



# Briefing

DATE: 11 DECEMBER 2020

## INTRODUCTION

Connectify was set up in July 2020 as an ecommerce store for digital living and smart connected devices. We partner with the best-known brands in the world to bring the ultimate in connected technology to our customers. We are currently three founding members with the potential to scale.

## OUR AMBITION

Connectify bundles smart home technology and home automation equipment using the tech available from the biggest brands to your home. Connectify also provides the necessary setup and configuration assistance to ensure you get the most from the technology.

## OUR CORE AUDIENCE

Our target market includes late millennials and boomer generations across Ireland. Our customers are most likely newcomers to the world of the connected home rather than the early adopters. Prospects who may have heard about and seen some connected home devices but are nervous about where to start, how they work and what support is available.

## SUGGESTED DELIVERABLES

Instagram Follower Growth: would it be possible to come up with a follower growth strategy specific to Instagram – what do we need to do to achieve growth in this area – what ideas could you come up with in terms of content or stories etc. and how we deliver our message on this platform. This plan should have a timeframe to run until the end of March 2021

Short Term Content Strategy: Across all social channels what can we do to promote new product that will become available between now and the end of the year.

Key metrics will be traffic growth to the site, follow growth and sales conversions.

Attached you will see our brand guidelines which gives you an idea of our tone of voice and what we stand for as a brand which should give you some guidance on how to deliver the above.

## WHAT DO WE WANT OUR AUDIENCE TO DO?

Contact us, find out more about our services, engage with our content and purchase

## WHAT WE LIKE

[https://www.instagram.com/lush\\_interiors/?hl=en](https://www.instagram.com/lush_interiors/?hl=en)

<https://www.instagram.com/curryspcworld/?hl=en>

<https://www.instagram.com/huaweimobileie/?hl=en>

<https://www.instagram.com/samsungireland/?hl=en>

<https://www.instagram.com/gaffinteriors/?hl=en>

<https://www.instagram.com/tplinkuk/?hl=en>

To apply: Interested students should send a brief bio/CV with a focus on social media work  
[hello@solv.ie](mailto:hello@solv.ie)