

## DAFTAR PUSTAKA

- Bateman, S. (2016). *Content Marketing Strategy : Seven Steps to Success Guide*. Smart Insights.
- Evans, D. (2012). *Social Media Marketing: An Hour a Day "2nd Edition"*. New York City: Wiley.
- Funk, T. (2013). *Advanced Marketing Strategy : How to Lead, Launch, and Managed a Successful Social Media Program*. New York: Apress.
- Gray, N., & Fox, M. (2018). *Social Media Marketing: Step by Step Instructions for Advertising Your Business on Facebook, Youtube, Instagram, Twitter, Pinterest, LinkedIn, and Various Other Platforms, 2nd Edition*. London: Pluto King Publishing.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 : Moving from Traditional to Digital*. New Jersey: John Wiley & Sons, Inc.