

UKHangoutCommunity ? A New Local Business Initiative Launches

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Rushcliffe is the first area in the United Kingdom to benefit from the new initiative launched by Adodo Consultancy Services Limited. Situated, in Nottinghamshire and at the heart of the country it would seem appropriate that it starts there.

The aim of the initiative is to help local businesses, across the UK, double in size over the next 5 years through the implementation of proven marketing strategies coupled with new technologies.

Tim Glynn, CEO of Adodo says ?It?s no longer good enough to throw up a website and expect customers to flock to your door. Nor is it good enough to simply put a sign on your door saying open. Search engines like Google are here to stay but it's no longer just about optimising your website for Google. It's about optimising your presence across the web.?

On the surface UKHangoutCommunity may look like just another local directory but on closer inspection there

is a clear intent to help local businesses grasp the opportunities being offered up in these changing times. It?s not only local businesses that will benefit from the initiative, local charities too have been included. In 2000 Adodo launched its Community Initiative and won awards for it a couple of years later. So it?s no surprise that there is a charity package amongst the packages on offer from UKHangoutCommunity. And the community will benefit from the additional ?buzz? generated by thriving local businesses.

Glynn says ?The Initiative has been three years in the making and is still early days. Nottinghamshire is the first county. Leicestershire and Derbyshire will follow close behind. These are challenging but exciting times. Those businesses that take action will reap the rewards. Nothing changes in that respect.?

According to figures obtained from the Department for Business, Innovation & Skills at the start of 2015 small businesses accounted for 99.3% of private sector businesses and 60% of private sector employment within the UK. With those kind of figures UKHangoutCommunity reckons it?s time to show small businesses some love every day not just once a year on Small Business Saturday.

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The team at Adodo have been helping local businesses grow their businesses for 35 years now. We're a friendly bunch, come join the party.

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