



# Integrated Digital Communications

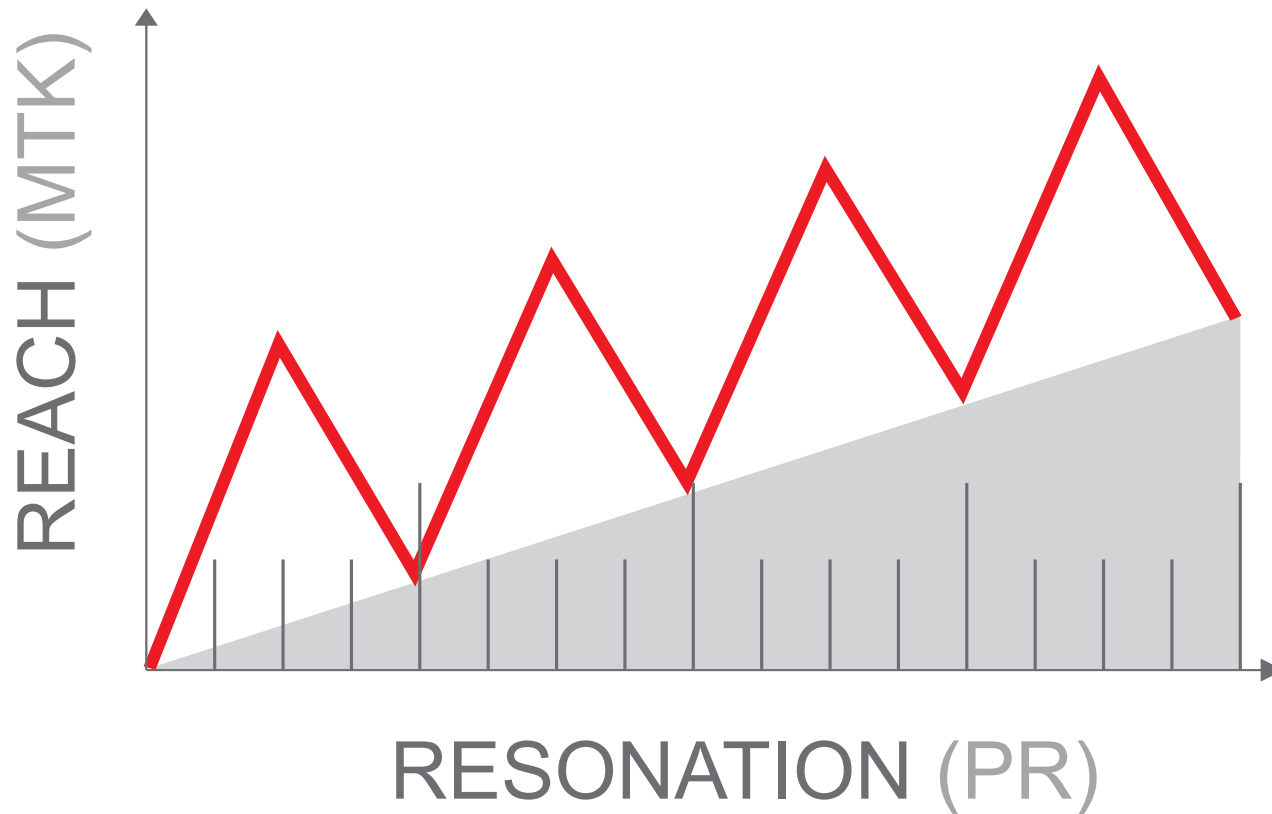
Building a Collaborative PR + Marketing + Social Approach to Drive Brand Value & Success

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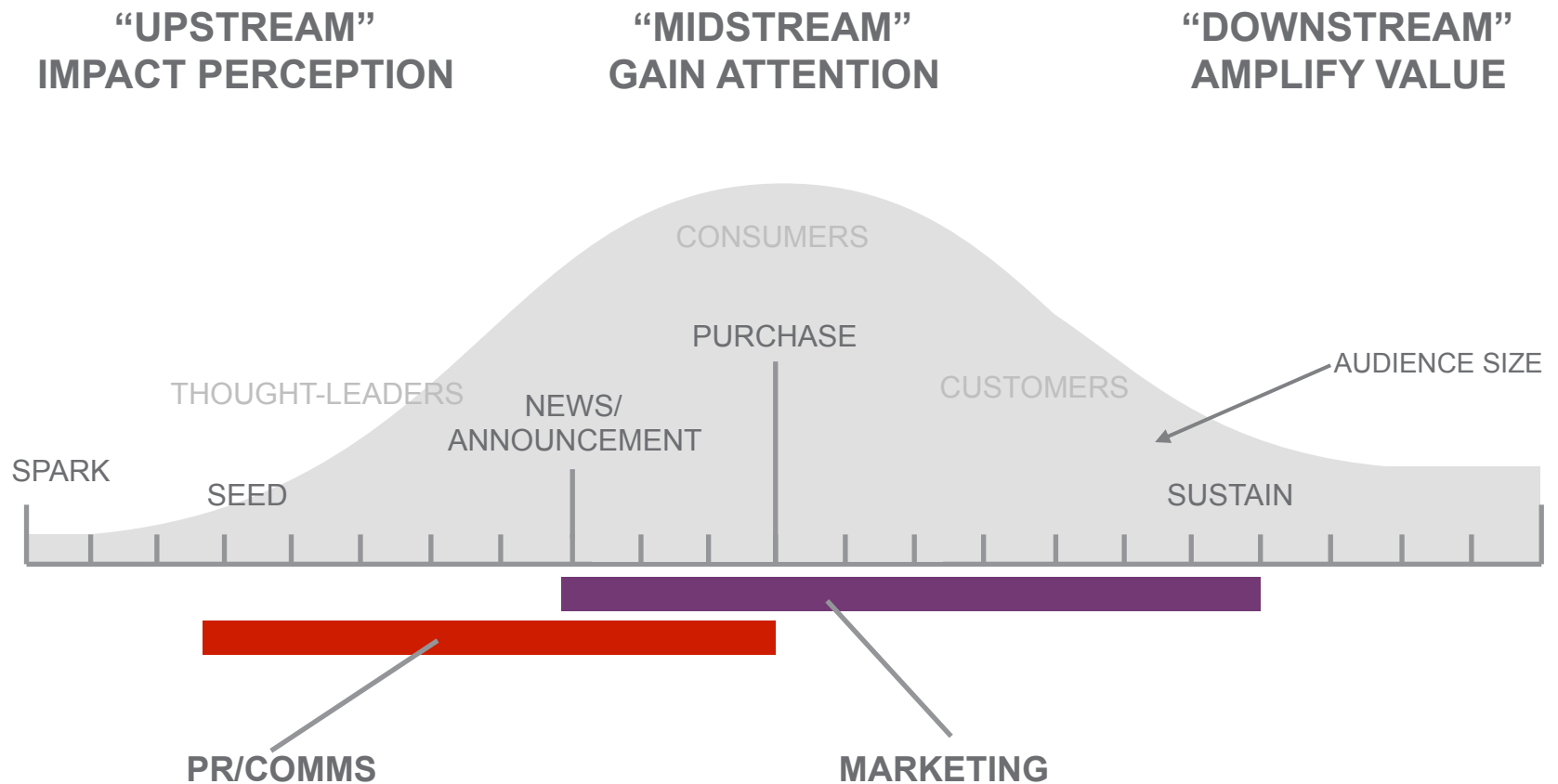


# OVERLAPPING GOALS FOR DIGITAL

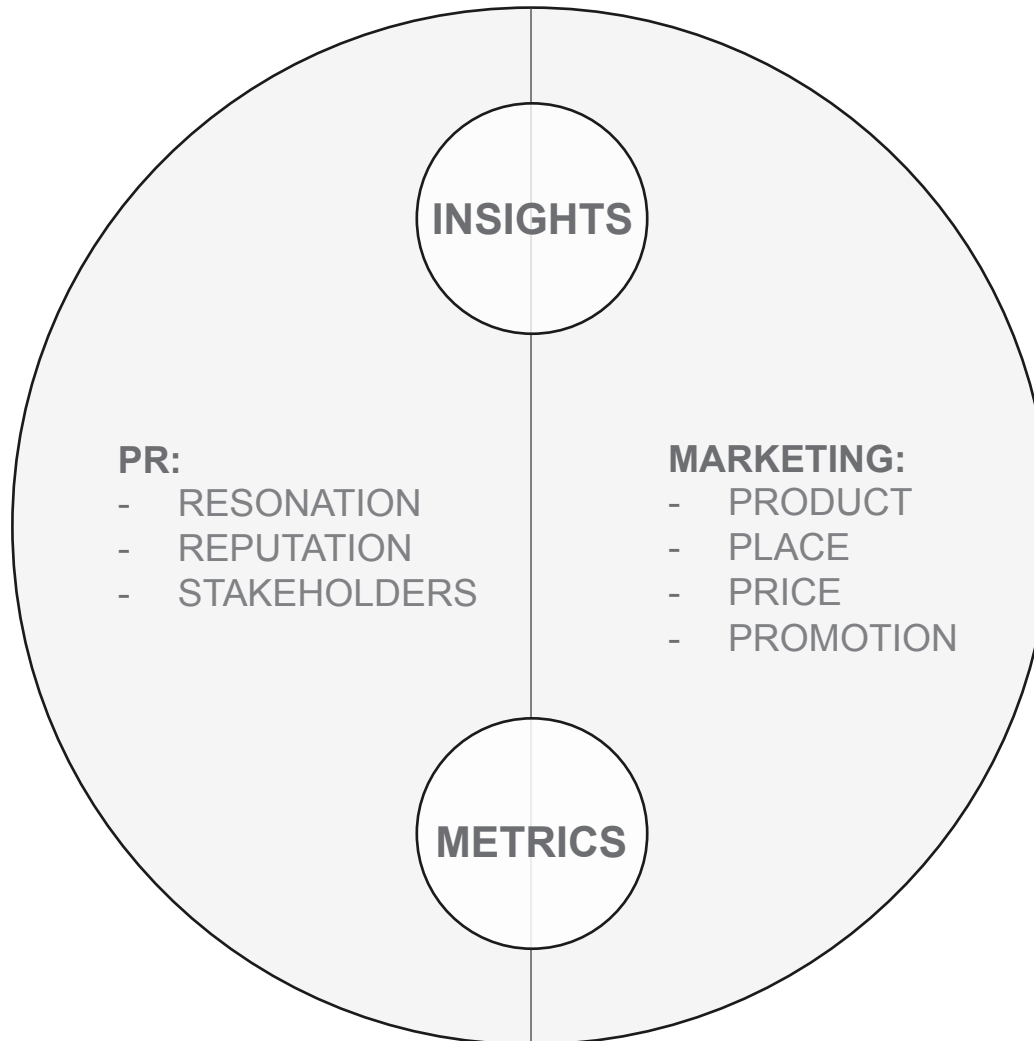




# SHARED CONTINUUM “MAP”

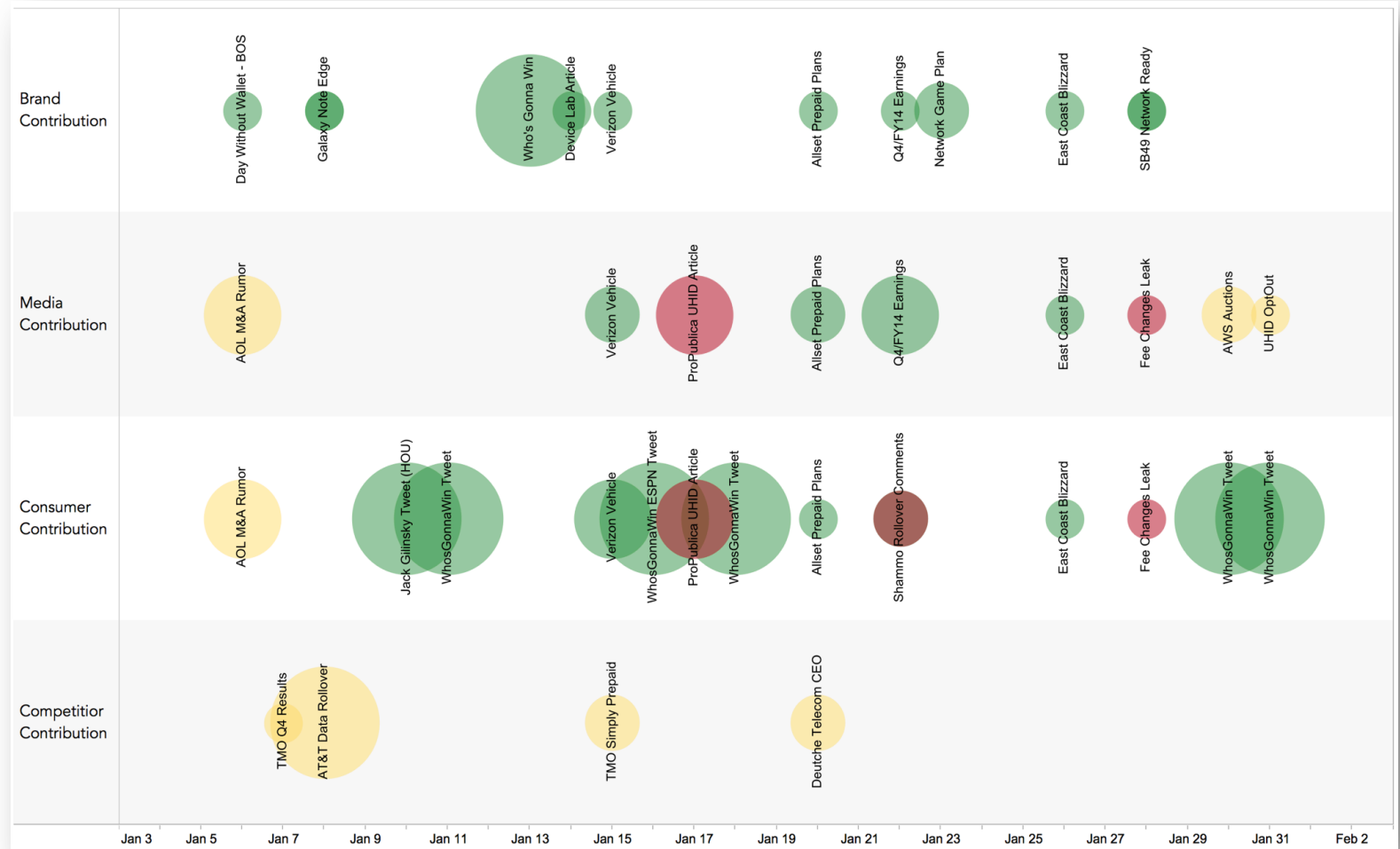


# SPECIFIC AND SHARED ROLES





# IMPACT METRICS







THANK YOU