

# Wilson Miller

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Ian Wilson, Director

INVEST  
Essex



Essex County Council

# Wilson Miller technology marketing inspired

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Andrew Miller, Director

**Wilson Miller** is a specialist technology marketing agency, supporting multinational clients from its offices at Chelmsford in Essex. The agency, which has pioneered techniques such as joined-up marketing and purchase cycle acceleration to improve campaign results, has been developing and managing global marketing programmes for leading names in information and communications technology (ICT) for almost twenty years. It has also gained an enviable reputation for its technology marketing recruitment service, Wilson Miller Resourcing, which provides permanent and contract staff to clients throughout Europe.

Director Andrew Miller believes one reason for the agency’s success is its focus on a single industry. “Wilson Miller works exclusively for the ICT sector. That means clients can trust us to be up on the technology learning curve with experienced insight and a track record for marketing that is highly effective.”

“The other key success factor is the quality of the people who work on those campaigns,” according to fellow Director Ian Wilson. “Essex has proved to be a good base for attracting and retaining talented creative and marketing staff. The traditional location for agencies like ours has been London, but our

team appreciates the quality and lower cost of life away from the city. Many of our staff have worked in London already and value the ‘Essex difference’. Additionally, these staff have proven to be very loyal – benefitting us from low recruitment and retraining costs. Also, Chelmsford itself has a great vibe that appeals to people who work in our type of business.”

The agency is easily accessible by road, rail or air, and that makes the Essex location convenient for both staff and clients. Andrew Miller says,

**“Many of our multinational clients have their UK base in London or around the M25, so it’s easy for us to provide the high level of personal service that is important to our success.”**

“The international nature of our business means that our team spends a lot of time with clients in Europe and the US. As well as working on campaigns, we attend industry exhibitions and conferences and we sometimes collaborate with other specialist agencies on certain types of marketing programme. That puts a premium on air travel, so having London Stansted Airport and the other London airports close by is a real bonus to our business. And, with clients in Paris,

it’s also good to have easy access to Eurostar services at Ebbsfleet.”

Essex has also proved a good central focal point for the agency’s recruitment business, as Ian Wilson explains. “Wilson Miller Resourcing grew out of our close involvement in the ICT sector. We recognise that effective marketing results come from having good people on both the client and agency side. We have good contacts on both sides of the business, so we can identify strong candidates for key roles and offer technology marketing professionals great career opportunities. Location is also important here, and our Chelmsford office has proved convenient and popular with UK and European candidates for interviews, induction programmes and ongoing mentoring and training.”

Overall, Essex location is important to Wilson Miller’s continuing success. “Clients want a good return on their marketing investment,” says Andrew Miller. “To deliver that we have to deliver effective results by attracting talented people, but we also have to demonstrate value for money. Essex gives us a strong cost advantage compared with London agencies. Combining that with a quality service gives us a winning edge.”



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