

## **ABSTRACT**

*In the digital era, internet as a media promotion and business is growing. Through the internet business to easily market products, services and other activities that support of business. One of them brand name Klettern, it have been offering products by media promotion online as like facebook and instagram. The brand having a plan to expanding market national and international. But, marketing is done through the media is not able to attract these consumers, because not every community or target market used the social media. Therefore, optimizing the strategy of content is very important for marketing the product. It takes a strategy for products offered in accordance with the character of the consumers or target market. One of them by used inbound marketing or internet marketing. Inbound marketing is how to get potential consumers with content and quality. The methods used in inbound marketing it's content marketing (blogs, ebook, infographics) and social media participation as like facebook, instagram, youtube, SEO (search engine optimization) and others. The methods used in the research is study literature, observation and interviews. The research is expected to be help Klettern products in the marketing and products promotion. So, brand local as Klettern being able to expanding market.*

*Keyword : Promotion, inbound marketing, internet, klettern*