



A Digital



Based in Kendal, A Digital is a specialist digital agency building advanced websites that integrate with business systems, building operational efficiency and digital assets that scale and support digital and business transformation.

We talked to Founder and Director Andrew Armitage about how the arrival of fibre broadband in Kendal and indeed the improvement of connectivity across Cumbria is having a positive effect on the services A Digital are able to provide.

Andrew said “we focus on digital strategy, website design and digital marketing, all of which are dependent on the availability of good connectivity for both ourselves and our clients”.

“The arrival of fibre broadband at our base in Kendal has been a game changer. When we are working in the office, it enables us to connect with clients, maintain consistent communication streams, upload and download with ease and work with clients near and far as if we were in the same room. Having that consistently good connectivity means we can do all this without buffering, time delays and in efficient and effective ways”.

Andrew’s team operate on a hybrid working model of part home and part office; Andrew said “with the improvement of connectivity across Cumbria and further afield, the practicalities of working remotely for the provision of digital services have become straightforward. It is a sign of the times that people wish to work in this way, it gives greater flexibility and work/life balance which can only be a positive for today’s workforce”.

A Digital are proud to be able to provide award winning website design and eCommerce development services providing clients with a platform for scale and growth to improve their business performance. Andrew said “we believe that the website of a business has to be functional, relevant and simple to use. Once created we also support businesses with the promotion of their website and ensuring it is visible to the desired audience. Having a strong broadband service allows us to create and develop these websites, and also enables our clients to take them over from point of go live for their continuous management. Anyone working with websites and online services will be aware of the need for a decent online connection, without it the smallest of tasks can be extremely slow and frustrating, and definitely an inhibitor to business growth”.

“Digital marketing is another aspect of our business which is extremely popular with clients. We pride ourselves on generating leads and sales opportunities which guide audiences through every stage of their buying journey. Digital marketing is huge, the power of being visible online should not be underestimated. This can be paramount to the success of a business”.

Andrew went on “we have worked with companies from across the UK and Europe; having the broadband service we have has made this possible. It erases the miles bringing people into the same room regardless of where they are based through online meetings and communication. This eliminates the need for expensive travel and wasted down-time and has meant we have been able to really widen our client base and where we are able to provide our services. It also helps us to reduce our environmental footprint”.

“Our own website is something which we believe to be extremely important in showcasing our services and successes. Here we are able to present previous projects and client feedback which is important for potential clients to see. Our online scorecard available on our website is well used by potential clients and enables them to find out in 5 minutes what is holding their performance back and what they need to improve in terms of their approach to digital marketing. This scorecard is free and tailored to individual businesses and is often the driver for clients then contacting us for more information on the services which we provide”.

Andrew would encourage other businesses across Cumbria to look into the options available to improve their current broadband service “being online is so important for the modern business; it opens so many doors to development and growth and provides you with a platform for success”.

To find out what services are available in your area, visit www.connectingcumbria.org.uk

Find out more about A Digital at <https://adigital.agency/>

