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Helping SMEs to find their marketing Mojo



Name Clodagh O'Connell
Company Mojo Marketing
The pitch Outsourced marketing services for SMEs

Marketeer Clodagh O'Connell is offering cash strapped SMEs outsourced services ranging from brand development and social media support to sponsorship and PR advice. *By Elaine O'Regan*

O'Connell established Mojo Marketing two years ago in Dublin, having worked as marketing director with the Travel Department and Head of sales and marketing for Nokia's retail arm.

"I'd been thinking about setting up my own business, and I figured that SMEs were probably the ones who might need the service most because their budgets are generally smaller and they have tighter margins," she said. "They may not necessarily need a full-time marketing manager but a lot of them need a bit of handholding with marketing."

O'Connell has bootstrapped the venture, working alone or in collaboration with others to complete contracts and projects.

"I'm very used to working with a team of people so you always have somebody to bounce ideas off. When you are working for

yourself the ideas start and stop with you," she said.

"I miss that, but I have partners I work with depending on different projects so I have a graphic designer I work with all the time and other people I'd work with on app or website development."

O'Connell works with three clients on an on-going basis acting as what she calls a "virtual marketing department" and takes on other clients on a project by project basis.

"Typically, my customers are SMEs with ten to fifteen employees. A lot are just starting to gain traction but they don't need a full-time marketing department yet. What I'm seeing with them is that traditional marketing is starting to come back in. Digital marketing is obviously huge, but offline can have a more personal aspect to it."