

DIGITAL MARKETING STUDENTS PROVIDE ESSENTIAL SERVICE FOR CORK BUSINESS

GROUND

wellbeing

BACKGROUND

GROUND Wellbeing is a Cork-based artisan wellness brand which brings a collection of face balms and body oils made with natural, quality ingredients to the market. GROUND was founded by award-winning spa consultant Peigín Crowley who is passionate about making wellness accessible to all. Having worked as a spa consultant for many years, Peigín helped create award-winning wellbeing experiences in numerous luxury spas across Ireland. In 2020, with the backing of Local Enterprise Office Cork, Peigín launched GROUND Wellbeing. All GROUND Wellbeing's products are handcrafted using traditional methods and made in small batches by Peigín in Cork.

THE NEED

Seeking to increase business growth, GROUND Wellbeing wished to identify areas to expand brand awareness and commercial activities. Having assessed the options available, the company concluded it should focus on online marketing to discover new opportunities.



THE SOLUTION

GROUND Wellbeing engaged with MTU's part-time MSc Digital Marketing Strategy students on a live case assignment, tasking students to formulate a digital marketing strategy to help the business expand its brand and commercial activity online. Students worked in groups to conduct a competitor analysis and an audit of the brand's existing digital marketing strategy. Each group then formulated a strategic plan for growth in line with GROUND Wellbeing's goals. Solutions presented by the students included content marketing, social media marketing, Google Ads, SEO, email marketing, online PR and influencer marketing. Each group also created a detailed content marketing calendar and a digital marketing budget proposal.

BENEFITS OF THE ENGAGEMENT

Collaborating with Peigín Crowley on this live case project allowed students to apply their learning in class to a real-life scenario. It provided a practical opportunity for students to develop and implement a digital marketing strategy, create new revenue streams, and improve practices that were already in place. Working together in groups enabled students to share experiences while developing communication and teamwork skills resulting in effective digital marketing strategy presentations. Commenting on the collaboration, Peigín said, "While the digital landscape is ever-changing and daunting at the best of times – these students broke it down into manageable, budgeted steps, offering me the tools and knowledge to navigate confidently". Peigín is looking forward to implementing these strategies and sharing the results with students in real-time in the coming months.

"I WAS BOTH SURPRISED AND THRILLED AT WHAT I LEARNT ABOUT MY OWN BUSINESS FROM THE TEAMS STUDYING MSc DIGITAL MARKETING STRATEGY AT MTU. THE EFFORTS ENGAGED WERE EXCELLENT AND I APPRECIATED THE FRESH PERSPECTIVE THEY GAVE ME ON MY BUSINESS."

- Peigín Crowley, Founder of GROUND Wellbeing

"THIS PROJECT ALLOWED US TO APPLY WHAT WE LEARNED IN CLASS TO A REAL-LIFE SCENARIO. IT WAS A GREAT WAY TO FAMILIARISE OURSELVES WITH HOW TO IMPLEMENT A DIGITAL MARKETING STRATEGY. WORKING IN GROUPS ALLOWED US TO LEARN FROM ONE ANOTHER'S EXPERIENCES, AND DEVELOP OUR COMMUNICATION AND TEAMWORK SKILLS, ENABLING US TO PRESENT STRONG DIGITAL MARKETING STRATEGIES. WE ARE ALL TRULY LOOKING FORWARD TO SEEING WHAT THE FUTURE HOLDS FOR PEIGIN AND THE GROUND WELLBEING TEAM."

- Cliona Sheehy MSc Digital Marketing Strategy student