

TRADITIONAL CONCEPT MARKETING INNOVATION BY EMPHASIZING PRODUCT INFORMATION DISSEMINATION

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Abstract

Increasing the Indonesian economy to face global marketing. Every company competes with each other to win the hearts of consumers so they feel satisfied with the products offered. In this case, it shows that Indonesia's economic development in marketing has been able to compete with outside companies, and this can lead to competition in the business sector. The company's goal is to achieve product sales targets every month. One of the activities that can be carried out by a company in order to achieve sales targets is to carry out a marketing strategy. The marketing strategies carried out by various companies, one of which is the Marketing Mix, which is usually explained as product, price, place and promotion. As a small entrepreneur, you need to decide on the specifics of the product (or service), the appropriate price, where and how to distribute the product, and how others will find out about the product being offered.

Keywords: Marketing products, Disseminating sales information, Utilizing employees, Distributing flyers

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