Competency Determine the success of marketing campaigns using data analytics. Student Success Criteria View the grading rubric for this deliverable by selecting the “This item is graded with a rubric” link, which is located in the Details & Information pane. Scenario You have just been hired as the new Chief Marketing Officer or CMO for Bean Inc, a ceramics company. The company has been around for over 30 years, and they have been using traditional marketing for their marketing campaigns. The company has just undergone a reconstruction and has hired you as the new CMO because your background in marketing data analytics impressed the CEO. The CEO now wants to have an executive meeting to discuss your new marketing strategy and highlight the use of data analytics as part of your new strategy to solicit additional support from the executive leaders. Instructions Prior to the executive meeting, the CEO wants you to write a 2-page email describing the highlights of your presentation. Be sure to include the following in your email: An overview of your new marketing strategy for Bean Inc. The significance/benefits of using data analytics in the new marketing strategy. Discussion of the measurements used to determine the success of the new marketing strategy. Justification of the use of a software (Chartio, Hubspot, MailChimp, Marketo, or others) to support your new marketing strategy. A conclusion.