



Simply Dynamics

## Objectives

- Create new website
- Launch email newsletter
- Create content for website, case studies and newsletter

## Why Aisling Foley Marketing

- 25 years of practical tech marketing experience
- Excellent tech marketing track record
- Pleasant, proactive with sensible advice

## Results

- New SimplyD.ie website
- Regular, monthly customer and partner communication
- Extended press coverage



# CASE STUDY

## Background

Simply Dynamics, founded in 2007, has grown to be one of Ireland's largest Microsoft Dynamics NAV software providers. The company supplies, modifies and supports Microsoft Dynamics NAV ERP business software and services.

In 2016, Simply Dynamics decided to launch a marketing campaign to create leads and improve brand awareness amongst its target market of manufacturing SMEs across Ireland.

Simply Dynamics chose Aisling because of her experience, but also because of her "pay as you go" contract terms with a target of 22 days for 2016. They knew they would only be invoiced for Aisling's actual time spent working on SimplyD projects.

*"We worked with Aisling on all our digital marketing, PR, branding and collateral requirements. In addition to this Aisling managed our new website design and helped us prepare case studies and newsletters."*

## Requirements

- Work with web designer and launch new website
- Create website content
- Launch monthly email newsletter
- Write and distribute press releases
- Create case studies

## Results

Aisling got the new website up and running in just a couple of months. Once that was done, then it was time to create and publish press releases, become active on social media, write case studies and launch a monthly newsletter.

*"The thing that stood out for us was that Aisling just got on with the job in hand. She was smart enough to pick up something new to her and run with it. She was a self-starter and worked using her own initiative with no need for us to check up or micro manage. We also found Aisling reliable, punctual, creative and never afraid to make sensible suggestions."*

**Willie Fitzgerald, Sales Manager, Simply Dynamics**