

17th August 2016

The marketing wonder woman

Clodagh O'Connell has entrepreneurship running through her veins. She talks to us about work/life balance as director of Mojo Marketing, and how social media can help - and hinder - your business.

Starting out on your own can be a lonely and daunting business, particularly if you are used to working with a team. I like to be around people who are positive about me and my ability to make my business work. People who encourage you to stick with it are paramount in times of self-doubt.

Work/life balance is difficult and sometimes it feels like the Irish working environment still thinks it's 1980! However, technology allows us to stay connected and that works for me because knowing what's going on at the office gives me a sense of calm. Routine is important when it comes to the work/life balance, particularly with things like doing the homework every evening, watching a weekend movie with my kids, attending their sports activities at the weekends. However, I also ensure that I exercise 2/3 times a week and that gives me some "me time" where I can't check my emails.

Business was in my blood with my parents running their own successful manufacturing company in Dublin for 30 years. They signed the papers for the business the day I was born, so I grew up in an environment where it was the norm to run your own business and I think it was something I always felt I would do. Is there ever a right time to take the leap? Probably not, but circumstance often has a lot to do with it and I try not to put myself under too much pressure.

Social Media is vitally important and is of course a constantly changing landscape. Staying on



top of that is a big part of what I do. People can underestimate the work involved, and it's harder now to get results from it than 5 or 6 years ago, but on the other hand there are better tools available to us now allowing for [greater] efficiency.

My role models are those people who have been through hell and still manage to get out of bed every day.

I am surrounded by amazing women in my life, my mother, my sister and my friends, who are my mentors whether they like it or not! When I was starting my business I spoke to a lot of people to get advice. I think one of the best bits of advice that was given to me was "Don't be a busy fool", and I have referred back to that a lot when making decisions within the business.

There are so many SMEs who are without a marketing element to their business, either through lack of knowledge or lack of budget. My business, Mojo offers a good solution on both issues, in that we effectively become your marketing department, and can represent you as your marketing team member at meetings and events. Our flexibility suits SMEs and that time can be ramped up if there is an event or conference that we are needed to work on and once that is finished we will revert to normal hours. We are happy to adjust to our client's needs in any given month.
