

# Project Study with HiParly: Social Media Content Creation & Marketing

**HiParly** helps users actually speak in foreign languages by practising real-life conversations and scenarios. With our AI-powered app, our mission is to make speaking a new language more accessible, engaging, and practical for everyone.



## Project Overview

**Duration:** 3-6 months, **Team Size:** 3-5 students

Students will work closely with HiParly's founding team to create social media content or support influencer marketing. This project offers hands-on experience in social media marketing within a startup environment. You can choose one track for your project study.

### Track 1: Content Creation

- **Content Creation:** Create engaging content, including videos, graphics, and posts, that resonates with language learners. Test different content buckets and optimize based on feedback and performance.
- **User Engagement:** Interact with users and related accounts to drive visibility.
- **Performance Tracking:** Analyze engagement rate, watch time, as well as the reached demographics. Adjust content based on performance data for improvement.
- **Innovation and Creativity:** Experiment with content ideas using market data and feedback.

### Track 2: Influencer Marketing

- **Influencer Outreach:** Identify and reach out to influencers relevant to explore collaboration opportunities with HiParly.
- **Influencer Engagement:** Analyze trending topics and influencer engagement to find strategic fits for HiParly's goals.
- **Profile Analysis:** Utilize influencer analysis tools to assess relevant influencers and their content's impact on target audiences.
- **Performance Tracking:** Measure the effectiveness of influencer campaigns and optimize based on performance data.

## Requirements

- **Skills:** Familiarity with social media platforms (TikTok, Instagram, and LinkedIn). For the first track familiarity with video editing and design tools (e.g. CapCut, Adobe Premiere Pro, Canva etc) is desired. Interest in social media marketing, language learning, and startups is a plus.
- **Teamwork:** Ability to work effectively in a team environment, communicate ideas clearly, and contribute to shared goals.

## What We Offer

- **Real-World Impact:** Your strategies and content will directly influence HiParly's growth and user engagement.
- **Startup Experience:** Gain hands-on experience working in a fast-paced startup environment.
- **Mentorship:** Receive guidance from HiParly's co-founders, content creators, and marketing mentors.

## Application Process

Please send your CV and a brief email outlining your interest in this project to [handan@hiparly.com](mailto:handan@hiparly.com).

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