

ABSTRACT

The purpose of this study is to examine whether the given topic, podcast marketing, will be the most effective way to increase brand awareness or there will be more effective way for Agility Startup to increase brand awareness. The report will contain an analysis over the internal performance of the company, the feasibility of marketing through podcasting, as well as the recommendation for Agility Startup in marketing field

The researcher uses 3 other competitors of Agility Startup in the Netherlands, those companies from Belgium, France, and the Netherlands. It shows that one of those companies use podcast marketing to promote the brand. Using qualitative methods, the researcher had done interview and secondary research from the internet.

The researcher found that there is a chance to do podcast marketing in the Netherlands, however Agility Startup has to be careful with that. The researcher recommends to maximize Agility Startup's social media marketing strategy since podcast marketing will cost more for the company itself.

Keywords: Business Consultancy, Start-Up, Podcast Marketing, Social Media Marketing, Agile Industry.