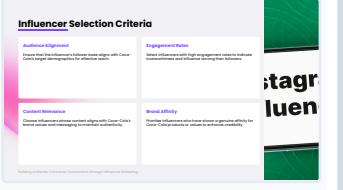




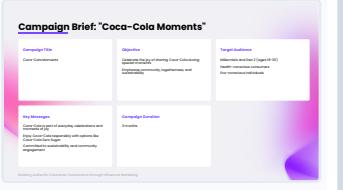
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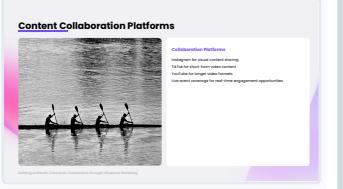
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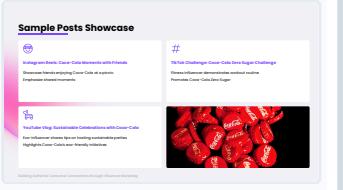
4



5



6



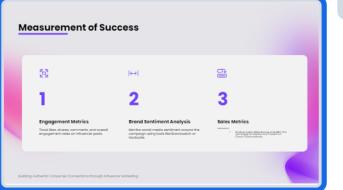
7



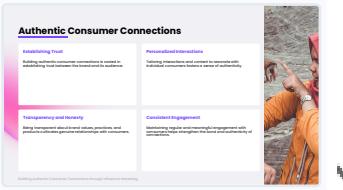
8



9



10



# Measurement of Success

1

## Engagement Metrics

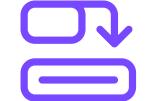
Track likes, shares, comments, and overall engagement rates on influencer posts.



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.

