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Conversion: these metrics demonstrate the effectiveness of your social engagement. Consumer: these metrics reflect how active customers think and feel about your brand. Every stage is populated with its own set of

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Awareness metrics

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your marketing money. You'll learn the practical basics of each metric, as well as how and when to apply them.

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month-to-month. With the vast base of different marketing channels used by team, it is crucial for marketing teams to actively track their ...

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