

# Competitive Social Media Marketing Strategies

Part of the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

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## Description:

Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers. To achieve this goal, companies must utilize current digital tools to create a strong online presence.

**Competitive Social Media Marketing Strategies** presents a critical examination on the integration of social networking platforms into business tactics and the challenges presented by consumers' use of these online communities. Highlights pivotal issues such as brand management, customer loyalty, and online services.

## Readers:

This publication is a pivotal reference source for business managers, professionals, advanced-level students, and consultants interested in the latest research on the use of digital media tools for business opportunities.

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## Topics Covered:

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- Customer Value
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- Online Service Failures
- Stakeholder Engagement
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