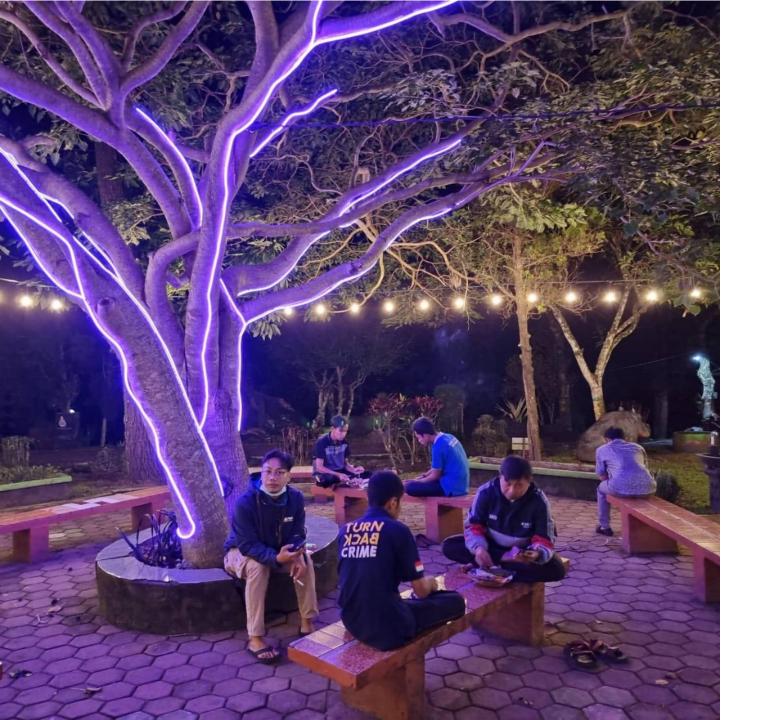
MARKETING STRATEGY

In Magelang Tourism Destination
(Souvenir)

Magelang, March 15th 2022

Arif Taat Ujiyanto





Marketing strategy is an effort to market and introduce a product or service to the public effectively



HOW?



#1. Understand Your Customers, Identify Potential Customers



#2. Analyze Market

#3. Analyze Competition

#4. Marketing mix- 7P's





Souvenirs at TKL Ecopark



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Thank you

