

ABSTRACT

Wazza Design is a marketing agency that is currently focused on expanding their business in the Netherlands. Wazza Design wants to expand their business by collaborating with other companies. However, considering Wazza Design is a new company that was founded in 2021, the company's current brand awareness is still lacking, and it is not well known in society. Therefore, the researcher conducts research regarding the correct marketing strategies Wazza Design could implement in order to attract customers and build relationships with other various companies. This report consists of the external analysis which are the market trends, competitor analysis, target market, and consumer buying behaviour. The internal analysis includes the organizational structure within the company, current marketing strategies, and financing & budgeting plan. In writing this paper, various sources were obtained from different authors in order to construct a credible and reliable sum of information. The primary sources were obtained from interviews with start-up companies and interviews with the CEO of the company. As for the secondary sources obtained from various websites, articles and books. Based on the research and analysis, the B2B marketers prefer to use websites and social media to find companies they want to work for.

Keywords: marketing strategies, marketing, brand awareness, social media