

ABSTRACT

A product requires a word of mouth strategy as a marketing activity so that the product can be a conversation. Adorable Projects is one company that uses word of mouth. Word of mouth done by Adorable Projects is through Photo Challenge #Adorablemysterybox event. This research uses qualitative research methodology with qualitative descriptive approach. The purpose of this study is to describe and analyze the word of mouth marketing level Adorable Projects. The object of this research is Photo Challenge. The discussion in this research is about word of mouth marketing level (Customers Do the Talking, Promoting, Selling). The research finds that the target audience and photo challenge are talking. Hashtag # Adorablemysterybox and the selected audience to be promoting. For selling, Adorable Projects expects feedback from the audience to always recommend Adorable Projects products to the wider community. There is a switching action and buying action on Adorable Projects from the community.

Keywords: Word of Mouth, Adorable Projects, WoM Level