

ABSTRACT

This research aims to describe in general terms about digital marketing and corporate image at AHM Company. Based on analysis that already conducted, the research for Corporate Image variable in indicator about personality should be improved in order to make the consumers more interested to the products. Besides, the convenience and trust of consumers are also must be conserved by the AHM company. Informing the consumers whenever the new product released by the AHM Company not only directly but also via online. From the results of the research, the influence of Digital marketing towards corporate image gave the effect only about 15.1%. So that, AHM company should try to fix the digital marketing more, in order to increase the sales of the product to the consumers.

Keywords : *Digital Marketing, Email Marketing, Corporate Identity, Corporate Image*