



**IN THIS  
NEWSLETTER:**

**WE ARE UNITED!**

**UPCOMING  
NETWORK+ EVENT**

**CLINET SPOTLIGHT:  
LD:NORTHEAST**

**MEET OUR NEW  
TEAM MEMBER**

**JOIN US ON OUR  
UPCOMING  
WEBINAR**

**SEO**

## **WE ARE UNITED!**

We are pleased to announce we are now part of the Newcastle United Executive Club!

After sponsoring one of the Newcastle United Women's games last season, we were keen to join the Newcastle United Executive Club and we have recently received approval to the reputable group!

We are excited to be a member of their business club moving into the 2023/24 season and the exciting opportunities that may arise from this. A great combination of networking & football!

Newcastle United are in a very exciting era, and we are pleased to be a part of this!

Keep an eye out for our team attending matches at St. James Park as we move into the upcoming season!

# Upcoming Events



We are the proud sponsors of Network+ events. These events are the perfect space to mix with local, like-minded business personnel.

The next event will take place on Thursday 10th August at Chaophraya Newcastle from 9:30 am-11:30 am.

Join us for this FREE networking event and enjoy tea & coffee with the chance to mix with local like-minded businesses.

Come along and have a chat with some of our team!

Sign up here:

[www.eventbrite.co.uk/e/morning-networking-at-chaophraya-tickets-681678277077](http://www.eventbrite.co.uk/e/morning-networking-at-chaophraya-tickets-681678277077)



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## CLIENT SPOTLIGHT - LD:NORTHEAST

LD:NorthEast is an organisation engaging with people across the North Tyneside who have lived with experience of learning disabilities, learning difficulties, and autism. They believe that everyone deserves to have fun, spend time with friends, and feel good about themselves, and they support people to do that from birth through to older life.

They are committed to challenging social injustice and social isolation of people with learning disabilities and other needs through a range of projects, activities, and support. Their work is about bringing people together and supporting people with three of the basics they feel are important to happiness and well-being: Fun, friendships & feel good!

Here at The Unite Group, we provide managed IT Services & Communications to LD:NorthEast. We are proud to work with such a great organisation. Find out more about the fantastic work they do - [www.ldne.org.uk](http://www.ldne.org.uk)



## MEET OUR NEW TEAM MEMBER!

We introduce you to our latest member of the team, Cassandra. Cassandra has joined our sales team as one of our Customer Account Managers. She has fitted into the team perfectly and has had a great response from many of our clients here at The Unite Group.

In Cassandra's role as a Client Account Manager, she focuses on developing relationships with existing and new clients. Providing high levels of customer service by reviewing their needs and understanding their business and sourcing new opportunities through networking.

Cassandra has brought new exciting ideas to our sales team and we look forward to seeing her blossom in her role!

In the coming months Cassandra will be out and about catching up with our clients. To find out more about Cassandra and her role, visit our website today!

# Increase your online presence!



## Getting found online - 25th July 1-2 pm

Here at The Unite Group, we are always looking for ways to best educate our customers. Therefore, this month we are providing a FREE webinar sharing our top tips for getting found online.

In this webinar, our Digital Marketing team will talk through the best ways to ensure your business is found online, including tips to ensure your business can be seen across all digital marketing channels. This webinar will be focused on the ways service-based businesses can best utilise their online presence & strategy.

This is not one you can afford to miss!

To learn more and to sign up for our FREE webinar visit our website!

<https://theunitegroup.co.uk/webinars/>



## SEO - WHY IS IT SO IMPORTANT?

SEO, or Search Engine Optimisation, is extremely important for businesses in today's digital age. With millions of websites on the internet, it is crucial for businesses to optimise their website content so that it ranks higher on search engine results pages.

Search Engine Optimisation boosts online presence, visibility, and credibility, resulting in increased website traffic, leads, and conversions. SEO also helps businesses to target the right audience, by narrowing down on specific keywords and phrases that potential customers are using to search for their products or services.

With a well-executed SEO strategy, businesses can gain a distinct competitive advantage over their rivals, and improve their online reputation in the process.

At Social+, we work with businesses conducting keyword research to optimise their website content and implement on-page SEO techniques, such as meta tags and optimised URLs. We also look to improve website loading speed and analyse data to refine SEO strategies for better organic search rankings.

Unlock your website's true potential and dominate search engine rankings with our cutting-edge SEO strategies and expertise, driving unparalleled organic traffic and boosting your online presence, sales, and revenue!

If you would like to improve your company's visibility online we are offering a FREE SEO audit to all of our customers. To get yours email us at [hello@social-plus.media](mailto:hello@social-plus.media) or to discuss this further, please contact us on 0191 466 1550.