

## REFERENCES

Aaker, D. A. (1996). *Building strong brands*. Free Press.

Ahmed, R. R., Streimikiene, D., Berchtold, G., Vveinhardt, J., Channar, Z. A., & Soomro, R. H. (2019). Effectiveness of Online Digital Media Advertising as A Strategic Tool for Building Brand Sustainability: Evidence from FMCGs and Services Sectors of Pakistan. *Sustainability*, 11(12), 3436. <https://doi.org/10.3390/su11123436>

Alexander, P. M., & Thompson, N. (2021). Culture and Website Usability. *International Journal of Human-Computer Interaction*, 37(8), 753–764.

Annamalai, B., Yoshida, M., Varshney, S., Pathak, A. A., & Venugopal, P. (2021). Social media content strategy for sport clubs to drive fan engagement. *Journal of Retailing and Consumer Services*, 62, 102648–102648. <https://doi.org/10.1016/j.jretconser.2021.102648>

CBS. (2023). Consumer preferences in the Netherlands: Sustainability and ethical consumption. Retrieved from <https://www.cbs.nl>

Chaffey, D. (n.d.). RACE marketing planning model. Retrieved from <https://www.davechaffey.com/digital-marketing-glossary/race-marketing-planning-model>

Chaffey, D., & Smith, P. R. (2022). *Digital marketing excellence: Planning, optimizing and integrating online marketing* (6th ed.). <https://doi-org.saxion.idm.oclc.org/10.4324/9781003009498>

Chaffey, D., & Ellis-Chadwick, F. (2019). *Effective email marketing for customer retention: Principles and strategies*. Digital Marketing Essentials, Taylor & Francis Group.

Dabbous, A., & Barakat, K. A. (2019). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53, 101966–101966. <https://doi.org/10.1016/j.jretconser.2019.101966>

Dentsu. (2023). The importance of localized content in digital marketing: Consumer trends in the Netherlands. *Dentsu Digital Insights*.

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Raffaele Filieri, Jacobson, J., Jain, V., Heikki Karjaluoto, Hajer Kefi, Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2020). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168–102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>

E-commerce Europe. (2023). The future of social commerce in Europe. Retrieved from <https://ecommerce-europe.eu>

European Commission. (2024). General Data Protection Regulation (GDPR) overview. Retrieved from <https://europa.eu>

Fang, Z. (2023). Research on the Impact of Digital Marketing on the Strategic Positioning of Enterprises. *Highlights in Business Economics and Management*, 23, 220–230. <https://doi.org/10.54097/5ynhep50>

Field, A. (2018). *Discovering statistics using IBM SPSS statistics*. SAGE Publications.

Garett, R., Chiu, J., Zhang, L., & Young, S. D. (2016). A Literature Review: Website Design and User Engagement. *Online Journal of Communication and Media Technologies*, 6(3), 1. <https://pmc.ncbi.nlm.nih.gov/articles/PMC4974011/>

Hanlon, A., & Tuten, T. (2022). The SAGE Handbook of Social Media Marketing. In SAGE Publications Ltd eBooks. SAGE Publishing. <https://doi.org/10.4135/9781529782493>

Hootsuite. (2023). Social media trends 2023: The changing landscape.

Home - Enfusion Kickboxing. (2025). Enfusionlive.com. <https://enfusionlive.com/>

Home - Cage Warriors Academy Lowlands. (2021, December 10). Cage Warriors Academy Lowlands. <https://cagewarriors.academy/>

Keller, K. L., & Swaminathan, V. (2020). Managing brands over time. In *Strategic brand management: Building, measuring, and managing brand equity* (5th ed., pp. 249-287). Pearson. ISBN: 9781292314969.

Company X. (2024). *2024 Company X reporting template*. Company X.

Manic, M. (2024). Short-Form Video Content and Consumer Engagement in Digital Landscapes. *Bulletin of the Transilvania University of Brasov. Series v: Economic Sciences*, 45–52. <https://doi.org/10.31926/but.es.2024.17.66.1.4>

(n.d.). Home of Dutch MMA. Retrieved September 14, 2024, from <https://Company Xmma.com/>

Netherlands Enterprise Agency, RVO. (2025). Rules on advertising. *Business.gov.nl*. <https://business.gov.nl/regulation/advertising/>

Nuseir, M. T., El Refae, G. A., Aljumah, A., Alshurideh, M., Urabi, S., & Al Kurdi, B. (2023). Digital Marketing Strategies and the Impact on Customer Experience: A Systematic Review. *International Journal of Service Science, Management, Engineering, and Technology*, 14(1), 1–15.

Osma, B. G., & Grande-Herrera, C. (2021). The role of users' engagement in shaping financial reporting: should activists target accounting more? *Accounting and Business Research*, 51(5), 511–544. <https://doi.org/10.1080/00014788.2021.1932261>

SensorTower. (2023). TikTok usage statistics and consumer engagement in Europe.

Statista. (2023). Social media trends and digital behavior in the Netherlands. Retrieved from <https://www.statista.com>

Statista. (2024). Social media engagement metrics. Retrieved from <https://www.statista.com>

Statista. (2024). Social media users in the Netherlands. Retrieved from Statista Database.

Ticketmaster. (2024). Company X15 tickets. Retrieved from <https://www.ticketmaster.nl/event/Company X-15-tickets/309979?language=en-us>

We Are Social. (2023). Digital 2023 global overview: Social media usage insights.

Yellow, P. (2025). Home. GLORY Kickboxing; Glory. <https://glorykickboxing.com/>

