

# Penyusunan strategi organic instagram marketing pada speak project melalui follower-reverse engineering, editorial content management, dan promote engagement = Organic instagram marketing strategy organizing at speak project through follower-reverse engineering, editorial content management, and promote engagement / Ricky Dwi Apriadi

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## Abstrak

Speak Project adalah salah satu usaha yang bergerak di bidang jasa pelatihan (public academy) yang memiliki beberapa kelas program antara lain: public speaking, MC, digital marketing, broadcasting, dan jurnalistik. Speak Project bekerjasama sama dengan beberapa fasilitator untuk menyediakan tempat pada pelatihan yang diselenggarakan. Speak Project memiliki tujuan untuk mengembangkan bisnis pelatihan sertifikasi dan memperluas minat masyarakat akan kemampuan yang dipaparkan melalui program-program kelas Speak Project. Dalam perkembangannya, Speak Project sudah mengembangkan bisnis ini hampir dua tahun. Masalah mendasar yang dialami oleh Speak Project sejauh ini adalah tidak pernah menyusun strategi mengenai kegiatan pemasaran sosial media secara organik melalui channel promotion Speak Project, Instagram. Dengan segala pertimbangan, maka tujuan dari business coaching ini adalah memberikan penyusunan strategi tentang organic Instagram marketing pada Speak Project melalui follower-reverse engineering, editorial content management, dan promote

engagement.

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The Speak Project is a business that is engaged to the field of public services that has several program classes including public speaking, MC, digital marketing, broadcasting, and journalism. The Speak Project performs with several facilitators to provide space for the training held. The Speak Project aims to develop a certification training business and broaden the community's interest in capabilities that are presented through the Speak Project's class programs. In their development, the Speak Project has been developing this business for almost two years. The fundamental problem experienced by the Speak Project so far is that never devised a strategy regarding social media marketing activities organically through the promotion channel from Speak Project, Instagram. With all these considerations, the purpose of this business coaching is to provide a strategy for organic Instagram marketing organizing on the Speak Project through follower-reverse engineering, editorial content management, and promoting engagement.