

11 Ylilehto Strategy Project Peer Feedback

Content

- The concept of aiming towards a fully automated store is an interesting starting point for a marketing strategy and was well justified.
- However, the business idea was quite broad which might have resulted in quite a general marketing strategy. For instance, it would have been interesting to hear more specific target audiences and marketing aimed at specifically them.
- The strategy could have been a bit more in-depth and the presentation could have had more content. However, as this project was conducted as a single-person team, it is understandable there was not as much time and resources compared to two people.
- The focus was quite deeply in the implementation and tools. It would have been interesting to hear more strategy-related factors and at the same time more concrete ways and examples of what the marketing would actually look like and the content the ads would have.
- Cost breakdown was a great addition!

Argumentation

- The listed tools were well justified and in detail. They all seemed to serve the purpose and end-goal of the business.
- I'm a bit hesitant of the heavy only-conversion focus. After all, getting conversions usually requires much work before, not the other way around.

Presentation

- Pleasant and clear way of presenting in the video. It was clear you have an interest in the topic which made it entertaining to listen to.
- Very text heavy slides. It would have been great to have some visualization of the concept and suggestions to get the message across better.

Use of evidence

- You clearly had experience on the topic, however, outside evidence was not provided.

Applied understanding of digital marketing

- Seems like you know a lot about the topic, however, the visualization and building it into a strategy lacked depth
- I longed for more content specifically on the methods of getting the potential customers through the funnel from awareness to purchase decision