



O<sub>2</sub>  
business

# How O<sub>2</sub> helped Liverpool Arts Bar move their business online



# A story of flexibility

- Few sectors were hit as hard during the pandemic as live entertainment and hospitality. Many businesses struggled to stay afloat, but others, like the Liverpool Arts Bar, managed to thrive.
- By staying flexible, Liverpool Arts Bar moved from being a live events business to an online community. This allowed them to continue offering a fresh, safe and creative space to support and develop the local artistic scene.
- We listened to their challenges and offered them flexible business solutions to support their new ambitions, which, in turn, allowed them to treble their audience in the process.



## Dedicated business support

Flexibility is not one-size-fits-all. We took a personalised approach from the beginning, listening to and understanding the challenges before making specific technical recommendations.



## Flexible tariffs

Calculating demand during 2020 became harder than ever before. That's why we offer flexible tariff options that can fit the requirements of many businesses like the Liverpool Arts Bar.



## Expert advice

Once we got a clear understanding of what the team at the Liverpool Arts Bar needed, we were able to recommend the right Apple devices and contract options to help them run their business online.

Watch the full film [here](#)

# Pivoting your business through times of change

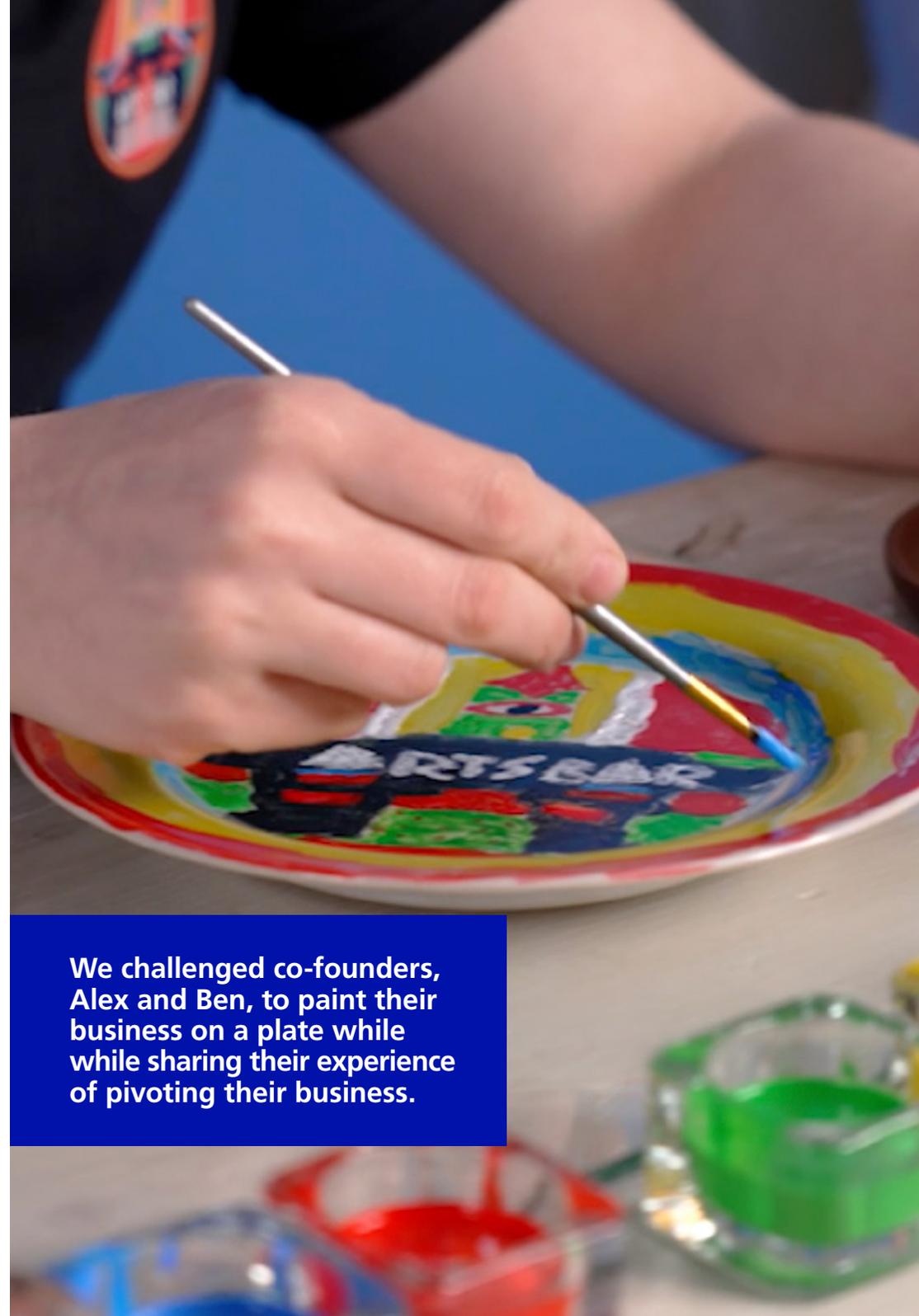
## The problem

This is the story of many sectors, but it's primarily the story of live entertainment and hospitality. One year into the COVID-19 pandemic, many businesses have struggled. But a few businesses, through a powerful mix of talent, luck and the right mindset, are thriving. This is the story of one of those businesses: the Liverpool Arts Bar.

The co-founders, Alex and Ben, have always had a simple mission: to offer a fresh, safe and creative space to support and develop the local artistic scene. Before 2020, this meant running a bar offering live music, art classes and performances of all kinds, backed by an ambition to promote diversity, equality and environmental sustainability.

## The solution

But if the pandemic created a new series of problems, flexibility became the solution. By tapping into the right flexible mindset, and using O2's range of flexible services, the Liverpool Arts Bar pivoted from a live events business to an online events business overnight.



**We challenged co-founders, Alex and Ben, to paint their business on a plate while sharing their experience of pivoting their business.**



# Step one: pivot your business

## Understanding the problem

If there's one thing we believe at O2, it's that flexibility is fundamental to any business. And so, whenever we're faced with a case like that of the Liverpool Arts Bar, we don't jump straight into a technical recommendation or cross-sell another service. The primary goal, at this early stage, is trying to understand their specific problems, and then deciding what sort of flexible solutions might help them the most. As Ben, one of the co-founders, tells us:

**"The most refreshing thing with signing a business contract with O2 was having a specific person to talk to. That's when we work well, is when we can interact with someone and bounce ideas off them."**

A few challenges became quickly apparent. First, they needed to re-evaluate what their business was all about. It wasn't about a physical location anymore, but rather the sense of community they could provide to the local art scene. If you can't bring people to the bar... bring the bar's offering to the people! So moving from physical events to an online events business was paramount.

## Offering flexible solutions

But even with that, the unpredictability of customer demand meant it was impossible to predict how much data they'd need to actually run the business this way. So yet again, it was crucial to not feel locked into a set of contracts or tariffs that might prove useless the next month. In other words, flexibility was fundamental. The good news is that, with their move to becoming more of an online business, demand only went up! And so the challenge wasn't so much of scaling down, but of scaling up. Or, as Ben, one of Liverpool Art Bar's co-founders, tells us:

**"Our current contracts have allowed us to flex our data needs as and when necessary. We haven't had to lower it, we've pushed it to the max! So it's been crucial for us to have that flexibility."**

So that's step one, addressed. Moving from physical events to online events. The next challenge became about marketing this new offering.

# Step two: adapt your marketing

## Play smart

When you're a smaller business, you may not have a huge marketing budget, and this was definitely the case with the Liverpool Arts Bar. To truly make themselves noticed online, they had to get really good at making content online – and fast.

Even though we take technology for granted these days, the reality is you need to have the right approach and tools to make it work for you. As co-founder Ben and his team were trying to work this out, they had access to one of O2's Advisors, who could guide them during the process. In their own words:

**“Our O2 Business rep, Brad, looked at our YouTube and asked “Have you thought filming in 4K at 60fps?” and recommended the perfect device for what we need. We’ve actually seen a spike in our social media following since we upgrade our phones and our content got better. And that’s all thanks to advice from our O2 rep.”**

## Flexibility is the new norm

Even though this change in approach was born out of the COVID-19 crisis, the reality is that hybrid events (which mix a physical and digital offering) are here to stay for the long run. And so flexibility is not just a reactive move, it's become a mandatory one for many businesses like the Liverpool Arts Bar.





# Step three: keep flexing

## We'll flex with you

As business changes, we change with you. That's central to how O2 works with businesses of all sizes, and it's at the core of how we helped a business like the Liverpool Arts Bar flex in extremely challenging circumstances.

## The right mindset, tools and services

The lessons the Liverpool Arts Bar has learned for their business can apply to your business too. The future is uncertain, but by mixing a flexible mindset with access to the right tools and flexible services, you can keep moving forward.

Every year, O2 helps thousands of businesses like Liverpool Art Bar stay flexible, both in terms of how they respond to present needs, but also in terms of how they embrace future opportunities.

**81% of customers asked would recommend O2 for flexibility.\***

**Get in touch with us today to find out how we can help your business.**

**Under 10 employees? 0800 783 2133  
10 or more employees? 0800 298 8848**

\*YouGov, Dec 2020. 172/212 (81%) O2 business customers.