

Group Assignment			
Group 1			
Product:			
Group members			
1			
2			
3			
4			
5			
6			
No.	Measure	Score	Note
1	Business analysis		
2	Product overview		
3	Competitor analysis		
4	Market and environment analysis		
5	Customer target & persona		
6	Customer behavior and journey		
7	Marketing objective		
8	Digital marketing campaign objectives		
9	Digital media strategy and plan		
10	Website (Main and sub-pages)		
11	Webinar		
12	Social media		
13	SEO/SEm		
14	E-mail marketing		
15	Chatbot		
16	Other media		
17	Budgeting		
18	Creativity (Creative rational and creative works)		
19	performance review		
20	Others		
	Total	0	0.0 1.0

Group Assignment				
Group 2				
Product:				
Group members				
1				
2				
3				
4				
5				
6				
No.	Measure	Score	Note	
1	Business analysis			
2	Product overview			
3	Competitor analysis			
4	Market and environment analysis			
5	Customer target & persona			
6	Customer behavior and journey			
7	Marketing objective			
8	Digital marketing campaign objectives			
9	Digital media strategy and plan			
10	Website (Main and sub-pages)			
11	Webinar			
12	Social media			
13	SEO/SEm			
14	E-mail marketing			
15	Chatbot			
16	Other media			
17	Budgeting			
18	Creativity (Creative rational and creative works)			
19	performance review			
20	Others			
	Total	0		0.0 1.0

Group Assignment			
Group 3			
Product:			
Group members			
1			
2			
3			
4			
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6			
No.	Measure	Score	Note
1	Business analysis		
2	Product overview		
3	Competitor analysis		
4	Market and environment analysis		
5	Customer target & persona		
6	Customer behavior and journey		
7	Marketing objective		
8	Digital marketing campaign objectives		
9	Digital media strategy and plan		
10	Website (Main and sub-pages)		
11	Webminar		
12	Social media		
13	SEO/SEm		
14	E-mail marketing		
15	Chatbot		
16	Other media		
17	Budgeting		
18	Creativity (Creative rational and creative works)		
19	performance review		
20	Others		
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			0.0
			1.0

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9	Digital media strategy and plan		
10	Website (Main and sub-pages)		
11	Webinar		
12	Social media		
13	SEO/SEm		
14	E-mail marketing		
15	Chatbot		
16	Other media		
17	Budgeting		
18	Creativity (Creative rational and creative works)		
19	performance review		
20	Others		
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