

10minuteswith

By Peter Tobin

EVAN MANGAN
The Marketing Crowd

1. Name of your business?
The Marketing Crowd

2. Location?
Killorglin, County Kerry

3. Client base?
Our clients are located throughout Ireland and include Sean Gallagher of RTE's Dragon's Den, The INEC, 5 star hotels such as The Aghadoe Heights and The Killarney Park and our clients in Cork include The Maritime Hotel in Bantry and Dunmore House Hotel in Clonakilty.

4. What does your business offer?
We help clients to sell more and look amazing. Our services include marketing advice, search engine marketing, internet marketing training, website design, illustration and branding. Visitors to our website (www.themarketingcrowd.ie) can download a free marketing guide containing 40 marketing tips to help survive the recession.

5. Your Unique Selling Point?
Clients choose us because they get big brand marketing expertise plus cutting edge technology that will increase their sales. I was previously head of European Marketing with Yahoo! Mobile and was also employed as a consultant for Yahoo! sharing best practice marketing with their teams across Asia. All web clients of The Marketing Crowd receive free marketing advice from me on how to increase their sales. In addition we offer our website clients the latest cutting edge technologies such as being able to watch videos of every visitor who browses their website which in turn helps clients increase the number of sales or enquiries from their website.

6. Why did you get into this area?
I spent 15 years in London working in marketing for leading



brands such as BT, Orange and Yahoo! Over time I realised I wanted to apply my marketing skills to setting up and building my own business in Ireland so I set up The Marketing Crowd.

7. How do you balance running a business and your life?

Top tip – if you have 3 kids under 6 ensure you find a very understanding wife like I did.

8. What do you do to unwind?

I play golf, watch lots of sport and take my kids to the beach as we

live by the sea in Glenbeigh.

9. What do you think is special about doing business in Cork?

The sense of humour .. and the boundless optimism I hear from our Cork clients every year Cork gets ready to face Kerry in the All Ireland final.

10. Where do you see yourself in five years?

Making regular visits to the Cork office we plan to set up in the next two years.