

MSC STUDENTS CREATE BRAND BUILDING MARKETING STRATEGY FOR ONLINE IRISH START-UP

Croía
IRELAND

BACKGROUND

Croía Ireland is an early-stage start-up online store born out of a passion and desire to support and promote local Irish businesses. Croía wants to create a tight-knit community for both buyers and sellers by providing an authentic space for small Irish makers, designers, creatives, and businesses to showcase their uniquely Irish talents.

THE NEED

Wishing to establish its brand as the go-to online store for high-quality, Irish products, Croía engaged the talents of MSc in Digital Marketing students in a live case collaboration. Their brief was to create a comprehensive digital marketing strategy that would build the Croía Ireland brand, increase customer reach, and attract new suppliers.

THE SOLUTION

In the first phase of the collaboration, students undertook individual assignments, defining the characteristics of all visitors to CroiaIreland.com, examining referral traffic sources to the site, and analysing user behaviour. The second phase involved students working in groups to create Google and social media adverts for Croía, targeting key users.

These groups also set out marketing objectives, outlining the role that various digital advertising platforms should play in the short, medium and long term. Proposals included positioning Croía as a one-stop-shop to Buy Irish by creating social media advertising on Facebook and Instagram supported by Google search and display ads. Students used the insights provided by Croía, combined with market trends and consumer insight, to create mock-ups of the ads to best convey their recommendations to Croía.



BENEFITS OF THE ENGAGEMENT

MSc students who took part in this live case gained a real-world understanding of the challenges facing early-stage start-ups and the elements involved in building and growing a new brand. It also gave students from an international background a deeper understanding of Irish markets. Adithya Hemanth, a student on the programme, echoed this: “As an international student with little or no background in the Irish market, this live case enabled me to gain a fair understanding of the business and its respective trading industry/market. That for me is one of the top benefits of live cases.”

The collaboration with MTU provided Croía with a comprehensive bespoke marketing strategy utilising advertising, search engine optimisation and social media planning. Ciara Hennebry, founder of Croía Ireland, commended the creativity of the students and valued the time and cost-saving benefits this live project afforded the young brand.

“As a start-up company, we don’t have the resources to hire ad managers so having the students investigate the company and compile ideas was very beneficial and saved us lots of time. The creative ideas were amazing, and I am really looking forward to using these throughout my campaigns.”

- Ciara Hennebry, Croía Ireland founder.

Contact us to connect your Enterprise with MTU. Email us at extended.campusCork@mtu.ie to discuss a collaboration to suit your needs!