

ABSTRACT

As a new store, Rollinvape needs good marketing tools to capture its customers in internet dominant world. Rollinvape chooses several elements of Mix Promotion as marketing tools considering customer behavior and spending.

Social media based mix promotion based mix promotion elements are ideal candidate because of their popularity use by target costumers which are young adult, most of them are student. Rollinvape uses 7 for 8 elements from mix promotion, which are : Advertising, Sales Promotion, Event, Online Marketing, Mobil Marketing, Direct Marketing and Personal Selling with different levels of intencities, Public Relation elemen is still unused because of certain condition not meet.

The result of this research state that Rollinvape has use mix promotion with a minor shortcoming.

Keyword : Mix, Promotion, Element, Rollinvape.