

Gateway Media: *Business development strategy, branding guidance, creation and implementation of a digital marketing strategy and production of promotional video.*



Tower Hamlets-based charity, City Gateway, has set up an enterprise hub to help reduce its reliance on grant funding. We have been working with the charity's new media enterprise, Gateway Media, to help set up their business development infrastructure and create a growth strategy that would help them break into three new markets: construction, local SMEs and the Third Sector.

We have helped the enterprise establish a successful business development department that has seen them win new business from large corporate clients such as the Canary Wharf Group and Taylor Woodrow in the last few months. This has entailed:

- setting up a CRM;
- rationalising their current website and print marketing materials;
- conducting email marketing campaigns;
- creating a promotional video;
- writing proposals and budgets;
- leading client pitches.

What is The Ideas Garden?

We are a consultancy firm that helps creative and social entrepreneurs to turn their passions into sustainable, successful projects. Our services include:

- Research
- Business planning and strategy
- Funding and raising finance
- Sales and marketing

- Innovation and technology

Sow a seed!

If you have an idea for a creative or social project or would like to know more about our services, please do drop us a line or visit our website:

Email: sowaseed@theideasgarden.com

Website: www.theideasgarden.com