**Study: Engagement Key to Social Media Success**

Brands that engage on social media are perceived as influential and informative, a study published in the Journal of Promotion Management has found. "If you want to increase a person's purchase intention or make them feel more favorable to your company and product, interact with them," co-author Holly Ott said.

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<http://www.businessnewsdaily.com/8941-social-media-interactions.html>