

Impression

Creative Industry Exemplar from Growing Nottingham

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Commentary /Background to the business

Impression is a digital marketing agency which is based in the heart of Nottingham's Creative Quarter. It was founded in November 2012 by Aaron Dicks and Tom Craig and started trading officially in the summer of 2014. Since its inception, Impression has grown quickly from a team of two to a team of more than 20 digital marketing, design and web development professionals.

The agency has flourished despite being in a highly competitive marketplace, with strong competitors both here in Nottinghamshire and nationally. They put their success down to their focus on delivering tangible results which impacts their clients' bottom lines, achieved through their data-driven approach and their commitment to service delivery.

Impression is proud to have a varied portfolio of clients which includes SMEs through to large multinational corporations, and some of our region's biggest names.

They specialise in search engine optimisation (SEO), paid search marketing (PPC), social media advertising, content marketing, digital PR, design and website development, which they deliver to their clients on a project or retainer basis.

Impression was named New Business of the Year in the Nottingham Post Business Awards and was a runner up in the Creative Industries Business of the Year category in 2016. Their founders, Tom and Aaron, have been recognised on a number of occasions and will this week find out if they have won in the East Midlands Business Link Fastest 40 awards.

The agency is also an approved Google Partner and is Bing accredited. They also work closely with the likes of LinkedIn

and Facebook to test their newest features. Their team regularly contributes to digital marketing publications too, and they featured on the main stage at the digital marketing industry's biggest conference 'Brighton SEO' in April 2016.

Tom, Aaron and the team also work closely with local Universities to provide business advice to local businesses and also careers guidance to local students. They are committed to helping promote Nottingham as a digital hub and were recently featured on The Guardian talking about why they chose to base their business here.

Aaron was 22 and Tom 26 when they founded their agency, which is entirely profit funded. Their success so far is testament to the hard work of them and their team. They are currently recruiting to fill more roles in the agency.

D2N2 Growth Hub Input

Impression was experiencing record growth and needed to grow its team to deliver new client projects. A fast growing company can be constrained by cash, especially as clients can miss invoices and negotiate longer terms, which can impact on cash availability for growth.

In summer 2015, Impression was keen to recruit local graduates and with its graduate scheme and contribution from Nottingham City Council, student recruitment became

the right choice and helped the company to grow and to make new jobs for local graduates in the process.

Impression also invests in high quality hardware and this comes at a cost. We had 3 new members of staff ready to join last summer and the grant from NBV supported us in purchasing part funded hardware for these employees.

Outcomes

Impression was going through a fast stage of growth and being able to purchase equipment and recruit staff helped us to keep momentum. Our company is still growing today and we have a number of open roles which we hope to fill through local recruitment and by enticing new people to come and live and work in the city.

Business Owner/MD Comments

The support of the Growth Hub and Nottingham City Council has been incredibly valuable to us. The funding and support we received helped us to continue our growth and today, we're proud to be one of the area's biggest digital marketing agencies, continuing to grow and recruit locally. The support of local organisations is also further proof to us that Nottingham is the best place for our business to be located. We're strong advocates of the area and believe it will be a hub for digital and tech businesses in the years to come. We're excited to be part of the city and grateful for the connections we have made through these schemes.