

Digital Marketing for the future

A new interactive marketing agency has taken Cornwall by storm, specialising in website optimisation and digital marketing.

Overview

Run by Kevin Pickup, i-webmarketing has set up premises in Truro, offering web development skills to companies across the UK. Websites are critical in today's business world and are becoming increasingly an essential marketing tool. However, it's not only about having a website but ensuring it delivers results. Kevin's 10 years of experience in web management and design, meant he was well placed to start up his own business.

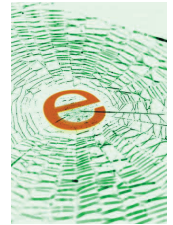
"I have been involved with websites since the early days and built my first website over 10 years ago. It quickly became a passion of mine and to then be able to combine it with a job was ideal." Originally from Cambridge, Kevin moved to Swindon in 2001, initially working as a Marketing Manager, before going onto to become an e-marketing specialist for an international company. Commenting on the decision to set up on his own business Kevin said "Having developed and built up expertise in digital marketing I increasingly thought about setting up my own business.

Clients

i-webmarketing already has a strong base of clients across the UK including a cruise liner service, print brokers, Antony Worrall Thompson and the Audi TT Forum. The company is also keen to help Cornish businesses grow and effectively use digital marketing in the workplace. The company has also recently completed an e-mail campaign in which three e-mails were sent out over three weeks to inform over 500 Cornish businesses of the importance of a strong navigational and user friendly website. Kevin commented, "when you consider that over 95% of traffic to your website can be classed as window shoppers who will never interact with the site again, the question has to be how you can communicate with this large untapped audience who you are currently letting browse on by?"

Technology

Access to broadband and good ICT communications is imperative for the company. The business has benefited from actnow's broadband subsidy. Additionally, i-webmarketing uses a number of software applications to help provide a realtime focus on client needs and expectations of their online experience.



Before launching i-webmarketing, I spent about six months planning how I was going to do it, giving consideration as to who my target market was and what services would be most beneficial for companies."

Initially i-webmarketing was going to be established in Swindon, however after several family holidays in Cornwall last summer, with his three young children, Kevin and his wife decided that Cornwall would offer a better quality of life for their family. "We fell in love with Cornwall and couldn't see any reason why we couldn't just move here. The children have got places at great local schools and we live just a few miles from the beach. We are outdoors a lot more, but that's just the joy of Cornwall. We have absolutely no regrets about moving and can't imagine being anywhere else."

Kevin has recently completed a Diploma in Digital Marketing. "I am always looking at ways of growing my skills base so I can continue to offer clients the most up to date services. This qualification is the highest available for Digital Marketers in the UK." We are looking to recruit in the next few months to assist with the demand for the web development side of the business.

Support

Kevin explains "We initially were concerned that everything closed outside the summer season, but that is just not the case. There is a fantastic series of networks available for small businesses and I can't think of anything better outside the county. In Cornwall it's so important to know who is who and get your name out and about. Not only at a business level, but socially too, there are so many events going on and we have quickly become part of our local community." The company has received support and guidance from Cornwall Pure Business, which put Kevin in touch with key networks, actnow and provided information on business premises. "Cornwall Pure Business made the move to Cornwall a lot easier, as they essentially did the ground work for me which meant I did not waste anytime and could just focus on setting up the business. The contacts I been made have proved invaluable."