



# BUILDING ON SUCCESS

## NOMAD ACCOUNTANCY



**“My expectations of what was possible within the budget were exceeded: my new website and brand reflects my business perfectly. ”**

Lilian Skinner  
Owner  
Nomad Accountancy



**Context:** Nomad Accountancy is a virtual accountancy practice accredited by ACCA (Chartered Certified Accountant) founded by Lilian Skinner. The business specialises in expat and digital-nomad taxation compliance, management and advice.

In 2020 during the pandemic, Lilian became a self-employed accountant offering bookkeeping services to individuals and SMEs while home-schooling. Then due to continuous growth in the business, Lilian set up Nomad Accountancy Ltd in April 2021.

**The requirement:** Lilian had created her own idea for the brand logo and a simple one page website.

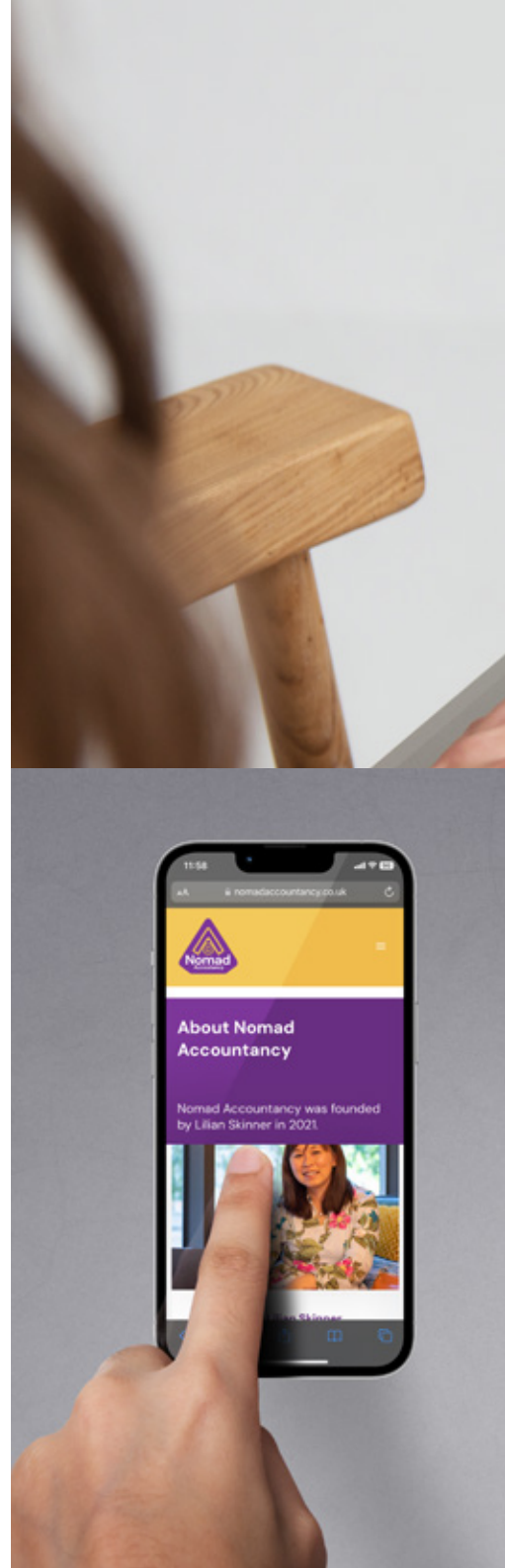
In 2023, while networking, Lilian met David from Glued, and discussed the virtual nature of her delivery and the online nature of her clients. This alignment required an improved brand positioning and more comprehensive website.

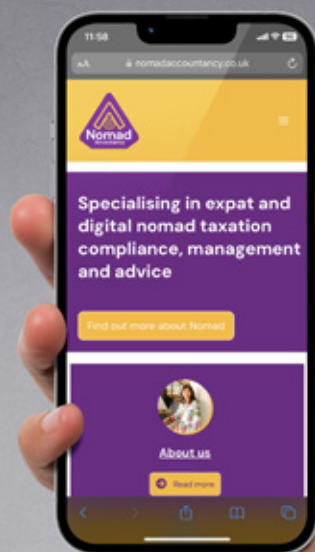
#### **The outputs:**

David set to work creating an evolved brand and how that would look on a website. A new WordPress website allowed for Calendly booking integration. The website was launched in 2023 with a major update to the content published in 2024.

**The results:** The brand was combined with new photography of Lilian and illustrations that show themes related to being a digital-nomad. Combined with a strong colour pallet, the website is professional and approachable.

**Visit the site at**  
[www.nomadaccountancy.co.uk](http://www.nomadaccountancy.co.uk)







## ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people—externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.



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If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



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To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

## SERVICES WE OFFER

Brand creation and development  
Business Support and training  
Customer service  
Display  
Email marketing  
Literature design  
PPC campaigns  
Social media campaigns  
Team building  
Video and photography  
Website design and build

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**Glued is a brand and marketing agency based in the Midlands, helping your brand and marketing stick—inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.**



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