

Breige Grogan

Little Rock Digital



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LITTLE ROCK
DIGITAL

Breige Grogan, who is originally from Carrickmore in Co Tyrone, set up her business at her home in Ennis, Co Clare, in August 2022 after spending over 15 years working in digital marketing and ecommerce for global brands.

Little Rock Digital is a digital marketing and ecommerce consultancy which helps retailers who don't have an internal digital or marketing resource to grow profitable ecommerce businesses.

Breige brings her experience to bear in providing guidance and mentorship to retailers on their ecommerce businesses.

She decided to go out on her own after having her daughter, Áine, in 2021 as she wanted more flexibility to manage her work/life balance.

As well as the personal reasons, Breige had also identified a gap in the market – the acceleration to online retailing that happened during the pandemic had put a lot of pressure on SMEs and smaller retailers to get their online offering up to scratch very quickly.

Having often dealt with blue chip clients in her previous role, Breige says she loves working with small retailers, because they are often family businesses, and you develop a deeper connection with the client.

Since setting up Little Rock Digital, Breige has had wonderful support from larger agencies that she subcontracts work from, and she built on that to the extent that she recently hired a digital marketing executive to help her three days a week.

Breige says the ACORNS programme provided a structured framework for her thinking and helped her to define what she wanted the business to be. She says one of the best things about it was the sharing and learning from each other as participants.

Breige's immediate plans are to consolidate existing growth and win new business on the consulting side. In the longer term, she will look to hire new team members.

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
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