



About Andy Poulton



Andy has been professionally involved with web development, ecommerce, and digital marketing since 1995. He started to take a healthy interest in search engines in 1999 – and hasn't stopped learning about the ever-changing requirements since.

Andy joined [LinkedIn](#) in 2005, Facebook in 2007 and [Twitter](#) in 2008 and it was in 2008 that he started helping businesses make the most of the opportunities presented by Social Media.

He's helped thousands of businesses embrace digital marketing opportunities presented by the internet and World Wide Web and also keeps his ear to the (virtual) ground, constantly listening and looking for new ways that businesses can use the internet to differentiate themselves from their competition and to raise awareness and promote their products and services.

Andy also takes an active interest in online security too, understanding the threat from hackers and viruses, phishing, suspicious emails, ransomware and all the other threats out there. The goal being to mitigate the risk and prevent businesses from loss (data and money) as a result of malicious internet activity.

Despite all the techie stuff, Andy's focus is on user friendliness and opportunities that really benefit clients. He helps them understand the challenges and threats that these marketing routes present, working with them to ensure that clients gain maximum benefit from their investment of time and money.

Andy is also an Innovation Specialist, working with Business West to help innovative companies to grow as part of the Innovate2Succeed programme, delivering up to 7 days of fully funded, tailored strategic support to eligible businesses.