

23E47000 – Digital Marketing**Aalto University School of Business****Peer feedback for Allectio (Darlington & Ahmed)**

This peer review is for the fictional entity called Allectio who helps expats and foreigners to break into the Finnish job market.

Overall, I would give a high grade for this performance. The key problems of the Finnish labor market are well identified, i.e., the business case is well summarized in the beginning. I would be convinced right off the bat as a business owner. There is also a clear customer journey of four steps included. As special points, I am positive that influencer marketing could be very effective for such an audience, and I would add extra points for the YouTube tips and tricks for working in Finland-videos. These might even generate more revenue to keep the social media marketing budget loop going. In addition, I agree that SEO could be very (cost) efficient for this company since the customer base is likely to use very specific keywords related to seeking employment in Finland and thus it might not be that difficult to rank high on Google. The societal perspective is also considered through the Help for Ukraine -campaign as it is very prevalent in our current global landscape, which I am pleased to see.

In terms of key points for improvement, I have quick comments about the business model – I would perhaps consider integrating the language classes and job training courses to ensure learning of relevant professional vocabulary in an appropriate context. The revenue source and model could also have been more clearly communicated. Regarding digital marketing performance, the only thing I see missing is a budget.