

Taralouise McCaughey

Zinc Media Agency



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ZINC MEDIA AGENCY

Spotting a gap in the market in her local area for a service that she held all the skills and experience for, inspired Taralouise McCaughey to launch her own business.

Originally from Merseyside in England, Taralouise moved to Donegal 11 years ago where she worked in the hospitality and events industries before deciding to set up ZINC Media Agency in Bundoran.

ZINC is a digital marketing agency with an offering of social media marketing, digital online campaigns, event management, workshops, and one-to-one training.

Tara had experience managing social media accounts while she was working in the events industry and she was getting more requests to manage other businesses' accounts. She saw a gap in her local area for a company offering these services.

She tested the water by putting out a market research questionnaire and, pleased with the responses, started to develop the business, launching the company in September 2018.

Taralouise says ACORNS gave her the tools and support to grow her business, put it in front of the right people, and target a wider range of potential customers. She also found that being associated with ACORNS has been very beneficial as more and more companies are aware of the programme.

Taralouise works out of the Cowork Plus office Space in Bundoran where she is also the Community Engagement Manager.

She plans to offer more online and in-person workshops, grow her client list, develop a website for ZINC and produce an online training course to enable new companies to grow their business organically online.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine