

# Review of: "Marketing Strategy Of “Tilik” Short Film Analyzed By Social Network"

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This is an very interesting paper. The paper starts with an informative introduction about Tilik short film. Authors could explore the concept of fear of missing out in literature review. Then marketing strategy can be introduced. Limitations should be at the end. A theoretical foundation is needed in the review. Research gap is needed.

Authors need to explain why they pick up August and September. Figure 5 is good but need some explanations. The paper has a very good descriptive analysis. However, more in-depth analysis could be considered.

Recommendation is very good. We need a theoretical implications as well. Conclusion is too brief. More references on journal articles are needed.