

Group project by Tea Mertaniemi and Laura From

I can barely find any flaws in the digital marketing strategy that the team proposed for Limon. The plan covered different initiatives of digital marketing and tailored well to the company products. Below are some highlights of the plan that I found super interesting:

- The plan had a customer persona. The use of customer persona has not been a common practice, as marketers tend to focus on common characteristics the whole customer group. The team had made a wise decision to include both, so we can see the bigger picture of the target market, at the same time gain more specific insights on customer needs and demands.
- The combination of short-term and long-term goals. Short-term goals were set for each stage and provided the base to reach closer to the long-term goals
- The plan had a solid foundation with the use of a digital marketing framework. The proposed ideas are grouped by the steps in the customer journey: Reach, Engage, Activate and Nurture. Many of the ideas were used for multiple steps.
- Each idea proposed was followed with great execution plan and clear targeted KPIs. I liked that the team also brought up some screenshots as a real example of how it was implemented.

There are only a few minor details to the presentation, but they did not affect the excellent plan at all:

- In slide 13, Google Analytics is not a metrics, rather a tool to measure the metrics. It was explained briefly later in the presentation but might cause confusion when reading from the slide.
- It would be great if the team can build a clear connection between the strategy and the SWOT analysis. Doing so would help to provide strong arguments of why each channel is chosen and what their role are to help the company overcome the weaknesses and threats.