

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economics  
Department of Mangement  
Odd Semester 2019/2020*

## **IMPLEMENTATION OF DIGITAL MARKETING AT LILY JAYA STORE**

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### **EXECUTIVE SUMMARY**

*The purpose for this practical activity is to assist with the issue faced by the Lily Jaya Store which is the decline in revenue annually and the difficulty to gain new customers. With rapid developments of technology, numerous businesses are starting to promote their products online. Thus, this activity take place from 1st September to 31st December 2019.*

*This practical activity adopted the interview method and the observation method for data collection. The data and information that have been obtained will be used to examine the problems faced by the Lily Jaya Store. Further, to interpret problems and produce the strategy that corresponding to it and finally its implementation.*

*This activity provides output in the form of digital marketing, whereby the author provides assistance for Lily Jaya Store to create an online shop on the C2C e-commerce platform such as Tokopedia, Shopee and Bukalapak, and also to create Instagram social media account for advertising.*

*Keywords: digital marketing, e-commerce, advertising*