

EXECUTIVE SUMMARY

DESIGN AND IMPLEMENTATION OF PROMOTIONAL MIXING SYSTEMS ON SELLY NG MAKE-UP STUDIO

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This work practice is designed to help business owner Selly Ng Make-up Studio in developing the marketing strategy he founded by using the mix promotion concept. Although there are many different promotional tools, business owners can choose the right ones to market their products and services. Some components of the promotion mix are advertising, personal sales, sales promotion, direct marketing and public relations.

Business owners can choose the combined elements to form a perfect mix promotion. The method used for the small business category is advertising and sales promotion, this is because it is easy to run and the unnecessary costs are large. The output of the work projects carried out is expected to be able to increase the number of customers and services provided.

The author won the promotional mix system to be implemented consisting of distribution to the community and also offered Selly Ng Studio Make-up business on digital marketing channels, such as Facebook and Instagram.

Keywords: promotion mix, digital marketing, sales promotion, advertising