

## Katariina Järvinen - Soberlicious Digital Marketing Strategy

The presentation was altogether very well structured and easy to follow. The visuals worked well to emphasize the message, and as they were very eye pleasing and professional, they helped with the credibility of the presenters as talented marketing professionals. While in the beginning it felt more like an ad for the company instead of a marketing strategy plan, as it progressed it unfolded and the longish time, they spent on describing the background of the company in retrospect made sense. All the ideas were very convincing, and well presented, so although there wasn't much academic theory discussed that would have backed up the statements, the arguments were convincing. Also, there were quite a few new ideas, that were very well thought out, to exactly this brand and product. Like the overall Instagram and SEO strategy suggestions were (as they should be) universal, most of which would apply to any similar business, but there were some specific ideas that were created for only Soberlicious. For example, I really liked how they suggested to utilize influencers in their social media marketing. I don't always understand influencer marketing, and sometimes I feel like getting the partnerships work is too resource consuming compared to the reward in awareness or sales. And it is also very hard to find the right type of influencers, ones that have followers who would be interested in the product and who are likely to be able to spend money on it. But in this presentation, they argued very well why influencer marketing would work, and also introduced already concrete influencers who would be good partners. The idea with the e-mail campaigns that would include secret cocktail-lists were a great idea also, that would certainly strengthen customers feeling of belonging to this exclusive and classy community.