

Abstract

Applying Marketing Strategy Through Online At The Charlotte Shop

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This practical work aims to improve the Marketing Mix system to increase sales of Charlotte Stores through social media advertising and direct marketing. The purpose of this project is to increase turnover by 5% of sales of Charlotte stores through social media advertising, sales through E-commerce, resellers, product price discounts. Practical work activities carried out from the period February 2019 to August 2019 with the start of interviews and observations.

This practical work produces Instagram, Tokopedia and Shopee accounts for Charlotte Shop. The results of the design of practical work in the form of media such as Instagram, Tokopedia and Shopee and the presence of resellers. The purpose of the media is to be able to provide information about new products being sold as well as provide promotions and resellers engaged in helping business sales.

Keywords : Marketing Mix