



Soberlicious

A new social mocktail experience bar in Helsinki

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Our Digital Marketing Goals



1

Build a Brand

We want to establish a distinct brand for socialising and enjoying

2

Community

A brand community including more than just sober curious individuals

3

Awareness

Growing awareness of the pop-up location and the brand

#soberlicious #sobercurious

Digital marketing tools



Social Media

Building strong
social media brand

1

2

Influencer Marketing

To create the "it"
place



SEO

Information,
Organic & Paid

3

4

Email

Communication
through
newsletters



Paid ads

Instagram &
Google

5

1 - Strong Social Media Channels

Instagram

- We need to be where our clients are: **on Instagram**
- Compatible feed with the brand colours
- Benchmarking other strong brands

Instagram ads

- Traffic to our Instagram page & website
- Build awareness
- **Canva** as a design tool

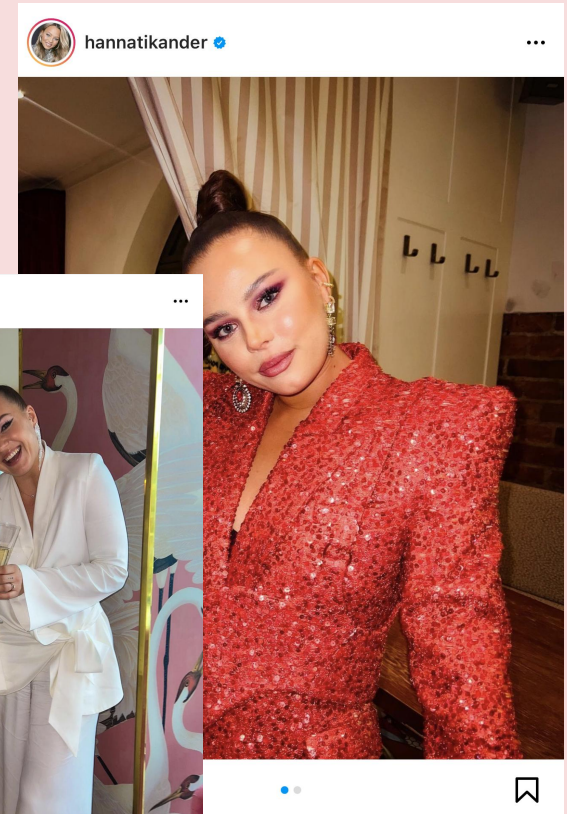


2.1 - Influencer Marketing

WHO?

WHAT?

WHY?



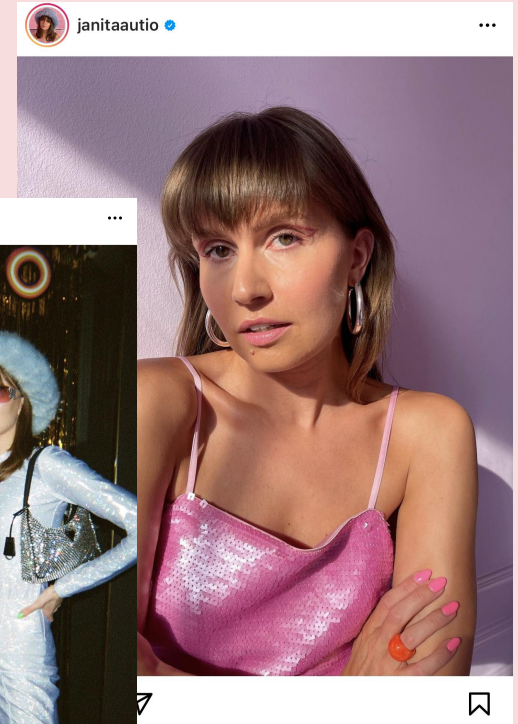
#soberlicious #sobercurious

2.2 - Influencer Marketing

WHO?

WHAT?

WHY?



#soberlicious #sobercurious

SEO Strategy



01

Information

Information on location, opening hours, events, menu etc.

02

Organic

Optimize and improve organic search results

03

Paid

Using paid GoogleAds for restaurant website

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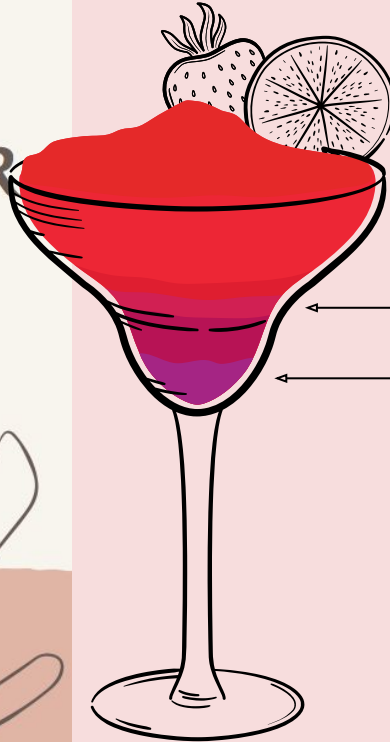
Email

DEAR CUSTOMER
WE ARE OPEN!

@soberlicious



mailchimp



Newsletter

Get the news on our events first by subscribing

Secret Menu

Newsletter contains secret menu drinks

Community

Be a strong part of our community

The background is a light cream color. It features three large, irregular, hand-painted pink shapes. Two of these shapes are partially crossed by thin, black, looping lines that resemble calligraphic scribbles or abstract outlines. The word "Soberlicious" is centered in the middle of the image, written in a dark brown, cursive script. It is positioned over a solid pink rectangular block that has slightly irregular edges, giving it a hand-drawn appearance.

Soberlicious