

Niddocks

Overview

Rob Edlin has worked in IT for many years and always wanted to be his own boss. After a car accident he re-evaluated his priorities and began researching ideas for a business. Initial concepts included launching an online shopping portal. However it soon became clear that, following the plethora of websites created after the internet boom in the nineties, many businesses were failing to market their websites correctly and get the most out of their site as a business tool. With search engines such as Google dominating cyberspace, Rob identified a real demand among businesses to understand Internet marketing.

Rob explains "As more and more websites are being developed it has become harder to stand out from your competitors. However, there are many ways to ensure your website, products or business services remain at the forefront of your customer and potential customers' minds. We created Niddocks to provide customers with this advice and guidance on internet marketing. Many people get bogged down trying to understand Internet jargon, but we look to simplify the process and provide clients with the tools to undertake their own Internet marketing in the long run".

Niddocks prides itself on its customer care. Rob and wife Andrea spend time getting to know the business they are working with and understanding their needs. "We believe this enables us to go the extra mile to deliver on a client's objectives."

Niddocks was originally founded in Newark where the business had four departments: web development, Internet marketing, training and web & email hosting. The business grew quickly and Rob and Andrea began to think further about the company and their future. Andrea continues "We were delighted that the business got off the ground so quickly, and we got to a critical stage where we were going to have to sign up to a new long term lease on the business property however, in our hearts, we had always dreamed of living and working nearer the sea. We regularly took holidays in Cornwall and are both keen divers. We were on one of these holidays, when one of the diving instructors asked us what was stopping us from moving. It really got us thinking seriously about whether we could run the business from the county. We realised very quickly it would be very feasible to move the business down, and felt it was now or never!

Workforce

Rob and Andrea are qualified Google AdWords professionals and carry out training courses around the country. Niddocks also uses other Google AdWords Professionals where necessary. Andrea is the business manager and oversees the day to day running of the company.

Clients

Most of Niddocks clients are based in Cornwall. Andrea says "One of the best things about doing business in Cornwall is that businesses here are really open to new ideas – particularly when it comes to online marketing, new technology etc. It's also a lovely place to do business in – we work in a more relaxed, less aggressive environment."

Support

InvestinCornwall assisted Niddocks with their move by providing advice and guidance. Andrea also took advantage of the extensive range of business networking groups in the county – including The chamber, The Hub and Digital Peninsula Network. Andrea says "Networking is vital for any SME. Cornwall has a fantastic number of networks to tap into. Attending networking events really helped us when we first arrived in the county – allowing us to immerse ourselves into the business community quickly."

Location

"Everyone thought we were crazy upping sticks and moving the business – but it's turned out even better than we could have imagined. The people have been incredibly welcoming and we have teamed up with local business suppliers in the same field, enabling us to provide clients with a wider service offering."

Since moving to Cornwall Rob and Andrea have found their business improving year on year – with a record year in 2009 when many businesses struggled through the recession.

Rob and Andrea believe in giving back to the community. Rob is a mentor for Unlocking Cornish Potential – helping graduates increase their employer's web traffic. Andrea is also on a reserve list for Adwords mentoring

