

Untitled

by VecLegend

General metrics

1,199

characters

164

words

10

sentences

39 secreading
time**1 min 15 sec**speaking
time

Writing Issues

No issues found

Plagiarism

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Unique Words

Measures vocabulary diversity by calculating the percentage of words used only once in your document

56%unique words

Rare Words

Measures depth of vocabulary by identifying words that are not among the 5,000 most common English words.

38%rare words

Word Length

Measures average word length

6.2characters per word

Sentence Length

Measures average sentence length

16.4words per sentence

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MEASURING THE EFFECTIVENESS OF DIGITAL MARKETING VIA INSTAGRAM

The phenomenon of economic globalization worldwide encourages almost all levels of society to be connected via the internet and social media. In business development, an effective marketing strategy needs to welcome these technological advances. The more technological advances are developing, social media such as Instagram relies on user-uploaded images to share, like, and comment. This study aimed to determine the marketing effectiveness of clothing and culinary entrepreneurs using social media Instagram in Bali Province. The research design used is qualitative research with the type of phenomenological research. The samples in this study were four clothing and culinary business informants who used social media Instagram as promotional media, which took purposively. Data collection techniques used were in-depth interviews, field observations and checking related documents. Based on the research results, using Instagram social media to promote clothing and culinary businesses is quite effective and brings additional income for informants.

Keywords— Marketing Strategy, Digital Marketing, Instagram, Internet of things