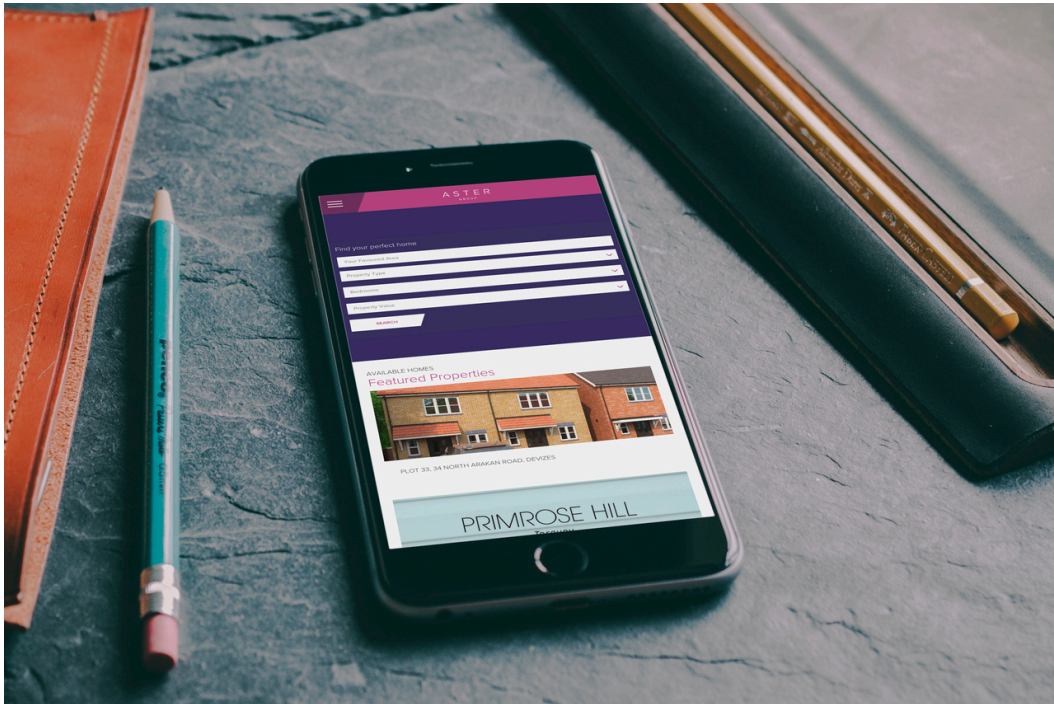


Aster Group



PROJECT GOALS

With assets over £1b and a turnover of £145m, Aster is one of the UK's largest housing associations.

Aster were looking for a company to work with who could not only provide in house training and workshop environments but also work with senior management on a robust 12 month digital strategy,

OUR SOLUTION

The organisation is progressive and forward thinking and needed to ensure that they were utilizing and planning the best use of digital and social media tools for their staff, customers and stakeholders.

A "digital by default" plan was developed and implemented.

RESULTS

The organisation now has a firm multi division strategic view on social and digital which is robust, linked to the organisations objectives and highlighted costs and resource considerations.

Sharpmonkeys

"We're sure our new and improved social presence will help us move closer to our digital by design ambition."

- Louise Cordell, Brand Consultant, Aster Group