

23E47000 – Digital Marketing**Aalto University School of Business****Peer feedback for Elena (Kontro & Korhonen)**

Overall, I would say the presentation was very informative and creative. Nevertheless, by only watching through the presentation, I could not grasp the key strategic messages and thus I had to watch it a couple of times. I feel like the reason for this was that there was quite a lot of text in the slides and the real "core" information came at later stages of the presentation. In a report format, this would have been fantastic though.

However, the customer persona is very well defined as it appears to be important considering the nature of the entity. There are very specific KPIs and marketing goals which was nice to see. The main focus is on content marketing, and I definitely agree that SEO is the key if such path is selected. Hence, I was pleased to see that the entity focuses on keywords that respond to consumer intent, and page formatting as well as loading and interactivity. SEM was also mentioned but perhaps it did not go as much in-depth.

Drawing the motivation from successful cases was a clever idea, however the communication of the key points could have been clearer. As a positive bonus, the conversion examples seemed well designed and there is clearly some thought put into them.