

DIGITAL MARKETING STUDENTS DEVELOP CREATIVE STRATEGIES TO SUIT CORK RETAILER



BACKGROUND

Located on Drawbridge Street in Cork City, Red Church is a formal menswear and wedding suit specialist, delivering quality menswear for the modern man. Owned and operated by Eoin Murphy, Red Church opened its doors in December 2019 and has become a top retail destination for men in Cork.

THE NEED

Covid lockdown restrictions concerning both retail and weddings directly impacted Red Church with supply and demand issues. Eoin Murphy partnered with MSc in Digital Marketing students in a live case collaboration, to assist Red Church to strategically engage with their target consumer, build brand awareness, and increase sales in-store and online.

THE SOLUTION

Working in groups, students met with Eoin online, allowing them to conduct a professional consultation with a client. Armed with an overview of the business and supplied with the information they needed, students set to work on creating and developing specialist strategies to assist Red Church to further engage with its target market.

Students then presented their proposals, recommending website and search engine optimization improvements, radio advertising, and email marketing. Suggestions also included establishing a referral system and collaborations with local businesses to build on the existing hyper-local trend.

BENEFITS OF THE ENGAGEMENT

Working on a live case gives students a unique opportunity to work with a client on a complex issue and provide viable solutions. Clionadh Fahey, a student on the MSc in Digital Marketing, spoke about how working on live cases throughout the pandemic has equipped her with a unique skill set. "Given the current business climate, live cases have taught me how to adapt and work through unpredictable situations that are more complex than textbook learning."

Director of Red Church Eoin Murphy spoke highly of the students' proposed strategies and highlighted how it has allowed him to refocus his efforts. "Participating in this master's program gave my business Red Church great insight and focused on what marketing strategies I should be concentrating on."



"The students were all well prepared and professional and I would highly recommend any business to participate in this program. I now have a very definite roadmap on what marketing strategies I will follow in both the short and medium-term."

- Eoin Murphy, Director of Red Church.

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