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## Accelerator Case Study



Defib4Life Ltd



**Sector:** Defibrillator Distribution

**Size:** Micro

**Location:** Derbyshire Dales

### About the business

Defib4Life is based in Two Dales near Matlock. It supplies life-saving defibrillators, accessories and consumables to businesses, charities, and community groups across the UK. The business, which has just celebrated its fifth anniversary, has three employees and is led by Director, Michelle Waters.

### Challenges faced

One of its biggest challenges has been increased competitor activity particularly where larger businesses have bought out the company's competition. This has meant they've had the investment to grow and offer cheaper pricing undercutting the Defib4Life offer.

Michelle also wanted to free up time from day-to-day marketing to work on the business and create more sales opportunities.



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### The solution and impact

Michelle has been supported through the D2N2 Growth Hub and Accelerator project. Accelerator is delivered by East Midlands Chamber, in partnership with Derbyshire Dales District Council and funded through the UK Shared Prosperity Fund (UKSPF).

She has had one-to-one meetings with Business Adviser, Andy Bunn who initially carried out a diagnostic of the business, going through where the business is now and where it wants to be. Some work has been done on the company structure and team. It was also identified that digital marketing and the company's website were potential areas of focus to check the effectiveness of their current activity and find any opportunities for sales growth.

Defib4Life successfully applied for a Growth Voucher which provided funding to bring in specialist marketing support from two consultants. The first specialised in marketing and looked to streamline their current marketing processes as well as create guidance and templates they could follow moving forward. The idea was that marketing tasks could be split amongst the team releasing some of the time and pressure off Michelle, who was doing it all previously.

The second consultant looked at website content and SEO to ensure the site was performing at maximum capacity before the business moved into another phase of digital advertising to drive people to the site.

The work has meant a streamlining of processes freeing up Michelle's time to look at running and growing the business. She also hopes growth will mean they can create another job in the future.

Andy also supported Michelle with a grant application from Derbyshire Dales District Council. The business was successful and has received an Business Adaption Grant for £6,360.

Michelle and her team have taken advantage of several D2N2 Growth Hub and Accelerator workshops over the years. Topics covered include The One Hour Google Ads Course, Using Video in Content Marketing, Blogging with Authority and Trust, Understanding your Ideal Customers and Getting Started with Paid Search Advertising.



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### A word from the business

*“The support has been a lifesaver for the business. We’ve grown so quickly, so I have definitely needed the support and advice I’ve had.*

*Every time I have a meeting with Andy, I can re-set the business and implement what I need to enable further growth.”*

**Michelle Waters, Director**

### Accelerator has provided:

- 1-2-1 Advice
- Specialist consultancy
- Business Adaption Grant
- Workshops

### Impact to business:

- Upskilling workforce
- Streamlined processes