

Marketing Clever provides strategic solutions for professional services providers

Working exclusively with professional services firms and technology companies, Mary Cloonan, founder of Marketing Clever, is a virtual head of marketing for her clients.

"I focus on their individual needs," she says. "Sometimes what's required is to create a campaign around a specific event, or a strategy for the effective use of online marketing. For others my brief is much broader and can involve profile building, the creation of a market development strategy, advice on how to improve client focus or how to harness referrals for new business gains."

Central to her proactive contribution is the drive for growth. "High growth professional services and technology firms know what they stand for, and they are very good at clearly explaining their positioning to prospective clients," she says. "They can define their target audience with great precision. I focus on ensuring they are armed with the best tools for that approach."

"The crucial element of



Mary Cloonan, founder of Marketing Clever



It's important to be creative, commercial and clever when it comes to market development

effective practice development is to align your firms marketing development plan with your overall business strategy.

"It is very challenging now for practices to compete as a general practitioner. A key foundation requirement for most professional services firms is a robust approach to illustrating and targeting their specific industry sectors. It's important to highlight expertise if you have it and prospects always like to hear they are working with an expert who can share specific insights and views on their industry.

"Whether you have a specific need or a general feeling that you are not doing enough to develop your firm and you're just not sure where to focus, Marketing Clever can help."

Having worked with five of the top 20 accountancy

practices in Ireland and recently collaborated with two firms who were shortlisted and a winner at national industry awards, Cloonan has an established track record in her niche space.

"Professional services providers typically have very limited time to devote to market development, yet it's imperative that they make the right decisions to facilitate growth," she says.

"That's why they frequently need third party expertise to make the best use of their business development efforts to achieve new levels of growth and prosperity. It's important to be creative, commercial and clever when it comes to market development."

For further information, see www.marketingclever.com or email

mary@marketingclever.com



MARKETING CLEVER