

# Alastair McDermott

## Marketing Consultant

Author · Speaker · Podcaster

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## Bio

Alastair helps consultants to generate more leads consistently so they can eliminate their dependence on referrals, and get out of the feast-famine cycle.

He does this by helping them create and execute a simple, effective marketing strategy that works for their business and client base.

He is a former software engineer, now a B2B marketing consultant. He built his first website on GeoCities in the before-time of 1996, and he has been hooked on websites ever since.

Alastair left a "safe" corporate job in early 2007 to start and grow his first business during the worst recession in modern history - that was a wild ride. Along the way he co-founded several start-ups, some of which were mildly successful, and he has written a book called "Running a Website with WordPress: A Quick Guide for Business Owners". He has a podcast and email list called Marketing for Consultants.



Podcast



Book

## Career/Business Timeline

- First job ever: assistant kayaking instructor
- First job post-college: IBM mainframe assembler programming
- Six years at Sun Microsystems as software engineer
- Started business in early 2007
- Successful first year with six figure project
- Financial crisis 2008-2011 almost destroyed business
- Slowly built business back up from 2012-2020
- 2020 best revenue year since 2007

## Speaker, Podcast & Radio Guest

Alastair has spoken at many business & marketing events, and been invited as a guest lecturer at several 3rd level institutions, including University of Limerick, University College Cork, and Galway-Mayo Institute of Technology. He has also guested on many podcasts, including one of iTunes most popular business podcasts, "Breaking Down Your Business" with Brad Farris and Jill Salzman. He has also appeared on radio and podcast with Dublin City FM's "Inspirational People, Inspirational Stories", as well as INC60, Hallway Chats, Dealing with Goliath, Social Media Chat with Louise McDonnell, Make Your Someday Today and more.

## As Seen In



## Talking Points

- Marketing strategy
- Lead generation for professional services
- Are Websites Actually Important?
- Vertical specialization is the Magic Bullet
- Risk tolerance
- YOUR website is not for you, it's for your clients
- Specialisation, expertise and imposter syndrome
- How to create content – friend going out of business
- Web design is a translation project
- Inbound marketing
- SEO doesn't work for consultants
- Is authority marketing SEO?
- Minimum Viable Brand Identity
- Choosing the Right Web Design Company

## Trusted By

