

23E47000 DIGITAL MARKETING SPRING 2021

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Presentation Review	Katariina Järvinen & Ebba Stelander - Soberlicious

This paper will provide a general review toward the Katariina Järvinen & Ebba Stelander's Digital Marketing Strategy of "Soberlicious," 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.

Firstly, Soberlicious should have elaborated on an overview of the company current situation and marketing situation for a more transparent implementation roadmap for the company. Their Digital Marketing Goals's strategies and marketing are very clear; however, they haven't clarified on the implementation, and how they could leverage these tools to direct the company's marketing plan. In the next paragraph, I could propose these suggestions for this project to assist the company in fulfilling its digital marketing's goals.

Despite being one of Europe's youngest cities, Helsinki is brimming with cultural activities. For instance, Helsinki's pubs and clubs are centered southwest of the city center in the districts of Kamppi and Punavuori, notably along Uudenmaankatu and Eerikinkatu, but there are additional bars south of the railway station and north of the city center in the gritty but up-and-coming Kallio district. Locals love the restobar idea, in which many places begin the evening as restaurants and then morph into bars and clubs as the night progresses. From this observation, I believe that Soberlicious should consider also the location of the bar in order to target the greatest number of customers, which they should also add to the project their targeted customers groups. Also, I would want to see how this digital marketing's strategy could affect upon the overall wellbeing of the company; in other words, how the company could be reshaped after implementing these projects. I assume that we could set one of the targeted goals should be opening a new venue which attract to Helsinki's youngsters. One of the suggestions I would make for the company is they could reach the niche market by opening a

restobar later in the night. By implementing this, the company could become a totally new player in the markets.

It is important to note that the nightlife in Helsinki in the winter is considerably different from the nightlife in the summer. During the long summer days, most pubs build up summer patios, and nightlife flows out into the street, especially near Mikonkatu. During the chilly, dark winters, all establishments close sooner, although most will remain open as long as there are customers in need of a drink. Outdoor dancing is an unusual Finnish ritual; open-air dances are held in the summer in Vantaa, near the airport. With these descriptions, I would suggest the company to be opened around the Metro Station, especially near the area of Kamppi – because the access to night transportation would be easier in this case. Also, I would want to see how the company would implement these strategies given the context of abrupt weather change in the Helsinki region.

As technology advances, clubs and venues look for new and imaginative methods to improve profitability. COVID and the pandemic simply intensified this trend in 2020, since most businesses were compelled to relocate their services online owing to lockdowns. Every day, social networking platforms deal with tens of thousands of posts, and manually combing through this much data is difficult, and users will only stay on an app that they are interested in. Begin by ensuring that Soberlicious's postings have a good PR rating. Certain keywords, phrases, and tags will assist the system in recommending your postings to the appropriate audience. For instance, the company could add some images from last night's event or some highlights from the previous month. Also, bars are intended to be a soothing place for people to go to get away from their stressful daily life. When a bar takes the initiative to answer questions about their company or holds a Q&A session, it provides consumers a general picture of how your bar operates. Lastly, they should encourage user generated content, which reflects your users' actual experiences, which may be just what you need to boost sales.

In conclusion, I believe that this is a very interesting business idea – however, I believe I would expect the Master Marketing Plan than the general Rough Marketing Plan. Yet, after implementing these suggested elements, I believe Soberlicious could leverage on their resources to a better sales' results.