

***IMPLEMENTATION OF DIGITAL MARKETING ON VIXIT CASE ONLINE STORE WITH SOCIAL MEDIA PLATFORM SUCH AS INSTAGRAM, LANDING PAGE DESIGN AND PAID TRAFFIC***

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***ABSTRACT***

*Main purpose of this job training report is to boost and increase sales of Vixit Case which selling product online. Solution implemented by author is using Digital Marketing for Vixit Case. Practical work period begins from November 2019 till December 2019.*

*The data collected and used in this report obtained through direct interview with Mr. Richand, owner of Vixit Case, author also exploring information directly by visiting Mr. Richand's place. From the data collected, author found several problems that occurred in the business such as no traffic sources used, platform for displaying product digitally and also place for explaining product description and benefit which cause offer given was not attractive and ineffective. Author suggest owner of Vixit Case to implement Digital Marketing and creating Instagram Business Account which makes the online store look more professional. Others, author also suggest the business owner to use paid traffic for increasing traffic to online store.*

*Through the implementation of Digital Marketing, Social Media, Landing Page and Paid Traffic, Mr. Richand as the owner of Vixit Case becomes aware the importance of the Digital Marketing which increase sales of his online store after implementation.*

*Keywords: Vixit Case, Digital Marketing, Paid Traffic*