

Tech support startup chloédigital helps influencers thrive

The Instagram influencer market's value topped \$5B in 2020 and shows no signs of slowing down. In 2014, Chloé Watts took advantage of the booming industry and founded chloédigital, a tech support membership service for content creators.

Temps de lecture : minute

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What inspired the idea for chloédigital?

I was always into tech growing up. When I was 15, I taught myself to code to make my MySpace page look better. From there, I started to help up-and-coming bands and artists to create their pages. I went on to start designing websites for friends and small businesses.

With this knowledge and skill set, I offered my services to influencers I knew and I soon built a reputation. More and more influencers would contact me and ask to pay for me to fix issues on their site.

I also started to see that influencers didn't really have a partner to help guide them strategically around increasing traffic, ways of managing their campaigns to drive sales for brands, and how to start looking ahead at new ideas and opportunities. I saw a real gap in the market for an efficient service through a subscription model, where we could offer packages that worked for each influencer.



How is your business evolving with the

times?

I launched [chloédigital](#) when I saw a need for content creators to have access to technical support and growth strategy in order to not only maintain their websites, but also accelerate and grow them as a business.

We now have more than 300 global influencers on our membership programme. We have tiered options for members from basic and consistent tech support through to growth strategy, road mapping, and website and app development.

Our mission is to help women live the life of their dreams through technology. We have hundreds of millennial women on our membership who have built growing and sustainable businesses through their blogs.

What does the future hold?

As our customer evolves, so does our product. Ecommerce has been a huge focus for us and we have been guiding our members to think ahead and develop services that they own on their own sites. This means thinking beyond brand partnerships and delivering something to their audience through the knowledge they have, whether that is selling apparel or a much-needed course to their audience.

2021 will see this growing even more and this is really exciting for me as it is totally in-line with our mission. I want to help women build the life of their dreams and that requires building and developing long-term strategy and products they can control and own.

[Discover chloédigital](#)
