

# ***IMPLEMENTATION OF DIGITAL MARKETING IN THE “MISSME MOMENT FLORIST” COMPANY***

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## ***ABSTRACT***

*The purpose of this project is to learn about the application of digital marketing to Missme Moment Florist, to know the mix of marketing that has been carried out by the “Missme Moment florist” and to know SWOT analysis on the “missme moment Florist” enterprise, as well as to know obstacles and solutions faced in Missme moment florist Bengkalis enterprise. The final project uses three (three) methods consisting of project preparation plan, project execution plan, completion plan and project reporting. Marketing results through digital marketing on social media instagram, facebook, stickers, and marketplaces. Obstacles encountered Lack of quality in content creation due to lack of ability in editing content. The solution is to edit content using an easy editing application and find a good editing tutorial.*

*Keywords: Digital marketing, SWOT analysis, STP (segmenting, targeting, positioning)*