

# CASE STUDY



## Objectives

- Undertake Strategic Marketing Review
- Lead and manage workshops
- Provide guidance and create action plan

## Why Aisling Foley Marketing

- 25 years B2B software marketing experience
- Excellent track record
- UK and Ireland marketing experience

## Results

- Action plan of key areas to be addressed
- Completion of Strategic Marketing Review in 7 months
- Ongoing guidance and recommendations



## Background

Big Red Cloud, an Enterprise Ireland client, provides cloud accounting software for small businesses. During an Enterprise Ireland (EI) review, it was recommended that Big Red Cloud undertake one of EI's SME marketing programmes, a Strategic Marketing Review (SMR). The SMR helps companies identify challenges and untapped opportunities that might impact international sales. There is a panel of approx 20 experienced sales and marketing consultants including Aisling Foley who run the SMR workshops on behalf of Enterprise Ireland.

## Big Red Cloud SMR consultant requirements

- Software industry experience
- Knowledge of European (particularly, Irish and UK) markets
- Senior level marketing consultant

## Responsibilities

The SMR follows a structured framework which is adapted by the consultant for each client company. The review consisted of four workshops where Aisling Foley identified how Big Red Cloud currently operates its sales and marketing activities. Aisling ultimately produced an Action Plan covering areas where the company could increase these activities. The SMR covers:

- Continuous intelligence gathering
- Value proposition
- Sales process
- Resources
- Marketing communications
- Ambition, vision and internal processes

The action items' ownership and deadlines were agreed with the Big Red Cloud SMR team and reviewed 3 months later. Throughout the project, Aisling was there to provide guidance and advice to Big Red Cloud team. The majority of actions were completed by the team within 3 months which helped them focus on growing sales in both the UK and Ireland.

*I chose Aisling as our SMR consultant because of her extensive tech marketing experience and also because she lived and worked in both the UK and Ireland – our two key target markets. From the first workshop she was familiar with our product. She was a pleasure to work with and provided guidance beyond the scope of the project.*

**Marc O'Dwyer, CEO, Big Red Cloud**