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## **Coventry firm's social approach to help SMEs**

SMEs are due to get a helping hand marketing themselves, thanks to a social approach from a Coventry communications company.

Strategic media consultancy Bridge PR & Media Services [www.bridgepr.co.uk](http://www.bridgepr.co.uk), based at Electric Wharf, Radford, is running a half-day workshop in an Introduction to Social Media on May 16 at Midland Group Training Services, Gulson Road.

Bridge's social media workshop will provide the forum for SMEs to understand social media marketing, how to develop a social media strategy, how to increase your profile and visibility through social media and which platforms will best suit specific companies.

Director Denise Taylor said: *"Many businesses are still struggling and often aren't aware of the most effective tools to market themselves. Our workshop is specifically designed as a way of giving small businesses a cost-effective head start in bringing them to the attention of the widest possible audience via social media."*

Bridge PR & Media Services has more than 15 years' experience in the industry and has clients in a range of industry sectors, including aerospace, air cargo, automotive, IT, recruitment, creative & cultural, business solutions, charities, not-for-profit organisations and community groups.

Its services include strategic media planning, public relations, online marketing, digital PR, social media marketing, media training and mentoring and clients range from SMEs in Coventry and Warwickshire to major international organisations.

In addition to the half-day workshop on May 16, Bridge has also launched a Social Media Starter package for businesses to help market themselves. It includes setting up accounts with branding, researching industry sectors through social and digital media and building and developing qualified followers and lists.

Ms Taylor added: *"Social media marketing is one of the most cost-effective marketing tools and our package is aimed at helping those businesses that don't have the time or resources to manage their own social media activity."*

*"Bridge has been helping its clients to get the most out of social media marketing by helping them to develop their social media strategies. And with statistics suggesting a staggering 71 per cent of companies don't have a social media policy there are plenty of businesses that need help."*

*“A robust social media strategy not only helps you to manage your online presence, it controls what your staff are saying about your brand and potentially sensitive company information. Bridge has both the experience and expertise to help companies tackle this often daunting subject.”*

**- ENDS -**

**Editor's note:-**

Bridge PR & Media Services is a multi-specialist agency with a strong track record in producing exceptional results. It provides innovative marketing communication solutions developed specifically to meet the goals of its clients' marketing campaigns. It specialises in a number of different industry sectors including aerospace, air cargo, automotive, IT, security, recruitment, creatives & cultural (museums and website design and build), business solutions, housing, health and medical, and the third sector (charities, not-for-profit organisations and community groups).

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