



TABLE OF CONTENTS

TITLE PAGE	1
TABLE OF CONTENTS	2
STATEMENT OF AUTHENTICITY	4
ABSTRACT	5
INTISARI	6
INTRODUCTION	7
PART 1: THE INTERNSHIP	8
CHAPTER 1: PRESENTATION OF THE COMPANY	8
a) A Premium Google Partner	8
b) An online tool for SMEs	8
c) Instaon: User interface experience	9
d) Organization	9
e) Investors	9
f) Markets	9
g) Competitor	10
h) Economic results	10
CHAPTER 2: REPORT OF THE MISSIONS CARRIED OUT DURING THE INTERNSHIP	11
a) Digital marketing and Indonesian market	11
b) Missions carried out during the internship, struggle and success	11
1. Instaon website translation	11
2. Create Indonesia accounts Google Ads	12
3. Analyze Indonesia accounts	12
4. Launch Indonesia Instaon Google Ads and Facebook Ads	12
5. Social media content	12
PART 2: REFLECTION ON THE PROFESSIONAL PROBLEM FROM THE INTERNSHIP EXPERIENCE	13
CHAPTER 1: ACCURATE DESCRIPTION/ANALYSIS	13



1. Strategies to attract new customers	13
a) Gain more exposure on the internet by delivering the messages	13
b) Be the customer's business co-op	13
c) Give options and rooms for customers improvement	14
2. Strategies to retain existing Indonesian customers	15
a) Provide present customer service	15
b) Create relatable content marketing	15
c) Build company trust and credibility by transparency	16
CHAPTER 2: RESULT AND RECOMMENDATIONS	16
1. Attract new clients	16
a) Utilizing daily terms for friendly website	16
b) Advertisement network specification	17
2. Retain existing consumers	17
a) Keeping and asking for feedbacks from performing accounts	17
b) Two months free trial of 'Pro' plan	18
CONCLUSION	19
APPENDICES	20
BIBLIOGRAPHY	22