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TECHNOLOGY & E-COMMERCE | MAY 8, 2022 | 8 MIN READ

How Retailers can Leverage Social Media

The retail game has changed from 'Location, Location, Location' to 'Attention, Attention, Attention' making customer service the most important aspect of a retailer's success.

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With the increasing competition, and high consumer expectations it is essential for retailers to develop informative content with social media strategy. As in today's world, social media is not only building brand awareness or promoting the product, it is telling the brand stories, engaging the consumers, and even educating them with the latest trends. Today's winning strategy is to build consumer connections, and social media is one such prominent form of communication that helps the retailer in connecting with consumers as well as maximizing sales.

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