

ABSTRACT

This study aims to provide a marketing strategy guide that is suitable for one of the green bond investment start-ups in the Netherlands, Rooted. This strategy is expected to increase their green bond sales, as well as brand awareness. To produce an effective strategy, a comprehensive and comprehensive set of information is required. Therefore, the author collected information during the internship period at the company and collected data by interviewing Rooted's Co-Founder and Sales Manager. The results of the interviews show that Rooted's target market is medium-sized B2B companies, and have concern for business continuity. In addition, this research also produces effective marketing strategies through online advertising platforms by continuously advertising on LinkedIn and Google Adwords. In the recommendations section, the author also describes the strategies and steps as well as detailed cost tables that must be incurred by Rooted to advertise effectively on LinkedIn and Google Adwords.

Keywords: marketing, green bonds, marketing strategy, online advertising platforms, bonds, sales