



<p>SECTION D – CULTURE & CONTINUITY AWARDS Please complete the following sections providing details of the culture of the agency. Detail investment in training, support, and development of the agency’s team and how this has helped to win new business and grow existing accounts. Please note entries must not exceed a total word count of 1000 words in this section.</p> <p>All information provided will remain confidential to the judges before and after the event and will not be shared with anyone outside of the judging panel allocated to review your entry.</p> <p>Name of Team / Agency Please keep this concise as it will appear on the website if you are shortlisted.</p> <p>Strike Digital</p> <p>Team / Agency Overview Give details of number of employees, structure etc. Judges will be looking for clarity and context to help understand more about your agency or team.</p> <p>Strike Digital is a multi-cultural e-commerce marketing agency specialising in scaling ecommerce brands around the world. The core of our team is made of former Google, Meta and Pinterest Account managers. We have internal knowledge of how ad platforms work, and scale our client's online results with paid search ads, paid social ads, and email marketing.</p> <p>As a management team we have all previously had experience in roles where employees could not freely express themselves and show their full potential. At Strike Digital we are firm believers in hiring the right people for the job and while always supporting them where needed, we want every individual to embrace their responsibilities and really be free in the work that they do. Creating a culture is not something that we have just recently decided to focus on. We have lived through this culture from day 1 of Strike Digital. Throughout this entry, I hope to show you exactly how we have been able to build a company that each and every employee is proud to be part of.</p> <p>Strike Digital has taken the Irish ecommerce market by storm becoming one of the fastest growing digital marketing agencies in the country. As a relatively 'young' agency, at just 3 years old we have been able to amass over 40 clients based in Ireland & across the world. We, as an agency have an offering that is accepting of all businesses and we ensure to meet each client 'where they are', whether it is one of our small ecommerce clients that we take under our wing in our consultancy service or our international clients whom we manage upwards of €1.3 million budget per year.</p> <p>The main pillar to our success is our expert team of digital marketing experts ranging across Paid Search, Paid Social & Email Marketing. Over the past 12 months our team has grown 240%. As a fully remote agency, we have the unique advantage of hiring the best quality talent no matter the geographical location. We have taken this opportunity to develop an exceptional multi-national team spanning seven countries (nationalities). Our culture is shaped by each one of our team members, each adding their own unique experiences both from a professional and personal perspective.</p> <p>Although having a remote first company has huge benefits, real culture can be hard to build remotely. It was critical that we embraced a structure that could withstand the lack of human touch that you would typically get from working in an office environment. We set up our operation to really embrace this. Our entire team and client base uses Slack as our main means of communication. Each and every morning we have a 15 minute daily brief, where our team has the freedom to address any questions / concerns or exciting new opportunities that they have come across in their daily activities. As a management team, we spend a lot of time working alongside every account manager, regularly joining client and strategy calls to make sure that our team feels the support of Strike Digital with every decision that they make. We created a culture of professional improvement, with everyone striving towards being the best that they can be on any particular day. Our belief is that we should always aim for that 1% improvement every day and when it is not possible (when we have a bad day!) we look to not have a net negative day. This mentality has really consolidated our entire team to be a support network for one another, especially as we are all working towards the same goal.</p> <p>Details of company culture initiatives & budget allocated (1-10 points) e.g., flexible working, holiday schemes, training and development, incentive schemes, rewards packages, CSR and volunteering initiatives</p> <p>Our culture is not defined by a single initiative but by our overall company structure, which is designed to foster a strong, cohesive environment. Remote work allows for a flexible schedule, enabling our team to create a healthy work-life balance. We support those struggling to find this balance by offering guidance and sponsoring co-working spaces when needed. Creating an environment that promotes excitement rather than anxiety is crucial, especially when facing complex tasks or decisions.</p> <p>We ensure constant training and professional development, encouraging our team to push their knowledge boundaries. We utilise various online and offline training opportunities, fostering a culture of continuous learning. Self-auditing of accounts is emphasized, promoting honesty and a focus on improvement. This practice helps create an atmosphere where critical analysis is accepted and valued, akin to a professional sports team working towards a common goal. Social events, team bonding activities, and digital marketing events are integral to our culture. We partner with Digital Business Ireland, bringing our team to their annual event to foster a sense of community and professional growth. Recognising excellence is a staple of our workflows. We provide positive recognition through words and surprise gifts, thanking our team for their continued efforts. Structured performance reviews, conducted quarterly and annually, are accompanied by salary reviews. To date, we have a 100% salary increase rate based on these reviews, reflecting our commitment to rewarding hard work and dedication.</p> <p>We celebrate important cultural dates within our team to ensure inclusivity, recognizing the diverse backgrounds of our team members. Corporate social responsibility is also a priority. We sponsor paid days off for volunteering and offer our services free of charge to charities our team is passionate about. These initiatives reinforce our commitment to creating a supportive, inclusive, and socially responsible workplace.</p> <p>Evidence positive impact / results of any initiatives (1-10 points) e.g., increased productivity, staff retention, staff promotion and development</p>

Our cultural structure has significantly positive impacts, evident at all levels of our operation. Our team feels part of our growth, often referring friends to join Strike Digital. This camaraderie extends to client referrals and retention, with a lifetime value of our client base of 14 months and a low churn rate. The team's expert product knowledge and enthusiasm about "what's next" contribute to high employee retention. To date, only one employee has left to take over his family business, which we now manage with him as the contact point.

Success is shared among the team, with numerous promotions and pay rises each year. In 2024, almost 50% of our team received promotions or pay increases. We have a 4.9/5 agency review on Clutch, a leading B2B review platform, reflecting our clients' overwhelming positive feedback. This high rating is a testament to our commitment to delivering exceptional results and maintaining strong client relationships.

Our approach to team and client engagement has resulted in increased productivity and a sense of ownership among team members. By involving our team in the bigger picture and keeping them informed about company performance and plans, we foster a sense of unity and purpose. This transparency ensures that everyone feels valued and motivated to contribute to our collective success.

Why you think you should win (1-10 points)

What do you think sets your culture apart from other agencies/teams being judges? Judges will be looking for the thing that makes your culture different to the others, what is unique?

What sets us apart is our genuine interest in personal growth within our team. Recently, we helped a team member achieve a lifelong goal of becoming a qualified yoga teacher in Bali. Despite difficulties in regular meetups due to our global presence, we schedule an annual all-expenses-paid trip to work together and enjoy each other's company in top cities like Lisbon and Istanbul.

We are fully transparent with our company's performance, plans, revenue, average deal size, and other key metrics, keeping the entire team engaged in our growth. Our peer review process in interviews gives the team a say in who joins our ranks, ensuring that new hires align with our culture and values. We believe that since our team is client facing, they face enough pressure in their day to day. The management team doesn't add to that client pressure. Instead approach client challenges as a team, and ensure that each team member has the necessary support to do their job and never feel isolated to solve complex challenges.

Above all, we ensure that everyone enjoys working at Strike Digital. Our team members share a passion for digital marketing, and we take responsibility for maintaining their excitement about the industry. We engage in conversations challenging digital marketing norms to stay at the forefront and ahead of our competition. By fostering an environment of continuous improvement, support, and recognition, we have built a culture that stands out in the industry. In summary, our commitment to creating a supportive, inclusive, and dynamic work environment, coupled with our focus on professional and personal growth, sets us apart from other agencies. We believe that our unique culture, dedication to excellence, and genuine interest in the well-being of our team members make Strike Digital deserving of this recognition.

URLs

www.strikedigital.ie