



IN THIS NEWSLETTER:

MICROSOFT HQ

SPRING INTO NETWORKING EVENT

CLIENT SPOTLIGHT - MEDSOLVE

LINKEDIN WEBINAR

BENEFITS OF MICROSOFT 365 SECURITY

PAY PER CLICK

OUR TRIPS TO MICROSOFT HQ

Our team has recently had 2 trips to Microsoft HQ in Reading. First two of our Senior Engineers, Ben & Chris, attended a 2 day technical training course. The pair picked up great new knowledge and developed existing skills. This will allow them to use new ways to enhance our clients' security as well as educate our client to best utilise everything Microsoft has to offer.

Then it was Paul & Lorraine's turn to take a trip down. The pair attended some Microsoft sales training. This was a great way for the pair to gain some additional knowledge of the products and software on offer to be able to ensure we offer the very best solutions to our customers.

This was a great experience for all involved and we look forward to continuing to offer our team the opportunity to upskill throughout the year!

Upcoming Events

Spring into Networking



Network+ evening networking events are a great informal, way to mix with other businesses.

We are the proud sponsors of these events!

Join us on 16th March 5-7pm at The Alchemist Newcastle for an evening of networking with your first drink on us.

Sign up today to avoid disappointment here:

www.eventbrite.co.uk/e/spring-into-networking-tickets-549360370657



@Network_Plus_NE



@Networkplus_ne



@Network Plus NE



ALL MANAGED UNDER ONE ROOF!

Here at The Unite Group we are proud to offer a complete technology solution for our client MedSolve.

MedSolve are the UK's premier specialists in healthcare recruitment. Providing highly-skilled professionals for a range of temporary and permanent roles in both the public and private sector.

MedSolve have been a client of ours for a number of years now. We currently provide Managed IT Support & Social Media Management to MedSolve and have just added Cyber Essentials to their services from us. As MedSolve continue to grow and look for reassurance of their security plans, a cyber security certification will prove to be a great option for them. Also opening the doors to new work and tender options upon completion.



www.medsolve.co.uk



@Medsolve



@medsoleuk



MedSolve



@MedSolve



SECURITY BENEFITS FROM MICROSOFT 365

Here at The Unite Group we strive to keep you updated on changes to the Microsoft365 product range that help to keep you secure.

The Business Premium license now comes with a range of additional security features and we will providing more information in your upcoming review meetings. Defender Anti-Virus is now included in the premium licence and offers an excellent level of protection, when deployed it also helps to improve your security score.

Other excellent products with this license include InTune to manage all company owned devices and Power Automate to detect when your business is mentioned on any social media platform.

For more information please get in touch and we will arrange an appointment to tell you more.

FREE Webinar
for all of our customers!



How you can leverage employee engagement to increase return on investment

Our in-house Digital Marketing team, Social+, are offering all our clients the opportunity to join us on a FREE webinar.

This webinar will focus on how to encourage employee engagement on social platforms, in particular on LinkedIn. Did you know that only 3% of employees share content about their company, but they're responsible for driving 30% of the total engagement a company sees. Therefore, it is vital to get your team on board to really increase your return on investment with Digital Marketing. Join us on Wednesday 1st March 2-3pm and let us take your Social Media Marketing plans to new heights.

Visit our website to sign up today!
<https://theunitegroup.co.uk/webinars/>



HOW CAN PPC CAMPAIGNS SUPPORT YOUR COMPANY'S GROWTH?

Pay-per-click also known as Paid Search Advertising is part of Search Engine Marketing. Together with SEO, they are the main ways to target people using search engines to find answers to their questions, general information, or products to buy.

PPC advertising is an incredibly powerful marketing tool for businesses for a variety of reasons. It offers immediate, measurable results, provides multiple opportunities for targeting specific audiences and allows businesses to test different types of ad campaigns in real time. As a result, PPC campaigns can be easily tailored to the specific needs of the business. Additionally, PPC can be used to quickly increase web traffic, generate leads, and boost overall brand visibility.

Here at the Unite Group our Social+ team are able to offer PPC services alongside their Digital Marketing and Web Design services. The team would work with you to create a strategy and budget suitable for your business that can support your goals.

If you would like information on how we can help you grow online using PPC, SEO, or Digital Marketing, then please get in touch and we can tell you more about how our services can help you. 0191 466 1550