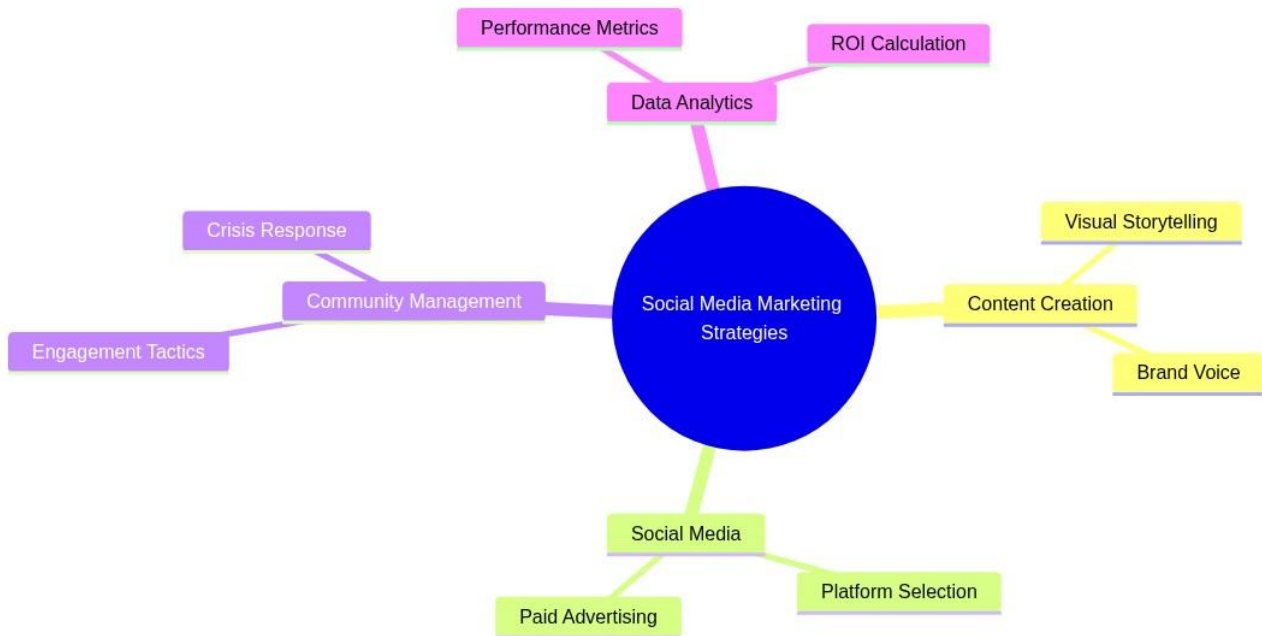


Professional Certificate in Coffee Shop Digital Marketing

Social Media Marketing Strategies



mindmap

```

root((Social Media Marketing Strategies))
  Content Creation
    Visual Storytelling
    Brand Voice
  Social Media
    Platform Selection
    Paid Advertising
  Community Management
    Engagement Tactics
    Crisis Response
  Data Analytics
    Performance Metrics
    ROI Calculation
  
```