

Peer feedback - Group 7

Thank you for this presentation. Overall, I enjoyed it. Here there are a few comments. I really appreciated the company you chose. The apartment selection is a challenging task that each young adult needs to make. The rental option is a great solution since young professionals do not have a high disposable income, and platforms like this one can facilitate a lot the research of the perfect fit for everyone. Good content overall, but you could have embellished the presentation graphically. Great short-term and long-term marketing goals, highly ambitious, but who knows maybe with your strategy they are achievable! I expect this company to be the market leader in the next 5 years in Finland! Clear distribution of the budget, and moreover it seemed reasonable to me, with the right percentages allocated to each step of the strategy. You are investing more in the app design, and Search Engine Optimization, and I think that these two strategies should be pursued by every company at the very beginning. Nonetheless, I would have appreciated it if you forecasted an amount of money that could be allocated to each specific step and tool of your marketing strategy, to make your presentation more professional. For instance, you could have looked for some keywords when talking about SEO, and searched for their costs, making concrete assumptions on the budgeting. Moreover, you stated clearly which are the digital assets you want to focus on, and you highlighted which of them you wanted to leverage during the first period of your strategy. I loved this specification. Great idea describing not only a customer persona but a target for both sides of the platform since the latter is, by definition, a two-sided business. For what concerns the digital marketing tactics, I think they are appropriate, but I would have appreciated if you provided more concrete examples. You have provided a great graphical design and explanation of the customer journey, an important part of a marketing strategy that many businesses today overlook. Overall good work and I consider this digital marketing strategy is suitable for the chosen business.

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