

Adventure of a foodie : Rancangan strategi komunikasi untuk Kanal Direktori Restoran dan Lifestyle 'Qraved' = Adventure of a foodie : Communication strategy plan for restaurant and lifestyle directory 'Qraved'

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Abstrak

Qraved adalah kanal direktori restoran dan lifestyle yang berdiri sejak tahun 2013. Qraved menyediakan informasi dan promosi seputar kuliner melalui aplikasi, situs, Instagram, Twitter, YouTube, dan Facebook. Qraved juga menawarkan layanan business solution dalam skema Business to Business (B2B). Melalui layanan ini, Qraved bisa membantu restoran atau brand yang sedang ingin berkembang melalui Social Media Management, Word of Mouth dengan Key Opinion Leaders (KOL), dan promosi via aset-aset Qraved.

.....Qraved is a restaurant and lifestyle directory platform established in 2013. Qraved provides information and promotion around food via application, website, Instagram, Twitter, YouTube, and Facebook. Qraved also provides business solution service on their Business to Business (B2B) line. Through this service, Qraved has the ability to help growing restaurants or brands via Social Media Management, Word of Mouth with Key Opinion Leaders (KOL), and promotion through Qraved's media assets.