Select two digital marketing strategies, e.g. email marketing, social media marketing, etc., and identify four (4) measurements that you would like to capture and analyze for each strategy. Provide a brief explanation on why you selected these particular measurements.

Your initial post is due by Wednesday, 11:59 p.m., and your reply posts are due by Sunday, 11:59 p.m. A minimum of two replies to other students' posts with constructive feedback or insight are required to earn a grade of 100.