

DAFTAR SINGKATAN

Singkatan	Deskripsi	Halaman pertama muncul
SOSTAC	<i>Situation Analysis, Objectives, Strategy, Action, Control</i>	7
SEO	<i>Search Engine Optimization</i>	10
AI	<i>Artificial Inteligence</i>	12
RACE	<i>Reach, Act, Convert, Engage</i>	13
AIDA	<i>Attention, Interest, Desire, Action</i>	13
KPI	<i>Key Performance Indicator</i>	16
SWOT	<i>Strength, Weakness, Opportunities, Threats</i>	16
PEST	<i>Political, Economic, Social, Technology</i>	16
5S	<i>Sell, Serve Speak, Save, Sizzle</i>	16
SMO	<i>Social Media Optimization</i>	18
SMM	<i>Social Media Marketing</i>	63
UGC	<i>User Generated Content</i>	64