



**Strategic
digital
marketing.**

COMPANY INFORMATION

- Further specialise in content marketing, technical SEO, Paid Digital (PPC), data analysis and conversion rate optimisation
- Voted the UK's no. 1 agency for Digital Strategy and Content Strategy
- www.further.co.uk

Digital marketing specialists Further have been very successful starting their operation in Norfolk.

Further create award-winning digital marketing strategies and campaigns that increase online performance, increasing visibility, generating sales and leads, engaging audiences and achieve pre-agreed client goals. The agency continues to expand off the back of a host of new client wins and growth in activity with existing core clients. The company's work has recently seen it recognised as one of the 'Top 8 Small Search Agencies in Europe' at the European Search Awards held in Berlin.

Further will analyse a company's situation in relation to their objectives, from a technical SEO, content, engagement and conversion point of view to benchmark the company's performance and identify the areas of opportunity. Further then create bespoke digital strategies and implement campaigns using in-house expert delivery teams across content marketing, technical SEO, Paid Digital (PPC), data analysis, digital PR, social media and conversion rate optimisation.

Steve Jaggard, co-founder of Further commented on locating in Norfolk, "We wanted to base ourselves in a place we know and love and, just as companies like Foolproof (UX), OMG (affiliate marketing) and Proxama (near field comms) have done, prove that you needn't be in London or a major city to be regarded as leaders in your field. Of course, the low cost base in Norwich makes a big difference to us operationally, but it's about more than that."

There are a lot of very skilled and creative people here. UEA and NUA are actively building the future infrastructure

providing us with graduates in English, Maths, Design, Film, Animation and Creative Writing - and we are now attracting experienced talent from London, the South Coast and the Midlands. They love the idea of working and living in Norfolk, but are also looking to progress their careers, work on known brands and to be part of the exciting emerging creative culture here."

"Norwich is no longer seen as an agricultural backwater, things have changed, as business visitors to us quickly realise. The majority of our clients are no longer in Norfolk, although we still love working with brands in our own region, but it's rewarding to see major brands from as far afield as San Francisco, Dubai, Dublin, Cuba, Connecticut, Prague and of course, London, coming to us for their digital marketing. There is a quality of life in Norfolk which is hard to match anywhere in the UK - and a hub of companies in the creative and digital space who are really starting to achieve great things."

"We choose to be in Norwich as we love it here and want to be seen as a part of the creative digital hub that is emerging here. Where once we'd look enviously at the likes of Leeds, Manchester and Edinburgh, real excellence in our sector is now happening right here. It's exciting."

Steve Jaggard, Co-founder of Further

For current opportunities, location-specific information and economic insight visit:

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Locate:Norfolk

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