
Clare founder's Agile approach to digital business

We talk to women who are forging innovative businesses in rural Ireland. Today, we talk to Niamh Hogan of [Agile Digital Strategy](#) who employs four people in Clare at her digital marketing agency.

Having carried a passion for technology and all things digital from an early age to university and throughout her career, Niamh Hogan is now leading her own business providing complete digital marketing services.

Hogan has over 20 years' experience in the IT industry and holds a number of qualifications, including a degree in electronic engineering from the University of Limerick. As a web designer and SEO expert, she is passionate about creating aligned digital strategies.

She worked with several top technology companies before setting up as Web Clare in 2016. While running Web Clare, Niamh provided web design and SEO services and worked with a wide variety of clients across Ireland.

A new approach

Hogan wanted to create an agency with a full suite of digital marketing services and in August 2020, Agile Digital Strategy was incorporated.

Based in Shannon, Co Clare, Agile Digital Strategy offers clients a suite of services in digital strategy, social media marketing, web design and search engine optimisation (SEO).

"Through its aligned digital strategies, Agile Digital Strategy helps companies meet and exceed their goals and sales targets," Hogan said.

Since launching last year, the company has built up a strong clientele, working with businesses nationwide and internationally.

While her business is about helping others meet their objectives, Niamh found that ACORNS helped her to define her own goals and focus on what she wants to achieve.

ACORNS is a Government-supported programme designed to support [early-stage female entrepreneurs living in rural Ireland](#) through a peer learning approach.

Women in rural Ireland with new businesses or at least with well-developed ideas are being invited to join [ACORNS 7](#). The ACORNS programme is designed to support early-stage female

entrepreneurs living in rural Ireland through a peer learning approach. Thanks to the support of the Department of Agriculture, Food and the Marine, and the voluntary contribution of time by Lead Entrepreneurs, there is no charge for those selected to participate.

With a team of four, including herself, Niamh's plan now is to continue expanding Agile Digital Strategy's offering, grow her team and increase its client base internationally.

Anyone interested in receiving an application form ahead of the **September 10, 2021 deadline** for ACORNS 7 should [register their interest here](#).

The call is now open for applicants for ACORNS 7 and 50 female entrepreneurs from across the country will be selected to participate. Anyone interested in receiving an application form ahead of the September 10, 2021 deadline for ACORNS 7 should [register their interest here](#)