



The Dairy gets the cream of digital support

Sector: Creative
Location: West Bridgford
No of employees: 8

The Business

The Dairy Creative Agency is a full-service marketing and design agency, which works with a wide range of clients to deliver fresh ideas in marketing communications.

The company was set up in 2002 in a disused Derbyshire milking parlour, which provided the inspiration for its name. It now calls West Bridgford home.

The Dairy has established a strong reputation as one of the most successful and highly-regarded marketing and design consultancies in the East Midlands.

Its team utilises its creativity and years of marketing communications expertise to help clients be seen and heard in the way they wish, by the people they most want to reach.

The Support

The Dairy has accessed 138 hours of free digital support through the Digital Growth Programme, which is part-funded by Rushcliffe Borough Council.

It has sent several members of staff on workshops covering a vast range of topics, including Google Analytics, social media advertising, ecommerce, email marketing, Cloud, mobile and chatbot technology, digital content and GDPR.

It has accessed support for two reasons - firstly, to learn new skills and keep up-to-date with the latest trends, techniques and technologies in the digital arena.

Secondly, the workshops enabled The Dairy's team to hone their existing skills and come up with new ideas of how to put them into practice.

The Impact

Tom Walters, Account Manager at The Dairy, said: "The digital support we've received has really benefited The Dairy.

"It has enabled our whole team to develop, from our apprentices right the way up to our Managing Director. In fact Nigel, our MD, actively encourages us all to take part, because it means we are constantly bringing new skills and ideas into the business.

"The presenters are all experts in their fields, so to be able to access that knowledge for no charge at all is unbelievable. It's invaluable to a small business like ours and you wouldn't be able to get that type of free support anywhere else."

Find out more at:
www.thedairyagency.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

