

Feedback for Patrik Tuokko & Musa Ahmed on Flathub

- Good overview of the company and business model
- Clear digital marketing strategy goals
 - for engagement I am not sure SEO & email marketing are the best strategies
- For the budget
 - why the percentages
 - where the percentages come from
 - percentage of what
 - what is the total
- Liked the customer personas for the business
- Tactics aligned with the goal of organic growth
- Why were automatic recommendations through search engine under email marketing?
- Liked the customer journey
- Liked the summary at the end
 - However why not paid advertisement on social media?
- I would have cleaned up the slides a bit, just to make it a bit more uniform and clean