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Increasing Customer Interaction Through Social Media Posts

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Increasing Customer Interaction through Social Media Posts

Kasey Wheeler

This proposal discusses improvements to Southern Baked Pie Company's social media. Through having more successful and interactive accounts, SBPC will create a more influential relationship with their customers. Using Instagram and Facebook as primary platforms, I advise the company to better utilize the opportunities offered through each medium. Interacting with videos, hashtags, and social media campaigns, SBPC will achieve their goal of more customer interactions and relationships.