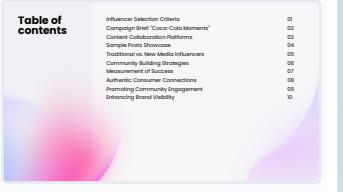
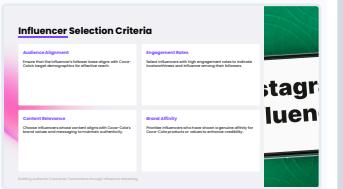




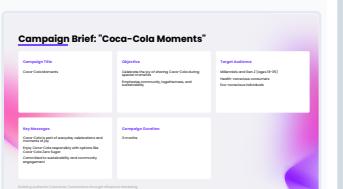
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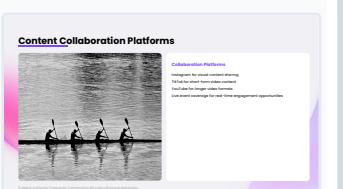
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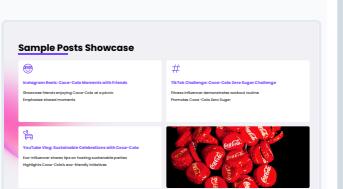
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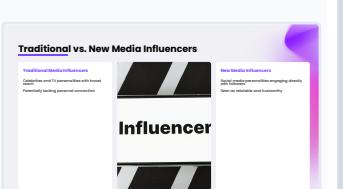
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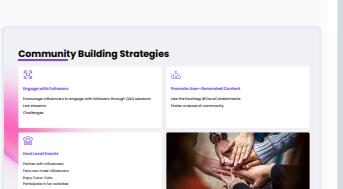
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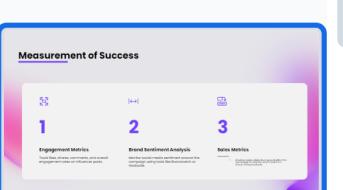
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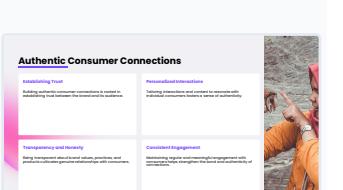
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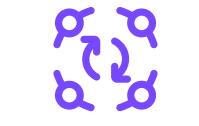
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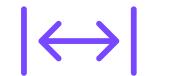


Measurement of Success


1

Engagement Metrics

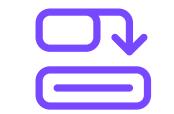
Track likes, shares, comments, and overall engagement rates on influencer posts.



2

Brand Sentiment Analysis

Monitor social media sentiment around the campaign using tools like Brandwatch or Hootsuite.



3

Sales Metrics

Sales Metrics

- Analyze sales data during and after the campaign to assess any impact on Coca-Cola products.

