

Strategi Content Marketing Bibit Untuk Meraih Customer Brand Engagement di Kalangan Investor Pemula (Studi pada Kampanye Promosi SBR012) = Bibit's Content Marketing Strategy to Achieve Customer Brand Engagement Among Beginner Investors (Study on SBR012 Promotional Campaign)

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Abstrak

Tulisan ini menganalisis bagaimana strategi content marketing Bibit dalam kampanye promosi SBR012 dapat meraih customer brand engagement di kalangan investor pemula. Hasil analisis menunjukkan bahwa dengan memenuhi kriteria elemen konten yang bernilai seperti membantu (helpful), menghibur (entertaining), autentik (authentic), relevan (relevant), dan tepat waktu (timely), strategi content marketing SBR012 Bibit telah dapat meraih customer brand engagement di kalangan investor pemula dari segi dimensi kognitif, emosional, dan perilaku. Namun, Bibit masih perlu memperhatikan elemen relevansi ketika mengembangkan konten dan dapat pula mengeksplorasi format-format content marketing lain yang belum dicoba sebelumnya yang disesuaikan dengan tujuan kampanye.

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This paper analyzes how Bibit's content marketing strategy in its SBR012 promotional campaign could achieve customer brand engagement among beginner investors. The result of the analysis shows that by fulfilling the criteria of valuable content elements, including being helpful, entertaining, authentic, relevant, and timely, Bibit's SBR012 content marketing strategy could achieve customer brand engagement among beginner investors in terms of cognitive, emotional, and behavioral dimensions. However, Bibit still needs to pay more attention to the relevance element when developing content and can also explore other formats of content marketing that have not been done before according to the aims of the campaign.