

Panel Discussion | [Social Marketing] Utilising Social Media Platforms to promote Brand Affinity: Partnering with Customers as Brand Influencers



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JAKARTA

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Which channels / platforms have you been using to engage with customers as influencers / brand ambassador?

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1. Define your relationship with your customers and how they become your brand influencers

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2. How to refine your message and maintain the content & visual style to keep your customers engaged and becomes your influencers in social media platform?

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3. How to measure success / set-up metrics on your influencer marketing campaign from the commercial aspect?

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Key Takeaways

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Q&A



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