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Course: Digital marketing

Project feedback: Digital Marketing Plan for VF Academy

Well, first of all thank you for the well-thought-out presentation and the clear arrangement of the slide deck, the effort that you have put in is clearly evident. I did not know about this reality, and in my opinion it was quite an interesting choice, as to carry out a digital marketing plan from scratch it is not an easy task. I appreciate how you began your project from the roots of the market, offering a neat SWOT analysis that clearly shows where the company can improve so to grow its business. Regarding objectives and strategy, I believe that your numbers in terms of brand awareness and reputation are quite demanding, and most importantly, I cannot fully understand where exactly do they come from, I don't see any assumption, trend or forecast that could lead to those numbers. Nonetheless, I believe the strategy is well-planned. It includes several channels and it seems to be quite integrated, as required nowadays, as a sort of omnichannel proposal. Moreover, I regard highly the way in which you want to build reputation, starting from the customers themselves, as a sort of WOM online, through reviews and recommendations. Overall, I believe it is a good project, it is well structured, and it looks like something that could be implemented by the startup itself in the foreseeable future. There is a clear application of the evidence presented in class and you have implemented quite distinctly your overall understanding of digital marketing. Nevertheless, I would have added a few more numbers to support it, so to help you throughout the presentation to back up your proposal and appear more professional in front of the business owners and/or managers to which you would have to present it.