Digital Marketing Startup Sigma take on Oxford!

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Tech start-up Sigma Digital have taken Oxfordshire by storm over the past few months with their unique approach to Web Design and Digital Marketing!

After a successful career in the British Armed Forces, Sigma Digital CEO and Founder Stefan Wesley took a leap of faith into civilian life. With big dreams he quickly moved to Dubai to undertake a new role at one of the world's leading independent international financial consultancy groups. Within a very short time Stefan showed he had an unmatched ability to bring potential clients together through the use of social media platforms such as LinkedIn, Meetup, Internations, Facebook and Twitter. Stefan created groups and organised events online that targeted potential clients, in his first week in Dubai he had organised an event for almost 20 individuals at At.mosphere, located on level 122 of the Burj Khalifa. This quickly led him to start his first business, Sigma Events LLC.

Stefan successfully managed Sigma Events LLC for a number of years providing companies all over dubai with digital marketing solutions for their seminars, conferences and events. "I am lucky to have been mentored by some of the greatest sales and marketing minds in the World. Spencer Lodge at Make it Happen, Mark Swann, Area Manager at Finsbury Associates and Alex Bleiberg CEO of the GCC Business Council have taught me so much, and I am extremely grateful for all of their advice and guidance over the past few years."

In 2014 Stefan returned to the UK where he went onto work for a Digital Marketing Agency in Oxfordshire as Digital Marketing Manager. Stefan has always said "If you feel you can do it better, stop talking about it and go do it", so in February 2016 he put his money where his mouth is and launched what we know today as Sigma Digital.

Sigma Digital has gone from strength to strength over the last few months and unlike most startups went into profit in month 2 of trading. Sigma now represent clients and businesses in the UK, Europe, Middle East and USA.

Sigma's unique selling point is that they take a completely different approach to Digital Marketing and Web Design that in not only forward thinking, but bespoke to their clients businesses goals and requirements. Using industry leading software to track trends and analytics, Sigma Digital can implement strategic online changes for businesses before their competitors, keeping clients at the forefront of their marketplace.

With a fantastic team made up of designers, developers, digital marketing executives and SEO specialists, Sigma Digital are more than well equipped to handle Digital Marketing for business of any size and scale.

The Sigma Team recently took part in a company marketing exercise in Oxford to test the results of digital marketing through face to face interaction. The team where tasked with taking the Sigma Digital social media boards and introducing themselves to as many people as possible, with the mission of getting the public to take a photo and share it online using the #SigmaDigital. It was a great day for everyone involved and allowed Sigma Digital to show their personality to the people of Oxford.

Online Sigma Digital shared all of the pictures and tracked the analytics for the day in order to measure the campaigns success. The results were outstanding, achieving a Facebook reach increase of 2,833% and a total combined Twitter and Instagram impression count of 372,119! The team finished the day with a celebration at the Exclusive Rooftop Bar of TVC Oxford where they enjoyed a few drinks with a spectacular view of Oxford and its dreaming spires.

Sigma Digital are due to open their second office in London early next year so we can see that this startup is adapting fast to deal with increased demand for their Digital Marketing and Web Design expertise. We asked Stefan where he sees the business in 3 years;

Stefan says "I couldn't be happier with the success of the business so far and I am extremely grateful to the Web Design and Digital Marketing clients that have put their trust in us. The clients are the most important thing to us and ensuring they receive a great return on their investment is something that I feel is essential. The team I have in place are fantastic and we are constantly looking for new talent to join our team. In the next 3 years we would like to have offices open in Oxford and London, with a view to

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opening a further office up oversees".

Sigma Digital are definitely a startup to keep your eyes on over the next few years. They are currently offering a Free SEO Report followed by free assistance with your Digital Marketing Strategy. If you are currently looking for a Digital Marketing Agency then why not give these guys a call and let them show you what they can do!

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