

Digital First Communities

Digital Dun Laoghaire Report For June 2021

Supported By



What is a Digital First Community?

DigitalHQ's delivers the @DigitalDunLaoghaire initiative. DigitalHQ's 'Digital First Communities' model uses digital growth to increase footfall with a high capture rate, attract new, innovation driven businesses and create sustainable jobs for their locality.

It is a solution orientated approach that keeps the attraction of workers, home buyers, shoppers and visitors as its true north for all its activities.

We hope you might find ideas and inspiration for your locality in the following pages which contain a summary of our work in Dún Laoghaire for last month.



Sustainable economic development comes from creating synergy between local stakeholders - **this is the goal of "Digital First Communities"**




June 2021 Campaigns

Make this Father's Day special with gifts from our local businesses.








WHY DUN LAOGHAIRE

Supported By:



MEET OONAGH MCCUTCHEON,
CORPORATE COMMUNICATIONS MANAGER AT .IE

MEET JOHN EVOY
GENERAL MANAGER AT GROW REMOTE

MEET ANGELA TYNAN,
MANAGER AT NUTGROVE ENTERPRISE PARK



Love Dun Laoghaire - Collaborative campaign highlighting small, independent businesses - see www.lovedunlaoghaire.ie




Buy Local - Campaign highlighting the range of local service providers available - see <https://www.dunlaoghairetown.ie/love-dun-laoghaire-shopping-dining-guides/#love-dl-directory>




Why Dun Laoghaire - features and interviews on innovation driven businesses in Dun Laoghaire - see <https://www.digitaldunlaoghaire.ie/why-dun-laoghaire-is-great-for-your-business>

NEED A TAILOR?




MEET JULIET
YOUR LOCAL TAILORING EXPERT

NEED PRINTING?




MEET KEITH YOUR LOCAL
PRINTING EXPERT

NEED AN E-BIKE?



MEET ROBERT YOUR LOCAL
E-BIKE RETAILER

SEE ALL YOUR
LOCAL PROVIDERS


BUY LOCAL

Key outputs from the June campaigns

13

Featured Businesses



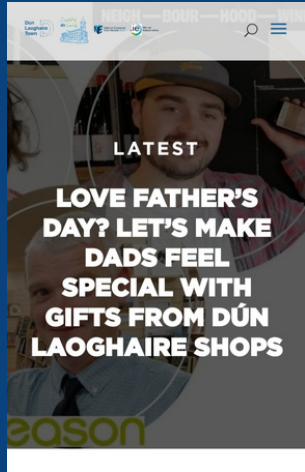
192

Social Media Posts



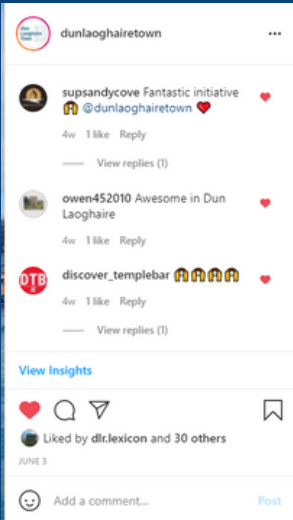
209

Website Traffic To The Features



209

Social Media Comments



4,018

Social Media Engagements



8,951


Visits to Social Media Pages



Highlights – posts with most engagement




Highlights – posts with most engagement

 **@DigitalDunLaoghaire**
@DigitalDLT

Today's the day! The .IE Digital Town Award winners will be announced shortly.

We interviewed [@oonagh_mcc](#) to learn more about the awards, who can participate, and the ROI in becoming a Digital Town.

Get the inside scoop on our blog: bit.ly/3wbJile



 **Dún Laoghaire Town**
@DunLaoghaireTn

Need to refresh your wardrobe? [@TheZipYardDL](#)'s team of tailors and designers offers bespoke tailoring services. Support our business community and BUY LOCAL. See all your local providers. 👉
ow.ly/LJ6O50DWG6o Supported by [@bankofireland](#) & [@dlrcc](#) #buylocal #dunlaoghaire



👤 Dún Laoghaire Tidy Towns and 9 others

1:11 PM · Jun 23, 2021 · Twitter Web App

||| View Tweet activity

3 Retweets 17 Likes

 **dunlaoghairtown**



View Insights Promote

❤️ 💬 📍 📌

 Liked by [dlr.lexicon](#) and 30 others

dunlaoghairtown We LOVE featuring local business owners on our digital channels. Follow us and neve... more

View all 5 comments

dunlaoghairtown [@discover_templebar](#) ❤️❤️❤️

dunlaoghairtown [@supsandycove](#) Thank you! ❤️

June 3



Business Featured in last Love Dun Laoghaire Campaign

DIFFNEY
SINCE 1949



THE
CYCLE
HUB



NEIGH — BOUR — HOOD — WINE



ITStar



eason



Business Featured in last BUY LOCAL campaign



Need a pharmacist?
Deirdre and Jennifer can help!
DUN LAOGHAIRE PHARMACY

See all your local providers



Need a tailor?
Juliet can help!
ZIP YARD, Tailoring Service

See all your local providers



Need a fireplace?
Marcus can help!
MCCALLIG STOVES & FIREPLACES

See all your local providers



Need a printer?
Keith can help!
PROPRINT, Print Shop

See all your local providers



Need an e-Bike?
Robert can help!
E-REVOLUTION, Bike Shop

See all your local providers



Business Featured in last Why Dun Laoghaire campaign



MEET OONAGH MCCUTCHEON,
CORPORATE COMMUNICATIONS MANAGER AT .IE



MEET JOHN EVOY
GENERAL MANAGER AT GROW REMOTE



MEET ANGELA TYNAN,
MANAGER AT NUTGROVE ENTERPRISE PARK



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Highlights – Comments of note from Members of the Public



Cllr Lorraine Hall @LorraineHallFG · Jun 10

Wonderful news and well deserved recognition for @DigitalDLT and @EoinKCostello hard work and commitment to #DúnLaoghaire Town. Well done and congratulations!!

**@DigitalDunLaoghaire** @DigitalDLT · Jun 10

We are very happy to announce that @digitaldlt 's entry in the @dot_IE Digital Town Awards for @dunlaoghairtn won in the Urban Town category. Thanks to everyone on our steering group and advisory panel for their help and support, it was a real team effort! #DigitalTownAwards



 5

 18





Cllr. Maurice (Mo) Dockrell @MauriceDockrel1 · Jun 11

Well done to @DigitalDLT - a great achievement. Particularly to my old friend Eoin who has worked incredibly hard

**@DigitalDunLaoghaire** @DigitalDLT · Jun 10

We are very happy to announce that @digitaldlt 's entry in the @dot_IE Digital Town Awards for @dunlaoghairtn won in the Urban Town category. Thanks to everyone on our steering group and advisory panel for their help and support, it was a real team effort! #DigitalTownAwards



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 2





Angela Tynan @AngelaTynan · Jun 14

Massive congrats to @DigitalDLT winner of the Urban Town category in the @dot_IE Digital Town Awards. Take a bow @EoinKCostello and all involved

**.ie** @dot_IE · Jun 10

Congratulations to Dun Laoghaire, winner of the Urban Town Award, who will receive €9,000.
.IE #DigitalTownAwards 2021 @DigitalHQclg @dlrcc @smytho @CormacDevlin @CarrollJennifer



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 17





Highlights – Comments of note from Members of the Public



Need a pharmacist?
Deirdre and Jennifer can help!

DUN LAOGHAIRE PHARMACY

See all your local providers

dunlaoghairatown

#localbusinesslove #ireland_insta
#irelandgram #ireland 🍀
#dunlaoghaire

1w

nima.r.k They are the best 👍

1w 2 likes Reply

View replies (1)

thelittlewoodenpeg Best pharmacy ❤️

1w 1 like Reply


View replies (1)

View Insights

Liked by remotepal and 22 others

7 DAYS AGO

Add a comment... Post



Need an e-Bike?
Robert can help!

E-REVOLUTION, Bike Shop

See all your local providers

dunlaoghairatown

the_zipyard_dunlaoghaire I've told Robert he's not allowed leave our street when ebike sales overtake regular bikes in 2028...we're keeping @erevolutionireland

1w 1 like Reply

View replies (1)

nickmcauliffe Well done Robert. Drop over to us some day in Sandycove Store & Yard

6d 1 like Reply

View replies (1)

View Insights

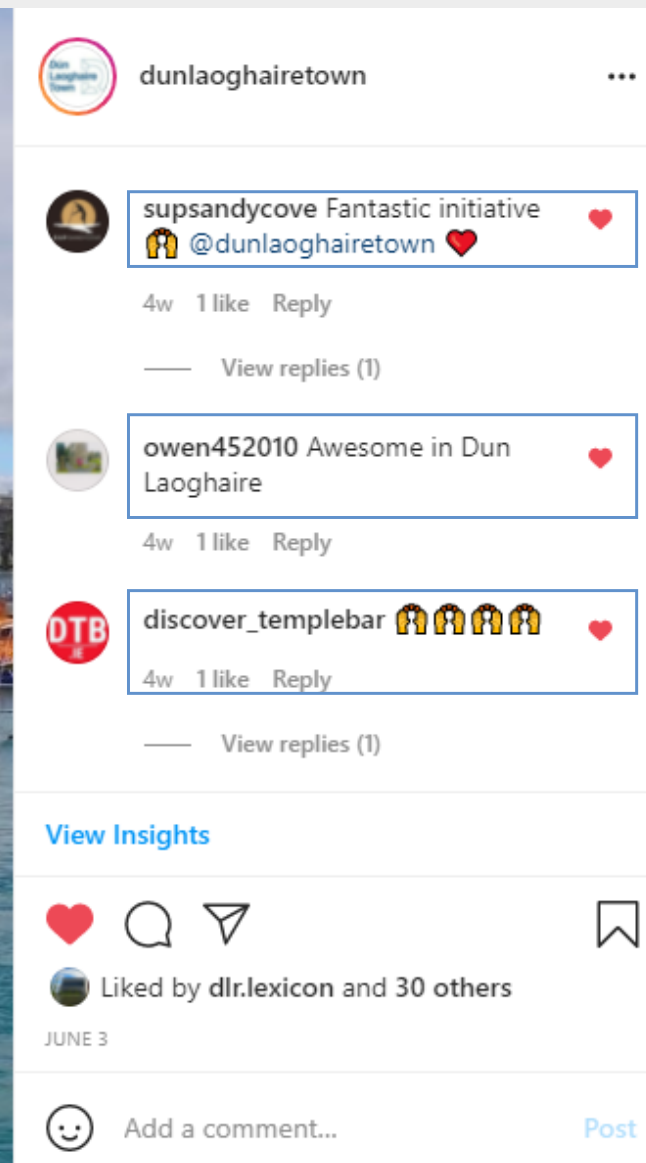
Liked by remotepal and 20 others

JUNE 24

Add a comment... Post

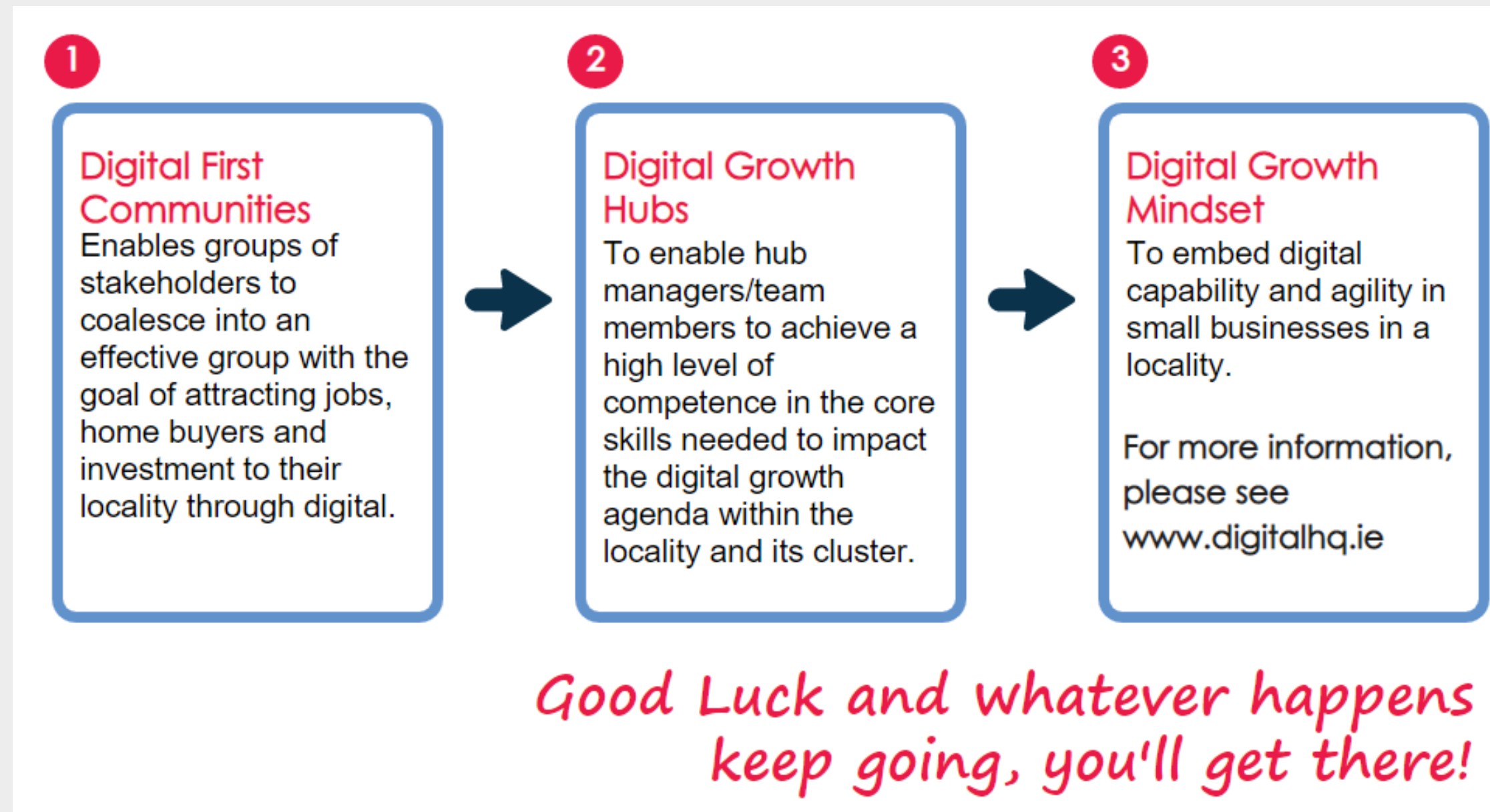


Highlights – Comments of note from Members of the Public



Would you like to learn more?

DigitalHQ sees three key components as fundamental to putting an indigenous engine of growth at the heart of your community



See www.digitalhq.ie for our full toolkit