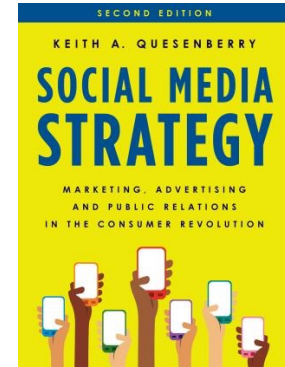
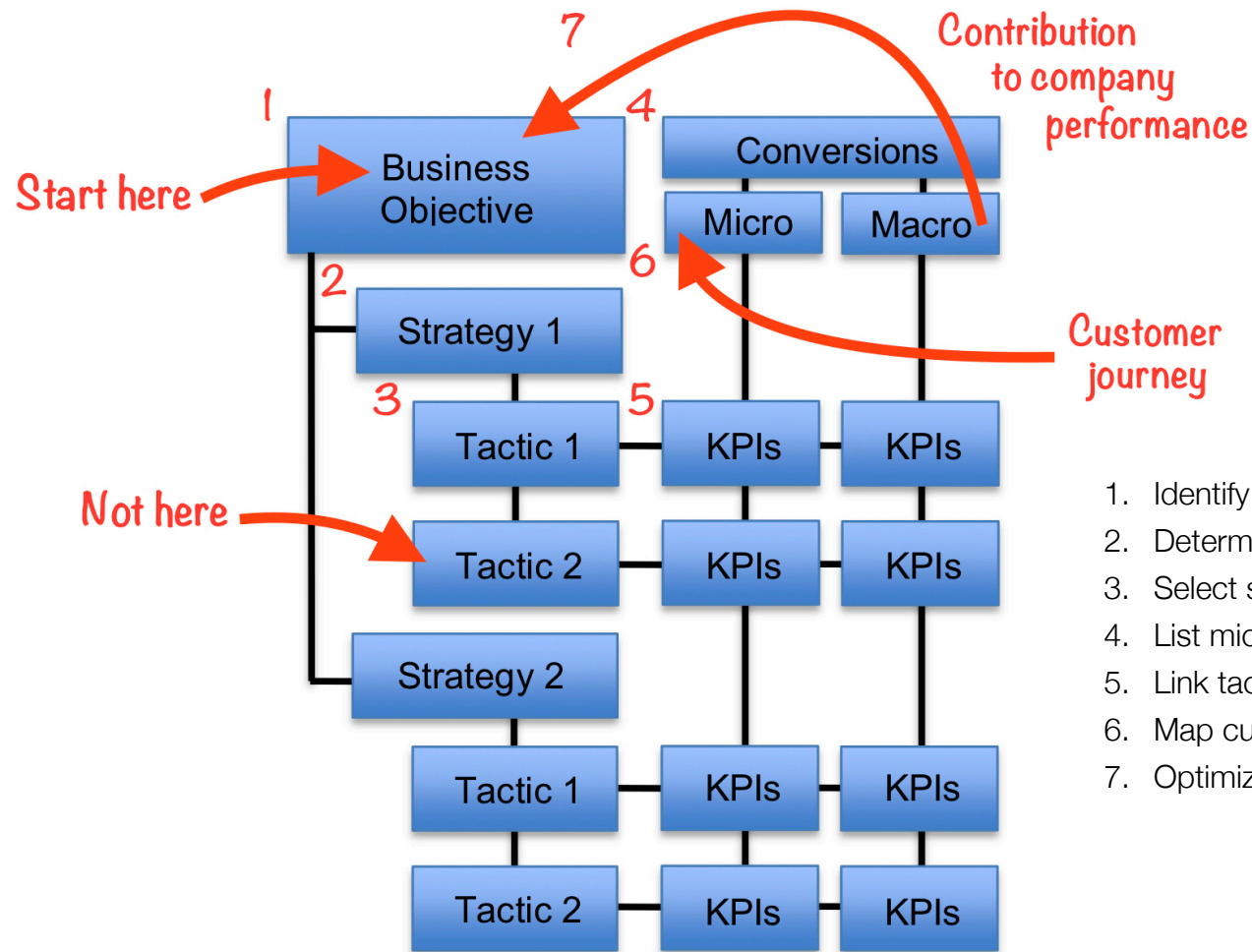


SOCIAL MEDIA MEASUREMENT PLAN



1. Identify business objectives
2. Determine key strategies
3. Select supporting tactics
4. List micro- and macro-conversions
5. Link tactic KPIs to conversion metrics
6. Map customer journey touchpoints
7. Optimize strategies and tactics