

Katariina Järvinen & Ebba Stelander, Group Project

To start writing the review for this group project, Katariina and Ebba came up with an idea of creating new social mocktail experience bar in Helsinki. For this purpose, they had to create a digital marketing strategy, which I will be reviewing. For the review part, I will cover the parts that I thought were positive and some of the parts that I thought would have been beneficial to cover as well.

First, I really enjoyed the concept what Katariina and Ebba were pursuing, since myself, I would prefer non-alcoholic drinks, since I do not drink alcohol at all. Therefore, in the beginning, I did find that I could potentially be their customer. Also, I highly considered their marketing goals and strategies to be reasonable and with their plan they could reach their wanted goals. Not to mention, their presentation slides, and voice of authority were in place, and it was easy to follow the whole presentation. What I consider where Katariina and Ebba really succeeded were in the explanation in their strategic marketing tools, such as social media, influencer marketing, SEO, email, and paid ads. To me that seems be a valid strategy.

However, I noticed few things that I would prefer to have answers for, and one suggestion regarding the marketing tools. First, it seems that they will be using multiple systems for their marketing activities, such as Instagram and Google ads, Mailchimp and content management system, such as WordPress for website. This will eventually cause them losing time and it can be hard to measure the performance of each channel. Therefore, I would have suggested using a modern software, such as HubSpot, which contains the Ads, email marketing and content management system under one platform. Second thing, what I wanted to have answers for was related to their marketing budget and return on investment (ROI). I highly consider that without proper analytics with the marketing activities, Katariina and Ebba would be too blinded in understanding are their marketing campaigns working or not. Also, without understanding their monthly or annual budget, it is almost impossible to evaluate are their marketing strategy doable.

Overall, Katariina and Ebba had a praiseworthy presentation, and I enjoyed listening to their project. I highly encourage them to take an action with their idea because concept like theirs have market demand. If they ever start pursuing their idea, I suggest them to consider thinking of the budget and finding more modern software to handle their marketing activities under one platform.