

Why a Former Tradesman is Helping Other Trades Be Seen Online

How Stu Clark Built EightySix Digital on Trust and Trade Know How



Dunedin, Otago Aug 11, 2025 ([IssueWire.com](https://www.issuewire.com)) - Founded by former UK plumber and renovations business owner Stu Clark, EightySix Digital is setting a new standard for digital marketing in the trades sector. With clients across New Zealand and abroad, the agency specialises in search engine optimisation (SEO), website design, and online visibility strategies tailored to trades and construction businesses.

Stu Clark's journey into digital marketing began over a decade ago while running his own plumbing business in the United Kingdom. Managing everything from building sites to bathroom renovations, he also taught himself to design a website, understand search engine algorithms, and generate consistent enquiries online.

After relocating to New Zealand with his partner, whose career requires frequent travel, Clark saw a gap in the market. Many tradespeople were being approached by marketing companies and business coaches promising instant results, often with little to show for it beyond a lighter bank account.

"I've been on the receiving end of those offers," says Clark. "Most are smoke and mirrors. I wanted to build something that tradespeople could actually trust."

EightySix Digital's approach focuses on transparency, realistic expectations, and measurable outcomes. Rather than chasing trends or offering generic packages, the agency works closely with each client to create tailored marketing strategies that deliver long-term results.

From its base in Dunedin, the company supports businesses worldwide, helping them improve search rankings, increase qualified leads, and build a strong online presence without the hype or unrealistic promises that have become common in the industry.

About EightySix Digital

EightySix Digital is a New Zealand-based digital marketing agency specialising in SEO, website design, and online marketing for trades and construction businesses. Founded by former tradesman Stu Clark, the company delivers transparent, results-driven strategies for clients across New Zealand and internationally.

For more information visit, <https://eightysix.digital/>

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