



Universitas Mercu Buana
Fakultas Ilmu Komunikasi
Bidang Studi Periklanan & Komunikasi Pemasaran
Arfida Hanifa Bachtiar
44319010045

Strategi Komunikasi Pemasaran Meraki Agency dalam Menjaga Hubungan dengan Klien sebagai *Digital Agency*

Bibliografi: 5 Bab + 114 Halaman; 3 Tabel; 5 Gambar

ABSTRAK

Banyaknya pemain pasar di ranah *digital agency* dengan berbagai keunggulan kompetitif membuat persaingan *digital agency* semakin ketat. Salah satu strategi bersaing adalah dengan menjaga hubungan pelanggan adalah melalui pemanfaatan strategi komunikasi pemasaran dengan *tools Integrated Marketing Communication* (IMC) serta memanfaatkan *Customer Relationship Management* (CRM). Hal ini juga dilakukan oleh Meraki Agency untuk meningkatkan pemasarannya.

Penelitian ini bertujuan untuk mengetahui strategi komunikasi pemasaran yang dilakukan oleh Meraki Agency dalam menjaga hubungan dengan klien. Jenis penelitian ini adalah penelitian kualitatif dengan menggunakan metode deskriptif. Hasil penelitian membuktikan bahwa Meraki Agency melakukan penerapan strategi komunikasi pemasaran melalui *word of mouth communication, direct marketing, personal selling, sales promotion*, serta *interactive marketing* yang diterapkan melalui 3 fase *customer relationship management* yaitu *acquire, enhance, dan retention*.

Kata Kunci: Komunikasi Pemasaran, *Integrated Marketing Communication* (IMC), *Customer Relationship Management, Digital Agency*



*Mercu Buana University
Faculty of Communication
Field of Study Advertising & Marketing Communication
Arfida Hanifa Bachtiar
44319010045*

*Marketing Communication Strategi of Meraki Agency to Maintain Relationships
with Clients as Digital Agency*

Bibliography: 5 Bab + 114 Pages; 3 Table; 5 Pictures

ABSTRACT

The competition in the realm of digital agencies with various competitive advantages makes competition in the industry even tougher. A certain strategy is needed to maintain relationships with clients. One of the strategies in maintaining customer relations is to utilize a marketing communication strategy through Integrated Marketing Communication (IMC) tools and Customer Relationship Management (CRM). The tools are used by Meraki Agency to increase their marketing activities.

This study aims to determine the marketing communication strategy used by Meraki Agency in maintaining relationships with clients. This research is qualitative research using descriptive methods. The results of the study prove that Meraki Agency implements a marketing communication strategy through word of mouth communication, direct marketing, personal selling, sales promotion, as well as interactive marketing and utilise customer relationship management with its clients through 3 phases of CRM acquire, enhance, and retention.

Keyword: Marketing Communication, Integrated Marketing Communication (IMC), Customer Relationship Management, Digital Agency.