



# INTRODUCTION TO DIGITALBOOST

**How can digital be used to help SMEs overcome some of their biggest barriers and do business that is more efficient and more effective?**

**Two thirds** of UK SMEs are using tech to improve their business to help keep up with digital transformation.  
IDC study



The main reasons for investing in digital were to **improve revenue, find new customers** and **make their operations more efficient.**

Global Survey

**50%**

Almost **50%** of respondents identified these aspects as **immediate strategic priorities for digital investment.**

**We wanted to ensure that we continued to aid SMEs' transition into the digital age, and stay up-to-date with emerging technologies that may give an advantage in tackling their barriers, both now and in the future.**

# How Digital Boost has developed

2011 Scotland's **Digital Future: A Strategy for Scotland**, published.

DigitalBoost Programme developed delivering a mix of **workshops** and **1:1 support**

Innovative **healthcheck** and suite of comprehensive **guides** and **online tutorials**

The programme has used **digital technology** to develop and deliver an approach to improving SMEs digital maturity that is cost effective and addresses the need to raise awareness.

Online healthcheck helps SMEs understand **where they are**, their **ambitions** and **next steps** to address gaps in their knowledge and understanding.

The healthcheck points to the other available services to ensure that **take up of services is maximised** within the relatively short timeframe that funding is available.

# How do I access Digital Boost?

## Online 😊

- Go to <https://www.bgateway.com/driving-growth/digital> [see next slide]
- Complete the “Health check” [PLEASE KEEP THE pdf] – contact Business Gateway if you are not already in touch [if not then we will contact you but there may be a lag time of a couple of weeks]
- Use the online tutorials



Call us on **0300 013 4753**

From 8.00am to 6.00pm, Monday to Friday or [contact us](#) outwith these hours



# DIGITAL BOOST

power up your business

## How digital is your business?

With a few simple questions, we can help you assess your digital readiness. Find out where technology could fit into your business and improve your performance, profits and people. Or, get the advanced support you need to take the next step.

The Digital Health Check should take around 10 minutes to complete.

Name \*

Company name

Email \*

Postcode \*  [Why we need this?](#)

**Address lookup**

County

# Topics covered in 1:1 projects

During Phase 1 Project		Identified for Future Action	
Topics	Volume	Topic	Volume
Digital Marketing Strategy	49	Better use of social media	37
SEO	44	SEO	37
Better use of social media	30	Google Analytics	20
Google Analytics	26	Digital Marketing Implementation	18
Website review	15	Producing online content	16
Increase web site traffic	13	Website development	13
Producing online content	13	Digital Marketing Strategy	8
Increase web site conversations	11	Implement social media review findings	6
SEO audit	10	Increase web site traffic	6
Social Media review	10	New use of social media	5
Website creation	9	Improve web site management	4
Improve web site management	7	Increase web site conversation	4
Hootsuite	5	New use of email marketing	4
New website	5	Use of video	4
Use of video	5	Web Site Creation	4
New use of email marketing	4		
Social media strategy	4		

**The DigitalBoost programme has been well received to date.**

**However, we want to continue supporting SMEs and encourage them to invest now in adopting more digital technologies into the businesses.**