



## Panel Discussion | **[Collaborative Marketing]** Word-of-Mouth & Collaborations



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**When you think of successful brand collaborations, what's the most important factor for long-term success?**



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Questions here

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## Question 1

**What opportunities present themselves when collaborating through others in brand building?**

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## Question 2

**How to collaborate Global vs Local? Offline vs Online? How do these differ?**

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### Question 3

**What are the most effective ways to track and measure collaboration success, and how can brands ensure they're getting a solid ROI from their partnerships?**

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Q&A

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