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

positive dynamics of the client base, which, of course, has the merit of the author. However, the dynamics of brand profitability is not reflected in the work.

Flaws

The project was implemented through the social network VKontakte, the Adobe Photoshop Pact and the CupCut video editor at the advanced user level. The text of the WRC sins with verbosity and attention to minor details to the detriment of significant information. I would like the author to show in more detail the dynamics of the brand development, including the growth in profits as a result of the introduction of innovations presented in the WRC.

Characteristics of the student's work on the graduate qualification work

The process of working on the WRC showed the student's unpreparedness for systematic, purposeful work, which resulted in systematic absenteeism of classes that are critical for studying the subject area of scientific knowledge reflected in the WRC. In this regard, the study and description of the marketing sphere are superficial, declarative, and the use of ICT is carried out at the level of an advanced user. Information about independent developments, publications, internships during the study period is not provided by the author.

Supervisor of graduate qualification work Associate Professor Gaevskaya Elena Georgievna

(position, surname, name, patronymic)

Signature_	Elena Gaevskaya
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May 20, 2023