

Tran Nguyen's and Anh Bui's presentation on digital marketing strategy was overall very insightful. The slide deck was visually appealing and clearly showed the proposed steps. I also thought that they nicely presented practical examples or suggestions that could be taken into use right away. In addition, I find the included sections to be very informative and fitting for the project. However, the company in question was a real company rather than a fictional entity, which could have helped in defining the strategy and in this particular case, Tise has already done some of the things that were suggested as solutions. It would have also been interesting to hear a bit more about the possible partnerships that Tise could that was now quit quickly mentioned. Overall, I think it's clear that the pair has good understanding of the building blocks of digital marketing strategies. I also liked how they included the metric that should be followed with each step separately. If I would be the person deciding on the company's strategy, I would definitely consider this plan.