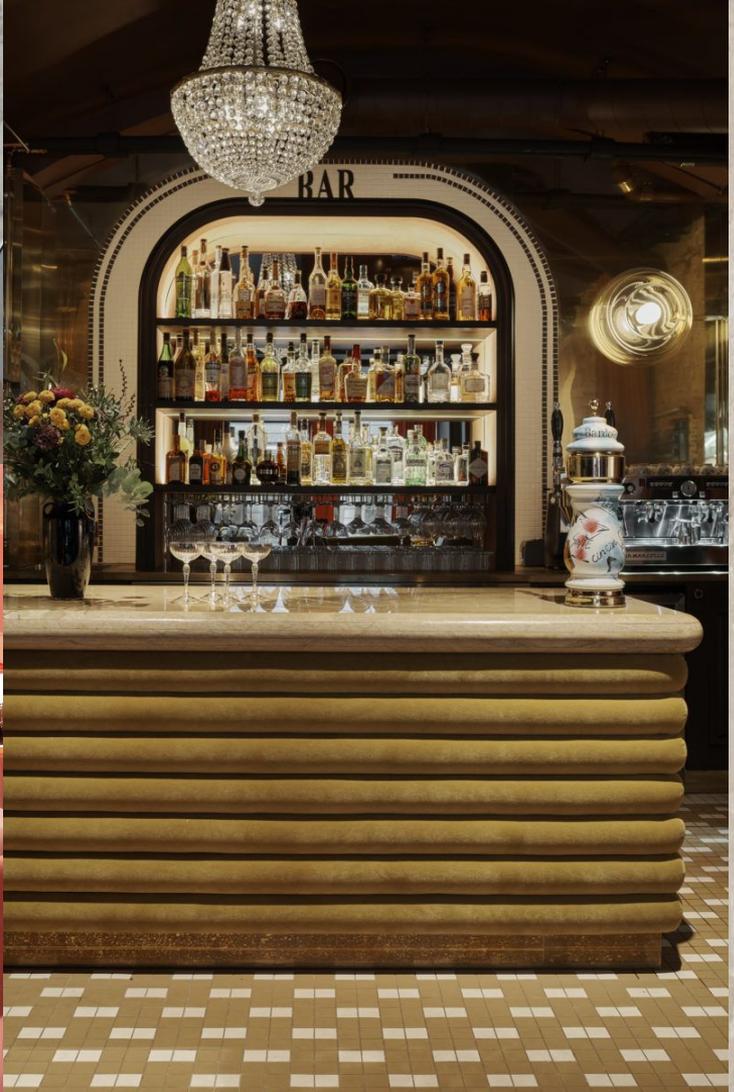




Soberlicious

A new social mocktail experience bar in Helsinki

Katariina Järvinen 607966 & Ebba Stelander 713368



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

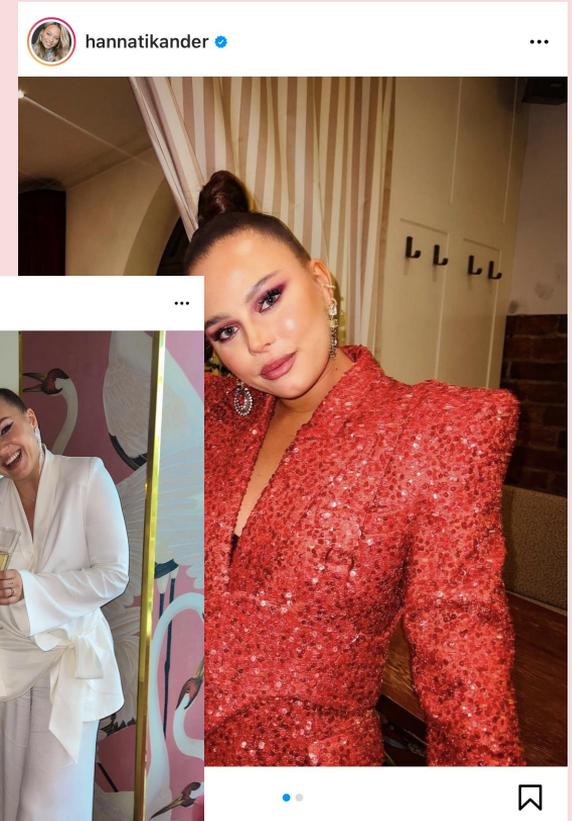


2.1 - Influencer Marketing

WHO?

WHAT?

WHY?



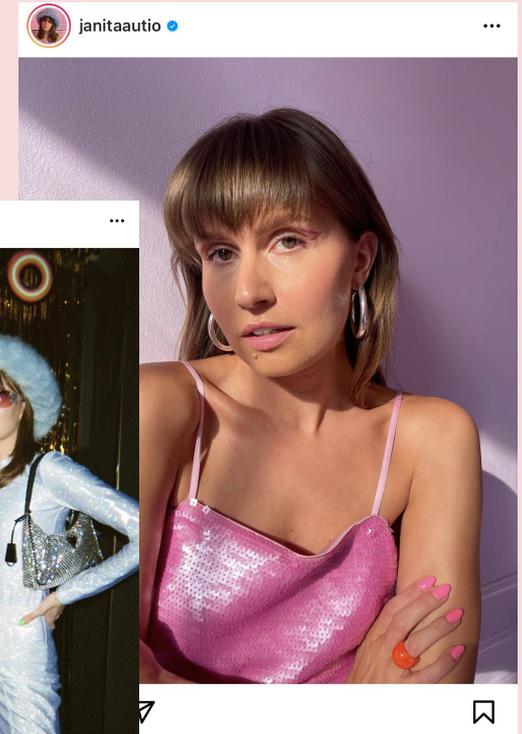
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2.2 - Influencer Marketing

WHO?

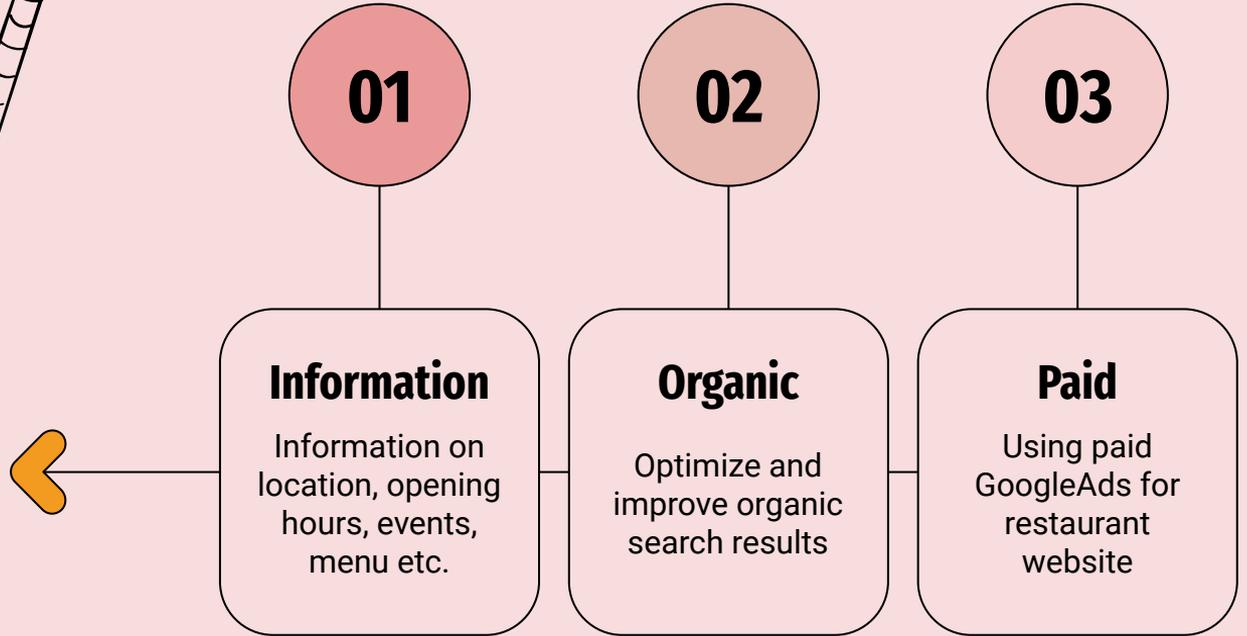
WHAT?

WHY?



#soberlicious #sobercurious

SEO Strategy

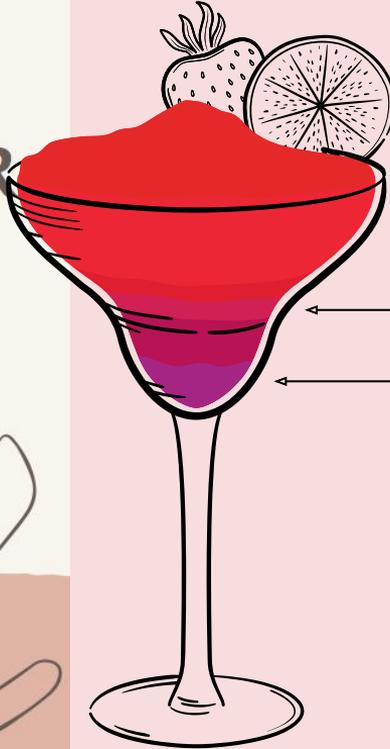


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Email

DEAR CUSTOMER
WE ARE OPEN!

@soberlicious



Newsletter

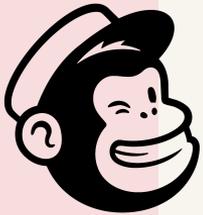
Get the news on our events first by subscribing

Secret Menu

Newsletter contains secret menu drinks

Community

Be a strong part of our community



mailchimp

The background features a light cream color with several abstract, hand-drawn elements. There are three large, soft-edged pink shapes: one in the top right, one in the bottom left, and a central one behind the text. Thin, black, looping lines are scattered across the page, some overlapping the pink shapes and others floating in the white space.

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