

IMPLEMENTASI PEMASARAN PRODUK BARANG ATAU JASA MELALUI INTERNET MARKETING DENGAN MENGGUNAKAN MEDIA DAILYMOTION

(“ Implementation of Product Marketing of Goods or Services through Internet Marketing by using Media Dailymotion “)

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ABSTRACT

Rapid technological developments are supported by a satisfactory level of service that requires companies that are inside to continue to innovate and develop products in order to stay afloat in the market. For every type of business including companies in the small and medium scale enterprises, business innovation is a must. One form is the promotion of business innovation. A campaign which is conducted every company tends to have an impact on product sales. One of them is the entrepreneur CV. Piranhamas Group that use the Internet as a medium for selling and advertising. Applications used include Blogspot, Youtube, Facebook, Webnode, Webbley, Twitter, Pinterest, Blog, Instagram, Slideshare and others. After getting the science of CV. Piranhamas Group, then was appointed the title "Implementation of Product Marketing of Goods or Services through Internet Marketing by using Media Webnode" comes by way of keyword research, how to make and how to use Webnode media as a marketing and promotional media.

The method used in the manufacture of this Webnode media is growing methods in research keywords as possible in Google.co.id, Google Keyword Planner and Google Trends so that search engines can easily index the keywords have been targeted. Keyword-targeted and have been drawn from the research results are used in a post to the Webnode have been made.

Results of Field Work Practice Activity is keyword research in order Webnode media created can be easily indexed by search engines such as Google. Webnode indexed by the search engine will be easier to do optimization to increase the rating or ranking in the index listing on page one of Google.

Keywords: Research, Internet Marketing, Dailymotion.

