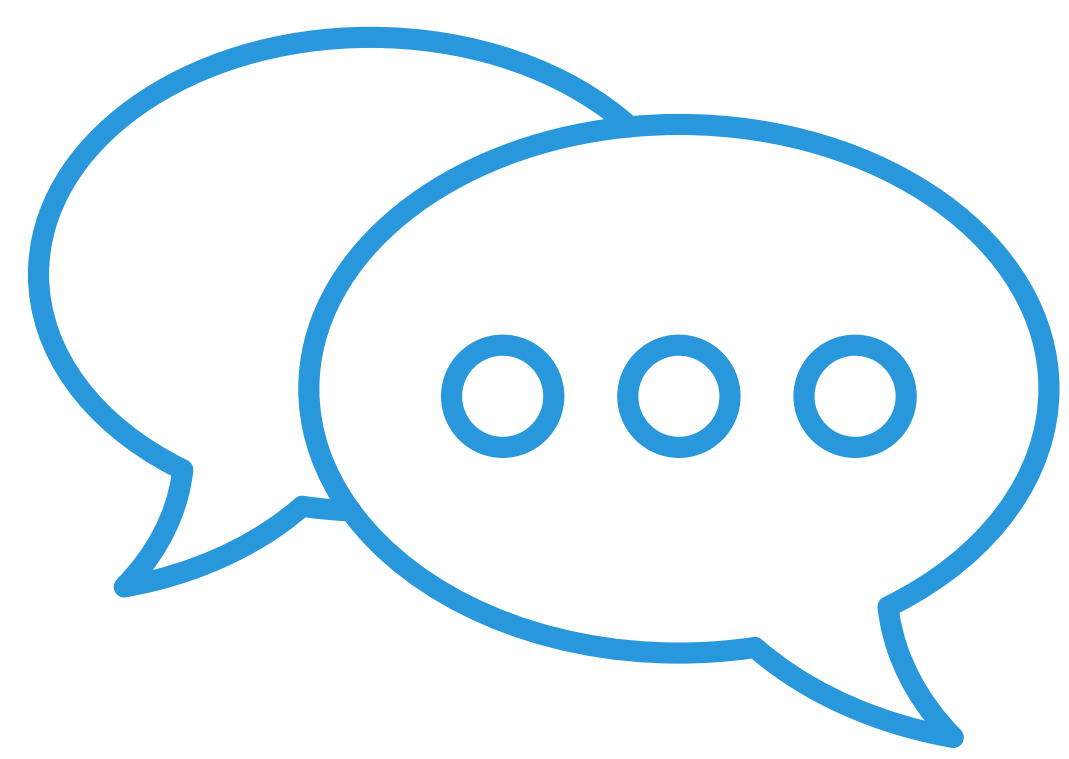


What have we heard them say?
What can we imagine them saying?



SAYS

Acknowledge and thank subscribers for their positive feedback on your posts and brand, expressing gratitude for their time and effort.



Neutral comments can be neutral, asking questions or tagging friends. Engage the commenter by striking up a conversation or asking related questions based on the content.



Addressing negative social media comments involves prompt response, resolution of product or order issues, identifying recurring complaints, and utilizing social media to identify potential defects or service flaws.

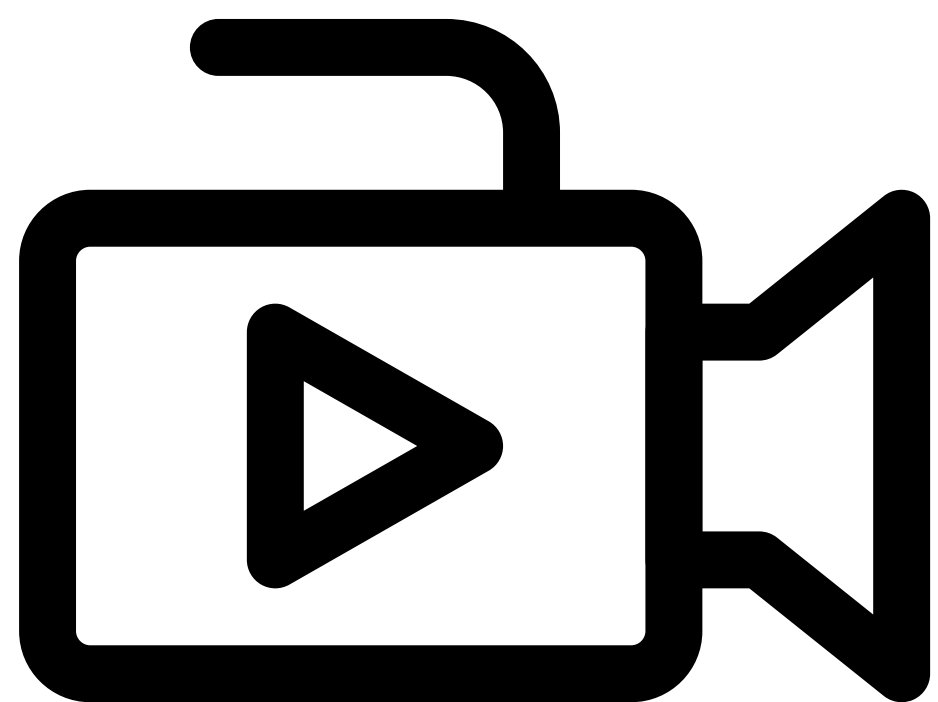
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

subscribers are people who have a genuine interest in the content you create and are more likely to watch and share your videos with others who share common interests.

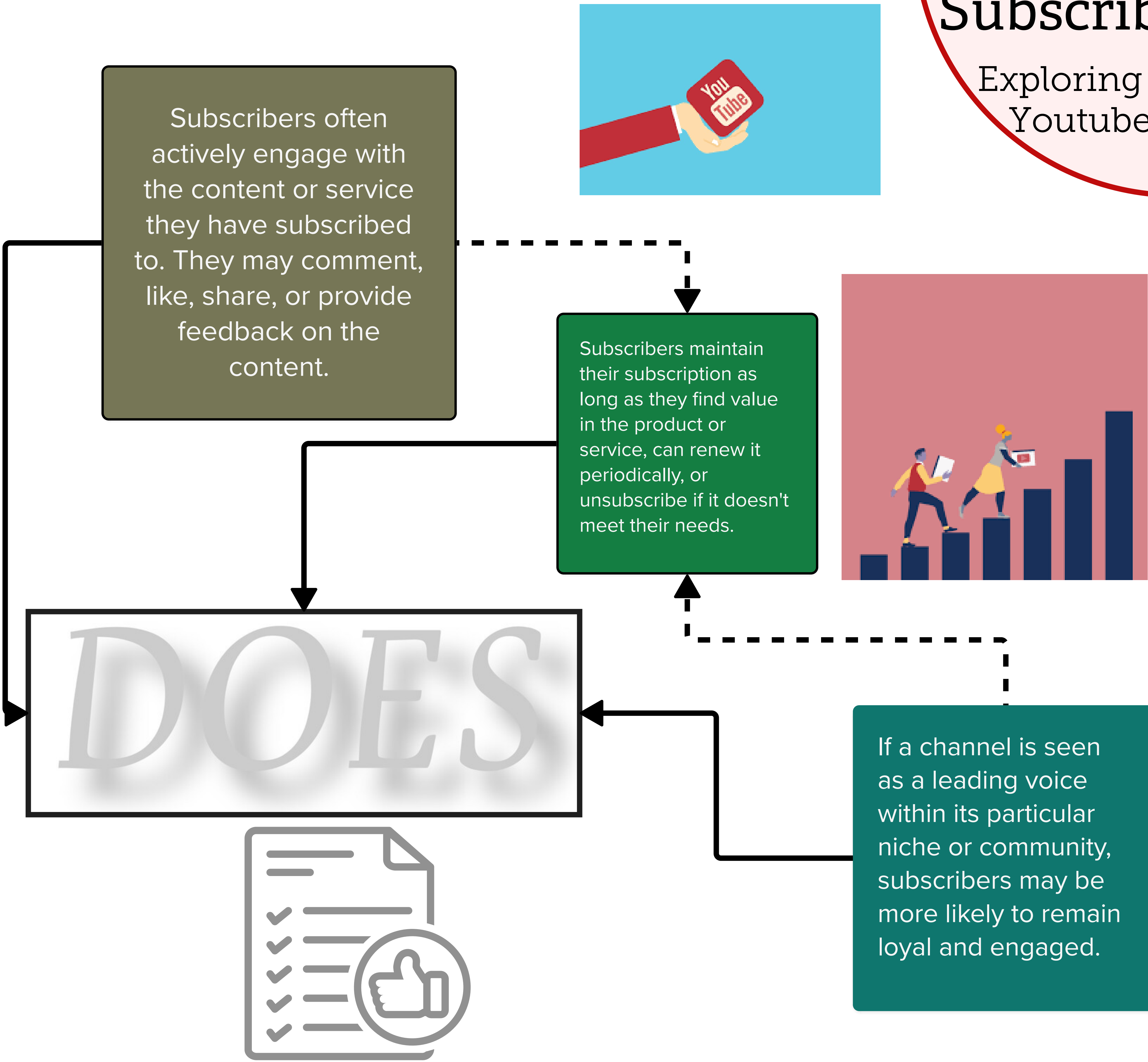


THINK

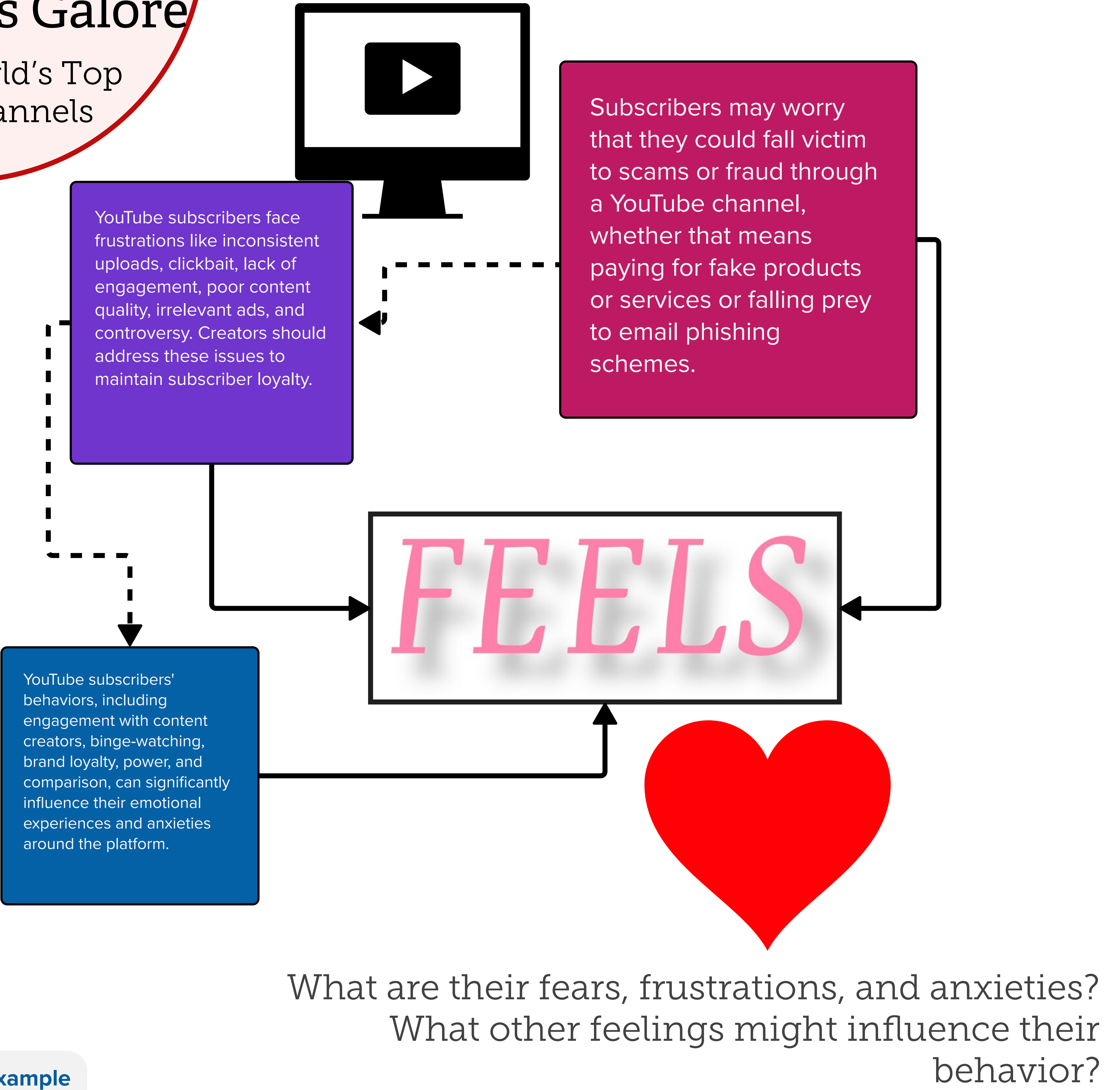
Subscribers may watch the entirety of a video or only a portion of it. Longer view durations indicate higher interest and engagement with the content.



Subscribers may engage with the content by liking, commenting, sharing, or saving the videos/posts. They may also participate in live chats or join discussions related to the channel's content.



What behavior have we observed?
What can we imagine them doing?



What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?