

CASE STUDY

D2N2 Growth Hub supports digital marketing agency, Clicky, with expansion into Nottingham



Clicky are a full in-house digital agency specialising in creating industry leading websites, return on investment focused pay per click campaigns, strategic search engine optimisation and conversion rate optimisation. A Premier Google Partner, they also manage over £12.5m in advertising spend for clients. Having recently celebrated their 10 year anniversary, they have opened offices in Nottingham's Creative Quarter.

As newcomers to Nottingham, Clicky were seeking opportunities for business expansion and engagement with the local community to help raise their profile and better establish themselves and their digital expertise within the city and neighbouring counties. Clicky looked to engage an experienced adviser to provide valuable insight into the wide range of support available via D2N2, ranging from University placements to joint workshops, events and relevant local/regional networking opportunities.

“ Nottingham is definitely experiencing an exciting period of growth and development at the moment, particularly in the creative sector. The support Anthony and the D2N2 Growth Hub has provided so far has been invaluable - we are really looking forward to the coming months and getting Clicky well and truly on the digital map. **OLIVIA LOWDEN, Brand and Office Manager, Clicky (Nottingham)** ”

KEY POINTS

Support

- Launch event including sourcing speakers
- Brokerage of fully funded membership of Nottingham Means Business
- Referral to the Big House Programme

Outcome

- Involvement with Elevator Programme & mentor sessions with GrowthMesh via NTU
- Pursuing support available via Enabling Innovation @ NTU
- Opportunity for 6 week student work placement, starting Jan 2018

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