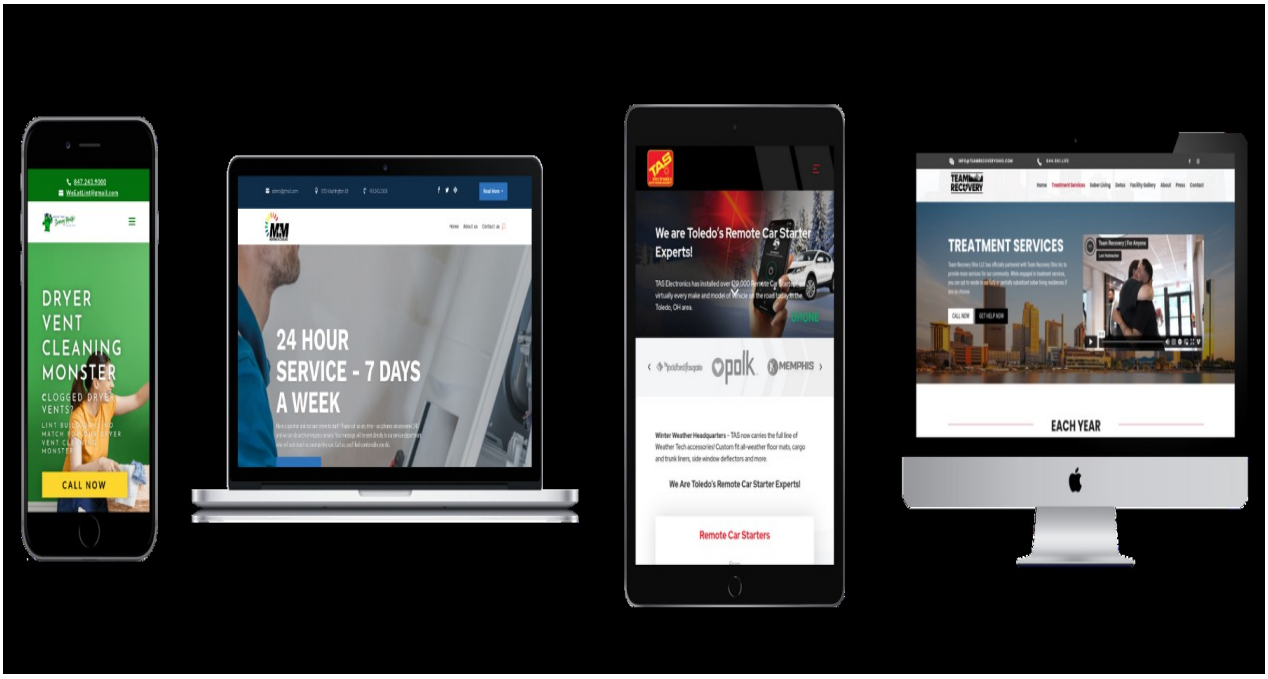


# Grow With Meerkat CEO Stephanie Solheim Discusses Empowering Women in Business

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Toledo, Ohio - April 29, 2024 -

Toledo, OH - April 16, 2024 - In a recent in-depth interview with CanvasRebel Magazine, Stephanie Solheim, CEO and co-owner of Grow With Meerkat Digital Marketing, shared her passion for supporting and elevating women in business. As a women-led company, Grow With Meerkat is committed to diverging from industry standards to create a more inclusive and empowering environment for women entrepreneurs.

"At Grow With Meerkat, supporting women isn't just a nice-to-have ? it's one of our founding principles," Solheim said in the interview. "We intimately understand the challenges working women face in balancing career and family, which is why we've intentionally built our business to be as supportive as possible for the women we employ and the women entrepreneurs we serve."

Solheim, who co-founded Grow With Meerkat with Alex Brinkman in 2020, has a lifelong passion for technology and figuring out how things work online. This childhood fascination has grown into a thriving career helping businesses succeed in the digital world. Under Solheim's leadership, Grow With Meerkat has

received the Toledo City Paper's Best of Toledo ? Best Website Designer award four times.

"I believe the key to our success lies in our creative and customized approach to each client's unique needs," Solheim explained. "I get to channel my inner 'gifted kid' and nerd out over the endless possibilities of the internet while delivering real results. SEO is my favorite game of strategy, and I love the challenge of staying ahead of the curve in an ever-evolving industry."

Beyond their client work, Grow With Meerkat is dedicated to giving back to the community and supporting women in the male-dominated tech and digital marketing fields. The company has donated websites and services to worthy causes and non-profits across the U.S.

Solheim highlighted several key initiatives Grow With Meerkat has implemented to support women, including offering flexible hours for working mothers, welcoming children in the workplace, and paying women contractors well above industry standards. The company also frequently donates its services to help women-owned businesses improve their digital presence and marketing.

"When a local woman-owned shop was facing pandemic-related shutdowns, we worked with them pro-bono to quickly get their products online and implement campaigns to drive sales, helping them stay afloat during an incredibly difficult time," Solheim shared as an example of their commitment to uplifting women entrepreneurs.

"We believe that when women-owned businesses succeed, it creates a powerful positive cycle," Solheim explained. "Women entrepreneurs often design their ventures to directly address social issues facing women. The income they generate uplifts entire families and communities. And their success inspires more women to pursue entrepreneurship."

However, Solheim acknowledged that women still face systemic barriers in accessing resources to start and grow businesses. "As a women-led company, we feel a deep responsibility to support other women however we can ? through our services, employment practices, and leading by example," she said. "When women thrive in business, it strengthens our entire economy and society. And we're proud to be part of making that happen, one woman-owned business at a time."

"I'm passionate about creating spaces where women can find support, mentorship, and opportunities to thrive," Solheim said. She has had the privilege of speaking on podcasts like Search Engine Journal and Aspiring CMO about SEO, community building, entrepreneurship, and the challenges and joys of running a business while being a mom. Hosting SEO conferences and digital marketing retreats has been another highlight, bringing together top experts in a fun and collaborative environment.

Solheim's commitment to empowering women extends to her own team at Grow With Meerkat. "As a leader, my top priority is creating an environment where every person feels valued, supported, and empowered to do their best work. That starts with treating people like people, not just employees or resources," she explained.

Grow With Meerkat has well-defined processes in place so everyone knows what's expected of them and has the tools they need to succeed. But just as importantly, they foster a culture of feedback and collaboration. "I constantly encourage my team to share their ideas and insights, because I trust their expertise and value their contributions. After all, they're the ones in the trenches every day, so they often have the best solutions and improvements," Solheim said.

Respecting the diversity within their global team is also a key priority for Solheim. Grow With Meerkat has contractors from different countries and cultures, each with their own traditions and priorities. "I make sure to accommodate their respective holidays and family commitments, because I know that life outside of work is just as important as the job itself," she said. "I love when team members share photos and stories about their loved ones and celebrations ? it helps us build real human connections and understand each other on a deeper level."

Solheim's management philosophy boils down to putting people first, always. "Treat them with empathy, respect, and a genuine commitment to their well-being. Give them the clarity, tools, and autonomy to do great work, and then trust them to deliver. Celebrate their successes, have their backs when things get tough, and never stop looking for ways to make their jobs and lives better," she explained.

This people-first approach has been integral to Grow With Meerkat's success. "When your team knows you care about them as whole people, they'll move mountains for you. And more importantly, they'll find real joy and meaning in their work, which is the foundation of any thriving business," Solheim said.

Looking ahead, Solheim is excited to continue growing Grow With Meerkat while staying true to their mission of empowering women in business. "At the end of the day, I believe your business is only as strong as its weakest link. I find it incredibly fulfilling to help businesses, especially women and minority-owned businesses, strengthen their digital presence and achieve sustainable growth," she said.

For anyone looking to grow their own business or build meaningful professional connections, Solheim offers this advice: "Show up consistently, be genuinely helpful, and focus on giving value freely. Don't worry about selling or self-promoting. Just be a kind, knowledgeable, generous presence, and trust that the relationships and opportunities will follow."

It's an approach that has served Solheim and Grow With Meerkat well, and one she believes can make a real difference in uplifting women entrepreneurs and strengthening communities. "It's not rocket science, but it

does take consistent effort and heart. The payoff is worth it, though," she said. "When we put people first and work together to create opportunities for women to thrive, everyone wins."

To learn more about Stephanie Solheim and Grow With Meerkat's commitment to empowering women in business, read the full interview at https://canvasrebel.com/meet-stephanie-solheim/.

About Grow With Meerkat Digital Marketing

Grow With Meerkat is a Toledo, Ohio-based digital marketing agency specializing in comprehensive solutions to strengthen businesses and help them reach the next level. Co-founded by Stephanie Solheim and Alex Brinkman in 2020, the women-led company offers services including SEO, web design, conversion rate optimization, content writing, local SEO, Google My Business profile management, link building, reputation management, and web hosting and security. Grow With Meerkat is committed to supporting women in business and giving back to the community.

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**Grow With Meerkat Digital Marketing**

*Grow With Meerkat is a Toledo, Ohio digital marketing agency that helps businesses grow online. They specialize in SEO, web design, website protection, and more.*

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