

ABSTRACT

Tubble is an international startup company that is operating in the bathing industry. It specialised in selling inflatable bathtubs which became its main source of income and its main product. As a business, Tubble operates as an e-commerce which means that all its business operations are done via online means, and it mainly sells in the online market. Based on the discussion with the CEO of Tubble, Tubble is currently facing some stagnation in its digital marketing capability and sales within the Dutch market. Due to the stagnation in the digital marketing capability, several marketing interns were appointed to provide solutions to the marketing capability of Tubble. Furthermore, as one of the main market operations of Tubble, having stagnant sales and no growth in recent times is bad for the company's overall performance. There is no noticeable growth of sales within the market which becomes a problem. Tubble wants to boost its digital marketing capability which will ultimately lead to increased brand awareness and sales performance.

In order to come up with the best recommendations to improve the digital marketing capability of Tubble, researches have been conducted which will help in formulating the strategy to improve Tubble's digital marketing capability. The research that was conducted was gathering relevant secondary data from credible sources and statistics, and by gathering information from discussion with the company. Based on the research that has been conducted, there are several recommendations that has been formulated that can help Tubble to increase its brand awareness and sales performance, they are; Improving the Social Media Marketing Capability, Using Pinterest in Order to Improve Brand Awareness Based on the Customer Demography, Building a Defined Strategy Map With Key Performance Indexes (KPIs) That Tubble Can Follow, improving SEM capability and SEO capability of Tubble, emphasising on sustainability and business conscious on the social media content, working together with affliator or public figure to spread brand awareness, receiving funding to improve digital marketing budget, and hiring experienced marketers which are skilled in digital marketing sectors.

Keywords: *boosting, brand awareness, digital marketing, sales performance*