

## D2N2 Capital Growth Fund Case Study: Rate Social Ltd

A dynamic marketing agency have expanded their range of services, thanks to support from the D2N2 Capital Growth Fund.



Established in 2018 by Kate Johnson, Rate Social has grown from a social media specialist to a cutting-edge marketing agency. Proud of their Derbyshire roots, they now serve a UK-wide marketplace and can now boast expertise in graphic design, videography, copy writing and strategic analysis to name a few of their in-house skills.

Founder and Managing Director Kate Johnson said: “What makes us stand out is our customer-focused approach. We speak to all our clients weekly as a minimum, and daily in some cases! We have recruited expertise in specialist areas to ensure that all our work is conducted in-house. My team work closely to ensure they provide the best possible solution for our client.”

“The grant funding has enabled us to introduce videography to our growing range of services, which has already helped us to win new clients. To meet the growing demand, we have also recently recruited a Junior Content Producer.”

“Moving forward, we have now completed a rebrand to show our progression from social media experts into a cutting-edge marketing agency that can offer a full in-house marketing service.”

David Smith, Account Manager for the D2N2 Capital Growth Fund, said: “Rate Social are realising their growth potential and we are pleased to be able to support this phase of their development. They have already created new jobs and have a clearly defined progression plan.”

“If you are a small or medium-sized businesses in Derby, Derbyshire Nottingham or Nottinghamshire with a capital investment project that will create new jobs, then the D2N2 Capital Growth Fund may be able to help.”

The D2N2 Capital Growth Fund is delivered by [East Midlands Business Ltd](#) and funded by the [D2N2 Local Enterprise Partnership](#) through the European Regional Development Fund.

The fund is available to small and medium sized businesses across Derby, Derbyshire, Nottingham and Nottinghamshire. For further information on the D2N2 Capital Growth Fund and how to apply, please visit: [www.d2n2capitalgrowthfund.com](http://www.d2n2capitalgrowthfund.com)

To find out more about Rate Social and the services they provide, please visit their website: <https://www.ratesocial.co.uk/> or call Kate Johnson on 07528 530391.