

Carol Cousins



Carol Cousins Marketing

A highly skilled and experienced marketing and digital marketing professional, Carol works with businesses to cut through the clutter and develop clear, focused marketing strategies and business plans to drive their business growth.

Areas of Expertise

She specialises in guiding businesses in:

- Researching and developing marketing and digital marketing strategies that are practical and achievable within tight budgets.
- Identifying and refining the brand message and ensuring it is clearly communicated across marketing channels.
- Setting out a realistic marketing calendar to ensure a consistent and effective approach to marketing.
- Guiding clients in terms of effective digital marketing to raise brand awareness and drive sales - including Social Media Marketing, Email Marketing, Content marketing, SEO and google ads.
- Conducting market research and customer surveys.
- Website optimisation, whether developing a new website or upgrading an existing website.

Experience

She has over 20 years experience providing mentoring and consultancy to start-ups, small and medium sized businesses, across sectors. She currently sits on the panels of LEO Fingal, Dublin City, Meath and Galway.

“I engaged Carol to support me to create and execute my digital marketing strategy. Carol demonstrated her wealth of experience in the practical advice she gave me. She helped provide clarity and got me focused on exactly what I needed to do to achieve my goals. She was able to quickly understand my business and provided valuable insights and advice tailored to my needs. Carol is both personable and professional and I would highly recommend her to anyone seeking strategic marketing support” Adrienne O’Hare, mentoring client, LEO Fingal.

(For more feedback from Carol’s mentoring clients and to see how she helped them to achieve their goals, go to <https://carolcousins.com/clients/> and <https://www.linkedin.com/in/carolcousins/>)