

10 March 2014

OFFICE ACQUISITION TAKING LIBERTY TO THE NEXT LEVEL

Cardiff-based digital marketing agency Liberty Marketing is capping five years of rapid expansion by acquiring larger premises to accommodate future growth, which includes increasing employee numbers by at least a third.

The company, which was founded by 33-year-old Gareth Morgan in 2008, is moving to new 6,500 sq ft premises on the Cardiff Business Park after outgrowing its current 2,000 sq ft home. The business grew from seven people to 30 during its stay at its existing premises, also on the Cardiff Business Park, and Gareth plans to increase that number by 10 in its new location over the next 12 months, with further plans to take it to over 50 by 2016.

HSBC's Cardiff and South East Wales Commercial Centre has provided a £322,000 finance package to support the office purchase in a deal led by International Commercial Manager Anthony Couzens.

Liberty Marketing specialises in search engine optimisation, website copywriting, pay per click advertising and social media marketing, and the company now manages the monthly search engine marketing and social media campaigns for 100 clients across the globe.

Gareth Morgan said: "We have gone through a period of phenomenal growth, expanding from seven people to 30, so space has been at a premium. We had very specific requirements for our new office but thankfully we have found a building that meets them all and we are very excited about moving in. It also gives us the opportunity to be creative with the building and the teams are choosing themes for the meeting rooms, plus we are making the staff room like an outdoor area with picnic tables, decking and Astroturf.

“This new finance package will enable the company to expand further and I’d like to add 10 new members of staff over the next year as we develop the individual teams.”

Roger Pratt, HSBC Area Commercial Director for Cardiff and South East Wales, added: “Liberty Marketing has set the standard for online marketing and it boasts an impressive client book. This new office gives it the platform to drive growth and we are pleased to have supported the company with this move.”

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