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Course: Digital marketing

Project feedback: Digital marketing plan for Bookstagram

Firstly, thank you for the presentation and the overall project delivered, Bookstagram brings forward an interesting proposition, as it positions itself as a sort of Amazon of books only, with both an offline and online offering based on an ad-hoc recommendation system. Although I recognize that you were working on this project alone and this clearly implies many difficulties, I must say that it is not fair the way you have decided to present this project. We were all given a hard limit of ten minutes, and you have delivered a thirty minutes presentation, which in my opinion goes only at your disadvantage. That being said, I appreciate your analysis of the main customers, which is certainly well-thought-out and clearly identifies the most important features of each group, which is crucial to carry out highly targeted marketing campaign. Regarding objectives and subsequent execution, I believe that your marketing goals are clear and certainly achievable with a good marketing campaign. Speaking of the plan objectives, I cannot fully grasp where exactly do the numbers come from, as I don't see any assumption, trend or forecast that could lead to those numbers. Notwithstanding, in my opinion the project is well articulated. The slide deck is very neat, and I really appreciate the adoption of graphs for the main customer breakdown and the different channels. Furthermore, I hold in high regard the way in which you have built your yearly plan, dividing each part in goals, target group, personalization level and channels. Besides, I appreciate how you have implemented quite distinctly your overall understanding of digital marketing, especially in the slide with the KPIs of your marketing strategy. If I were you, the only thing that I would have done differently is to add more numbers, to make your presentation more reliable in the eyes of the business owners and/or managers of your business, Bookstagram.