

Tracy Armstrong

TAM



CONTACT DETAILS

T: +353 89 601 1926

E: tracyarmstrongmarketing@gmail.com

www.tracyarmstrongmarketing.com



Mayo native Tracy Armstrong is the founder of TAM, an Irish marketing company established to help small and medium businesses to get the relevant tools and expertise to help them grow their brands.

Since graduating from the University of Galway in 2005, Tracy worked in Marketing for over fifteen years. This included a role as Marketing Manager with the popular HELLO! Magazine in London and returning to where she obtained her Commerce & Marketing degree in Galway, working on the University's re-brand project.

Between those roles, she co-founded KO Kombucha – an Irish-made fermented tea drink positioned in the premium beverage market. KO Kombucha products were stocked in over 100 health food stores, cafés and restaurants throughout Ireland, gaining a strong client base in the process.

Today, Tracy helps clients achieve their marketing goals using a variety of strategies tailored to their needs. TAM initially conduct a marketing review to gain an understanding of their client's business before providing them with their suite of services. The introduction of AI Marketing services helps them understand AI and how they can implement it to their advantage, identifying opportunities and designing tailored AI systems.

TAM also assist businesses with Digital Marketing and Social Media strategies and implementation as well as offering Tracy's expertise as a fractional marketing partner – a service where she provides ongoing support to her clients who may not need a full-time marketing manager.

ACORNS provided Tracy with a chance to pause and seek second opinions on her business operations. She built long-lasting relationships with fellow participants and ACORNS Lead Entrepreneurs and she continues to meet for catch-ups since the programme concluded.

Moving forward, she hopes to continue to grow the business and build her client base domestically and abroad.

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