

## **ABTRACT**

*The rapid development of the times has its own impact in today's fashion world, the use of social media in the fashion business is a high race in marketing and development in fashion in the world. The purpose of this research is to find out the planning of marketing content, and the implementation of marketing Content creation, and want to know how the evaluation is carried out on social media @asyraaf\_Official when the company experiences a decline in sales in its online marketing, the research method used is qualitative with a descriptive approach.*

*Keywords: Development, Content Marketing, Instagram, Social Media*