

CREATE INTERESTING ADVERTISING BY USING ARTISTS AND JUMBEL

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Abstract

Companies try to influence and persuade consumers to be interested in using their products. Therefore, companies must pay attention to the marketing mix, namely the elements of product, price, distribution, and promotion. One of the promotional tools that are often used in pharmaceutical companies is personal selling. The purpose of this study is to find out how the personal selling strategy is carried out by companies to gain customer loyalty. The concepts that the authors use for this research are determining and qualifying potential customers, initial approach, presentation, overcoming objections, closing and follow-up.

Keywords: Interesting Advertising, Influencer Social Media, Promotion effect, Sales, Consumers

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