
Miami Dolphins Strategic Social Media Plan

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Project Mission Statement

Utilizing data-driven insights, our goal is to strategically use social media platforms to enhance and promote the expansion of the Miami Dolphins brand to key target audiences.



Affinio Data

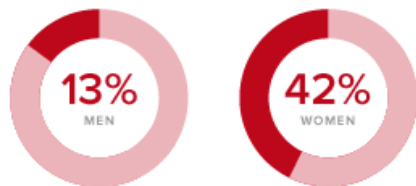
Understanding our fans on a deeper,
richer level than ever before.

Pinterest

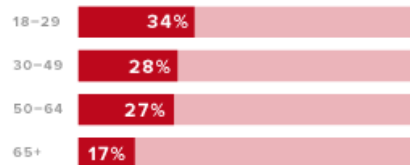


Pinterest Usage Among Key Demographics

GENDER



AGE



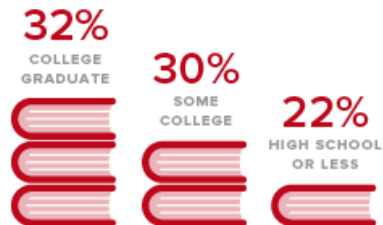
LOCATION



INCOME



EDUCATION



**The remainder of the presentation
has not been included for
proprietary reasons**
