

## **ABSTRACT**

*PT. Nuansa Cipta Indowarna Mandiri is a producer of organic and inorganic fertilizers located in Probolinggo Regency, East Java. The company faces challenges in the form of unstable sales due to the suboptimal implementation of digital marketing strategies. This issue is primarily caused by limited human resource knowledge and the underutilization of digital platforms. This study aims to design a structured digital marketing strategy using the SOSTAC method (Situation, Objectives, Strategy, Tactics, Action, and Control) to improve the company's sales and competitiveness.*

*The research begins with a situational analysis covering seven aspects: customers, competitors, partners, internal competencies, digital performance, market trends, and SWOT. Tools used include SPSS, Socialblade.com, and Key Performance Indicators (KPIs). The analysis results indicate significant potential to enhance customer engagement, although the use of digital media remains suboptimal. Marketing objectives are established using the 5S approach: a 24% increase in sales, at least 80% customer satisfaction, a 2.5% engagement rate, 35% budget efficiency, and 50% brand awareness. The proposed strategy includes market targeting, sustainability-based positioning, partnerships, and digital integration through SMO, content marketing, video marketing, and Lynk.id. Tactics focus on Instagram, WhatsApp, and Shopee. Implementation is outlined in a Gantt chart and monitored through periodic evaluations based on KPIs*

*Keywords: **Digital Marketing Strategy, SOSTAC, KPI, Social Media***