

THE IMPLEMENTATION OF DIGITAL MARKETING TO INCREASE BRAND AWARENESS AND PRODUCT SELLING IN INKUBATOR BISNIS DAN TEKNOLOGI STATE POLYTECHNIC OF BENGKALIS

Name of Student : Zidan Nurhisyam

Registration Number : 5404211397

Advisor Lecturer : Wan Junita Raflah. B.Sc., M.Ec. Dev

Abstract

Digital marketing is an activity carried out to increase brand awareness and product sales at the Inkubator Bisnis dan Teknologi Polbeng. The objectives to be achieved in making this final project are to find out the marketing strategy and design a digital marketing strategy for the Inkubator Bisnis dan Teknologi Polbeng. this activity starts from the preparation, implementation, and completion stages of the project. The strategy used in the implementation of this project uses Segmenting, Targeting, 7P Marketing Mix (Product, Price, Place, Promotion, People, Process, Physical Evidence), Promotion is carried out online and offline using attractive flayers and kenten videos to optimize sales. This promotion utilizes social media such as instagram, fecebook, whatsapp, youtube and tiktok to expand marketing anchors to increase brand awareness and product sales. The implementation of this final project started from August 9 to November 25, 2024. The project results show that digital marketing in building brand awareness and product sales is carried out using social media by carrying out activities in the form of advertisements, flyers, video content and performing marketing mix techniques such as personal selling,

Keywords: *Digital Marketing, Brand awareness, Product selling.*