

Optimalisasi Customer Engagement Melalui Manajemen Konten Pemasaran Di Platform Digital

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Abstract

Program pengabdian kepada masyarakat ini bertujuan untuk meningkatkan pemahaman pelaku usaha kecil mengenai manajemen konten pemasaran digital sebagai strategi optimalisasi *customer engagement*. Perkembangan teknologi informasi dan perubahan perilaku konsumen telah mendorong pelaku usaha untuk beradaptasi melalui pemanfaatan media sosial dan platform digital. Metode kegiatan menggunakan pendekatan partisipatif berupa *workshop*, diskusi interaktif, dan pendampingan langsung. Materi pelatihan difokuskan pada strategi pembuatan konten kreatif, penjadwalan unggahan, pemanfaatan analitik digital, serta teknik interaksi dengan audiens. Evaluasi dilakukan melalui *pre-test*, *post-test*, serta observasi terhadap praktik manajemen konten yang diterapkan peserta. Hasil menunjukkan adanya peningkatan signifikan dalam pemahaman *digital marketing*, kemampuan mengelola konten, serta peningkatan *engagement* audiens pada akun media sosial usaha peserta. Program ini menegaskan pentingnya literasi pemasaran digital dalam memperkuat daya saing usaha kecil di era transformasi digital.

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