

ABSTRACT

Zero to one is a startup accelerator company with the mission to motivate entrepreneurs around the world start their business journey in the Netherlands. However, the size of the company was still relatively small. In addition, the social media performance was low, while there were new entrants in the market. Therefore, the company wants to know how to improve their social media performance to grow and increasing their brand awareness. Thus, the researcher formed a main question "What is the most feasible online marketing strategy for Zero to One to improve their online presence in their existing social media strategy?", where the researcher conducted an interview to understand the problems of the company, and current situation of the company. While secondary data used to answer some sub-questions.

Keywords: marketing, social media, brand awareness, improve, strategy