

Michelle Daly Hayes

Marketingbase.ie

CONTACT DETAILS

T: +353 85 861 0640

E: michelle@marketingbase.ie

www.marketingbase.ie



MarketingBase.ie
MARKETING & COMMUNICATIONS



Growing up in a family-run business in County Limerick, Michelle Daly-Hayes was introduced to entrepreneurship from an early age. However, it was her love of reading, writing and storytelling that ultimately shaped her career.

Michelle gained experience in the media industry at just 16, working part-time at The Limerick Post while attending secondary school. She graduated from UL with a BA in History, Politics and Sociology before working in Journalism and Communications across Brussels, Dubai, Morocco, Dublin and London. She also holds an MSc in Business (Innovation in Social Enterprise) from DCU, a Graduate Diploma in Digital Marketing from TUS, and a Graduate Diploma in Sustainability of Work from UL.

She established two businesses - Idearium (2013) and The Launch Agency (2024), providing PR communications, Marketing and Social Media consultation and Event-Management services to her clients. Her experience and expertise in working with both multinational companies and smaller enterprises highlighted that many SMEs need professional marketing and communications support but often cannot afford a full-time specialist to carry out this work.

It was from this that Michelle founded Marketingbase.ie, a platform dedicated to giving small businesses affordable and easy access to practical marketing and PR resources. Its subscription model will provide users with media databases, templates and guidance covering areas such as press releases, social media management and video production.

As her idea for Marketingbase.ie was in its infancy, she applied for the ACORNS programme. Upon joining, she found its structured sessions, mentoring from her Lead Entrepreneur and the support of her fellow participants extremely beneficial to her.

"ACORNS gave me an opportunity to step away from the day-to-day work and look at the business from a different perspective," she said.

Michelle has since been accepted onto WE Build, an InterTradeIreland-supported accelerator delivered by TechFoundHer. Her next step is to develop the technology behind MarketingBase.ie and test the platform with an initial group of 60 to 80 businesses before bringing it to a wider market.

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