



Objectives

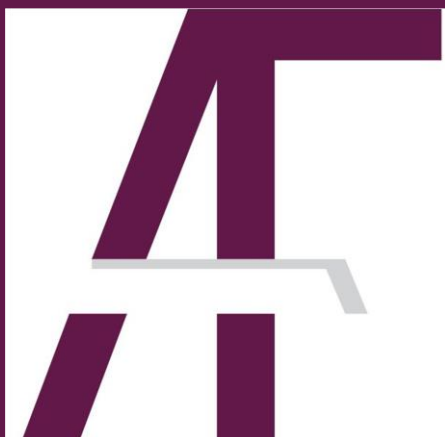
- Create and implement int'l marketing communications strategy
- Produce B2B website
- Write brochures, case studies, website, blogs
- Streamline and manage social media accounts
- Events and PR

Why Aisling Foley Marketing

- 25+ years B2B marketing experience
- Copywriting track record
- International marketing experience

Results

- New messaging and CVP
- Increased brand awareness
- New website with monthly blog posts
- LinkedIn and Twitter follower growth
- New brochures and case studies



CASE STUDY

Background

Irema, founded in 1985, manufactures Facemate medical face masks for the healthcare market and sells these to medical distributors internationally. It also produces filter material and air filters for the air conditioning and ventilation industry. Irema has customers in all continents. Irema Facemate is used by Ireland's HSE.

Requirements

- B2B marketer
- International marketing experience
- Senior level consultant

Responsibilities

As a result of the increased necessity for facemasks during the Covid 19 pandemic, Irema needed a marketing consultant to work on its international marketing communications strategy.

Messaging and website

Irema's website didn't reflect the unique benefits of Irema's surgical and respirator facemasks, nor adequately highlight the benefits of Irema's filter products.

Aisling worked with a web designer to create a new B2B website. She created new messaging, wrote fresh content and published one new blog per month on the [Irema website](#).

Customer communications and copywriting

There had been limited lead generation activities for some time and customer and prospect data was spread across a number of systems.

Aisling collated, cleaned and segmented customer and prospect data from all sources. She created a newsletter and sent regular emails to customers and prospects. She also [wrote case studies and product brochures](#), magazine [articles](#), presentations and award entries.

Event organisation

Aisling organised all aspects of Irema's successful attendance at [Filtech](#) in Germany in March 22.

"Aisling really helped us expand our marketing materials and increase brand awareness. She is honest, trustworthy and efficient. She learnt about our products and the manufacturing environment quickly and her content was always on message."

Sean Cooke, Strategic Development Manager, Irema