

Marketing Strategy using Information Technology in Consumer Buying Interest

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Abstract. The purpose of this study is to discuss marketing communication strategies about consumer buying offers through social media. The method used in this research is descriptive method to review strategies that discuss about marketing communication to attract buyers. The results of this study are to promote marketing communication strategies that are used to increase consumer buying interest. This research is carried out by involving consumers in presenting products, services, offers, and how to order and promote through social media. Consumers who have product information through social media will be more intensive in showcasing products, services, offers, and how to order them. The conclusion is that customers have a high interest when viewing products offered on social media with all available information to make purchases.

Selasa, 27 Oktober 2020 - 03:51

<http://dp3m.unikom.ac.id/penelitian/view/marketing-strategy-using.325.html>