



Jim Windebank, Saltwater Stone Digital Lead

Sep 16, 2021 10:34 BST

Saltwater Stone Expands Digital Services

Marine communications agency Saltwater Stone has announced the expansion of its digital marketing department with new appointments and services.

Responding to a growing demand from businesses for leading online solutions to maximise their campaigns and strategies, Saltwater Stone has strengthened its digital offering to offer clients the opportunity to integrate a range of digital services within its renowned PR and marketing support.

In its 30th anniversary year, industry specialist Saltwater has created a new

position of Digital Lead to formalise its commitment, appointing experienced marketer Jim Windebank to the role. Bringing strategic creative digital and traditional media marketing expertise, Jim will work with Saltwater's new Social Media Executive, Louise Gardiner, who arrives at the company with a background in sales and social media marketing, a degree in International Management and RYA Sailing Instructor qualifications.

Both Jim and Louise will work in conjunction with Saltwater Account Manager and Media Buyer Izzi Birchall, who has recently obtained a diploma in Digital Marketing from the Digital Marketing Institute (DMI).

Saltwater has also strengthened its management team with the appointment of David Craig as General Manager. After two years as Finance Manager, David brings a wealth of marine industry management experience to the team after a decade as General Manager of a global power electronics brand.

Effectively delivering targeted messages and increasing revenue, leads and conversions as part of a long-term marketing strategy, Saltwater's enhanced digital services now include Search Engine Optimisation (SEO), social media, Pay-Per-Click (PPC) advertising, email marketing and web design.

Georgina Bartlett, Managing Director, Saltwater Stone, said: "Over 30 years, we have honed our core PR and marketing capabilities, specialist expertise and experience to support businesses in the marine industry, but it is vital that we continue to develop our services to meet our clients' needs. Therefore, we are pleased to now offer a full range of digital marketing services alongside the more traditional channels, with the aim of reaching an even bigger audience and helping businesses gain that important competitive advantage. Our new team is well positioned to help suggest and implement cost effective and measurable solutions, leveraging the latest digital tools to ensure our clients benefit from this powerful communication medium."

Digital Lead Jim Windebank added: "I am looking forward to working with the team to build on the momentum of the current agency services. The growth in digital marketing is gathering pace and I am excited to add my expertise to an industry leader like Saltwater, helping our established and new clients develop their digital campaigns and benefit fully from the range of opportunities in this area."

For more information about Saltwater Stone's digital marketing services, go

to: <https://saltwater-stone.com/services/digital-marketing/>

Ends

For further information, please contact:

David Craig

Saltwater Stone

T: +44 (0) 1202 669 244

E: d.craig@saltwater-stone.com

www.saltwater-stone.com

About Saltwater Stone

Saltwater Stone is a specialist marine marketing and communications agency offering PR, digital services, social media, advertising and design services. With expertise covering all forms of seafaring, from leisure sailing and yacht racing to superyachts and commercial shipping, as well as long-term experience working with satellite communications providers, the Saltwater team builds lasting marketing partnerships that help brands thrive and grow.