

Kathryn Pyper
Operations Director
Alchemy Digital Training



NEWRY CHAMBER



Comhairle Ceantair
an Iúir, Mhúrn agus an Dúin
Newry, Mourne and Down
District Council



The Digital Growth Programme

Kathryn Pyper: Operations Director – Alchemy Digital Training





Who is Alchemy Digital Training?

We are the delivery agent for
The Digital Growth Programme.



Niamh

Kathryn

Emma



The Digital Growth Programme is available to businesses in two council areas and is part funded by Invest Northern Ireland and the European Regional Development Fund under the Investment for Growth & Jobs Northern Ireland (2014-2020) Programme.



About the programme



Launched: Jan 20

We are in the final year of the programme and have already provided digital support to over 200 businesses across Newry, Mourne and Down and Ards & North Down Council Areas



Free 1:1 Mentoring

All businesses on the programme receive between 1 and 5 days 1:1 mentoring from our specialist team of mentors. We have delivered in excess of 2,500 hours of mentoring so far!



Free Workshops & Masterclasses

Mentees on the programme have access to all our workshops and masterclasses. To date we have delivered 14 workshops and 3 masterclasses.

1:1 Mentoring

Digital Strategy

Selling through your website, online advertising, using analytics to drive sales.

Social Media

Beginner and Advanced Social Media, Social Media analytics. Social media advertising.

Video & Content Marketing

Using video to showcase your products and services, creating compelling content and blogging.

Email Marketing

Email for Small Business, Content Creation and Copywriting.

1:1 Mentoring

Website Support

Search Engine Optimisation, selling through your website, optimisation of website performance.

Ecommerce & Selling Online

Developing an E-Commerce Strategy.
Selling through established platforms e.g. eBay, Amazon Marketplace. Selling through third party sites.

Systems Integration

Online Accounting/Stock Management for Small Business, PAYE and payment returns. Customer Relationship Management.

New Technologies

Immersive Technology, using Virtual Reality and Augmented Reality in your business.

Upcoming Events

9th March 2022

10am - Webinar

Make Your Website Work Harder for You

In this webinar, we will explore how you can make your website produce better results for your business, such as more leads, content downloads, more enquiries and sales. We will cover the main principles of conversion rate optimisation and provide relevant examples from other businesses as best practice.

7th April 2022

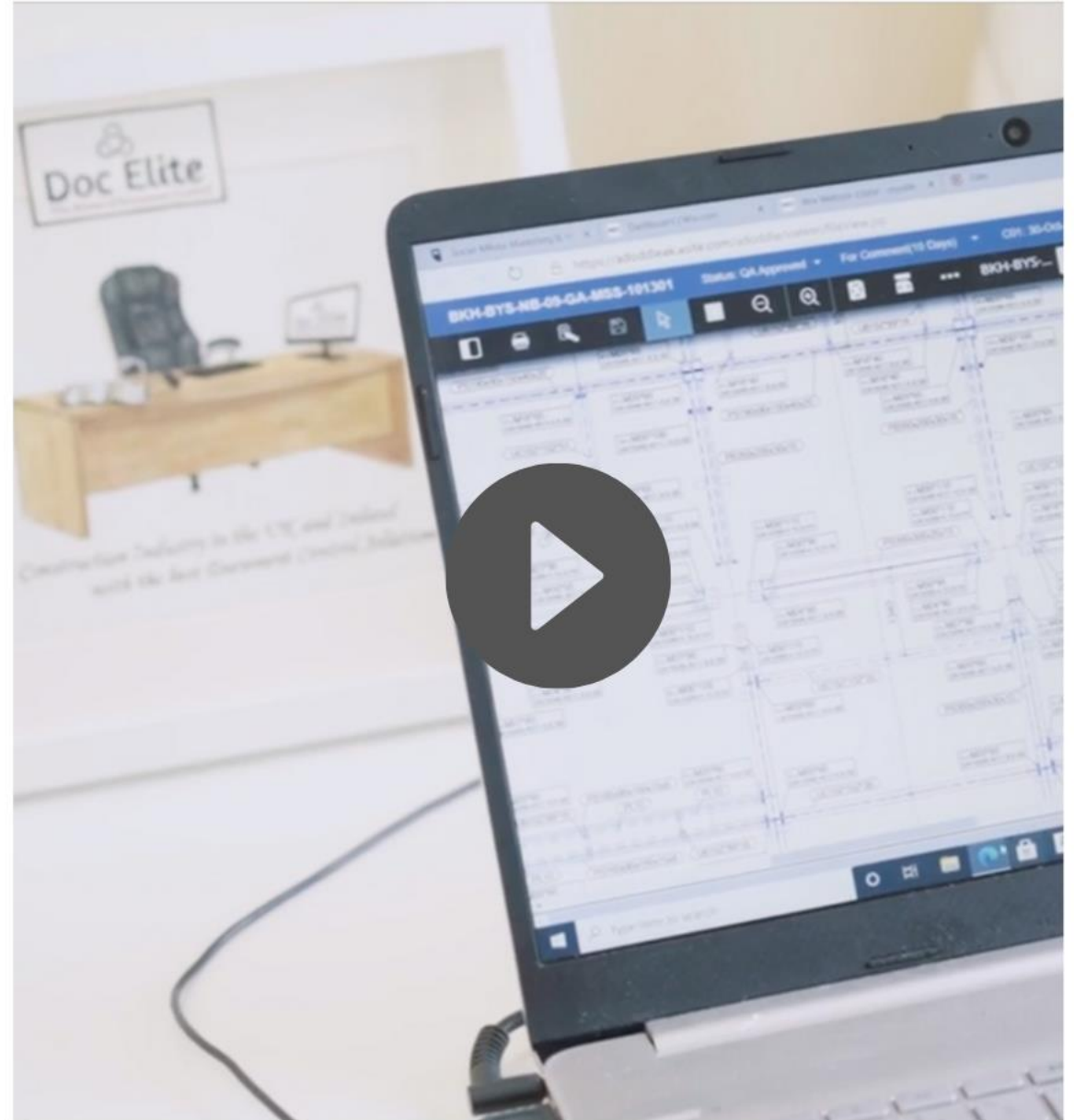
10am - Webinar

Manage Your Business in The Cloud: Tools and Apps for the Busy Entrepreneur to Help You Manage on the Go

In this webinar, we will explore how you can be productive even when you are out of the office. There are many cloud-based tools and systems that you can access from a range of devices; mobile phone, tablet, laptop and desktop which can help the efficiency and productivity of your business.

Business Success

We are delighted with the success our businesses have achieved on the programme over the last two years.





Eligibility



Business Size

The programme is open to businesses with less than 50 employees



Age of Business

Your business must be operating for more than 12 months.



Job Creation

Business must demonstrate the ability to create jobs.



Location

Businesses must be located in Newry, Mourne & Down or Ards & North Down Council Areas.

Newry, Mourne & Down District Council / Ards & North Down
Borough Council

FREE 1:1 digital innovation mentoring

Digital Growth Programme

APPLY NOW →

How to apply:

Apply online at thedigitalgrowthprogramme.com
or chat with our team here today!



Thanks

Kathryn Pyper: Operations Director – Alchemy Digital Training

