



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Strategi *Content Marketing* untuk Meningkatkan
Lead Conversion terhadap Inspigo for Business**

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Krista Malem Karina 13121910079

**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**



**UNIVERSITAS
PRASETIYA MULYA**
Sekolah Bisnis dan Ekonomi

TUGAS AKHIR
Project Improvement

**Content Marketing Strategy to Increase Lead
Conversion towards Inspigo for Business**

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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BRANDING CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
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