

## Marsden Makes Co.



Whitehaven based Marsden Makes Co. provides graphic design services to clients near and far in a range of formats from unique gifts to branded merchandise. Abi Marsden, the founder and creator of this local business, has been telling us how much she enjoys working with her clients on a variety of projects to meet their needs and requirements.

We talked to Abi about how her fixed line broadband and 4G service supports her in providing the service she does.

Abi told us “For as long as I can remember I have wanted to be a graphic designer. I have a BA (Hons) degree in graphic design with several years’ experience within the industry working for clients big and small. When I became a mum, I wanted to find something which would work around my children, something which I could do from home and something which would enable me to continue to do what I love. And so, Marsden Makes Co. came in to being”.

“Having a strong, stable and reliable broadband service has been so important to me establishing my business. This allows me to run my business from home by supporting many of the tasks I need to do including maintaining and updating my social media pages, receiving and sending emails (due to the nature of my work, the files I send are large in size, for example when sending out draft designs to clients), online banking and the completion of other online tasks such as my online tax return or road taxing my car”.

Abi went on “client satisfaction is so important to me. I strive to create products which are personally crafted for them and fulfil their needs and expectations. To support this, we build a strong dialogue with much communication taking place online, whether that be via a digital message, an email or a video call. My service gives me the confidence to be able to communicate via a stable online connection with no dropouts, no messages being undelivered and no emails landing unable to be opened. I can communicate on a variety of devices within the home and when I am

out and about I can fall back on 4G services via my handheld phone which means I am always accessible to my clients, something which I think you have to be”.

My social media pages, alongside word of mouth, are my main form of publicity and something which offers business like mine many benefits. They provide a platform for me to showcase the services I provide, offer an open forum for clients to place reviews and encourage dialogue of a digital nature which is often the first point of contact, building to orders being placed. I keep my social media pages regularly updated with fresh new ideas, working videos and details of jobs I have completed. My following is growing which is great”.

“As my business grows I am looking to strengthen my online footprint with the introduction of a website which I feel is the next natural step for my business to give me my own corner in the online world to show what I have to offer and provide a platform for customers to browse and order my products. I am really excited about developing this.”

Abi is a member of the EstablisHer Circle which she describes as a support network led by a brand designer. Abi told us “we meet via Zoom every Monday morning and again on a Wednesday to share ideas, bounce suggestions, seek advice and share our own personal knowledge and experiences. I honestly feel it has given me the confidence to put my business out there; it has been a real driver to me getting my business to where it is now. The group maintains my focus, has expanded my knowledge and awareness of the business world and I have met and made friends with so many other like-minded businesswomen through it. We all support each other to succeed”.

Abi would encourage other businesses to look into the possibility of getting online “our county hosts so many talents, don’t keep these hidden, get online and show these off. You may be surprised where it can lead you”.

You can find out more about Marsden Makes Co. and view their products including their new Christmas designs via their [Facebook Page](#) and [Instagram](#)

