

# Event Speaker

Geraldine Minogue of Gleeson's Goldsmiths in Clare



# LOCAL ENTERPRISE WEEK 2022

07-11 March

## GOING FOR GOLD

**Running your own business can be extremely rewarding, but there can also be many challenges to overcome as everything from financing, marketing, staff issues and everything else in between lands on the shoulders of the owner.**

When a couple are in business together this can help to share the load and while it may be difficult to separate home and work life, there is a great comfort in knowing that your business partner will always have your best interests at heart.

This is the case for Brian and Geraldine Gleeson who started working together five years ago after Brian spent much of their lives at the helm, having initially started their jewellery enterprise in Shannon, Co Clare over four decades ago.

"Gleeson Goldsmiths was established by my husband Brian Gleeson in 1981 in Ballycasey Design and Retail Centre, which was formally known as Ballycasey Craft and Design Centre," says Geraldine. "We are a Goldsmiths and Jewellers specialising in engagement and wedding rings along with other items of handmade gold and silver jewellery. I started working in the business about five years ago, initially in part time capacity, but now I am there in a full-time role. I look after the marketing and advertising side of things which include website updates and social media and I also work front of house in the shop."

Since it started 40 years ago, the business has seen a lot of change and weathered many different economic storms, the most recent happening as a result of Brexit. But while this did cause problems for the family run enterprise, the onset of the Pandemic didn't have too much of a negative effect on business.

"Brexit was, and in fact still is, proving to be a challenge for us, from the point of view of importing raw materials," says Geraldine. "But we have managed and with regard to the impact of Covid 19, it has actually proven to be mainly positive for us. So, although we did have to close during the recurring lockdowns, we were lucky to have a full ecommerce website in place, so this became our [virtual] shop window – and we continued to work behind the scenes where we were able to do business online and send items all around Ireland and beyond."

In order to deal with the fallout from the global crisis and for

their business to continue successfully, Geraldine and Brian implemented some changes and approached their Local Enterprise Office for both financial and mentoring support. "We partnered with a digital brand amplification agency and as a result of this, we now use targeting and strategic social media campaigns to drive traffic to our website," says Geraldine. "This is now a full e-commerce site, and it has proven to be very successful with an increase in online sales, footfall in store and overall sales."

"With regard to our Local Enterprise Office in Clare, we received some one to one mentoring support and we also got a Trading Online Voucher which we found to be great as it really helped us to improve our existing ecommerce website and conduct a full SEO audit. We have also availed of a number of other online marketing courses, which have also been very beneficial."

The support which the Co Clare couple received had a big impact on their business and Geraldine says she would advise others in a similar position to avail of all the help which is offered by their Local Enterprise Office.

"The support we received was great and I would definitely encourage others to go and talk to someone at their LEO," she says. "There is a huge range of support on offer whether it is a training course, some business mentoring or even financial support – so there really is something there for every small business."

**Having been in business for several decades, Gleeson Goldsmiths has certainly evolved with the times and the savvy pair have no intention of slowing down any time soon with plenty of ideas in the pipeline for future expansion.**

"Our future plans involve us trying to continue to grow our online business as it acts as a great shop window for us," says Geraldine. "In fact, we have seen many examples of clients who have travelled some distance to us to buy a particular item they saw online."

"So, because our products are not cheap it will not always be about the 'check out' and online sale for us – but instead it is about creating awareness of what we have on offer. And in the near future, we hope to be able to add to our team which will also help us to continue to increase sales."

**FREE SPOTLIGHT EVENT: 11th March 11am – 12pm**

**Boost Your Business Online:  
How to stand out from the crowd.**

