

UNIVERSITAS INTERNASIONAL BATAM

Faculty of Economy
Management Study Program
Odd Semester 2019/2020

IMPLEMENTATION MARKETING STRATEGY THROUGH SOCIAL MEDIA MARKETING ON WEY FLORIST IN BATAM CITY

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ABSTRACT

The implementation of practical work at one of the company in Batam city, that WEY florist which has the objective to analyze the problems faced and the marketing strategies used today and this practical work is carried out to help companies design new marketing strategies so they can compete and increase future sales. WEY Florist is currently experiencing declining sales from year to year and strategies are used only through word of mouth from friends, family, and coworkers.

In the implementation of this practical work, the authors collect data using face-to-face methods directly with the direct owner, where the authors collect the data needed to be analyzed and used as a basis in designing marketing strategies. At the design stage, the authors make plans ranging from creating social media accounts, design features that can be used, and the use of paid advertising on Instagram social media, and this design is informed to the owner so that it can be followed up. Furthermore, in the implementation, the author along with the owner of the implementation starts from creating an Instagram account, features that can be used along with its benefits, Instagram ads or paid advertisements, and design promotions on products and services in order to compete and attract the attention of consumers. Implementation is done in stages and in posting on social media Instagram, the owner must be able to choose quality and attractive photos and videos.

In the design that has been implemented, the result of the implementation is the existence of a new marketing strategies that can be used as a tool to promote products or services from WEY Florist and also used as a competitive strategy with competitors. Based on information obtained from the owner, that after implementing a new marketing strategy that is through marketing through Instagram social media, the owner sees that there are new customers who start ordering through Instagram and of course there is an increase in the number of sales.

Keywords: *Design, Marketing, Advertising*