

Foundry Communications beefs up digital and goes global with international affiliates and £500,000 investment.

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Manchester agency, The Foundry, more than doubles the strength of its digital marketing resource with top talent and unique new services.

As Digital Marketing takes an increasing share of brand budgets all over the world, The Foundry has made a substantial investment in the future.

Internationally recognised digital marketing experts Barrie Moran and John Heffernan join the team as Digital Strategy Director and Digital Marketing Sales Director. A stronger Research & Planning function is led by ex-McCann expert strategist Julie Neilson.

Virtual offices in Scotland and The Midlands, plus new affiliate offices in Europe, the US and Asia will all increase the agency's global reach. The Foundry's presence at world marketing events and in the trade press will receive a boost, with new support staff being recruited, ready to deliver a range of innovative products and services.

The Foundry isn't new to digital. It was voted No. 1 digital agency in the RAR Awards and has developed award-winning websites for global drinks, consultancy and healthcare brands. Their website and SEO also work well for Stobart Barristers, a new business that leads the way in direct access to the law, rocketing the new brand to success in a matter of months.

Says Foundry MD Kevin Murphy: "This investment is part of an aggressive growth strategy that began with the launch of Foundry Healthcare – our specialist healthcare marketing arm – and now marks a step-change in our digital commitment and resource. Julie, Barrie and John give us world-class skills and strength – we'll therefore be able to make an even greater difference to our clients' ability to sell today and build their brands for tomorrow."

The Foundry's enhanced offerings encompass conversations, content, search and social – the complete package for brands that need to reach, understand and influence today's informed, connected consumer.

The agency believes that "conversations" are the building blocks of brand/customer relationships and works alongside clients to hear them, analyse them, join them, start them and direct them.

The Foundry's approach to search is unlike many others, placing customers and content at the heart of their communications. Social media, too, is fully integrated into planned marketing packages.

John Heffernan, The Foundry's Digital Marketing Sales Director, has recently presented educational programmes at Marketing Week Live / e-consultancy; ad:tech; SEM Days in Bucharest; On The Edge London; and at the Marketing Minds Academy.

Foundry on-line media starts with several new clients including two large global client which will be announced soon.

With the expertise of five new staff members, with more joining soon, plus a new ongoing programme of personal and professional skills development throughout the company, The Foundry's clients can look forward to experiencing the company's longstanding mission statement: selling today, and building brands for tomorrow.

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