

ABSTRACT

The advancement of digital technology has significantly transformed the business landscape, including marketing strategies. Fortus Media, a digital marketing agency, is dedicated to empowering Small and Medium Enterprises (SMEs) in Bandung, aiming to bolster their competitiveness through effective utilization of social media, particularly Instagram. However, Fortus Media currently lacks a structured performance evaluation system crucial for achieving marketing targets efficiently. This research endeavors to formulate and assess a digital content strategy employing the Objectives and Key Results (OKR) framework to amplify Fortus Media's brand awareness and engagement on social media. The methodology adopted is descriptive qualitative, with data acquisition through in-depth interviews, observation, and documentation. The findings indicate that implementing OKRs provides clear operational guidelines for the team, enhances digital content efficacy, and streamlines the performance evaluation process. Moreover, a meticulously planned and data-driven content strategy has successfully increased audience engagement and helped Fortus Media cultivate a robust brand image among SMEs. This study offers practical contributions to the development of adaptable and measurable digital marketing strategies in the contemporary era of digital transformation.

Keywords: Performance Evaluation, OKR, Digital Marketing, Social Media, Fortus Media, Content Strategy