

Prize Guys Scoop Marketing Excellence Award

Submitted by: Aqueous Consulting

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A fast-growing digital marketing agency is celebrating after winning a business award.

Aqueous Digital, based in Runcorn, won the marketing excellence prize at the Halton Business Awards.

Founder and managing director Jonathan Guy and his wife Emma, the firm's director of sales operations, collected the accolade.

More than 300 people attended the 10th annual awards dinner, held at the Select Security Stadium, home of Widnes Vikings RLFC.

Aqueous has customers across the UK, Europe and the Middle East, ranging from professional services firms such as solicitors and accountants to hire companies, colleges, online retailers and IT support businesses.

It provides paid and organic search services including digital marketing, search engine optimisation, pay-per-click, copywriting, e-mail marketing and reputation management.

Aqueous, which has Google Partner status, is based at The Heath Business & Technical Park.

Staff numbers have increased from six to nine in the past 12 months with further recruitment planned, and the agency is planning a move to bigger premises to accommodate its growth.

Founded in June 2011, Aqueous is aiming to grow revenues to £1m by 2019.

Jonathan said the award recognises the success of the agency's own marketing strategies as well as those it delivers for customers.

Last year, its investment in marketing generated a seven-fold return in terms of new business for Aqueous.

Jonathan said: "This honour reflects the hard work and dedication of the team and their daily achievements on behalf of the business and our customers," he said.

"We are clear about our target markets and, with a strong focus on customer retention and rewarding our staff, our strategy is helping us to achieve strong year-on-year growth.

"Over the past 12 months we have increased our customer numbers by 50 per cent and we are still growing strongly.

"The key to this expansion is that we have developed a paid and organic search system that can deliver both short and long-term returns for our customers which give them a sustainable competitive advantage.

“There is no better example of this than one customer who has grown with our help from a kitchen table start-up to over £1m turnover in just three years.”

ENDS

Notes to editors

The attached photograph shows Jonathan and Emma Guy with the company’s award.

For more information on this story, contact Jonathan via jguy@aqueous-digital.co.uk. Contact numbers are 01928 566777 or 07907 222118.

For more information on Aqueous Digital, visit www.aqueous-digital.co.uk