

## Sarah Fitzpatrick

### *Lakeland Digital & Print*



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Sarah Fitzpatrick, from Kilbeggan, Co Westmeath, was working remotely as a social media manager for a UK company when she and her business partner, Anita Loughlin, who worked for the same UK company, decided to branch out on their own with Lakeland Digital & Print in June 2021.

Lakeland Digital & Print is a boutique digital marketing partnership that helps business owners grow in the online space through the power of social media, branding, imagery, blogging and copywriting. Sarah and Anita spotted a gap in the market when they realised that a lot of Irish companies were too busy to address their digital marketing and social media needs, whereas UK companies were already outsourcing them to agencies.

The partners wanted greater flexibility and control over their own time as both have young families. They also wanted to go down a completely tailored route with their business, where they would get to know their clients' companies inside out and create bespoke marketing plans for their needs and budgets.

After trading for a few months and acquiring clients from a number of sectors, the company was in a position to add print services to the business, and now offers design and printing of personalised business merchandise, including business cards, posters and other printed promotional material to support and strengthen the digital side of marketing.

Sarah has found since participating in ACORNS that she has gained more confidence in herself. She also found that her group were incredibly supportive, always helping each other to progress their businesses.

Sarah and Anita's next priority is to secure a premises to set up and expand their print shop. They also aim to hire an inhouse team as their client list grows.

*Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.*



An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine