

Llew Jury
Reload Media
Digital Marketing

Age: 36
Business Est: 2006
Number of staff: 22
Growth: 105 per cent
Turnover: \$1.25 million

FROM search engine optimisation (SEO) to social network marketing, Reload Media has an ambitious revenue

target of \$25 million in five years, on the back of UK expansion.

Founder Llew Jury's first business success was in 2006 with website design company Alfresco, which he sold to John Singleton's Next Digital for more than \$1 million with his brother.

"What we did with Alfresco was in a new industry trading in a professional way, rather than at a techie level and it's the same with Reload," says Jury.

"The market needed someone they could trust. We are digital traffic managers, we focus on

what the company wants, get people to come to their website through our SEO piece, we're focused on Google AdWords and social media marketing (SMM).

"Being a service provider that's quality assured, we're able to take SEO and SMM into a professional era. We cement leads and convert them because we care about the success of sales."

The business has expanded to the UK, New Zealand and India with 21-year-old Craig Somerville holding a 25 per cent stake in the international side of operations.

"We're on a 15-year plan. Craig's 21 and I'm 36, so he wants to be in my position in 15 years. I would see a revenue target in five years of \$25 million," says Jury.

"The bulk of it would be in the UK. Reload's methodology has been so successful in Australia and already we're making inroads in the UK. We've doubled for the last two years, in 08/09, 09/10 and we expect to double next year as well.

"We've gone from a handful of staff a few years ago to be 24 shortly."

With a 'jargon-friendly' approach and experience in the industry, Jury highlights a reputation of trust for Reload which sets it apart from most competitors.

"There are a lot of people around guaranteeing hits, but it's become a shift from people doing it in their bedrooms to a need now for professional companies – people are tired of dodgy, unscrupulous companies," says Jury.

Kudos where it's due, Jury speaks highly of fellow young entrepreneur Dan Petrovic from Dejan SEO.

"He's a nice guy, a good bloke, but they are more of a link builder; it's probably a different space," he says.

"We're more of a marketer whereas he's more of a purist SEO on the techie side. He's got probably the only SEO company we could recommend if we weren't able to act for someone."

