



Integrated Digital Communications

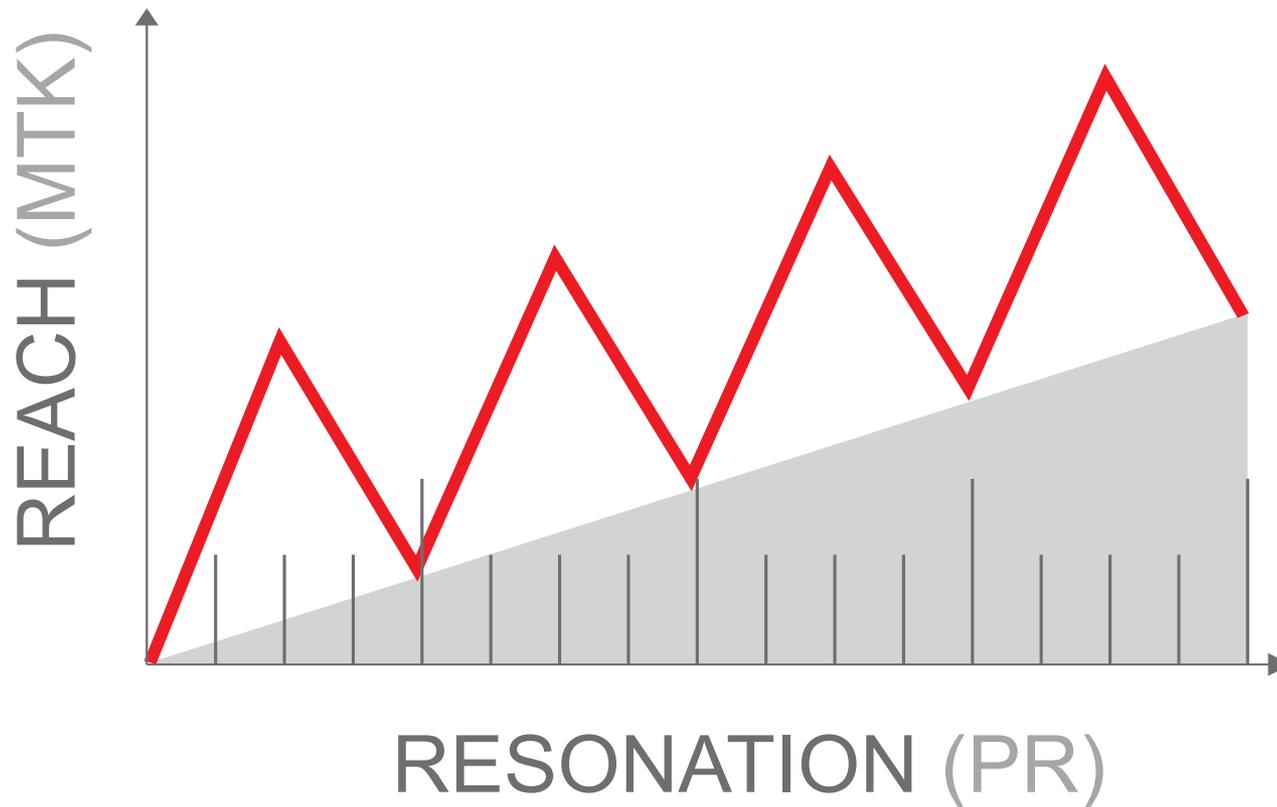
Building a Collaborative PR + Marketing + Social Approach to Drive Brand Value & Success

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OVERLAPPING GOALS FOR DIGITAL



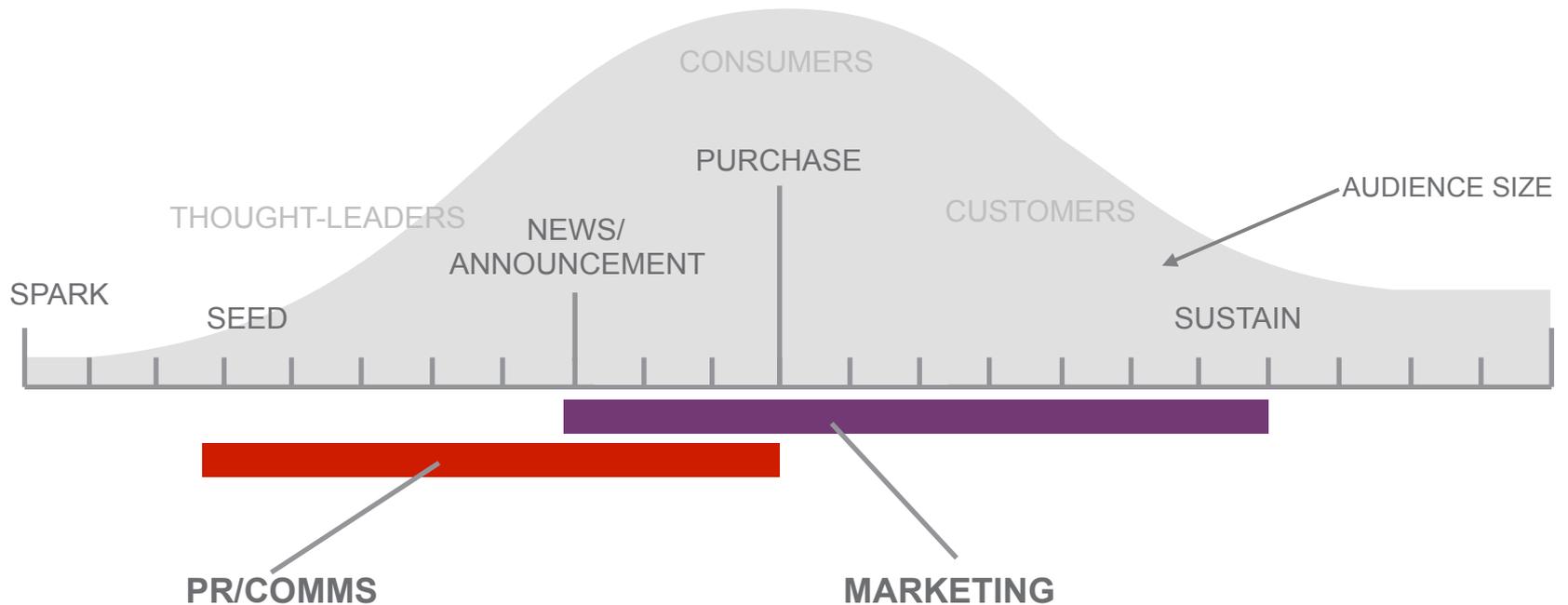


SHARED CONTINUUM “MAP”

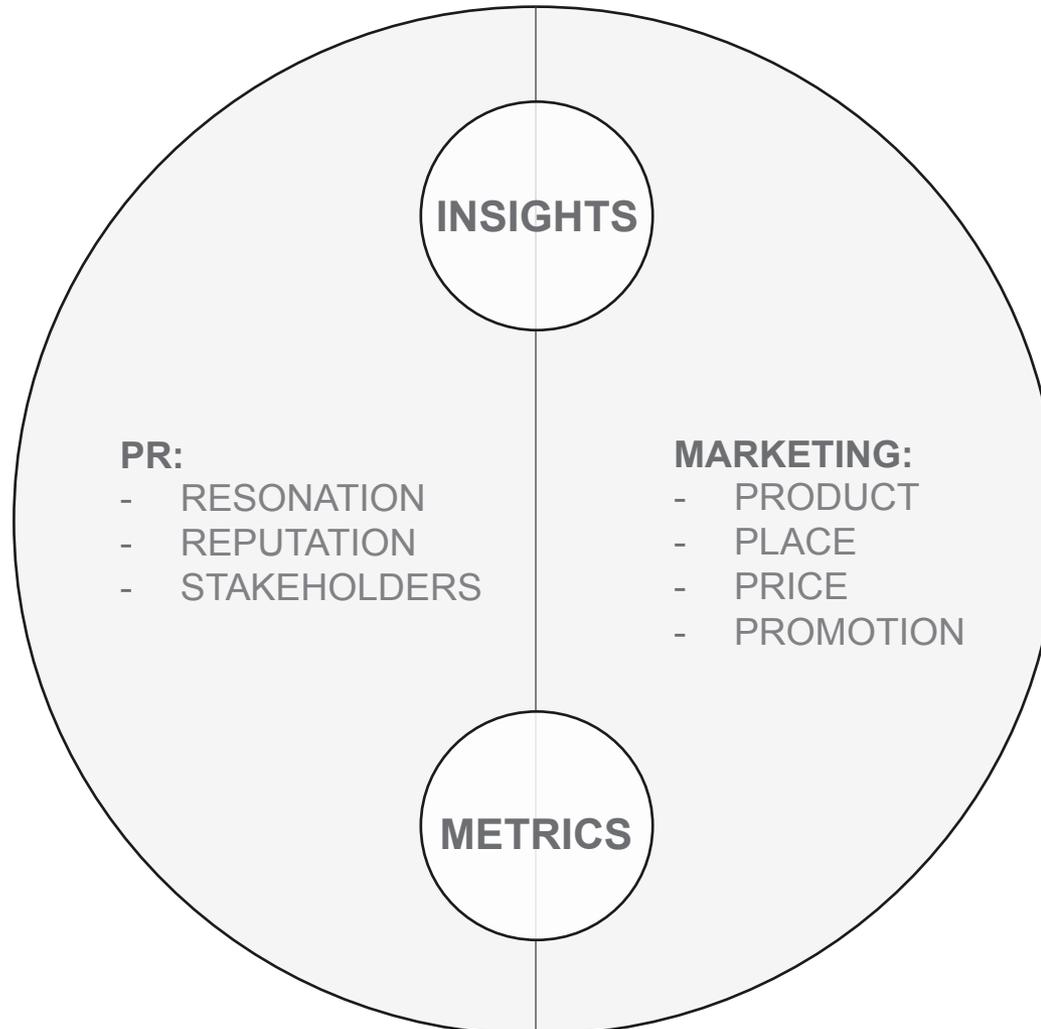
“UPSTREAM”
IMPACT PERCEPTION

“MIDSTREAM”
GAIN ATTENTION

“DOWNSTREAM”
AMPLIFY VALUE

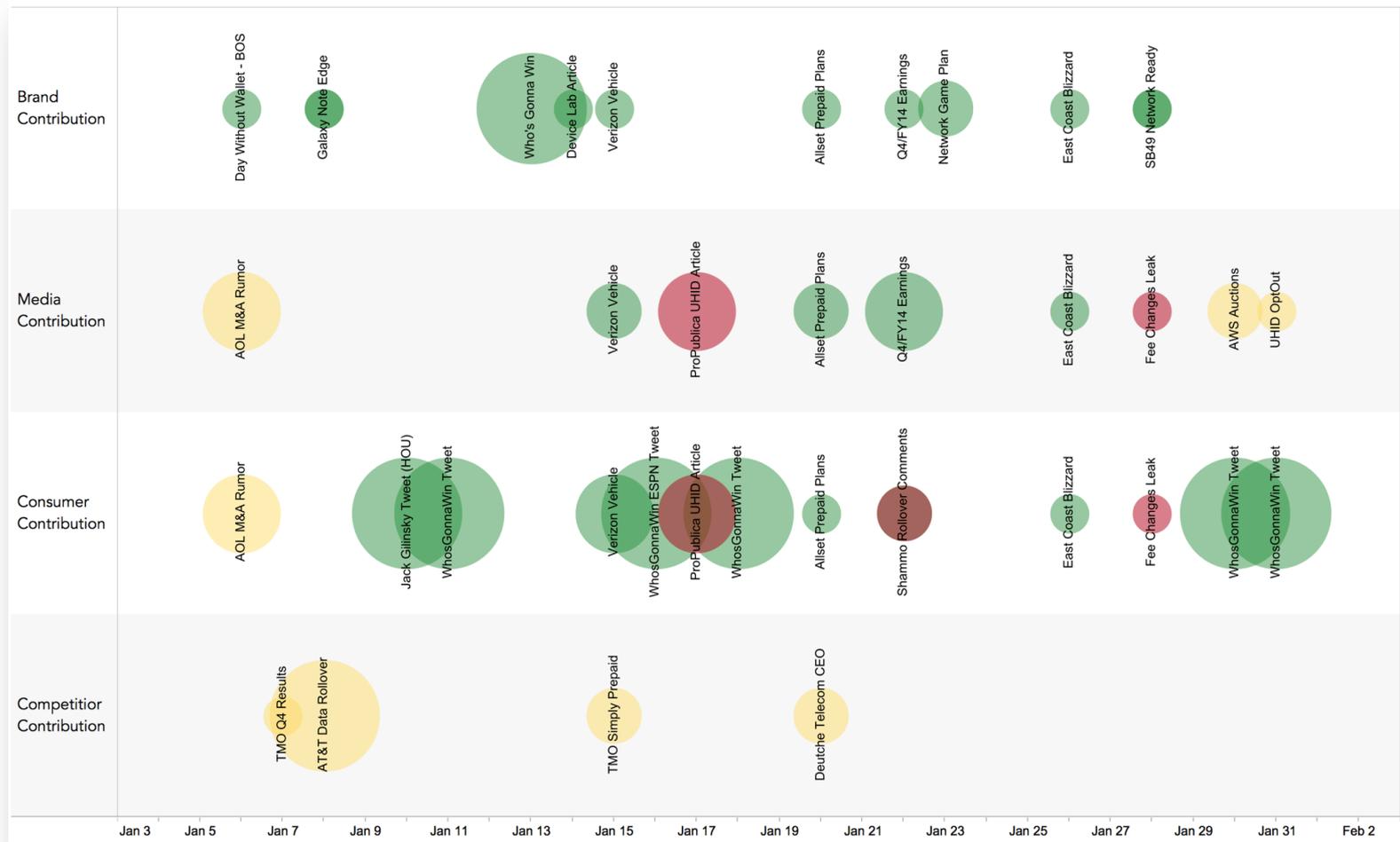


SPECIFIC AND SHARED ROLES





IMPACT METRICS





THANK YOU