

Get your business off to the best **start**

A South Warwickshire digital content agency is set to more than double its business as it enters the second year since it was formed. Digital Caboodle was set-up by Jane Cull in June 2016 after she received free business advice and support from the Coventry and Warwickshire Chamber of Commerce through the Coventry and Warwickshire Business Support Programme. The Alcester agency offers an end-to-end service in digital content production, social media training and website design.

Now an established business, Digital Caboodle is passing its expertise down to other start-ups and helping them set-up their own websites and self-manage them going forwards. Over the past year, the business has attracted more than a dozen clients and aims to double its workload within the next 12 months.

Jane Cull, founder of Digital Caboodle, said: "Many of my clients are SMEs and I enjoy working with them to develop their digital media and online presence.

"A large part of what I offer is training clients to self-manage their websites and social media strategy so they are not left with online marketing platforms that they have no idea how to login or update for themselves.



"My mentor gave me a great overview of my business and helped me gain confidence to take the business forward. I highly recommend the Chamber's services to anyone considering starting up their own business." Jane was given advice by Hardeep Sandhu from the Chamber when starting up and developing Digital Caboodle.

Hardeep, a business adviser at the Chamber, said: "It is fantastic to see that Jane is now passing down her expertise to help other start-up businesses – we have a great business community here in Coventry and Warwickshire. I'm looking forward to following the development of Digital Caboodle and urge other businesses to take advantage of the support we offer here at the Chamber."

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