

# WE ARE DIGITAL, KENDAL

MEMBERS OF CUMBRIA CHAMBER OF COMMERCE



## CHAMBER BUSINESS AWARDS

### CELEBRATING BUSINESSES

#### ONE STORY AT A TIME

*“From its inception during a challenging pandemic period, to its nearly 100% year-on-year growth, the company has defied expectations and proven its ability to thrive”*

We Are Digital, members of Cumbria Chamber of Commerce, has defied the odds, launched during a pandemic and achieved phenomenal growth in the highly competitive digital marketing market – all under the leadership of Managing Director and owner Gareth O'Rourke.

In just over two and a half years, We Are Digital has showcased its rapid rise, consistently achieving remarkable year-on-year growth. This is set to continue as the company lays out ambitious revenue projections for the next five years. They have a forecasted revenue of £280k in the current year, followed by £390k, £520k, £740k in subsequent years; ultimately reaching £1 million in year five.

What truly distinguishes We Are Digital as a Rapid Riser is not only their financial performance, but also their commitment to financial sustainability, as the business has achieved its growth targets without incurring any debts or borrowings. This prudent financial management has set the foundation for long-term success and continued growth without compromising their core values.

During expansion, the company plans to reinvest profits back into the local community, creating further employment opportunities. Gareth envisions a mix of experienced individuals and interns from their upcoming internship program joining the team, with the potential for interns to transition into full-time roles.

Despite operating in a competitive market, We Are Digital has demonstrated its ability to retain clients and attract new through their exceptional service delivery and adherence to its core values of trust, transparency, and honesty. Notably, the company has not lost a single client since its inception, receiving new client enquiries on a regular basis. This shows the effectiveness of their client-centric approach and solidifies them as a trusted partner for businesses seeking digital marketing solutions.

Their rapid rise and their commitment to making a positive impact go hand in hand. The company aims to put Cumbria on the map for digital marketing, addressing the region's lag in this field. By channelling their profits into community development, employment creation and fostering growth opportunities for clients, they aim to contribute to the growth and success of both the local community and the businesses they serve.

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We Are Digital are a true exemplar of a Rapid Riser Business of the Year. From its inception during a challenging pandemic period, to its nearly 100% year-on-year growth, the company has defied expectations and proven its ability to thrive. With a clear vision for future growth, a commitment to giving back and a solid financial foundation, We Are Digital stands as a deserving nominee for the "Rapid Riser Business of the Year" award.