

Your project is validated. Congratulations, Sarah!

Deliverables

Strengths:

- 100% of the deliverables are complete.
- Very good understanding of digital marketing.
- Attractive documents, the slides were very clear.

Axis of improvement:

- I recommend building a table of sources that will be easy for you to use daily.
- You identified different marketing tools to leverage digital marketing. But be careful not to focus too much on social media. Digital marketing goes beyond social media platforms.

Project Presentation

Strength:

- Good time management.

Axis of improvement:

- Don't hesitate to change the rhythm, mark pauses to keep your audience attracted to what you say. Remember, you're always telling a story.