Meeting Minutes

Date: 2024-10-24

Time: 19:10

Initiated by: Ramsha Khan

Minutes Verified by: Khan Ramsha

Number of Participants: 3

# Agenda

1) Discussion of Q4 marketing strategies based on photo performance, allocation of budget towards digital campaigns, social media platforms, influencer partnerships, revamping content strategy, and preparing data for budget allocation.

# Resolution

1) The resolution reached was to focus more on digital campaigns, allocate more budget towards social media platforms like Facebook and Instagram, invest in influencer partnerships, revamp the content strategy, and prepare necessary data for the follow-up meeting to finalize a budget allocation.

# Summary

1) The meeting discussed the need to shift focus towards digital marketing strategies for Q4, due to the poor results from traditional methods.  
2) The team proposed investing more in social media platforms, influencer partnerships, and video content.  
3) The meeting also noted the need to revamp the content strategy and prepare data for the next meeting.