

# SAINT PETERSBURG STATE UNIVERSITY

## REVIEW

Supervisor of graduate qualification work

Student is **Pechenkina Veronica**

(Full Name)

Supervisor of graduate qualification work is Associate Professor **Gaevskaya Elena Georgievna**

(position, surname, name, patronymic)

The topic of the final qualification work is "Development of a brand's digital strategy in order to improve the efficiency of customer relationship management"

### **Content**

The graduate qualification work consists of an introduction, 10 chapters, a conclusion, a list of sources used (18 names of relevant sources) and 3 appendices. The introduction substantiates the relevance of the topic, defines the goal, objectives, object and subject of research, describes the practical significance and sources of initial information.

Chapter 1 covers the basic theoretical foundations of digital marketing. Chapter 2 provides an analysis of the selected brand. Chapter 3 is devoted to developing a content plan that reflects the digital strategy. Chapters 5-6 cover the process of creating media files: their content, implementation formats, their capabilities and limitations. Chapters 6-10 describe the implementation of a digital strategy for creating and publishing multimedia files. In conclusion, the conclusions and perspectives of the study are presented. The attachments display materials created in the course of work: an interview with the employer, the final content plan and links to cloud storage with a collection of multimedia materials created by the author of the WRC.

### **Practical significance of graduate qualification work results**

The practical significance of the work lies in the implementation of the digital strategy by the author, which led to the expansion of the services of the Relax&Wax laser hair removal brand. The strategy is implemented on the basis of a content plan developed by the author and technological solutions that the author evaluates as optimal. The results of the advertising campaign can be judged by the

