

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	Original Research article

General guidelines for the Peer Review process:

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.	This manuscript emphasizes the critical role of social media marketing in increasing customer acquisition in Cameroon's banking sector. It provides actionable insights on leveraging social media engagement and quality content to strengthen customer relationships and drive financial inclusion. The study offers valuable contributions to digital marketing research and practical strategies for the evolving financial industry.	Noted
Is the title of the article suitable? (If not please suggest an alternative title)	The title accurately reflects the study's focus on social media marketing, engagement, and customer acquisition in the Cameroonian banking sector.	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.	The abstract provides a clear summary of the research objectives, methodology, and key findings. It effectively highlights the importance of social media engagement and content quality in customer acquisition. Suggestions: <ul style="list-style-type: none"> • Include specific quantitative results from the study to provide a stronger summary of the findings. • Clarify how the conclusions can be generalized beyond the Cameroonian banking context, if applicable. 	Revision made
Is the manuscript scientifically, correct? Please write here.	Yes, the manuscript is scientifically sound. It employs a robust methodology, including mixed methods and regression analysis, to explore the impact of social media marketing on customer acquisition in Cameroon's banking sector. The statistical tests are appropriately conducted, the findings align with prior research, and the conclusions are well-supported by the data.	Noted
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	The references in the manuscript are largely sufficient and relevant, covering a mix of global and regional studies on social media marketing and customer acquisition in the banking sector. However, while many are recent, there is room to include more recent studies from the last 2-3 years to ensure the literature reflects the latest advancements in the field. Suggestions for additional references: <ol style="list-style-type: none"> 1. Studies exploring advancements in social media algorithms and their impact on customer engagement in financial services. 2. Research on the role of mobile banking apps and their integration with social media in customer acquisition. 3. Regional studies on digital financial inclusion in Sub-Saharan Africa to provide a broader context for Cameroon's banking industry. 	Revised accordingly Done
Is the language/English quality of the article suitable for scholarly communications?	The language and English quality of the manuscript is suitable for scholarly communication. The writing is clear, well-structured, and effectively conveys the research objectives, methodology, and findings.	
Optional/General comments	Minor improvements are needed in areas such as inclusion of more recent references, and a more explicit discussion of sample justification and limitations.	

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>
<u>Are there ethical issues in this manuscript?</u>	<u>(If yes, Kindly please write down the ethical issues here in details)</u>	