Formal Report Draft Peer Review

Name of the Reviewer: Luke Zhang
Author's Name: Jenny Lian
Date: Friday November, 7 2015
Subject: Peer Review of "Feasibility Analysis of Implementing a Digital Marketing Campaign
for Vision Ceramics"

Initial Impressions

Thank you, Jenny, for sharing your Report on implementing a digital marketing campaign for a local pottery class. I enjoyed reading your research findings and am glad to hear that a feasible solution was found for the campaign. The graphs and survey results give good background information and context for the class and the student's opinions.

I have fully reviewed your draft and would like to offer some suggestions that I hope will prove helpful when finishing your final copy.

Content:

The introduction is well written, brief and to the point. A problem was presented in the opening paragraph and a solution was presented in the second. However, I would recommend having a sub section that identifies who the audience is for the report. When reading your report I was slightly confused about who will ultimately be reading the report. In the "Target Audience" section I believe you have addressed that the media campaign was targeted towards the students, but not the report itself.

I would also consider having other subsections such as Limitations of the report where you discuss topics such as Ms.Rombu's knowledge in web technology and any obstacles you came across while conducting the survey and research. The "Technological Analysis" section serves the former purpose, but having all of these topics in one section before presenting the research findings will allow your report to flow better from the reader's perspective.

For Ms.Rombu's knowledge in web technology, a WordPress site will be a feasible solution for building an online presence. I would suggest in the report to go a little bit more in detail on

- Who will be in charge of implementing the initial website and design?
- Who will eventually be managing the site once it is completed?
- Who and how will the analytical tools be used to help with managing the website?
- How can the website help attract Ms.Rombu's future prospective students?

The tone of the paper is good. You keep your points brief and don't dwell on a specific topic longer than needed. I would recommend having a technical terms definition or a small section introducing WordPress as a blogging system. You have done a good job avoiding confusing

technical terms, but describing WordPress in more detail will help the reader understand why it is the right solution to this problem.

Organization:

Your report is mostly well organized with clear headings for individual sections. I would recommend trying your best to keep sections together on one page. For example, the "Current Students Demographics" section is split on to two pages and feels disconnected. I would also try to connect each section together with a smooth transition. Some sections like "Technological Analysis" and "Perspective Students" feel tacked on without any logical passage.

Style:

You have done well in writing the report with a You-attitude. By putting most of the suggestions and findings in Ms.Rombu and her students' perspective, a cost efficient and reasonable solution was reached in establishing a digital marketing campaign. The report was written objectively taking into consideration of the audience's opinions.

Design:

In the table of contents there are subsections for the section "Components of an Online Marketing Campaign", however in the body of the report it is not clear that those topics are indeed subsections or sections of their own. Also more elaboration on Figure 3 will help tie into your conclusion and final recommendations.

Overall Final Impressions:

Overall this is a very good start for your formal report. I hope you find my suggestions helpful on adding more detail to your research findings and cleaning up the organization. Also don't forget to add any works cited to your report. I look forward to reading your final draft

If you have any questions you can reach out to me at lukezhang1062@gmail.com.