

Marketing Strategy Sales of Goods and Services Using Information Technology

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Abstract. The purpose of this research is to explain how the marketing strategy carried out by the workshop to sell goods and services through social media as the main tool of promotion. This research method used descriptive methods describing the marketing strategy for selling goods and services through social media. The results of this study are product marketing through social media is considered more effective and efficient with minimal capital because at times like this social media is important in the lives of consumptive Indonesians. Product marketing through social media can make it easier for owners to market their products.

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<http://dp3m.unikom.ac.id/penelitian/view/marketing-strategy-sales-of.319.html>