



# CASE STUDY

## Objectives

- Manage Irish and UK marketing activities
- Create content for blogs, website and datasheets
- Manage digital marketing including social media, external and internal newsletters

## Why Aisling Foley Marketing

- International marketing experience including UK and Ireland
- 25+ years B2B tech marketing experience
- Excellent content marketing track record

## Results

- Increased social media activity and follower growth
- Improved internal communications
- Expanded coverage across online publications

## Background

[Trilogy Technologies](#) designs, implements, manages and supports IT infrastructure, cloud and managed security services for SMEs in Ireland and the UK.

Aisling first met Edel Creely, Group MD, Trilogy Technologies at a Technology Ireland Techbrew event in the summer of 2015. At that time, Trilogy had a marketing person and had no current need for an external marketing resource. Eight months later in February 2016, the marketing person had left and Aisling Foley Marketing was contracted to work with Trilogy on its UK and Irish marketing projects.

## Requirements

- Technology sector experience
- Knowledge of Irish and UK markets
- Senior level marketing consultant

Aisling's knowledge of the Irish and UK market was a big factor in Trilogy's decision to choose Aisling Foley Marketing. As was her copywriting experience in creating blogs, website content and datasheets.

## Responsibilities

Aisling creates and publishes two blogs per month on Trilogy's website and shares versions of these posts with publications and bodies including Dublin Chamber, London Chamber and IFSC.

Aisling manages Trilogy's social media and website and in August 2017 undertook a website refresh to highlight Trilogy's three key service areas. Aisling posts to LinkedIn on behalf of three management team members and shares posts across LinkedIn Groups and LinkedIn Pulse.

Aisling is also responsible for email marketing including the creation and circulation of prospect emails, monthly customer newsletter and Trilogy's internal newsletter.

Together with the Trilogy team, Aisling assists with organising events and other marketing activities as needed.

*"Aisling is a great asset to Trilogy. She is very efficient and her enthusiasm is infectious. I can trust her to create great content that needs very little input from us."*

**Edel Creely, Group MD, Trilogy Technologies**