

DIGITAL PROMOTION CONCEPT: Social Media Activation

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Abstract

Promotion is one of the determining factors for the success of a marketing program. Regardless of the quality of a product, if consumers have never heard of it and are not sure that it will be useful for them, then they will not buy it. While the notion of promotion itself is a form of marketing communication that seeks to disseminate information, influence and remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned.

Keywords: Social media, Instagram, Tiktok, Organic and non-organic promotion, Tag line

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