

Coast Digital

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case study



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James Frost,
Founder and Managing Director

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Essex County Council

Coast Digital

delivering measurable online marketing results



Coast Digital, based at Colchester in Essex, is a successful full-service digital marketing agency. Ranked 11th among Britain's fastest-growing private technology companies, Coast Digital has been achieving national recognition for several years now.

Founder and Managing Director James Frost believes that the company's commitment to delivering measurable results for clients is key to Coast Digital's success. "We don't just design websites. We aim to transform them through digital marketing to give clients a much higher return. In our online campaigns, we bring creativity and technology together to deliver results." This innovative approach has won the company business from global names like Swatch, Hilton, Slendertone and Capgemini, as well as a wide range of mid-market companies in Essex, London and the home counties.

"We didn't really anticipate this level of success at the outset," says James Frost. "The company just keeps going from strength-to-strength."

We originally concentrated on web design and build, but over the years we've grown to offer a comprehensive range of digital marketing solutions. We're achieving huge success for our clients and always deliver a transparent return on their investment.

For example, a seasonal campaign for CAFOD, in the highly competitive charity sector, delivered a return of more than 7:1. Another notable recent success is the eye-catching website we designed for Hilton Racing."

For a growing company like Coast Digital, Essex has proved a good base, as James Frost explains, "When we first set up the company, we had very good advice from Business Link who also helped us to access funding. As we've grown, we've been able to attract talented people who share our ambitions and appreciate the benefits of living in Essex. Now we've got a dedicated, loyal team who really understand how to make the most effective use of digital marketing."

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James Frost, Founder and Managing Director

"The Essex location has certainly been an advantage for us," he adds. "We have a much lower cost base than competitors who are based in London, which is perceived as the traditional home for digital agencies. That means we can offer a quality service for much lower fees, with savings of as much as 25%. If you add those savings to the measurable improvement in results we achieve, there is a real financial benefit."

"Essex is ideally located for servicing clients too. We're close enough to London, accessible by good road and rail links, and we can reach other parts of the country easily. We also find that convenient flights from London Stansted Airport make it easy to work with companies in Europe."

Coast Digital is a great example of a 21st century knowledge-based business that has used its Essex location to attract and retain people who can offer a high-quality service at competitive rates to clients around the country.



INVEST Essex provides confidential advice and practical support to companies wanting to establish a presence or expand in the UK. We promote Essex as an outstanding business destination and help existing and potential investors make the most of our strategic location, thriving business environment, and quality of life.

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