

Aileen Barron

Green Acre Marketing



CONTACT DETAILS

T: +353 51 37181

E: abarron@greenacremarketing.ie

Twitter: @GreenAcreMkting

www.greenacremarketing.ie



Green Acre
MARKETING

Having grown up on a farm, Aileen Barron has spent her whole life immersed in the world of farming and agribusiness.

And after studying marketing and agribusiness at college and gaining many years of industry experience, she was perfectly placed to set up her own company providing marketing services to agribusinesses.

Prior to setting up Green Acre Marketing, Aileen had spent more than 12 years working in the sector. It was during this time that she identified a need for a company that had strong marketing skills and a good knowledge of the industry.

She noticed that a large proportion of agribusinesses, which had no marketing department, either relied on an already-stretched sales team or on international marketing departments with limited knowledge of the Irish market, to implement their strategic marketing plans.

With her impressive educational background - which included a degree in Agribusiness and Marketing from GMIT, a Postgraduate Diploma in Sales Management from UCD's Smurfit Business School and a Diploma in Digital Marketing - Aileen was perfectly placed to seize this opportunity.

In 2014, she set up Green Acre Marketing in Butlerstown, County Waterford. The company offers a range of marketing services to agribusinesses including strategic marketing planning, offline communications, event management, literature design and development, digital marketing development, social media management, advertising, PR and marketing mentoring.

In 2018, Green Acre Marketing moved to new premises in the Waterford Industrial Estate to facilitate growth and the service offering.

Green Acre Marketing is now recognised as the leading marketing agency in Ireland servicing the agribusiness sector.

Taking part in ACORNS and networking with other young businesses allowed Aileen to realise a game plan for growth and gave the business a confidence to grow and diversify as required, which it continues to do.

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