

DAFTAR PUSTAKA

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice*. Pearson UK.
- Smith, A. N. (2011). Building the buzz in the hive mind: Using word-of-mouth marketing to promote a regional beekeeping program. *Journal of Extension*, 49(2), 1-9.
- Evans, D. (2020). *The Ultimate Guide to Digital Marketing*. Kogan Page Publishers.
- Heinze, A., Fletcher, G., Chadwick, S., & Collins, L. (2018). Influencer marketing: Understanding the power of social media influencers in online marketing. *Journal of Business Research*, 117, 510-519.
- Zarella, D. (2013). *The Science of Marketing: When to Tweet, What to Post, How to Blog, and Other Proven Strategies*. John Wiley & Sons.
- Ryan, D., & Jones, C. (2012). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page Publishers.
- Sweeney, M. (2018). *Unleash Possible: A Marketing Playbook That Drives B2B Sales*. John Wiley & Sons.
- Raghunath, N. (2020). *Mastering Digital Marketing: Maximizing Your Marketing Strategy to Reach Ideal Clients*. Packt Publishing Ltd.
- Godin, S. (2007). *Meatball Sundae: Is Your Marketing Out of Sync?* Portfolio.
- Weinberg, T. (2009). *The New Community Rules: Marketing on the Social Web*. O'Reilly Media, Inc.
- Li, C., & Bernoff, J. (2008). *Groundswell: Winning in a World Transformed by Social Technologies*. Harvard Business Press.
- Scott, D. M. (2015). *The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly*. John Wiley & Sons.
- Sterne, J. (2010). *Social Media Metrics: How to Measure and Optimize Your Marketing Investment*. John Wiley & Sons.
- Barker, M. S., & Barker, D. I. (2016). *Social Media Marketing: A Strategic Approach*. Cengage Learning.
- Qualman, E. (2013). *Socialnomics: How Social Media Transforms the Way We Live and Do Business*. John Wiley & Sons.
- RevoU. 2023. "Full-Stack Digital Marketing Program." Revou. <https://revou.co/>.