

Review Form 3

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_129433
Title of the Manuscript:	Social Media Marketing in Banking: Measuring Engagement and Customer Acquisition in Cameroon
Type of the Article	Full

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This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guidelines for the Peer Review process, reviewers are requested to visit this link:

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PART 1: Comments

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	The study advances the knowledge of the connections between social media marketing and customer acquisition in the banking sector and offers guidance to Cameroonian banks looking to use social media marketing to attract new clients.	ok
Is the title of the article suitable? (If not please suggest an alternative title)	Yes, Suitable	Thanks
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	<ol style="list-style-type: none"> 1. The tables and figures can not be inserted into the text, only you must include them at the end of the anonymous manuscript. 2. The abstract should be structured: Objective, Material and Methods, Results, Conclusions. (250 words) 3. Tables must be numbered and with a title and figures must be numbered with a foot figure 4. Maximum number of figures and tables 6. 	Noted and effected Done
Is the manuscript scientifically, correct? Please write here.	It should be more specified.	ok
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Yes	
Is the language/English quality of the article suitable for scholarly communications?	Should be more comfortable and interesting.	
Optional/General comments	The manuscript is not organized and descriptive in nature. More information should be needed to decorate.	Ok

PART 2:

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	