

Name: Heta Räikkönen

Project: Onni

Heta did a great job introducing the product, the explanation is very clear, I can understand what the project is about. I also loved the way she displayed the pricing and subscriptions of Onni.

The Customer Journey is clear and it helps understand the process of Onni and the purpose of the project. I loved the color palette, it's so pleasing for the eyes.

The Target Customer Persona helps us narrow the market segment and helps us identify the way you should approach your marketing strategy.

Loved that you made a table with your marketing objectives, priorities and goals. It helps understand what you are trying to achieve.

You have a very ambitious marketing strategy plan, and it is very important you are clear on the steps and what you are going to do in each step (which you did, congrats!)

Your ideas are original and project relevant. I love that your slides are explanatory and filled with information.

Also, I loved that on the report you put some Finnish statistics and the timeline to develop each campaign.

I would definitely chip in Onni!

Great Job!

Helena Rivera