

Leeds start-up PR firm breaks £100,000 with another year of record growth

FOR IMMEDIATE RELEASE

09 MARCH 2018 - A Leeds-based start-up PR agency has exceeded £100,000 in turnover in less than three years of business.

MacComms, based at Entrepreneurial Spark, Leeds, has grown more than 100% year on year and has reached the milestone turnover in sales of PR services prior to celebrating its third year in business this April.

Formed by Ellie MacDonald in 2015, MacComms has grown organically since its inception having never sourced external financial investment. The firm now employs four people permanently with an additional two outsourced directors in HR and finance positions.

Since forming, MacComms has helped more than 80 firms to raise their profile and the business actively supports a number of fellow start-ups and SMEs across Yorkshire as the area continues to build its reputation as a thriving region for entrepreneurship.

Finance director for MacComms, Martin Mellor, broke the news to the team at the beginning of March and commented:

“To see MacComms go from strength to strength is extremely rewarding and reflective of the hard work that Ellie and the team put in. To have seen over 100% growth not just once but two years in a row is extremely impressive – the commercial backdrop is not easy and there are many statistics on business failure rates that back that up.

“MacComms is developing a strong, sustainable and, crucially, profitable business through organic growth – this gives me great confidence for the future and I see no reason why the trend of doubling in size can’t continue into the next few years.”

Founder of MacComms, Ellie MacDonald added;

“With a number of frightening statistics detailing that more than half of all start-ups fail within their first few years, I am incredibly proud to have reached this milestone figure and continue to grow successfully. I have to thank the fantastic people I employ in my core and wider team, particularly Martin who shared this exciting news with us, without them MacComms would not have achieved this important milestone.”