

ABSTRACT

As Top countries for startups in Europe in 2021, Netherlands is one of the countries that have the biggest startup in the world with total 13.7 (Statista, 2021). As a business accelerator, Zero to One provides services to help many startups to grow with tailored approach. However, the company's customer base has shrunk, and the social media platform's performance has suffered significantly. As a result, Zero to One expected that analyzing the influence of social media on brand equity could be a way to show their branding in a broader market and introduce to the Northern Netherlands. Through this report, the researcher conducts the right strategy in acquiring new customer, Zero to One need to recognize the market in Netherlands. The analyses to the market size will be found in this report. These essential for the success of the Zero to One to see the growth in the market. Not to mention that this report also analyzes the customer behavior in Zero to One that have a tremendous effect in influencing marketing strategy such as people's thoughts, behaviors and communication.

Several competitors engaged in the business accelerator industry being analyzes in this report, which can be considered as solid competitors for accelerator in Netherlands. SWOT analysis is being used to determine the competitive advantage of the competitors. Furthermore, this report includes the appropriate channels for reaching customers Zero to One in the Netherlands. Several recommendations to improve the company's branding will be provided at the end of this report. The findings identify the relationship between social media sharing elements that influence brand association and brand equity. Where to see how closely these social media activity outcomes are linked to brand equity, as well as what types of businesses benefit from different types of social media activity outcomes.

Keywords: brand equity, social media, brand awareness, customer decision.