

DEFINE BUSINESS OBJECTIVES DELINEATE TARGET BEHAVIORS

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1. Business Objectives

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Social Sharing



Influencer marketing

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- 1. List and rank possible objectives**
 - 2. Eliminate means to ends**
 - 3. Justify objectives**

2. Target Behaviors

- **Specific**
- **Success metrics (“win states”)**
- **Analytics**
 - DAU/MAU
 - Virality
 - Volume of activity