

ABSTRACT

Digital Marketing is one of marketing strategy used in digital media, currently, Digital Marketing is an effective way to be implemented especially by marketer that marketing their products or services to the consumers. Gadgetarian Apple iPhone Repair Service is one of repair service that used this kind of strategy. With many competitors that provide this kind of service made to choose digital marketing to their markets. This study attempts to see Digital Marketing done by Gadgetarian Apple Repair Service in Bandung City. As for this way seen by Three Principles Digital Marketing, that is Be Found, Be Clear and Be Memorable. This research use case study method with one main informant and three side informants. Based on this research result is known that Gadgetarian Apple doing Digital Marketing appropriate with Three Principles Digital Marketing. Gadgetarian make sure his consuments from SEO Adsense, Forum or Blog. Next, Gadgetarian make sure that his consument understand about the information that given form content and sharing contact person for deeper consultation. After making sure of it, Gadgetarian hope that his consument get a good impression from Giveaway Merchandise like hat and shirt and promotion that have been done like three months warranty after service or thematic promo.

Keyword: Digital Marketing, Service Handphone, Gadgetarian Apple, Online Media