

BOOSTING BRAND AWARENESS AND SALES PERFORMANCE OF TUBBLE B.V. WITH THE USE OF DIGITAL MARKETING WITHIN THE NETHERLANDS

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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.

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

INTRODUCTION

Tubble B.V. is a newly formed start-up company that was founded in 2014 by Arnoud Kuipers in Amsterdam, the Netherlands. Tubble is an international start-up 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 (Tubble.com, 2022). Currently, Tubble is sold in multiple countries across Europe such as Netherlands, Germany, French, Spain, Sweden, Italy, and Poland. It also sells to several countries outside of the European Union such as the United Kingdom and the United States of America (Tubble.com, 2022). As a business, Tubble operates as an e-commerce which means that all of its business operations are done via online means, and it mainly sells in the online market.

Tubble is currently experiencing some problems within its digital marketing capability which leads to stagnation in sales performance. 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 wanted to improve its digital marketing capability and boost its sales performance within the Dutch market. Several recommendations formulated based on the research will be needed in order to enhance the sales of Tubble within the Netherlands and to gain more customers within the market.

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THEOROTICAL FRAMEWORK AND HYPOTHESES FORMULATION

To formulize suitable and feasible recommendations, research was conducted following relevant theories to support the research that will be focused on digital marketing strategy. The theory that can support the research on digital marketing that can be used is the types of digital marketing. Firstly, Social media marketing is a tool of advertisement employed using social media sites. The advertising is done by displaying the contents within the social media sites so that viewers will be able to view it. Furthermore, the viewers are encouraged to spread the content for further exposure of the brands which will increase the marketing performance (Anas et al., 2017). Secondly, Affiliate marketing is a type of advertising in which a firm pays third-party publishers to send traffic or leads to its products and services. Affiliates are third-party publications who are paid a commission to create new methods to promote the firm (Frankenfield, 2021). Thirdly, PPC (Pay Per Click) is one of the internet marketing models in which advertisers only need to pay for each ad clicked by the target audience. This advertising system is widely used by large companies such as Google, Facebook, and Instagram (Wadhvani, 2021). And to analyze the internal situation of the company, internal analyses was conducted. Internal analysis is a study of a company's internal environment in order to evaluate its resources, assets, traits, and capabilities (Cascade Team, 2021). Moreover, to study the potential in the market, the STP analysis was conducted which consisted of segmentation, targeting, and positioning of the brand within the market (Green & Keegan, 2020).

RESEARCH METHODOLOGY

The research method that was used was the gathering of secondary data. The Secondary data was collected through various references books, articles, journals on digital marketing strategies and online marketing plan. Moreover, various statistics on the market situation and market trend had been gathered to support the research.

RESULTS FINDING AND DISCUSSION

Internal Analysis

From the internal research, it can be concluded that while in terms of operation and logistics Tubble is operating well. Following the Harrison and Handy typology (Mulder, 2018), Tubble has a task culture where they will create a high level of cooperation and high level of power distribution. Tubble B.V. encourages its employees to be capable of working by themselves and capable of finding solutions towards the available problems. Each of the members were given their own responsibility that they can work on. In case of finding a bottleneck in problem-solving, the members were also encouraged to communicate with each other in order to work together and to collaborate to solve the problem (Petrova, 2022). Tubble is rather lacking in the marketing and sales department. In the marketing section, Tubble is not fully applying the digital marketing strategy. In the social media marketing, Tubble has not created any plan or regular posting schedule which will increase the number of views that the post could gain (Petrova, 2022). Furthermore, the number of engagement rates shown is extremely low which implies low engagement with the viewers and followers which is not good for social media (Kuipers, 2022). In terms of sales performance, while Tubble had a good sales performance at the end of 2021

by selling around 400 items in average, from January 2022 onwards, sales are going rather poorly every month (Tubble, 2022). Furthermore, from the current budget situation, in the marketing and personnel budget area, Tubble spent six thousand euros and seven thousand euros respectively (Tubble, 2022).

External Analysis: Market and STP Analysis

From the research on the market size and the market trend of e-commerce and bathing industry in the Netherlands, there is an increase of market size, especially in the revenue of ecommerce which showed an opportunity for Tubble as an ecommerce company (Statista.com, 2022). This increase also happens within the specific industry of Tubble which is the bath hardware market. Both increases in the market size showed an opportunity for Tubble to improve its sales performance (Statitsa.com, 2020).

Secondly, as the trend started, over the last decade, the number of Dutch customers concerned about product sustainability has increased by more than 20%, reaching a high of over 56% in 2021. This trend suggests that it is time for Tubble to show its action for sustainability in order to attract these environmentally aware customers (Statista.com, 2022). In the Netherlands, online shopping is quickly becoming the standard. In PwC's 10th annual Global Consumer Insights Survey, more than 30% of Dutch respondents stated they make online purchases weekly or more regularly, placing their behaviors in line with the global average (PricewaterhouseCoopers, n.d.).

CONCLUSION

Tubble B.V. is a startup company working in home and wellness products. The company is operating across Europe with Germany and the Netherlands as its main market. Recently, it has been noticed that sales are rather stagnant and even declining for some time. It is in Tubble's best interest to find a way to improve their sales performance. One of the ways that is best suited for Tubble B.V to improve its sales performance is the utilisation of digital marketing. This is one of the best ways because Tubble B.V is mainly an e-commerce business and operates online without any brick-and-mortar store. The use of digital marketing and improving its branding using this strategy will improve the amount of potential lead gathered which leads to the potential of improvement for the sales performance.

In order to formulate a recommendation for the company, research was conducted to analyse the current situation of Tubble, the market, and the best way possible to utilise digital marketing to improve Tubble sales performance. The research consisted of; the type of digital marketing which might suited Tubble, the internal analysis and the current performance of Tubble, the external analysis which study the market and the potential customer of Tubble and finally, the competitor analysis in order to find out the competitors of Tubble and the competitive edge that Tubble has that can compete against them.

Recommendation

1. Improving the Social Media Marketing Capability

Currently, the social media marketing of Tubble is rather subpar especially the quality of the content and the fact there is no consistent posting schedule and a lackluster engagement

rate with the followers. Most of the content of the posts are the result of photoshoots with a caption and some hashtags. The posts are also rather rare on the weekly basis. In terms of engagement, there is no clear engagement besides reposting the followers' story.

These shortages can be improved by several steps. Firstly, a meeting to decide on the type of content, quality of content, and timetable available to improve the social media presence should be held. After the meeting, Tubble can prepare numerous posts that can be posted for the next two or three weeks. These posts should possess different kinds of content such as; articles on bathing, articles on e-commerce, content to show the products, call to action which encourage customers to share, behind the scenes of the company, etc. These posts can be posted in numerous hours of the day. Based on these posts, Tubble will be able to gather several data; the type of content with the most views, likes, and shares; the best time to share a post for the maximum view and engagement; and the social media which are most beneficial in sharing its contents.

After analysing these data Tubble can start to create a consistent content and posting schedule. It will be better for Tubble to plan at least two months ahead. Furthermore, some of these posts need to be call-to-action posts and shareable contents where Tubble encourages people to share its posts. It is also important for Tubble to answer some of the comments left by viewers. This will ensure a high engagement which is something they lack. Furthermore, it can also be seen that Tubble has a competitive advantage against its direct competitors, especially in terms of reach because of its sales channels.

2. Using Pinterest in Order to Improve Brand Awareness Based on the Customer Demography

As stated from the customer demography of Tubble, most customers and viewers of Tubble are female with age ranging from late twenties to the forties. This demography went well with the demography of Pinterest users. And hence, it can be beneficial for Tubble to try the use of Pinterest. The demographics of Pinterest users in the Netherlands is at the start of 2022, 75.6% of Pinterest's ad audience in the Netherlands was female, while 18.6% was male. Pinterest's tools also publish audience data for users of "unspecified" gender, and these users accounted for 5.8% of Pinterest's total ad audience in the Netherlands at the start of 2022 (Kemp, 2022).

3. Building a Defined Strategy Map with Key Performance Indexes (KPIs) That Tubble Can Follow

In order to conduct the strategy more effectively, a strategy map can be drawn with a clear Key Performance Indexes which act as the benchmark and the measure of the performance of the strategy and the company. The strategy map can consider the potential or the growth potential of the company, the internal capability, its implication to the customer, and finally, its financial implication.

The strategy map begins by the growth potential of the company. This can be achieved by having employees that are skilled in social media utilisation, the creativity of Tubble and its team, the utilisation of digital marketing by Tubble. These three factors contribute to the

growth of Tubble digital marketing capability. After having these three fundamentals, Tubble can do three things. First, improve the social media marketing capability of Tubble by utilisation of the employees and the creativity of the employees. A good social media will attract more potential leads. Secondly, as the research stated, people of the Netherlands greatly cared for the sustainability of a company. And thus, it is recommended for Tubble to show its sustainability by achieving certification of sustainability and showing the stockholders that the products are eco-friendly, via content or social media. Thirdly, Tubble also needs to improve its digital marketing utilisation besides of the social media marketing, this includes SEO and SEM, affiliate marketing, and etc.

From these activities, it is hoped that Tubble can improve market perception of the brand and improve the brand awareness of the company which will lead to increased sales.

4. Improving SEM Capability and SEO Capability of Tubble

As an e-commerce, Tubble visibility in the customer mainly comes from digital strategies or word-of-mouth from customers. And hence, in order to improve the visibility and presence of Tubble in the digital market, Tubble can employ the use of social media and Search Engine. Search engine marketing is very useful for new business or niche business which drives to expand its influence in the market. It will help Tubble to increase its visibility within the ecommerce platforms and within the search engines such as Google.

This would assist the company in improving its organic Google ranking. Search Engine Optimization, on the other hand, is not a quick fix for improving your Google search ranking. It may take a long time and a lot of effort to attain. As a result, the organization must be constant in producing relevant material, such as engaging travel articles, in order to attract website visitors. Aside from that, the appearance of the website and its performance when accessed are both crucial factors. As a result, businesses may update the aesthetic of their website and add features like chatbots, FAQs, and testimonials to make it more user-friendly.

5. Emphasizing on Sustainability and Business Conscious on the Social Media Content

The current trend within the Dutch market is emphasis on sustainability and business consciousness. A lot of Dutch people started to care more about sustainability of a brand and a product. They will also care about the environmental impact and implication that the products have. In Tubble's case, their showcase of sustainability is rather minimalistic and there is no further content that explains the movement that Tubble takes on environmental friendliness and sustainability. This might cause some worry on potential buyers as they can second-guess the environmental friendliness of the product and materials of the product.

6. Working Together with Affiliator or Public Figure to Spread Brand Awareness

Currently, Tubble has no stable partner and affiliator which can help it to market Tubble's products. Most of the affiliator that work with Tubble only offer a short-term service where they will only post one content or share it on the feature of the story for a short-time (24

hours). This is rather inefficient for Tubble as it only provides a short time coverage of the company and only a very small number of these influencers' followers will visit the company's social media page or website page.

In order to improve the efficiency of the affiator strategy that Tubble has, Tubble needs to conduct some research regarding the available influencers. There are several factors that can be considered in choosing the affiator for the partnership. Those factors are: The Content of the Affiator; The Follower Demographic of the Affiator; The Engagement rate and statistics of the Affiator; The Social Media Platform of the Affiator; and The Cost of Partnership and Calculation of Return of Investment (ROI)

7. Receiving Funding to Improve Digital Marketing Budget

Based on the review of the available budget of Tubble, there is a limited amount of budget that exists monthly. This does not consider the factor of decreasing sales which will tighten the allocated budget even more. And thus, it is recommended for Tubble to join a funding event or funding platforms to gain capital in which will be used for marketing and even innovation.

Based on the research, Tubble has a total of 6000 Euros in the marketing budget. This is the current marketing that is spent on improving social media and improving the quality of the search engine marketing of Tubble. In order to improve the performance of both, Tubble can spare more capital and increase the budget in order to improve its efficiency. Tubble can gather the budget from its own capital or asset and it can also improve its budget by finding investors that are willing to join Tubble such as close friends or even families.

Furthermore, based on the current marketing cost, all of the cost were only spent on social media marketing and pay-per-click marketing. If Tubble were to divide the costs even more efficiently such dividing it into marketing cost for Amazon, marketing cost for each social media accounts, marketing cost for content marketing, and marketing cost for affiliators or influencer, Tubble will be able to create a better and more effective marketing cost control. This will ultimately improve the efficiency of Tubble's financing and marketing capability.

8. Hiring Experienced Marketers Which Are Skilled in Digital Marketing Sectors

From the organisation structure, Tubble is not hiring a lot of employees. This was also supported further by the small allocated budget for salary. However, it is crucial for Tubble to hire experienced marketers which can bring fresh ideas to the team and provide the best marketing ideas which will attract more potential leads. By hiring an experienced marketer, these marketers will provide Tubble with their experience and skills in marketing which can help to form the best possible marketing campaign for Tubble.

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