

# SUSTAINABLE BUSINESS NETWORK

Story: Hampton Digital Services, Woking

“we were awarded a grant towards Marketing and Advertising.”



Carbon management +  
Grant funding = Product  
development & access to  
new demographic of clients



## FUTURE-PROOFED PRODUCT

Hampton Digital Services Ltd are a small web design business based in Woking Surrey. They specialise in green hosting, domain management, web design, hosting and maintenance, social media marketing and analytics.

### The Challenge

With our 100% renewable web hosting and with upcoming changes to our business, such as an eco office, solar panels and electric vehicle, we knew we were pretty close to being carbon neutral. Whilst we knew we were sustainable and were helping clients reduce their carbon emissions, we weren't shouting about it loud enough. Our website was corporate-focused and our current offer was bespoke, which meant many smaller businesses couldn't afford to benefit from sustainable web support.

*"We first attended Zero's Sustainable Business Network Launch back in September 2022. This led me to the workshop, then onto LoCase, so I have Zero's SBN to thank for where we are now, 1 year on." Tracy Hampton*

[www.surreysbn.org](http://www.surreysbn.org)



# STEPS TO A SOLUTION

**1 Carbon Management Plan** - the Net Zero 360 course helped us create and manage our carbon footprint. At the end of the course, LoCase funding was mentioned, so we made enquiries to see if it could help us.

**2 Applied to LoCase** - seeking to maximise our market share we applied for Marketing and Advertising support.

## **3 Marketing Strategy & Product Design**

- Marketing Strategy developed
- Website re-written to appeal to smaller businesses with a templated website package
- Articles and videos produced

**4 Rewarded** - now have a website which clearly highlights our vision, mission and highlights our services a lot clearer, not to mention it all has a sustainability element throughout.

✓ **Increased the value of the business**

✓ **Improved our products and services**

✓ **Increased the number of businesses using green web hosting and helping everyone reach a net zero future**

*"Part of the strategy was for us to appeal to smaller businesses wanting to reduce their carbon emissions but couldn't necessarily afford our bespoke packages. Thanks to all the work that was carried out, and our website being a lot clearer, and not so corporate focussed, we're now attracting those smaller businesses with a templated website package. It's our way to help as many people as we can." Tracy Hampton*

