Meeting Minutes

Date: 2024-12-13

Time: 20:05

Initiated by: ramsha

Minutes Verified by: ramsha

Number of Participants: 3

# Agenda

1) The agenda for the meeting was to discuss the QFO marketing strategies based on the last quarter's performance.

# Resolution

1) The resolutions reached at the meeting include allocating more budget towards digital marketing, specifically social media platforms, investing in influencer partnerships, and revamping the content strategies with a focus on video content.  
2) The finalization of a budget allocation will be made after the Nestle data is prepared from the follow up meeting.

# Summary

1) The discussion focused on the ineffectiveness of traditional marketing methods and the need to shift focus towards digital campaigns.  
2) The team proposed to increase budget allocation for social media platforms such as Facebook and Instagram due to strong engagement.  
3) Additionally, there was a suggestion to invest in influencer partnerships, and a need to revamp the content strategies, with a focus on video content.