



## Nook & Cranny Nottingham Ltd

**Sector:** Property Rental      **Location:** West Bridgford      **No of employees:** 1

### The Business

**Nook & Cranny** is a rental property management company which provides luxury accommodation for executives in one of Nottingham's most prestigious postcodes.

It offers business visitors the opportunity to stay for periods usually between one week and a year.

All the properties it manages are fully-furnished and serviced to a high level, so visitors can feel completely at home, instead of feeling like they are living out of a suitcase in an impersonal hotel.

Since 2013, the business has increased its number of serviced apartments for corporate contracts and is always on the lookout for properties which will fit its guests' requirements.

### The Support

Nook & Cranny's primary target audience is business visitors from outside of the city of Nottingham, so the internet is a major route to market.

As such, blogging and social media are key parts of the company's overall marketing mix.

The firm received 29 hours of support through the attendance of Digital Growth Work Programme workshops, along with consultancy to ensure its website was effective as it could be.

Workshops attended covered a wide range of subjects including blogging for business, developing web content, integrating social media and advanced Google Analytics.

Consultancy included expert advice about SEO and optimising the website to ensure it got picked up by the search engines, for the right keywords and locations.

### The Impact

Katie Aungles, Nook & Cranny Nottingham Director, said: "The online space is probably the most important way of getting your marketing out there.

"You can have a great website, but you need to have your SEO set up properly and push the right messages out through things like blogging and social media.

"The workshops I attended were very enlightening for the business and really helped me to develop my own skill set.

"When I first attended, I was learning from scratch, but some of the later workshops I have attended have really helped me to consolidate what I have learned along the way and keep me up-to-date with the latest techniques and best practices."

Find out more at  
[www.nook-cranny.co.uk](http://www.nook-cranny.co.uk)

Rushcliffe Borough Council supports the Rushcliffe Business Partnership and works closely with partners including East Midlands Chamber and the D2N2 Growth Hub to provide ongoing support to local businesses. For more information, visit [www.rbpbusiness.org.uk](http://www.rbpbusiness.org.uk)

