

Helena Rivera-Posted digital marketing strategy

This presentation was well structured and easy to follow. The presenters talked very clearly, and the structure and slides helped to understand the message. It was also interesting to hear about a company that actually exists and one from which I have seen ads in real life (on KY telegram channel). My feedback is also a little bit biased in that sense that I have to give feedback based on my own experience, and not only based on the presentation. The presentation itself was credible, especially because most of the topics were linked back to academic articles or other references. I really liked the idea about the Airdropped digital posters, it is innovative and definitely would raise interest and start conversation on campus. I also think (maybe unfairly based not only on this presentation but my experience with Posted), that the biggest problem is not the awareness but that it isn't clear what kind of projects you can participate in, so I would add to the many great ideas that Posted could also show some material from projects that already took off, what are they and what did the project team achieve, and maybe what the members experience was like looking back. But getting back to the presentation itself all of the suggestions for different channels were great, although I would not necessarily put the most effort into the website, since students mainly use social media and go on the website just to sign up for stuff etc. But in conclusion, very good presentation and convincing marketing strategy.