

### **Peer assessment for Trang Nguyen's group**

Overall, I think the digital marketing plan for Tise was well done on a high level. Perhaps more details and specific examples of how the suggestions would be in practice could be useful to me from a business owner's perspective. However, given the limited time of 10 minutes, it is also understandable that they could not go into much detail.

Please find below some feedback points:

- The presentation deck is well done and visually appealing
- The video is good, nicely and clearly presented
- The SWOT analysis is very detailed and convincing
- I think there is not a convincing enough connection between the tactics proposed and the two first marketing goals defined. Yes, there are some mentions of the sustainability aspects in the plan, but perhaps it could be more emphasized. Two first goals were:
  - Build awareness and educate users on second-hand and its impact on the environment
  - Enhance the competitiveness advantages of Tise
- I think the solutions proposed are well suited for the third marketing goal, which is to increase the retention and encourage users to buy premium packages.

All in all, I think the team has shown a good understanding of digital marketing and applied it quite well for a start-up company.