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UK Government

Accelerator Case Study



Fire Mountain



Sector: Manufacturing **Size:** Micro **Location:** Leicester

About the business

Fire Mountain was established in May 2020 by co-founders Paul Bup and Mike Paul. It is a luxury chocolate brand, born from the volcanic soils of Cameroon and crafted in Leicester. Cocoa and coffee is ethically sourced from 5,500 small family farms through direct trade and sold online and via events.

Challenges faced

Like many businesses, high inflation and an unstable economy has hit the business and its growth ambitions. On top of this, fluctuating cocoa prices, hikes in energy bills and other business costs have put added pressure on margins. There was also a lack of the appropriate marketing skills within the business which was holding things back.

Solution - support given

Fire Mountain has been supported by the Leicester Accelerator project and East Midlands Chamber's Business Adviser, Prashant Gandabhai. A diagnostic was carried out which determined the current position of the business and where it wanted to be in the future. Through this diagnostic it was discovered that there was a need to build digital marketing

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skills to remain competitive, attract new customers and expand into new markets, particularly SEO and social media management.

Prashant guided Paul through the application process, and the business was successfully awarded a £2,000 Accelerator Growth Voucher to engage with a specialist food and drink consultancy for digital marketing training. The 12-week programme included creating a Social Media Strategy (covering content creation, scheduling, influencer collaborations, paid ads, analytics and reporting) together with designing a new SEO Strategy (covering keyword research, on and off page optimisation and analytics training).

Impact - the difference it's made

The training means that Fire Mountain now has a fully developed digital marketing strategy enabling it to manage its social platforms effectively, run campaigns and apply SEO strategies to increase web traffic and sales.

The training has helped the business become more competitive and strengthen its brand position as well as reach a broader audience.

Fire Mountain is also building strong online visibility and growing engaged customer communities through its new digital strategy. With a more optimised site and improved knowledge, Fire Mountain is now making sales through its Shopify channel. Since 17 October the business has sold over £900 of luxury chocolate on this site, after spending £200 on SEO and Google Ads.

A word from the business:

"I'm very grateful for the support provided. It has truly kick-started our journey into digital marketing in a strategic and meaningful way.

After a couple of sessions into the training, we've begun making sales through our Shopify website, which is very exciting and encouraging for our growth."

Paul Bup, Co-founder & Director

Accelerator has provided:

- 1 to 1 Advice
- £2,000 Growth Voucher
- Specialist Training

Impact to business:

- Upskilling workforce
- Increased Sales
- Improved Productivity
- New Technology/Process

This project is funded by the UK Government through the UK Shared Prosperity Fund and delivered by East Midlands Chamber.