

CASE STUDY

Objectives

- Create and implement European marketing plan
- Manage EU budget
- Manage all EU marketing activities

Why Aisling Foley Marketing?

- 6 years supply chain management software experience
- 25 years B2B tech marketing experience
- International marketing experience inc USA and Europe

Results

- Created and implemented 2015 and 2016 marketing plans
- Managed and attended EU events
- Significantly raised company profile across Europe
- Made LeanLogistics the number one brand for TMS software in salmon farming industry

Background

At the end of 2014, Lean Logistics, a Transportation Management System (TMS) software company (now BluJay Solutions), wished to extend its European marketing activities. At that time there was European sales, pre-sales, customer support and implementation teams but no marketing staff.

Ian Broadhurst, LeanLogistics General Manager for Europe conducted a search to find a marketing consultant that would meet his very specific marketing requirements.

Requirements

- Supply chain or logistics software experience
- Thorough knowledge and experience implementing marketing campaigns across Europe
- Cost effective and flexible

Ian found Aisling Foley Marketing through a Google search. Aisling was chosen because of her previous experience in supply chain management (SCM) – a quite technical software industry. Aisling had worked for i2 (now JDA) and AspenTech for 6 years in London and Brussels. Aisling also had excellent experience implementing marketing communications activities across Europe, particularly across the Nordic and Benelux regions, UK, France and Germany.

After meeting in Dublin in December 2014, it was agreed that Aisling would create a 2015 European marketing plan. If this was approved by the LeanLogistics US board then Aisling would work on its implementation. The plan was approved in Jan 2015.

Responsibilities

- Manage company sponsorship of small and large events across Europe
- Represent LeanLogistics at these events as a member of the LL marketing team
- Implement marketing activities including digital marketing, print advertising, event planning, social media, newsletter

“I worked with Aisling from Nov 14 to Nov 16 and she is a hard and proactive worker. I got to know her well on a professional and personal level despite me being UK based as together we represented the company at a number of successful events across Europe. She is easy to get on with and was a great asset to LeanLogistics Europe.”

Ian Broadhurst, General Manager, EMEA, LeanLogistics