

# ***IMPLEMENTATION OF DIGITAL MARKETING IN MSME MANTUL COFFEE SHOP IN BENGKALIS***

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## ***Abstract***

*This activity is an activity related to Micro, Small and Medium Enterprises (MSMEs). This activity aims to analyze how the marketing mix has been implemented, to find out how digital marketing is implemented, and to find out the obstacles and solutions during the implementation of digital marketing at Mantul Coffee Shop MSMEs. The methods for implementing digital marketing are preparation plans, implementation plans, completion plans and project reporting. The results of implementing digital marketing are knowing the marketing mix of Mantul Coffee Shop MSMEs, knowing SWOT analysis, STP analysis, creating Google My Business, preparing a social media calendar, creating content, selecting social media such as Instagram, Facebook, WhatsApp Business, selecting a marketplace that is maximal so that MSMEs Mantul Coffee Shop has succeeded in marketing its products online, increasing sales and reaching potential consumers widely. The obstacles faced are a lack of knowledge and expertise in editing content, a lack of good response from social media users to the digital marketing implementation that has been carried out. The solution to these obstacles is to learn content editing by watching content editing tutorials and evaluating improvements to the digital marketing implementation that has been carried out.*

***Keywords:*** *Digital Marketing, Social Media, MSMEs, Food and Beverages, Bengkalis.*