

# Digital Marketing

Lecture 11

By

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# SM Community management

- ▶ Engagement
- ▶ Growth
- ▶ Listening
- ▶ Enriching
- ▶ Community management
- ▶ Prioritize active time



# Cont...

- ▶ Mention best user
- ▶ SAY Sorry
- ▶ FAQs
- ▶ Product knowledge
- ▶ Personal email & chat
- ▶ Allow cross talk

