

Making marketing work for you

Evan Mangan

Company:
The Marketing Crowd

Position: founder

Location:
Killorglin, Co Kerry

By Cheryl O'Sullivan

After 15 years of tackling London traffic, Evan Mangan left the city behind him and returned to his native Kerry to become his own boss. Now living in Glenbeigh, Mangan runs The Marketing Crowd in Killorglin. It offers everything from design and branding to animation and advertising.

Mangan grew up in Killorglin, but moved to London in 1992 after graduating from University College Dublin with a masters in business studies. During his time in London, he managed advertising and internet marketing campaigns at BT, was head of marketing at Orange, and head of European marketing at Yahoo Mobile.

In 2006, Mangan realised he wanted to apply the skills he had learned to building his own business from scratch. Speaking to business owners in Kerry, he found there was little marketing and website expertise available for companies. "I felt that there was an opportunity to offer quality design backed up by



Evan Mangan, founder of The Marketing Crowd: swapped London for Killorglin

big brand marketing expertise and tactics," said Mangan.

He now employs two full-time and five part-time staff, with clients including Aghadoe Heights Hotel, Killarney Summerfest and the INEC events centre.

The firm looks after website design and development, as well as branding, illustration and animation. It also offers advertising services, marketing audits and plans, and training courses in marketing.

Mangan said that the recession had changed customers' needs. "Following the sus-

tained boom, most business owners realise they are inexperienced in how to market during a recession," he said. "They want to understand the key actions they and their team should be taking."

Mangan has created a 40-point marketing guide, which is available on the company's website, to help clients understand how to market these days.

He has also devised a training course on how to drive more web traffic and sales. "The cost will be much lower than if they had to travel to a

venue and pay a higher course fee, but the benefits remain the same," said Mangan. Next year, he plans to market the business aggressively, promising "the best quality at the most competitive prices".

Mangan said he would also be interested in franchising the business. "There are many marketing professionals out there who would love to be able to manage and grow their own marketing business by tapping into a well-established brand," he said. "I know that because, five years ago, I would have jumped at the chance."