ABSTRACT

The presence of this technology is used by startups to increase product sales and various innovations that are carried out. One of them, is the Hai Mentor startup which utilizes this technology to make online learning applications that can make it easier for students to access and study from home. Hi Mentor itself has a goal, namely, to make solutions in access to learning for students and all levels of society, and to make a two-way online teaching platform, help develop personal branding for students and students who want to learn. The purpose of this study is to find out how digital marketing strategies and apply the SOSTAC method to the Hai Mentor application, and Hai Mentor Instagram social media.

This research is a qualitative descriptive study that describes the actual situation and conditions which are usually narrative (many words) and natural (natural). Data was collected through observation methods on Instagram social media of similar products, interviews, and literature study of the documentation results.

The sostac method consists of six stages, namely situation analysis, objectives, strategy, tactics, action and control. The design proposed at Hai Mentor is the Instagram social media strategy, and analyzing key performance indicators (KPI). The design of a digital marketing strategy at Hai Mentor is expected to be able to increase application usage, increase customer interaction, increase brand awareness, and save on promotions at Hai Mentor.

Keywords: Marketing strategy, sostac method, Instagram