

e-Business

Support for SMEs

**Company:**

Fitcredibles

SME Owners:

Yunus Benabas & Ezra Bared

Sector:

Fitness Coaching

Borough:

Newham

e-Business Support Package:

Web, Digital Marketing & Social Media Management



100% Free, Verified by Yunus & Ezra - Fitcredibles

If you are an SME located in Newham, Barking & Dagenham or Havering and would like to find out more about our free e-Business support programme, contact us now:



newham.ac.uk/ebusiness



e-business@newham.ac.uk



Fitcredibles was set up in 2015 to offer their clients fitness and nutritional coaching face-to-face and online. Already dab hands at creating content and using web-based apps, Yunus and Ezra were keen to explore how the e-business team could help them to improve their social media presence and further exploit the functionality of their website to enable stronger client reach/relationships. The tools that Fitcredibles already had in place were excellent, including their app support for clients, video content and a podcast. The main goal was to optimise these tools and, in particular, focus on a new marketing drive and a relaunch and rebrand of the website.

The e-Business advisor team set out a plan that focussed on how they could assist Fitcredibles to develop and implement a new marketing drive and rebrand of their website:

- **Social media management platforms**
- **SEO-based marketing strategies**
- **Website enhancements to enable growth**

The business is now in a great position to ramp up in 2023, and we look forward to hearing how things progress.

Fitcredibles say, "Pete and the guys at Newham College have been amazing. I love the attention to detail and hands-on support I get for my business. The team is attentive and takes your business as their own - I highly recommend it to anyone who needs the support and wants to grow."

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