



MARKETING COMMUNICATION A LA HADI KITCHEN

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MARKETING COMMUNICATION

A La Hadi Kitchen

Integrated Marketing Communication is a marketing communication strategy comprising many tools, each of them has different purposes and can be maximized to bring great benefit towards brand awareness. This research aimed to unfold the IMC tools utilized by Hadi Kitchen. Using qualitative research method, the data of this research were collected from 5 informants: Executive Director of Hadi Kitchen, Marketing Staff of Hadi Kitchen, and three customers. This research found that Hadi Kitchen employs four IMC tools: Social Media Influencers endorsement, discount code, CSR, and content strategy. Further, this research also proposed CPE Formula to be applied in Social Media Influencers measurement.



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