

DATA SME WORKS WITH MTU STUDENTS ON MARKETING AND BRAND STRATEGY

MiBiCube

BACKGROUND

MiBiCube Ltd. is an online data-mart and analytics SME that offers innovative data storage solutions for commerce across industries. The Cork-based company was launched in 2020 by two experienced data warehouse architects and business intelligence professionals.

THE NEED

MiBiCube's networking opportunities were severely curtailed when trade shows and conferences were cancelled due to COVID-19 restrictions. These events were crucial in showcasing its services and connecting with potential clients. While the MiBiCube team was confident its services were a formidable solution for the marketplace, they wanted to explore new ways to connect with their target audience.



THE SOLUTION

MiBiCube collaborated with MTU MSc Marketing students on a live case assignment to devise branding and marketing strategies that would effectively position and market MiBiCube's product and attract new clients.

Students began by analysing MiBiCube's industry landscape and interviewing individuals from various industry backgrounds who use data warehousing and data mart services. This research gave students an understanding of how organisations use data services, helping them to identify MiBiCube's target market. The research gathered indicated that MiBiCube's brand was not well-known in the market, so the students set about analysing the brand to discover the characteristics that make it stand out from the competition to highlight these unique selling points to potential clients.

Students crafted a plan that provided MiBiCube with steps to improve its online engagement by upgrading its website and social media profiles. These included feature changes to the website to make it more accessible and user friendly for online customers and online promotional tools, such as Google Ads and SEO to increase website traffic and create more opportunities to convert prospects into customers.

BENEFITS OF THE ENGAGEMENT

MiBiCube gained a fresh perspective and academic marketing insights from the students. The branding and marketing strategies developed by the students can be used to shape the company brand and connect with its target market as MiBiCube continues to grow.

Working with MiBiCube provided students with valuable practical marketing experience and an insight into a rapidly growing market. Devising strategies, writing reports, and presenting their ideas to the company in a live case scenario helped the development of critical thinking skills and professional practice.

"MiBiCube was delighted to partner with MSc students to build our marketing strategy. As a young company we don't yet have the resources or time available to initiate projects like this, but having the students on board allowed us to confidently put the task in their hands. We look forward to implementing their recommendations and strategies as we continue to develop and grow."

- Declan McCormack, Sales Manager MiBiCube.