

ABSTRACT

As a top digital marketing company in Bandung, MGD uses several analytical concepts in carrying out its clients' digital marketing strategy. Of course, the strategy that MGD applies to their clients is suitable in accordance with clients' compatibility and needs in order to fulfill their goals and expectations. The purpose of this research is to discover MGD's digital marketing strategy on brand management with a qualitative approach, and the method that will be used on this research is a case study with a constructivist paradigm. This research is conducted on the basis of a study in digital marketing, which most of those research were conducted only from a brand's point of view. So, the research on this paper will take a different point of view, that is from a digital marketing consultant. This research aims to give readers an understanding about a digital marketing strategy that is used by a digital marketing consultant company in managing a brand, and also to give an insight in a communication and digital marketing scope. Beside that, this research can also provide benefits in developing the concept of digital marketing, and broaden readers' references in digital marketing research as well. The outcome of this research shows that, in managing a brand, MGD uses digital marketing strategies such as SOSTAC, digital media channels utilization, and also evaluation and performance improvements based on a digital marketing strategy book by Chaffey (2016).

Keywords: *Digital marketing strategy, Digital marketing consultant, Brand, SOSTAC, Digital Media Channel*