ABSTRACT

This research explores strategic approaches to enhancing the digital marketing performance of Company X , a Mixed Martial Arts (MMA) promotion based in Amsterdam, with the aim of increasing brand visibility, audience engagement, and revenue within the Dutch market. Utilizing the PRACE (Plan, Reach, Act, Convert, Engage) model as the theoretical framework, the study evaluates Company X's current digital presence through a comprehensive internal and external analysis. Key challenges identified include limited platform-specific strategies and underutilization of audience data.

Through mixed-methods research—incorporating audience surveys, interviews with marketing stakeholders, platform analytics, and competitor benchmarking—the study uncovers key insights into audience behavior, content preferences, and social media trends. Findings indicate that a mobile-first, multi-platform strategy focusing on Instagram, TikTok, and YouTube, combined with short-form content and interactive elements, is most effective for engaging Company X's primary demographic.

Strategic recommendations include enhancing content personalization, strengthening call-to-action (CTA) tactics, and implementing data-driven audience segmentation. By adopting a continuous improvement cycle supported by real-time analytics and feedback loops, Company X can maintain competitive advantage and cultivate long-term fan loyalty. This research provides a practical roadmap for leveraging digital tools to build a robust, scalable, and audience-centered marketing strategy within the dynamic combat sports industry.