

## Ann Stanley



Ann Stanley is the founder and CEO of Anicca Digital and has over 20 years' experience in digital marketing. She provides consultancy and training across a range of digital marketing channels including Paid, Owned, Earned and Technical media.

Her specialist subjects are paid media, search and e-commerce marketing. The technical team at Anicca then provide digital marketing services to implement the strategy.

Ann has spoken regularly at the CIM Digital Conference, as well as SMX, BrightonSEO, Leicester Digital Live and many of Anicca's weekly webinars. She is the author of the '*A10 Marketing Framework*' and her new book '*Integrate*'.

## Anicca Digital

Based in the city of Leicester, and celebrating 17 years' this year, we pride ourselves on our technical knowledge and expertise across a full range of digital marketing channels, with all our teams trained and accredited by relevant bodies, including Google, Meta and Microsoft. With a mix of both B2B and B2C clients, we offer expertise across a huge variety of sectors. However, we specialise in 4 key areas:

- Ecommerce marketing for product manufacturers and both B2C and B2B brands
- Lead generation for software, STEM and other B2B companies
- Working with Universities and other training providers to help with learner recruitment for Skills bootcamps, professional courses, and undergrad/postgrad qualifications
- Providing services, training and destination marketing to local government and other non-profits.

With clients in sectors as diverse as manufacturing, health & medical, home & garden, fashion & retail, financial services, transport & logistics, we can field experts in a number of industries, to help you grow your business or meet your objectives.