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elephant announces January insight day for small business start-ups

elephant communications has set the date of 31 January for its first free advice day of 2014 for small businesses.

Over the last two years, the elephant team has helped more than 40 small business owners through its rolling programme of free advice days. For 2014, elephant is adopting a new thematic format for the sessions, rather than running a series of one-to-one surgeries.

For the first time during the final advice day of 2013, elephant ran a group session for eight business owners spanning a range of sectors. The attendees enjoyed sharing experiences together and, to follow up, the elephant team has decided to run group days for 2014 and to focus on a specific theme for each day.

The January session, which will be led by Guy Bellamy and Karen Waugh, will focus on how to use customer insight and market research to frame a marketing and communications plan. During the day, elephant will share highlights from more than 20 titles from its own market research archive to help SMEs to reappraise a range of relevant themes including: consumer outlook, media preferences, buying habits, trust in brands and terms of engagement with social and digital media.

During the second small business free advice day in the spring, elephant's strategic marketing specialist Patrick Muir will focus on working with SMEs to appraise the value of building a brand to drive business success.

Guy Bellamy, elephant communications MD commented: "We have identified through our own market research that many small businesses have little or no budget for communications and PR, but they are the very segment of our economy that needs help to achieve growth. Our aim at elephant communications is to offer some free help to small business start ups through our advice days, which form an integral part of the agency's four-prong community investment programme."

For further information or to book a place on the January small business advice day contact:

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