

Yorkshire martech entrepreneur finalist for Digital Woman of the Year



West Yorkshire, United Kingdom Nov 20, 2021 ([Issuewire.com](https://www.issuewire.com)) - A Yorkshire-based marketing expert has been named one of the 'top 40 digital women to watch in 2021' in this year's Digital Women Awards. **Michelle Veasey, the founder of Get It Digital**, has been shortlisted for two categories at this year's ceremony: Digital Woman of the Year and Digital Mother of the Year.

Now in its second year running, the Digital Women Awards is open to a community of more than 10,000 marketers, copywriters, graphic designers, and social media managers. Michelle fought off stiff competition from hundreds of applicants and looks forward to the awards ceremony in London on Thursday, November 25.

Michelle says: "As somebody who lives and breathes digital, it's an honour to be recognised amongst so many industry peers. I'm flying the flag for digital across all generations – it's essential that UK businesses don't dismiss digital as something for Generation Zs only."

Get It Digital was founded in 2016 after Michelle took the bold move to go freelance. After responding to a job ad on Upwork, she began taking on digital marketing projects of her own and built her brand based on innovation.

Rather than following the herd, Michelle has pioneered her own technologies to help customers

succeed. Her custom platform, 'The Growth Engine', houses a bespoke set of marketing automation tools.

Michelle will also soon launch 'Growth Engine Club', which gives customers access to best-in-class sales, marketing, and technology support and coaching, which helps customers generate and nurture prospects and then raving fans.

Her business has attracted an incredible £15,000 in government investment, demonstrating its long-term viability. She owes her success to continuously investing in her own learning, citing examples such as teaching herself Facebook Ads and achieving a 700% ROI for one of her clients.

Michelle also 'pivoted' during the pandemic and took her family's craft beer bar, The Crafty Fox in Brighouse, fully online, generating £20,000 worth of sales in four months. Her family focus is also what piqued the judges' interest for the Digital Mother of the Year award—being neurodiverse herself having had a late diagnosis of ADHD at the age of 40, along with being a mother to a neurodiverse child. Michelle is also a singer and acoustic performer, gigging regularly around the pubs, bars, and events; she gives her spare time playing at local charity festivals and events to support local charities with her music.

Running a business throughout lockdown and home-schooling two children were no mean feat, but she managed to achieve both with Michelle's digital expertise and business acumen. She looks forward to representing Yorkshire as a digital entrepreneur.

She says: "Just to be nominated is an achievement, but I'd be honoured to take one of these prestigious awards home. I look forward to meeting so many other inspiring women in digital. Next stop – London!"

Get It Digital is a digital marketing agency based in Brighouse, West Yorkshire, which focuses on lead generation and ROI with 'The Growth Engine' which is a set of tools, technologies, and consultancy customised by Michelle Veasey. The agency was founded in 2016 and worked with various sectors, including pharmaceuticals, hospitality, and professional services. The Digital Women Awards were founded in 2020, and their second annual ceremony is set to take place at the Impact Hub, Kings Cross, **on November 25, 2021.**

Media Contact

Michelle Veasey

michelle@getitdigital.co.uk

07964058581

44 Commercial Street Brighouse, HD6 1AQ

Source : Get It Digital Ltd

[See on IssueWire](#)