

Miriam Stevenson



Marlborough Marketing

Miriam Stevenson is the Owner and Founder of Marlborough Marketing. When it comes to Digital Marketing, Web Design, Search Engine Optimisation and Social Media Training she is extremely hands on.

She works across Ireland and Northern Ireland; helping clients to improve and be more confident at the digital side of their business; increasing clients' sales due to innovative training and strategic digital strategies and ensuring that they always 'think big' in terms of their marketing.

Miriam has a lot of experience of working in the Private Sector before deciding to open her own business to help others be better at their Marketing and Design. In her spare time, Miriam enjoys oil painting, travelling to France as she lived in France for several years and walking her beautiful Irish Setter Poppy who is a rescue dog.

Areas of Expertise

Marlborough Marketing is all about high impact Innovation Marketing. Helping you to drive growth through a strong Brand and Innovation. Digital Marketing is ever evolving, and our mission is to bring client's marketing as up to date as possible through hands on training and mentoring. The business specialises in Digital Marketing (E-mail Marketing, Content Marketing, Marketing Analytics), Website Design, Search Engine Optimisation, Social Media Training (Instagram, Facebook, LinkedIn, Twitter and Tik Tok) and also Etsy. It is important in today's climate to have a story and we find so many businesses have an amazing story but they a) never tell it or b) don't tell it in engaging ways to connect with their audience. Before any other Marketing techniques are employed, a company story is key as it a) influences what you post each day b) what keywords you use for SEO c) what way you design your website and d) how your marketing strategy develops.

Experience to date (sample reference projects)

Marlborough Marketing provides Consultancy and Mentoring Support through Fully Funded Programmes via Councils in Ireland and Northern Ireland and also the likes of Intertrade Ireland as well as providing support to clients privately. We love working with all sectors from Construction to Professional Services but we particularly love helping Food and Drinks Organisations, Manufacturing business owners, Arts and Crafts businesses and Tourism/Hospitality businesses.

Recently, we have worked with a Multi-Award Winning Manufacturing Organisation; helping them with their new Website, SEO, E-Mail Marketing and LinkedIn Training. We have also mentored a number of startup businesses in the Tourism and Hospitality Sector; aiding them with a Strategic Plan as well as Social Media Training. In addition, we helped several award-winning Food and Drinks businesses increase engagement of their brand through their website, social media channels and google search. Lastly, with a looming economic recession upon us, Marlborough Marketing works with Micro Arts and Crafts Businesses to help them generate more sales via Etsy and to direct traffic from Etsy through to their website and social media channels. Also this year, Miriam mentored a client who then went on to win the YES YOU CAN Women in Business Pitching Competition at the Annual All Island Women in Business Conference.