



## Q&A with **ALEX MCCANN**

**Altrincham HQ/  
Altrincham Business Task Force**



### **Tell us a little bit about your business?**

Altrincham HQ is a social media training and marketing business that has been running for over 10 years. We help businesses, across all sectors, to market themselves via Social Media and people often say we take them from "just OK to great on social media".

### **What are you doing to keep the business at the forefront of the community's mind during lockdown?**

Social Media. Social Media. Social Media.

Back when we started in 2009, we were telling business how important online marketing was and specifically social media. I'm on all the social media channels daily and in normal circumstances I'm prolific on social media - in strange times like lockdown I feel it's my duty to do even more than we normally do and reach out and engage with other local businesses. Our tweets have gone up by an extra 20 tweets a day - I just hope businesses know we care.

Thankfully we've been able to deliver our Social Media Training via Zoom since lockdown. We are still very much trading now.

### **Can you share what help you've applied for in terms of grants and funding?**

In my opinion, the Government claim that the self-employed package helps 95% of self-employed workers is hugely exaggerated, there is help out there for those eligible.

The Self-employment Income Support Scheme allows you to claim a taxable grant worth 80% of your trading profits up to a maximum of £2,500 per month for the next 3 months.

There's also Universal Credit for those who are not entitled to the above and don't have savings.

### **Where are you up to with putting plans in place for social distancing rules being relaxed and businesses reopening when it's safe to do so?**

Some of our high street businesses are closed so we can't wait to get back to supporting those with Social Media Management. We work with a lot of restaurants and bars so we can't wait for those businesses to relaunch and for us to put them centre stage again.

I've loved training via Zoom and I think 30-50% of our training going forward will be online as opposed to face-to-face.

### **How can other business owners contact you, if they want to know a bit more about what you've been doing?**

I'm always on Social Media - @altrinchamhq on Twitter, Instagram and Facebook and Alex McCann on LinkedIn. I'm very happy to chat to any Altrincham business about social media and offer a FREE 30 minute initial consultation. So please get in touch.

Email [alex@altrinchamhq.co.uk](mailto:alex@altrinchamhq.co.uk)



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