

Digital Search Specialist Set for Expansion with New Appointment

Submitted by: Aqueous Consulting

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Getting found on Google and other search engines remains the cornerstone of strategic digital marketing for a great many businesses, and award-winning digital agency Aqueous Digital (<https://aqueous-digital.co.uk/>) has been making a name for itself in this field.

Now, this Cheshire-based company is preparing for expansion, taking on board a renowned, expert strategic advisor to help guide it towards the next phase of its operations.

September 2019

Jonathan Guy, Managing Director of Aqueous Digital, talks about the appointment of Steve Chambers as the company's new strategic advisor.

"We're privileged to have someone with such a great track record and professional reputation come on board to take Aqueous to the next stage."

Steve is a senior business leader who has operated at Executive Board level within major organisations for more than thirty years and now acts as Board Adviser to a number of North West businesses.

As Chief Commercial Officer, Yell Group plc Steve was a member of the executive team during the LBO from British Telecom and the subsequent flotation that saw Yell enter the FTSE 100. As Chief Executive Officer he led the private equity-backed MBO of financial services company Avalon Group.

Steve also provides teaching to MBA level and coaching services to senior executives.

"This appointment is significant for us, because not only will it prepare the ground for expansion, but it's also an affirmation of what we've already achieved."

The Search Specialists

Back in 2016, Aqueous Digital reported a record turnover of £330,000, with a stated aim of reaching £1 million by the end of 2020. It has worked hard to establish itself as a search specialist in the world of digital marketing.

Over the past decade SEO (<https://www.aqueous-digital.co.uk/services/seo/>) has changed and grown more sophisticated, and Aqueous has risen to this challenge, providing expert digital marketing guidance (<https://www.aqueous-digital.co.uk/what-we-do/>) and support to a broad range of businesses across the North West and beyond.

"We're on track and we've been carefully putting the right structures in place for further growth, with the help of Northern Powerhouse funding."

This state of preparedness is something that has impressed Steve Chambers, as he explains,

“I originally worked with Jonathan around twenty years ago, so I know what he's capable of achieving, but even this hasn't prepared me for what he's accomplished with Aqueous. All the foundations are there for it to evolve into being a digital powerhouse on its own terms.”

These foundations include comprehensive customer relations management (CRM), processes, policies and a dynamic, recurring revenue model and an ongoing training programme for staff.

“The critical elements a much larger enterprise should have are already there in Aqueous Digital. It is absolutely the right time for the business to scale up, since it's already punching well above its weight, and has proven its value to its many clients.”

About Aqueous Digital

Aqueous Digital is based in Runcorn, Cheshire. Jonathan Guy started the business in 2011 and since then it has grown into award-winning digital agency.

The agency specialises in SEO and Content Marketing and additionally provides PPC advertising, social media and reputation management for existing customers.

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