

Group project by Oumnia Rachad and My Nguyen

My apology for the team as I was not familiar with using voice feature in Power Point, so I found it a bit challenging to follow the whole presentation. It might help in the future to have the voice played automatically when changing to the next slide. There were also some noises in the recording that affect negatively on the content. Luckily you have included the notes below so I can still follow with the presentation 😊

Generally, the presentation has a very clear and logical structure: started with company introduction and market analysis, continued with the vision set for the marketing strategy and ended with the detailed execution plan.

- The combination of the proposed ideas was very interesting and cover different concepts that were introduced in the course, for example digital advertising, mobile and apps.
- Competitors analysis was included in the strategy, which provided a better understanding of the market and the threats that the company might meet along the way

On the other hand, there are a few suggestions that I believe could create more strong arguments for your channel selections:

- Use one of the digital marketing frameworks and build your strategy around the framework. It could be customer journey, customer funnel or marketing mix.
- Identify the challenges or opportunities that the company was having
- Analyze cost and risk benefits of each chosen methods and give recommendations for the next steps.