

ABSTRACT

XYZ Gaming Monitor is the world's leading seller of electronics such as monitors and accessories. Currently, XYZ Gaming Monitor has more than 70 monitor models. XYZ Gaming Monitor uses various marketing strategies, one example is online marketing. This report will be useful for the company to see opportunities and build strategies in online marketing. This report presents theoretical definitions and key concepts of online marketing and how these can be related to reaching out to new developments in XYZ Gaming Monitor's marketing especially in the DACH countries (Austria, Germany and Switzerland), and then also discusses in the next section the research results regarding the application of online marketing to XYZ Gaming Monitor. The findings in this study found that XYZ Gaming Monitor still has a lot of room to grow in the online marketing of its brand and there is still a lot of content that can be reached. In implementing online marketing, it is also important to build a strong brand identity and it is important to stay relevant in reaching out to relevant communities in countries in the DACH.

Keywords: *Online Marketing, Brand Awareness, Monitor Brand*

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