

## **ABSTRACT**

Product marketing is an important process for a company. So it needs to be done well so that the product can be widely known by the public which causes the company's performance to be good too. Therefore product marketing is also a big problem for a company. Inappropriate product marketing can cause significant additional costs. It is also possible that the product is not conveyed well so that it does not have a significant impact. In this digital era, e-commerce can be a strategy for marketing products, one of which is by building an online store website. By building an online store, you can cut costs incurred by physical stores and will also reach more visitors. WordPress can be used to build a website easily and at an affordable cost. To add functionality to your website, WooCommerce can be the plugin of choice. This is because WooCommerce has pretty good capabilities as well as complete features and extensions. The result of using WordPress and WooCommerce as applications used to create online store websites is that companies can easily manage products and information. In addition, there is an increase in turnover every month which indicates that product marketing using online shop websites is quite effective.

Keyword: *Product Marketing, E-commerce, WordPress, WooCommerce*