

Objectives

- Create new marketing collateral and website
- Prepare for Mobile World Congress 2008
- Re launch in Middle East and Africa

Why Aisling Foley Marketing

- 23 years B2B IT marketing experience - 15 in software
- International marketing experience including Middle East
- Excellent software marketing track record

Results

- New website live in 2 months
- Library of marketing collateral produced including
 - Company overview
 - Product Data sheets
 - White papers
 - Case studies
 - Diagrams and icons
 - Customer presentations
 - Press kit
- Customer newsletter
- Press, analysts and social media (Twitter, Facebook) campaigns
- Macalla became number one choice in Middle East

Macalla Software Ltd is an award winning provider of mobile top-up, banking, remittance and bill payment solutions across Europe, the Middle East, Africa and the Caribbean.

The Management Team in Macalla wanted to support the launch of several new products, and to accelerate their expansion into the Middle-East and African Markets. They were looking for an experienced marketing professional to lead these initiatives. After a search of the market, the company quickly engaged with Aisling Foley Marketing.

As the senior management in Macalla travelled extensively, Aisling worked flexibly with them according with their availability averaging at approximately 2 days a week in the Macalla office. Aisling also travelled to attend trade shows and exhibitions as required.

Aisling Foley Marketing commenced with a new website which had been under development. The proposed new site was reviewed and a number of changes recommended. A brand new site was launched in November 07. In conjunction with the website and its regular updates, Aisling Foley created and managed the following:

- Case studies
- Company overview
- Customer newsletter, 6 times per year
- New graphics – diagrams and icons - for use in customised diagrams and PowerPoint
- Clean and update Salesforce.com CRM system to make it more usable in marketing campaigns
- PR campaign with regular press releases
- Product datasheets and company brochure
- White paper
- New exhibition stands
- New PowerPoint template
- Analyst campaign



There was a terrific response to these activities. Macalla became the number one choice for customers within the Middle East and within the top 3 in Africa. There was excellent press coverage including a number of key Analyst references including ABI Research listing Macalla in the top 10 Mobile P2P Payments vendors 2009.

Macalla was acquired by Roamware in September 2009.

We have been extremely satisfied with Aisling's work. She is competent, hardworking and proactive. Her Middle East and financial software experience were particularly relevant to us here in Macalla.

She organised for our website to be revamped and managed a complete overhaul of our corporate collateral. She also managed events, wrote case studies and worked with analysts and the press to raise our profile.

Niall Ó Cléirigh, CEO, Macalla Software Ltd