ACORNS
Accelerating the **C**reation **O**f
Rural **N**ascent **S**tart-ups

Barbara O'Flaherty
Let's Get Digital

CONTACT DETAILS
T: +353 86 1960579
E: barbara@letsgetdigitalmarketing.com
Facebook: Letsgetdigitalmarketing
www.letsgetdigitalmarketing.com

LET'S GET DIGITAL!

Barbara O'Flaherty, from Bunnanadden, Co Sligo, has over 17 years marketing experience in sectors such as retail, tourism, hospitality, entertainment, industrial, and services. This gave her a solid foundation to launch her own agency, Let's Get Digital, in July 2019.

For years, Barbara observed the dramatic shift in marketing towards digital marketing. She studied the trends closely and continued to gain knowledge and experience until she was ready to strike out on her own.

Let's Get Digital helps Irish and UK businesses to increase sales online through a combination of paid search, SEO, paid social media, display advertising and email marketing. On average, the company has increased client online revenue by 35 percent.

Barbara initially worked from home before moving to an office in Swinford, Co Mayo. At the beginning, she identified any areas she needed more knowledge on or training in and immersed herself in the different aspects of digital marketing.

She also made a point of attending business events to expand her contacts and get to know the business climate. Through this, she began to get asked to talk at events, and give workshops and mentoring for government agencies and businesses in her specialised fields, which helped to build her client base.

Let's Get Digital currently has one employee. It has a range of clients, from insurance to skincare and from government organisations to small businesses.

Barbara said that ACORNS gave her the confidence to reach higher and to never give up. She said the interaction with other participants was a lovely sounding board for new ideas and different ways to do things.

Barbara intends to grow her team in the next year and to grow revenue by 35 percent by 2023. She also plans to expand her client base, particularly by acquiring more international clients.

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