

Ideal Business Show

Wales



Precedent celebrating after top UK ranking

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One of the UK's top digital communications agencies Precedent will be offering visitors reviews of their websites at Ideal Business Show Wales - and the quality of the advice couldn't be much better

Just last week, the agency was voted the sixth best digital agency in the UK in Precision Marketing's Agency Reputation Survey. Then two-days later Precedent celebrated again as they jumped 10 places in Design Week's annual "Top 100 consultancy survey".

"The theme of this year's show is perfect for us with one whole day given over to digital marketing, our forte," said Precedent Director Jenni Williams.

"It's an area in which businesses can make excellent returns on their investment if they get the right advice – which is what we're offering at the show. We'll be reviewing visitors' websites which is the perfect starting point for all digital activity.

"A lot of people think they have good websites but often they are not really suited to their purpose. We'll give them a brief overview and explain what's good about their site . and what's not.

"It's really aimed at getting business people thinking about their websites which are an increasingly important aspect of any business. We offered the free service last year's show and it proved very successful, so it's a case of "back by popular demand!"

"That was our first business exhibition. We'd recently opened an office in Cardiff Bay and needed to raise our profile in Wales – the Ideal Business Show was a very good way of doing just that.

"Since then, our Cardiff office has doubled in size and continues to grow but we still want to get our message across to businesses and organisations of all sizes in Wales.

"We'll also be using a few case studies to show how we have gone about devising digital communication strategies for some of our clients, like the RSPCA and Crimestoppers."

Dean Russell, Precedent's Head of Digital Marketing, will also be sharing his expertise at the show in a seminar called Digital Marketing and You: From web 2.0 to Second Life.

Dean will discuss some of the good, the bad and the ugly aspects of digital marketing in 2008. He'll also offer some techniques to help businesses understand their audience and use this knowledge to create a successful digital communications strategy. For further information, please contact Esther Highton on 02920 435 450.

Precedent Communications will be exhibiting at Ideal Business Show Wales 2008 on 3-4 September. Dean Russell, Head of Digital will be speaking in the Fresh Business Thinking Theatre at 16:00pm on day 1: Internet Marketing Masterclass. [To register to attend this masterclass for FREE click here](#)

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