

(54) Title of the invention : DATA-DRIVEN EMPLOYEE ADVOCACY IN MARKETING CAMPAIGNS

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(57) Abstract :
The invention discloses a data-driven system and method for employee advocacy in marketing campaigns. By utilizing employee profiling, content optimization, and performance analytics, the system enhances the scalability, personalization, and effectiveness of marketing efforts. It integrates seamlessly with existing platforms and provides actionable insights through advanced data visualization tools.

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