

ABSTRACT

Eiger is an Indonesian company specializing in producing and selling outdoor adventure equipment and clothing. The name Eiger comes from the name of a mountain in the Swiss Alps. This company was founded in 1993 in Bandung, Indonesia. Eiger produces products for activities such as mountaineering, camping and rock climbing, including backpacks and jackets. The first Eiger store opened in 1994 in Cihampelas, Bandung. Currently, Eiger Store Padang is a retail store that sells outdoor and adventure products in the city of Padang, West Sumatra. In this digital era, Eiger Store Padang needs to utilize social media with marketing strategies to increase brand awareness, attract new customers and increase sales. With the Instagram @eiger_store_padang, it is necessary to create marketing content to promote and brand its products, so that it is hoped that sales will increase and also expand branding and can be embedded in the minds of consumers about Eiger products.

The purpose of this research is to find out how to design Marketing Strategy content, implement Marketing Strategy content, and evaluate Marketing Strategy content.

This research is a qualitative method which is appropriate for studying complex phenomena and actual conditions which are usually narrative in nature (lots of words). Qualitative methods can provide an in-depth understanding of respondents' experiences, opinions and beliefs. Data was collected through observation methods on Instagram social media for similar products, interviews, and literature study of the company's internal data documentation.

The results of the research obtained are a structured sequence of content marketing stages, from planning to evaluation. It can be seen from Instagram that it strengthens the research conclusions by presenting real evidence from Instagram insights, such as high engagement rates and the number of followers.

Keywords: Social Media, Marketing Strategy, Instagram @eiger_store_padang, Content Marketing