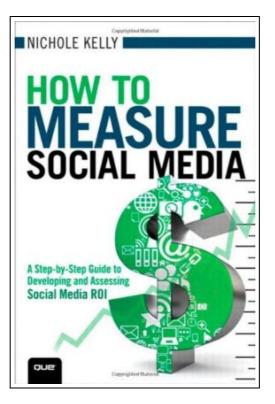
### How to Measure Social Media: A Step-by-step Guide to Developing and Assessing Social Media ROI



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