

# Reach launches new initiative to help businesses embrace the challenges of 2023

An initiative designed to help businesses “thrive in challenging times” has been unveiled by a national and regional news brand owner.

Reach, publisher of this website and dozens more news sites across the UK, has launched **Make It Happen** to help businesses market themselves in the most effective way possible during the current climate.

Make It Happen provides free access to a range marketing resources in the form of on-demand videos, downloadable guides, podcast episodes and blogs, covering topics that will give business owners the extra knowledge they need to take their digital marketing to the next level.

Businesses are also invited to take advantage of significant discounts on a number of advertising solutions including content marketing, social media advertising, hyper-local advertising and video creation. These special offers will help SMEs boost their budgets at a time when savings matter the most.

Speaking about the launch, Reach regionals director Jim Brinkley said: “At Reach we’re proud to have supported many thousands of UK businesses over the past three years, helping them through difficult times by providing advice on how to develop their marketing strategies, along with advertising savings worth millions of pounds.

“Now, as the rising cost of living impacts on consumer spending, we’ve launched Make It Happen to help businesses embrace the challenges of 2023.

“The initiative is all about sharing expert marketing advice, providing support and saving businesses money. We remain committed to helping businesses thrive in challenging times and look forward to working with them to ‘make it happen’ in 2023.”

Businesses can find out more about Make It Happen and claim their free marketing support by [clicking here](#).