

## Claire Tully

*Thrive Social*



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Claire Tully had been running her own children's clothes shop before the arrival of the Covid-19 pandemic forced her to close the business. However, the experience of doing her own social media inspired her to undertake a post-graduate degree in digital marketing.

A native of Fordstown, Co. Meath, she set up her own digital marketing agency, Thrive Social, in January 2024. "We do social media management, strategy and coaching, website design and development – a bit of everything," she says.

"When I had the kids' clothes shop, I built the website myself and all the socials. I found that I really enjoyed that side of things. I'm also passionate about small businesses and helping them be successful. I was trying to marry my marketing skills and my experience to help them get off their feet and get online."

Operating from her home office, she has enjoyed considerable success in her first 18 months in business, earning nominations for Network Ireland and Microbusiness Ireland awards and delivering a digital marketing workshop at the Network Ireland National Conference in September 2024.

"I've had some big milestones but getting accepted on the ACORNS programme was a major one. It helped me structure my approach to developing the business. It forced me to be more goals orientated and made me more accountable. The roundtable with other business owners allowed me to develop ideas. The support was unbelievable and helped me realise that I wasn't working in a void," she says.

Looking to the future, Clare is hoping to hire a social media manager so that she can concentrate her efforts on coaching workshops.

"Workshops are more accessible to small businesses owners. I want to give them the tools to go and do their own digital marketing, if they can't afford to hire someone. That's the direction I'll be taking the business in the next 12 months," she says.

