

## Feedback for Sofia Kontro & Isa Korhonen on Digital Marketing Strategy: Building an influencer product line

- Would have liked that the success cases would have been a bit more tied in with the strategy proposal, i feel like they weren't really fully utilized
- Really comprehensive background section
- For customer persona I would have maybe added some pain points, or how the brand here can help the customer, what does the brand bring and offer for the customer
- I would have maybe iterated the brand values and tied those in a bit better with how the brand values show through the Instagram content
- I liked how the SEO & SEM were opened up on the slides
- Really liked how you showed the marketing funnel for the plan and how each stage would look like
- The web analytics were well laid out
  - Conversion pathway was good and interesting for the digital marketing strategy
- Would have liked that you opened up the metrics on social media side a bit better (how should they measure the reach or impressions or awareness?)
- Overall liked the look of the slides and they had lots of useful information