



**Onni**

CAREFREE PREGNANCY

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# Digital Marketing Strategy Project

**Case "Onni"**

Fictional premium pregnancy service provider in the Finnish Market

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# 01 The product

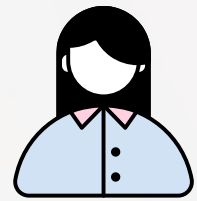


# Premium service for a carefree pregnancy

To make sure everything is alright and to give you the opportunity to focus on the most important thing: bringing your baby to the world.

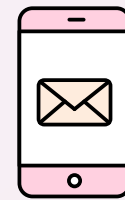
Onni complements the Finnish Neuvola system by providing extra health checks, scans, birth training and on-demand advice for a carefree pregnancy. The smooth digital experience is easy to use and is customised to your needs.

# Services provided



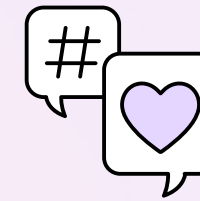
## Extra health checks on the mother and the baby

- Early scans as soon as the mother wants (Neuvola provides first scans on weeks 11-14)
- Extra and 4D scans and videos of the baby
- Extra lab tests throughout the pregnancy
- Possibility of having the same nurse and doctor throughout the pregnancy to build a relationship with



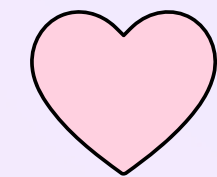
## Application with on-demand advise and community of mothers at all times

- Easy-to-use application
- Information of expectancy and the different phases of pregnancy
- On-demand advise available at all times for big and small questions
- A community of future mothers to have peer support



## Birth training, fear coaching and therapy

- Birth training classes with other future mothers and coaching for a birth plan
- Opportunity for fear coaching with a therapist if needed
- Opportunity for extra therapy for worries about raising a child



## Premium treatments for a stress-free expectancy

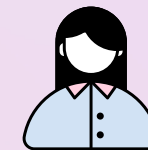
Opportunity to purchase the following services:

- Physiotherapy
- Massages
- Acupuncture
- Zone Therapy
- Relaxing treatments for a stress free mother

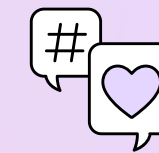
# Pricing and subscriptions



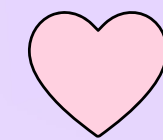
**On-demand advise and  
community of mothers**



**Extra health checks on the  
mother and the baby**



**Birth training, fear coaching  
and therapy**



**Premium treatments for a  
stress-free expectancy**

X€

**Basic package for the whole  
pregnancy**

**Basic package:**

- Easy-to-use application
- Information on expectancy and the different phases of pregnancy
- On-demand advise available at office hours
- A community of future mothers

**Basic package:**

- Extra and 4D scans and videos of the baby
- Extra lab tests throughout the pregnancy

**Basic package:**

- Birth training classes with other future mothers and coaching for a birth plan

**Basic package:**

- One physiotherapy session
- One massage

Z€

**All premium services for the  
whole pregnancy.**

Includes all of the basic services.

**Premium package includes:**

- 24/7 on-demand advise from health professionals. Whenever needed, wherever needed.

**Health extra or premium  
package include:**

- Early scans as soon as the mother wants
- Replace all Neuvola services. Same nurse and doctor throughout the pregnancy to build a relationship with.

**Therapy extra or premium  
package include:**

- Fear coaching
- Therapy for worries about raising a child

**Treatment extra or premium  
package include:**

- Monthly physiotherapy
- Monthly massages
- Acupuncture
- Zone Therapy
- Relaxing treatments for a stress free mother

+Y€

**To add only health extra to  
basic package**

+Y€

**To add only therapy extra to  
basic package**

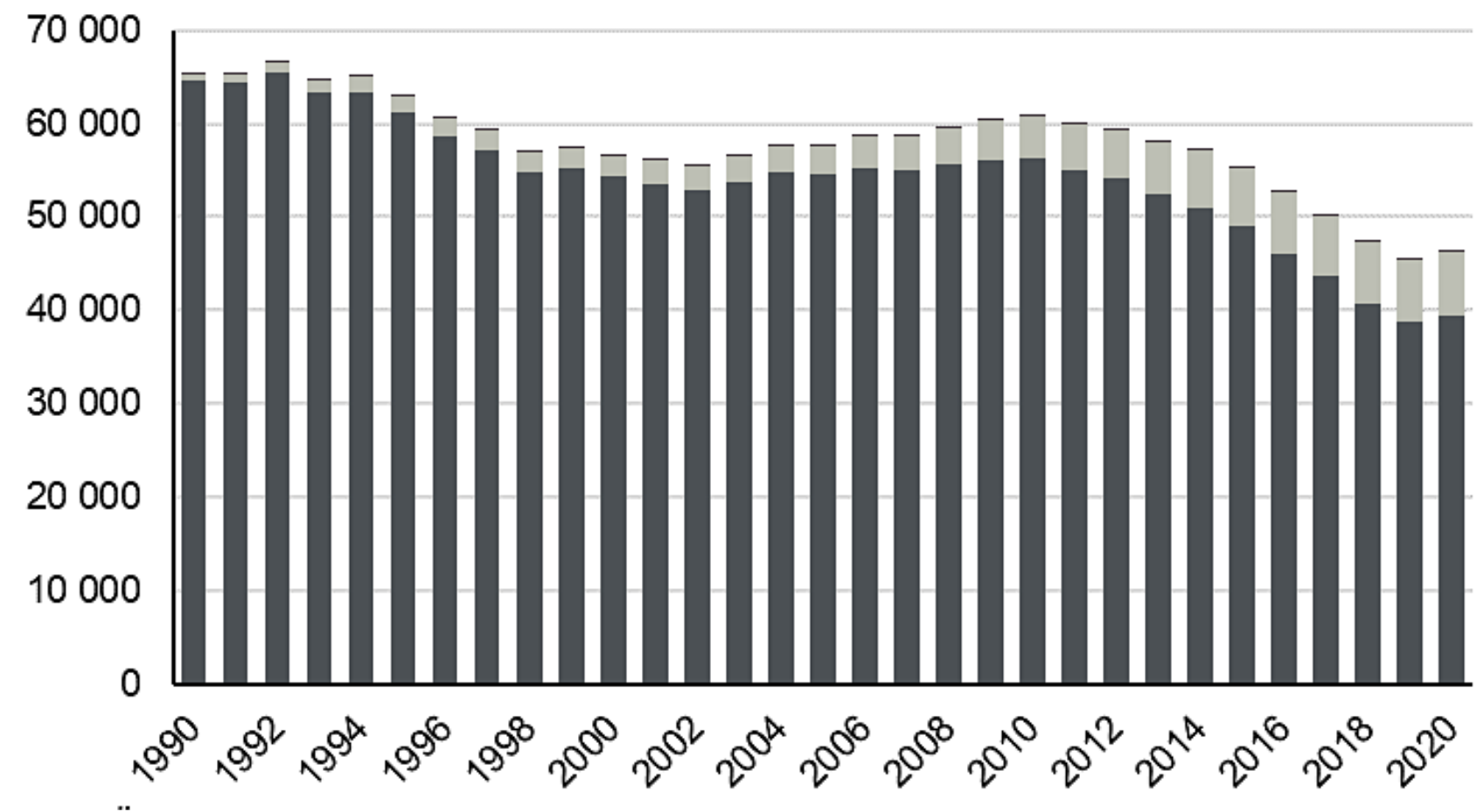
+Y€

**To add only treatment extra  
to basic package**

24/7 advice only available in  
premium package

# The Finnish Market

- The public health care sector has been downsized and the popularity of private midwife services has risen in the Finnish market (HS, 12/2021)
  - Future parents are especially looking for services to fill the gaps of the services provided in the public sector, like early scans and extra assurance of the baby's health. Also, support and the possibility to discuss fears is something many are looking for.
- There were about 50 000 babies born in Finland in 2021. (Tilastokeskus)
  - The average age of a first time birth giver is about 29 years old

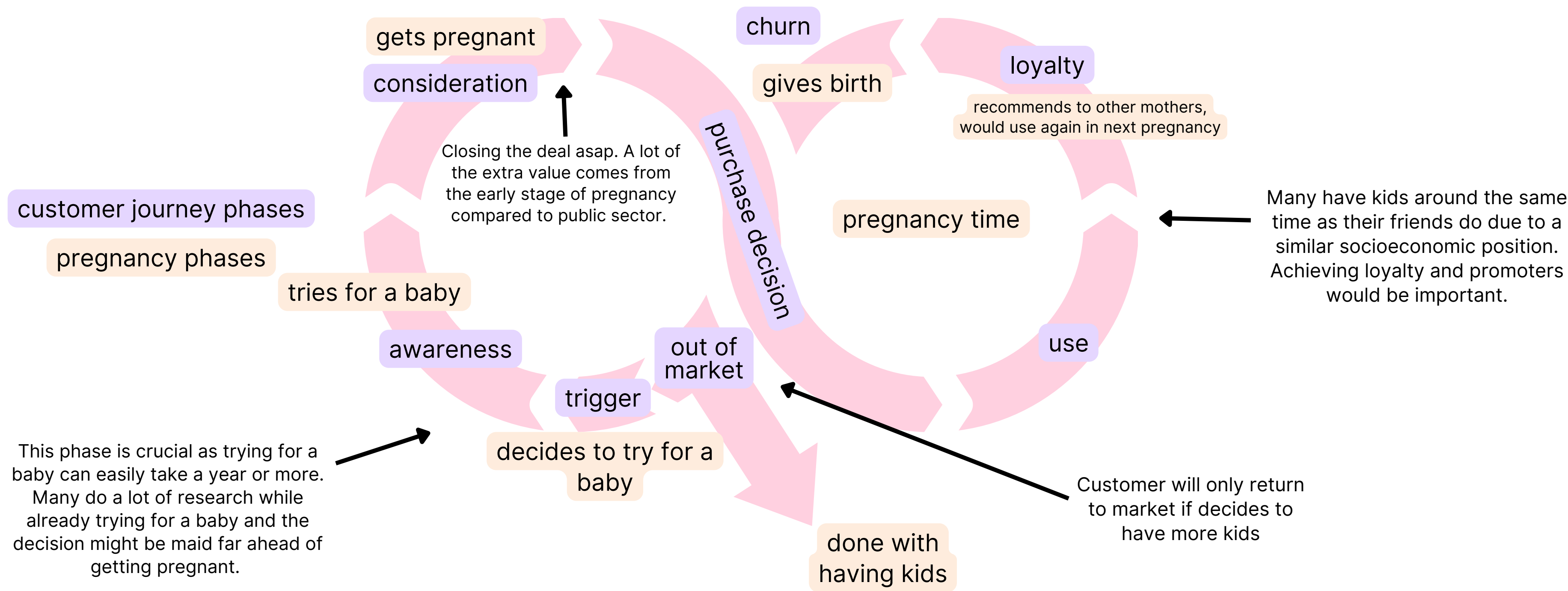


Number of babies born alive in Finland through 1990-2020 (Tilastokeskus)

# 02 Digital Marketing Strategy

# Customer Journey

The customer journey is unusual as it is tied to the phases of trying to get pregnant, getting pregnant and after that either trying for a new baby after a certain amount of time or exiting the market if they do not want any more kids.



# Target Customer Persona

The target customer for Onni in the Finnish market based on the following assumptions

## First-time mother

First-time mothers often are more worried about giving birth and their baby's well-being due to having the experience for the first time.

Therefore, we assume that first-time mothers would be more likely to want to pay extra for piece of mind.

## Middle Class

Onni is a premium service, a complement for something that is already provided for free for everyone in the Finnish society.

Therefore, we assume that our potential customer would be a part of the middle class and potentially have a higher education.

## Helsinki Metropolitan Area

The public health sector is the busiest in the Helsinki Metropolitan Area. Onni will first have it's operations only in Helsinki due to costs.

Therefore, our target customer would live in the Metropolitan Area.

## Service-Oriented

Onni's target customer does not mind spending money on services and on everyday luxuries.

The target customer would be someone who is willing to hire a maid or is willing to pay extra for better quality in other areas of life, as well. They would probably already use private health services.

In a research conducted in 2015, it was found that experts and managers from Helsinki have an average age of 34 as a first-time mother.

Ideal customer is a digital native who is comfortable discussing online as a lot of the service is tied to the application.

# Marketing objectives: Goals and KPIs

**Top-level business goals**

Top-of-mind private pregnancy service in Finland

Be the largest player in the private pregnancy health care sector

Turn old customers into advocates

**Business Goals**

Awareness

Market Share

€ from customer referrals

**Marketing Goals**

Brand Awareness

Conversions

Engagement

**Marketing Metrics**

Reach, Followers

Website clicks, newsletter signups, conversion rate

Likes, customer referrals, followers

# Digital Marketing Strategy Phases

## Awareness

**Goal:** Create brand awareness and reach a large mass of people. Position as a well-known, reputable, trendy service in the Finnish market within the target group.

**Methods:** paid social media advertising, influencer marketing, display advertising, own social media channels.

## Consideration

**Goal:** Convince people who could soon be potential customers and position in their minds as the best option. Building trust for when they get pregnant they would be ready to make the purchase decision.

**Methods:** Content marketing (blog), SEO & SEM, paid social media advertising, own social media channels.

## Purchase Decision

**Goal:** Close the deal and acquire the customer from the very beginning of the pregnancy. Ideally convince the customer to choose the pricier premium package.

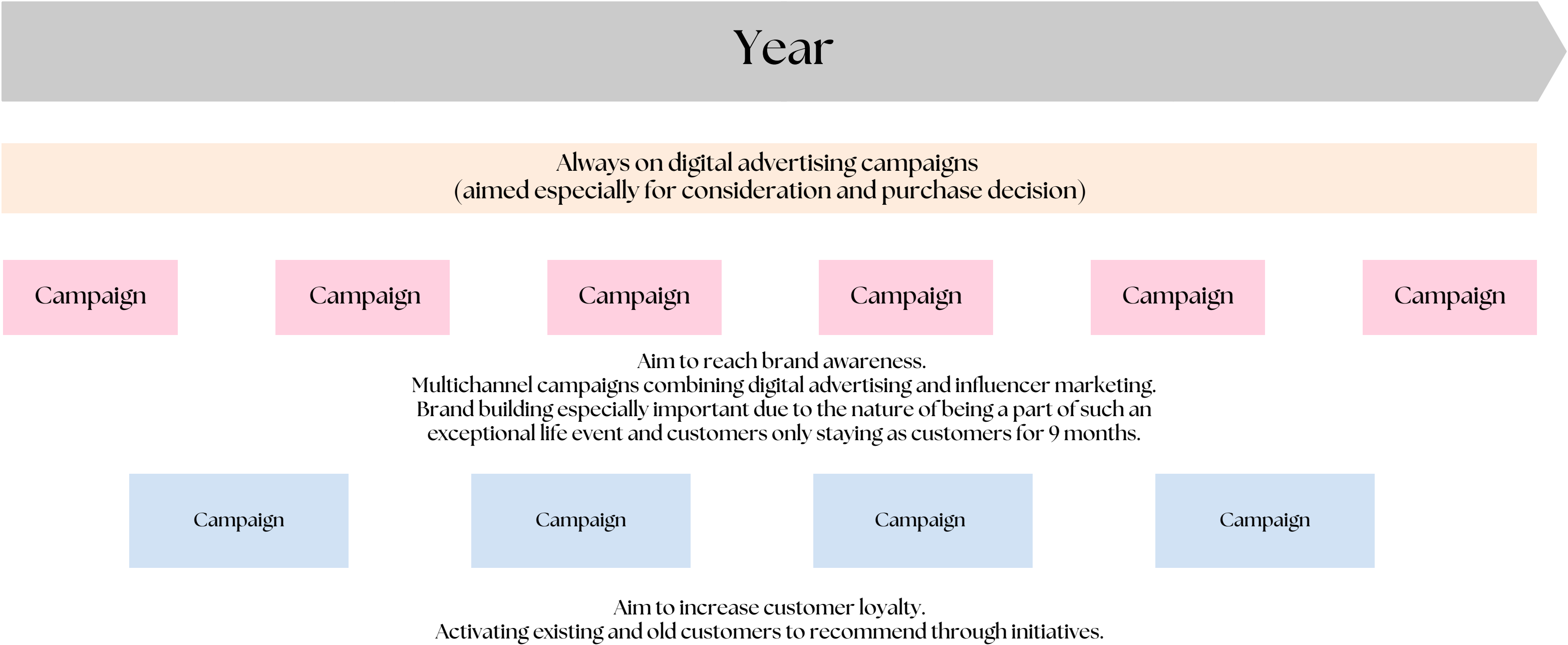
**Methods:** Email marketing, paid social media advertising, retargeting

## Use & Loyalty

**Goal:** Build loyalty throughout the use of the service and after for them to consider purchasing again if they have more kids or to recommend to their friends.

**Methods:** email marketing, in-app incentives, own social media channels.

# Campaigns



# 03 Implementation

# Stage 1: Awareness (Reach)

**Goal:** Create brand awareness and reach a large mass of people. Position as a well-known, reputable, trendy service in the Finnish market within the target group.

**Methods:** multichannel campaigns and long-term brand building

## Paid Social media advertising

Social Media advertising campaigns to reach brand awareness.

At this stage, audience does not need to be too narrow. However, different life events, like marriage, could implicate future plans of expanding the family.

Content wise, aim is to familiarise the brand.



## Display advertising

Display advertising through ad networks on sites customer audience might visit.

Some examples could be family related sites. However, as target audience is middle class, highly educated women, also industry sites which provide targeting could work.

## Influencer Marketing

Collaborating together with influencers who represent the target audience of middle class women, aged around 25-35.

There has been a phenomenon of influencers having babies in Finland and pregnancy content is highly followed.



MEILLE TULEE VAUVA!!  
tarina raskautumiseni takaa...

242 t. katselukertaa •

# Example of Awareness campaign to boost brand

	<b>REACH</b> How many chances did we get?	<b>EFFECT</b> How did people respond?	<b>EFFICIENCY</b> Was this good use of our money?
Instagram paid advertisement	Impressions	clicks, visits on instagram profile, website visits	€ per engagement, € per % awareness, € per website visit
TikTok paid advertisement (video)	Impressions	Average view time, awareness, website visits	€ per view time, € per website visit
Influencer Collaboration	Impressions	Likes, comments, website visits through link	€ per engagement, € per % awareness, € per website visit
Vauva.fi display advertising	Impressions	Website visits, ad awareness	€ per website visit, € per % awareness

# Stage 2: Consideration (Act)

**Goal:** Convince people who could soon be potential customers and position in their minds as the best option. Building trust for when they get pregnant they would be ready to make the purchase decision. Possibility for retargeting through cookies, social media follow or signing up for newsletter.

## Methods:

### SEO & SEM

When trying to get pregnant people search a lot of information of ways to increase the likelihood and when they are pregnant they are looking a lot for information of pregnancy.

Therefore, search engine marketing on pregnancy related topics is an effective method. Also providing answers to common questions through content marketing and strong search engine optimization offer a place to reach potential customers at an early stage.

### Content Marketing

Writing blog posts about getting pregnant and pregnancy and providing useful tools for calculating due dates etc. are valuable information for website visitors which could convince the visitor to sign up for newsletter or leave a good memory of the company for later consideration.

### Paid social media advertising

After initial awareness, paid social media advertising can be used for telling more details about the service and familiarising the potential customer with the offering.

# Example of Consideration content

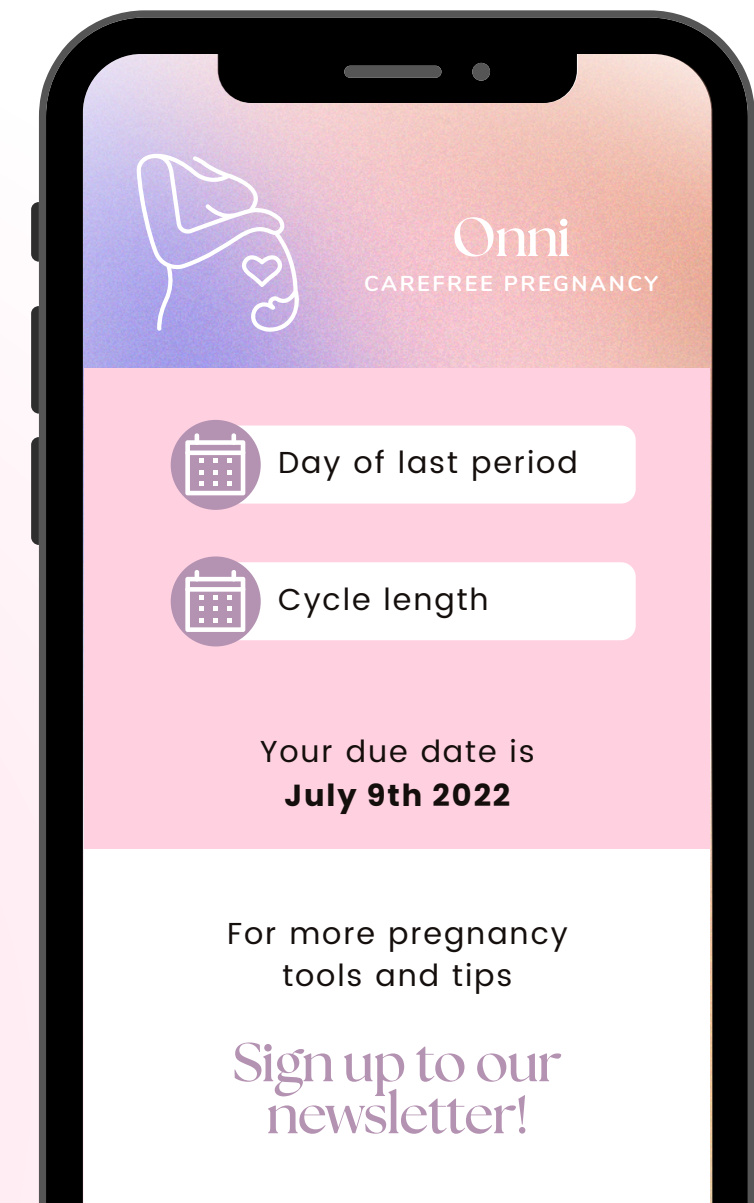
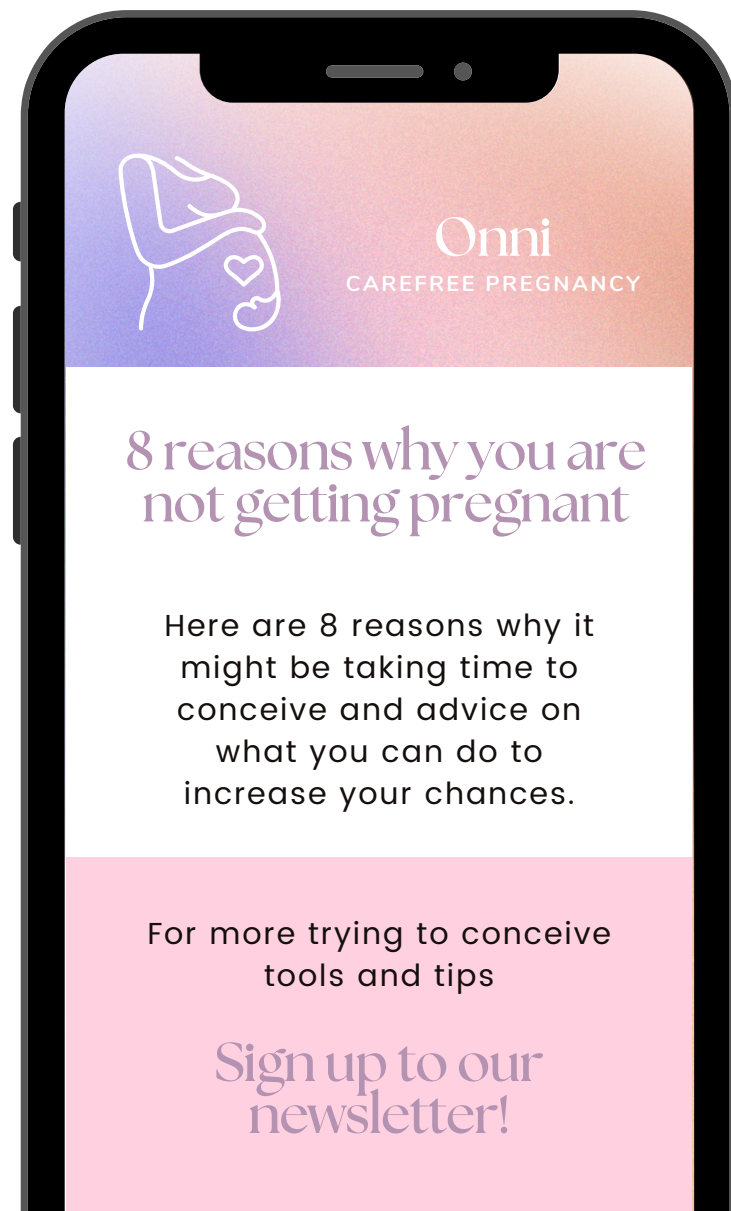
Google

why am i not getting pregnant



Google

due date calculator



# Stage 3: Purchase Decision (Convert)

**Goal:** Close the deal and acquire the customer from the very beginning of the pregnancy. Ideally convince the customer to choose the pricier premium package.

**Methods:**

Email marketing, paid social media advertising, retargeting

## Email Marketing

Providing valuable information to the potential customer who has signed up for the newsletter. The content can be recycled through the phase of their pregnancy journey. For instance, content for those who just started trying for a baby, those who just conceived and so on. Not forgetting to familiarise the service and tracking at what phase they might be at.

## Retargeting

Retargeting advertisements for website visitors and warm leads.

Content wise, giving limited time free-trials or discounts can be an effective way to convince someone still on the edge about their decision.

## Own Social Media Channels

Providing valuable information for potential customers will keep them in the loop and will provide a constant reminder of the service as they scroll their feed.

# Stage 4: Use & Loyalty (Engage)

**Goal:** Build loyalty throughout the use of the service and after for them to consider purchasing again if they have more kids or to recommend to their friends.

**Methods:**

email marketing, in-app insentives, own social media channels.

## Email Marketing

Most of the valuable information will be provided through the app once pregnant. However, they can keep customers who have already given birth by creating automated content for different phases after birth on recovery and the development of the child. Also providing insights to potential future kids.

## In-App insentives

Many have kids around the same time as their friends do due to a similar socioeconomic position. Achieving loyalty and promoters would be important.

Therefore, a recommend to a friend campaign could be an efficient way of gaining new customers. The insentive can be, for instance, credit to use on Onni's massage services, even after pregnancy.

# Resources

- Inhouse marketing manager and content creator
  - Also utilizing social media influencers for content creation
- Outsourced media agency for buying digital ad space
- Outsourcing campaign planning for bigger brand awareness campaigns

# Tools

- Social media channels:
  - Instagram
  - TikTok
  - Facebook
  - YouTube
  - LinkedIn (Career Driven customer group)
- Analytics:
  - Google Analytics
  - Meta Business Studio
- MailChimp for Email Marketing

# Thank you!

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