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|  | Organisation 1: | Organisation 2: |
| 1. Active Social Media Network(s) |  |  |
| 1. Location of organisation |  |  |
| 1. Marketing Objective |  |  |
| 1. Marketing Strategic Solution |  |  |
| 1. Primary Benefit(s) |  |  |
| 1. Key global trends utilised in the strategy |  |  |