ABSTRAK

Dunia bisnis telah berkembang pesat seiring perkembangan zaman. Sekarang konsumen akan mempertimbangkan produk dan jasa sebelum mereka membelinya atau menggunakankannya dengan melihat informasi yang terdapat di internet. *Clickzone Photobooth* merupakan sebuah jasa usaha fotografi pernikahan yang hanya menggunakan media sosial *Instagram* sebagai sarana marketingnya, maka dari itu perlu untuk dilakukan kegiatan *Digital Marketing* demi menambah *brand awareness* masyarakat kepada usaha ini. *Digital Marketing* adalah kegiatan promosi dan pencarian pasar melalui media digital secara online dengan memanfaatkan berbagai sarana digital dan online. Dengan analisa dan data yang memadai, usaha ini dapat menentukan konten yang akan dibuat untuk menarik perhatian target customer. Teknik yang akan digunakan adalah *content marketing*, *social media marketing*, *Search Engine Optimization*, dan *email marketing*. *Analytics* dan *Insights* digunakan untuk memberikan data apa saja yang dibutuhkan untuk dianalisa. Disertakan juga pembuatan *campaign* untuk mengetes apakah *Digital Marketing* yang telah dilaksanakan berhasil atau tidak. Implementasi *Digital Marketing* disarankan dalam waktu yang panjang agar data yang didapat lebih akurat dan dapat dianalisa.

ABSTRACT

The business world has grown rapidly along with the times. Now consumers will consider products and services before they buy them or use them by looking at information found on the internet. Clickzone Photobooth is a wedding photography business service that only uses Instagram as a marketing tool, so it is necessary to use Digital Marketing procedure in order to increase the brand awareness of the business. Digital Marketing is a promotion and market search activity through digital media online by utilizing various digital and online facilities. With adequate analysis and data, this business can determine the content that will be created to attract the attention of the target audience. The techniques that will be used are content marketing, social media marketing, Search Engine Optimization, and email marketing. Analytics and Insights are used to provide what data is needed to be analyzed. Campaigning is also included to test whether the Digital Marketing that has been implemented is successful or not. Digital Marketing implementation is recommended to be conducted in a long time span so that the data obtained is more accurate and can be analyzed.

Keywords: analytics, Digital Marketing, insight, photography, social media marketing, website.
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