

## ABSTRACT

PT. Infracom Technology (ICT) is a B2B information technology solutions provider in Indonesia that has been operating for nearly two decades. Despite possessing strong experience, customer relationships, vendor partnerships, and technical capabilities, ICT's brand awareness remains limited outside its existing network—largely due to a reliance on referrals, low organic reach, and limited discoverability across digital channels. This study aims to analyse how ICT can enhance brand awareness through an online communication strategy that is more structured and aligned with the characteristics of a B2B audience.

This research employs a qualitative single case study approach, focusing on PT. Infracom Technology. Data were gathered through digital audits of the company's website, Instagram, LinkedIn, and YouTube; semi-structured interviews with the marketing and sales teams; competitor benchmarking; and a literature review covering brand awareness, social media marketing, visual branding, content marketing, SEO, and GEO. The data were analyzed thematically and triangulated using internal company information, digital channel observations, competitor data, and literature to generate evidence-based recommendations.

The findings indicate that ICT's primary challenge lies not in content quality, but in reach and discoverability. Recommended strategies include reducing reliance on paid amplification while strengthening organic content; optimizing LinkedIn as the primary channel for reaching B2B decision-makers; establishing a consistent visual identity; and improving SEO, indexing, bilingual content, and GEO readiness. These strategies aim to boost organic reach, engagement, and search visibility, thereby increasing the likelihood of ICT being included in consideration sets and client lists. Consequently, efforts to enhance ICT's brand awareness must focus on making the company's strengths more visible, consistent, and easily discoverable through relevant digital channels.

**Keywords:** brand awareness, online communication strategy, B2B marketing, digital marketing, content marketing, visual branding.