

## Feedback for Anh Vu & Huyen Pham: Digital Marketing Plan for VF Academy

The presentation is quite clear and easy to follow. The business model is explained quite thoroughly and the SWOT analysis provides some context for the business environment the company is operating in. The objectives of the company are simple and targets are also provided relating to how much the company wants to increase sales and increase brand awareness. The slides are nice and simple but some slides could have less text to increase focus. A video of the presenter may also enhance the presentation.

The company seems to be relying quite heavily on the use of social media in its digital marketing strategy as this is the main focus of the presentation. Some other channels of reaching consumers like using influencer marketing is mentioned but perhaps some other methods could also be used to enhance the overall strategy. However, solid justification is provided for using YouTube and Facebook as the main channels due to the popularity of these platforms in Vietnam. The company is clearly using a very low cost strategy as paid channels are only used if the objectives are not reached. This may lead to more profitable growth but may hamper the rate of growth in the beginning. The use of some paid channels could be advisable.