Peer feedback for the presentation 'Marketing plan for tokari company in 2023'

First, I really appreciated the way the company background was presented. The presentation did an excellent job in highlighting the product and service. The way the company separated itself from the competitors became clear, also. Furthermore, the key value proposition was strong, and also succesful in building anticipation for the next two sections of the presentation.

In the next sections, I really liked the way the marketing objectives tied into the marketing goals, and then ultimately marketing strategies. Each step brought in more detail, and practical application of digital marketing.

The marketing strategies were interesting, current, and detailed. The 'tokari guarantee' payment method, for example, was well thought out. The 'tokari coins', 'tokari live', and 'tokari games' feature made use of current digital marketing trends in a way that felt authentic. The user-generated content, and eWOM effectively achieved the same. The chapters on digital advertising, and influencer marketing, were maybe not as innovative, yet still important additions to the well-rounded marketing strategy.

Overall, I think the presentations biggest strenght was its structure. Everything tied together nicely, and it felt as though, there was nothing unnecessary to the presentation. The presentatation was pleasant to follow.

Where the presentation could have improved, was in its use of visuals. Graphs, and pictures, I think, would have added to the 'marketing strategies' section specifically. Exemplifying the ideas that way would have taken the presentation to an even higher level. Yet still, I enjoyed the fact that all of the ideas were clearly explicated in full sentences. It showcased the effort and knowledge the team had about the subjects.