Many digital and social media sites are widely used in marketing strategies. Prepare a 10- to 15-slide presentation with detailed speaker’s notes and visuals elements. Complete the following in your presentation: Identify a company that could benefit from better use of social media. Analyze at least 10 digital and social media channels and describe the strengths and weaknesses of each of these as a marketing tool for this company. Design an online strategy that maximizes the use of some or all of the digital and social media channels, as appropriate, based on your analysis. Determine key performance indicators to measure the success of the online strategy. Format your citations according to APA guidelines. Submit your assignment.