manager businesses that have an appetite for growth. They have 26 years of experience to guide, mentor and facilitate strategic and sustainable growth.

WHY THEY CAME TO US?

nxo required assistance in driving their marketing activity. Increasing digital footprint and driving enquiries into **nxo** through content marketing and brand building.

A LITTLE ABOUT THE STUDENT

Aaron Leahy is a UCLan Business & Management graduate who was undertaking his MBA at the time of the placement.

*"nxo provided first-hand business consultancy experience and allowed me to showcase my abilities within a workplace. I was able to create and implement marketing and social media plans from meetings and briefings with clients. Allowing me to demonstrate the measurable impact I add to businesses such as **nxo** and its business partners."*



VALUE AND BENEFITS

"We collaborate closely with UCLan and very much support Lancashire enterprise. The UNITEplus programme gave us the opportunity to welcome a student into **nxo** to gain valuable work experience. In turn **nxo** had the benefit of being able to give focus to a particular marketing project and with Aaron being such a bright, knowledgeable individual, he had plenty to bring to the table and made a real impact in his time with us, so much so we kept him on over the Summer."

“ *he had plenty to bring to the table and made a real impact in his time with us* ”

+ TO FIND OUT MORE...

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

University of Central Lancashire

☎ 01772 894090 | ✉ uniteplus@uclan.ac.uk