

23E47000 DIGITAL MARKETING SPRING 2021

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Presentation Review	Ida Nagy “Bookstagram”

This paper will provide a general review toward the Ida Nagy’s Digital Marketing Strategy of “Bookstagram,” along with personal assessment of the project implementation. The structure of this review would follow by providing an overview, personal assessment, and recommendations for the given project.

Bookstagram, which a Finnish internet bookshop that launched in the midst of the Covid-19 epidemic, in the spring of 2021, has developed a sizable profit and client base in one year, but its devoted customer base is significantly lower than they would have hoped for. The company's goal is to develop a community of book enthusiasts as well as to provide a broad choice of digital and physical books. Events and training with prominent writers are among the services provided. Bookstagram will publish 1-5 of its readers' writings each year beginning in 2022. Bookstagram aspires to be an industry leader in how they use data, not just for its own advancement, but also for the benefit of their clients. At the moment, their recommendation system is their most significant competitive edge.

From my perspective, Bookstagram has successfully targeted their potential customers, which could be divided into three ages group, including loyal Labrador, bookish beagle, and returning rottweiler. However, according to following figure 1, Bookstagram should reconsidered about their customer groups’ descriptions. Generally speaking, I would want to know the reason why would Bookstagram set their targeted customer’s gender as female, which I believe targeting on a broader customers group would be the case in this situation. In other words, I think Bookstagram could also leverage its available resources to target the male customer group. Bookstagram has been utilizing their Marketing Channels really efficiently which leverage the use of Digital Marketing Channels, focusing mostly on social media and Email. In this case, should Bookstagram also discuss the potential of original marketing strategy to provide a more holistic and comprehensive view its strategy.



Figure 1: Time spent reading books daily in Finland in 2020, by age group (in minute), source: statista.com

Considering the company goal, I genuinely believe that the company could achieve more in this project implementation than maximizing the profit. In other words, the application of digital marketing's societal impact should be taken more seriously. In the context of Bookstagram, I believe the company could make use of the current crisis and target on the human wellbeing. Also, Bookstagram could widen its performance measurement as I was expecting the "resilience" factor in this implementation. One of the strong points about this project presentation is its implementation roadmap, which is very transparent and concise. Not only could they leverage Bookstagram's available resource, they could do wonder for the value-adding process of the company. However, I would expect more details on each campaign and themed pushes of the company, which would provide audiences with a better understanding of the project.

In conclusion, I believe that this is a successful implementation; however, the projects could be more successful taking these aforementioned factors into consideration.

Reference:

Statista. 2022. *Finland: daily time spent reading books by age group 2020* | Statista. Available at: <https://www.statista.com/statistics/873358/time-spent-reading-books-in-finland-by-age-group/>].