

## **ABSTRACT**

*Currently, the development of technology is increasingly rapid and has changed many aspects of life, one of which is the internet which is the most widely used media today, with the number of users continuing to increase with the realization of the benefits for the business world. With the existence of sophisticated internet technology, interaction between consumers and business people becomes easier and more efficient, allowing various kinds of business activities to be carried out online. The output to be generated is by utilizing social media marketing on creating an effective Instagram landing page. This can increase cake sales and promote the cake business to more people. This research is expected to be directly useful for Sweetdeep.Cakes in utilizing Social Media Marketing Content on the landing page in order to increase their sales.*

*The research approach used in this research is a descriptive qualitative approach that aims to provide a comprehensive and in-depth description of a social or business phenomenon, focusing on understanding meaning and context. During one month the Sweetdeep.Cakes Instagram account experienced an increase in followers and non-followers. From the Content Marketing planning that has been made by the author through Sweetdeep.Cakes Instagram, the author obtained data through interviews conducted with Key Informants on August 25, 2024 which was used as a reference in creating marketing content on the Landing Page.*

*From these results, there are several ideas in creating Marketing Content on Sweetdeep.Cakes Instagram Landing Page. References also make it easier for writers to create appropriate content. For 2 months the author designed marketing content through the Sweetdeep.Cakes Instagram account. From the evaluation of the creation of marketing content made by the author, it can be seen that the Instagram Insight of the Sweetdeep.Cakes account is quite good.*

**Keywords :** *Social Media Marketing, Content Marketing, Landing Page, Instagram @Sweetdeep.Cakes*