

## Objectives

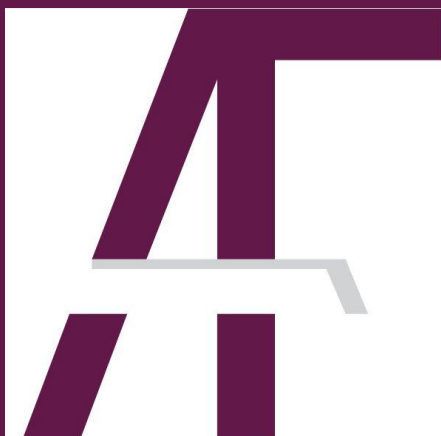
- Create new website and marketing collateral
- Prepare for Mobile World Congress 2008
- Re launch in Middle East and Africa

## 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
  - Diagrams and icons
  - Product sheets
  - Company overview
  - White paper
  - Case studies
  - 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 was an award winning provider of mobile top-up, banking, remittance and bill payment solutions across Europe, the Middle East, Africa and the Caribbean. It was acquired by Mobileum in 2009.

Aisling Foley worked approx 2 days a week in the Macalla office for 2.5 years from Sept 07. There had been no marketing department for some time and the company had recently changed its logo. Macalla was planning to re-launch into new key markets including the Middle East and Africa.

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 database to make 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.

*We have been extremely happy with Aisling's work. She is exceptionally competent, hardworking and proactive. Her Middle East and financial software experience were particularly relevant to 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 O'Cleirigh, CEO, Macalla**