

Digital marketing strategy in increasing brand awareness of technology startups

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Article Info	ABSTRACT
<p>Keywords: Strategy, Digital Marketing, Brand Awareness, Technology Startup Companies</p>	<p>Startups in the technology sector often face challenges in introducing their brands in a competitive market. Therefore, this research will explore various digital marketing approaches and strategies that can help technology startups to increase their brand awareness levels. Qualitative research methods with a descriptive approach were used in this research. The research results show that digital marketing strategies, including search engine optimization, quality content, collaboration with influencers, and digital advertising, play a crucial role in increasing brand awareness for technology startups. By focusing on the target audience, creating relevant content, and interacting through social media, startups can achieve greater exposure. Collaborations with influencers and digital advertising help introduce brands to established audiences, while rigorous data analysis supports informed decision-making. As a result, digital marketing becomes a strong foundation in building brand awareness, helping startups to compete and grow in a competitive business environment.</p>
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INTRODUCTION

In the era of information technology and the internet that continues to develop rapidly, technology startups encounter unique challenges in competing in a dynamic and rapidly changing environment (Lee et al., 2018). Fierce competition, changing market trends, and evolving consumer expectations pose significant obstacles to startup success. In this context, increasing brand awareness is a key step for the sustainability and growth of technology companies (Ročkutė et al., 2018).

The importance of brand awareness lies not only in consumers' understanding of the existence of the brand, but also in forming a positive perception of the values and innovation offered by the startup (Awad & Fatah, 2015). In the face of a competitive market, digital marketing strategies have emerged as an effective solution to expand reach and reach target audiences more efficiently. Through the use of social media, online advertising campaigns, and engaging digital content, startups can build ongoing interactions with potential consumers, create emotional bonds, and continuously increase their brand awareness (Mingione & Abratt, 2024).

Brand awareness is a measure of the extent to which consumers and other stakeholders recognize and can identify a brand on the market. More than just brand name recognition, brand awareness includes consumers' understanding of the values, vision and image associated with a brand (Forudi, 2019). In the context of technology startups, brand awareness is key because it helps create consumer trust and loyalty. Consumers who are aware of the existence and positive reputation of a brand tend to prefer the products or services offered by that brand (Parida & Prasanna, 2021).

The process of building brand awareness involves a series of efforts, including marketing, visual communication, and active interaction with consumers through various channels. A technology startup can increase brand awareness through a strong online presence, participation in industry events, collaboration with influencers, and creating relevant, high-quality content (Khurshed & Mustafa, 2024). The higher the level of brand awareness, the greater the possibility that consumers will choose products or services from that brand amidst intense competition. Thus, efforts to build brand awareness are not only a strategic step, but also a long-term investment to build a strong foundation for the long-term success of technology startups in a market that continues to grow (Santisteban & Maurico, 2017).

Digital marketing strategies have become the main pillar in efforts to build brand awareness for technology startups in the contemporary era (Ryan, 2016). In the face of a dynamic and ever-evolving market, a strong online presence through social media, websites and other digital platforms is crucial to achieving success. Through smart digital marketing campaigns, startups can create a strong and targeted brand narrative, convey key messages to target audiences, and build closer relationships with potential consumers (Shuen, 2018). Additionally, the use of digital analytics tools allows startups to monitor and evaluate campaign performance in real-time, enabling quick and efficient adjustments to increase marketing effectiveness (Jarvinen, 2016).

The importance of a digital marketing strategy lies not only in its ability to reach a global audience, but also in personalizing messages to create an emotional connection with consumers (Straker & Wrigley, 2016). Through the use of engaging visual content, relevant advertising, and active engagement with followers on social media, startups can design brand experiences that stick and are memorable (Ashley & Tuten, 2015). Moreover, collaboration with digital influencers or parties who have influence in certain industries can help accelerate the spread of brand awareness (Wang et al., 2016). By leveraging a well-planned digital marketing strategy and focusing on brand values, technology startups can achieve significant levels of brand awareness and open the door to wider acceptance in a competitive market (Dsouza & Panakaje, 2023).

Digital marketing is a concept that involves using various online platforms and channels to promote a product, service or brand with the aim of reaching the target audience effectively. It contains a number of tactics that involve the use of the internet and digital technology, including social media, online advertising, email marketing, search engine optimization (SEO), and digital content. Through digital marketing, tech startups can

design highly scalable and customizable campaigns, allowing them to target the right market segments and gain deep insights into consumer behavior.

One of the advantages of digital marketing is its ability to provide instant feedback and data analysis. Through digital analytics tools, such as Google Analytics or social media platforms, startups can track the performance of their campaigns, identify consumer trends, and measure ROI (Return on Investment) more accurately (Chakraborti et al., 2022). By optimizing campaigns based on the results of such analysis, startups can increase the effectiveness of their digital marketing, leading to increased brand awareness and, ultimately, long-term success in the competitive technology market (Narkiniemi, 2013). Digital marketing is not just a tool to increase online exposure, it is also a dynamic strategy to build meaningful interactions with modern, increasingly connected consumers (Kaufman & Horton, 2014).

This research aims to investigate and identify the most effective digital marketing strategies in increasing brand awareness for technology startups. Thus, this research seeks to provide an in-depth look at best practices that can help technology startups build and expand their brand awareness in a dynamic market. The benefits of this research include contributing to a better understanding of how digital marketing can be optimized to achieve maximum levels of brand awareness, providing practical guidance for startups in formulating effective digital marketing strategies, and ultimately, helping to improve the competitiveness and sustainability of technology startups in the world. competitive business environment.

METHOD

This research adopts a qualitative approach, in line with the Bogdan and Biklen concept explained by Gerring (2017) that qualitative research is descriptive. In this framework, the data collected is in the form of words or images, avoiding emphasis on numbers. The qualitative approach, as explained by Seaman (2008), refers to the philosophy of postpositivism, and is used to examine the condition of natural objects. In contrast to experiments, qualitative methods use researchers as the main instrument, involve triangulation data collection techniques, and analyze data inductively and qualitatively. In the context of descriptive research, the data collected will be analyzed using qualitative methods, by describing research findings in the form of words or sentences. In this way, the author will explain in depth the research results according to the reality that occurs in the field. This approach allows researchers to absorb the underlying meaning of findings rather than simply producing generalizations.

RESULTS AND DISCUSSION

In a highly dynamic and rapidly changing environment, technology startups often face fierce competition for market attention. To achieve success amidst these challenges, the key step that startups must take is to increase their brand awareness. By increasing brand awareness levels, startups can differentiate themselves in a competitive market, attract the attention of potential customers, and build a strong foundation for long-term success (Uka,

2020). Increasing brand awareness not only provides brand recognition, but also creates an emotional bond with consumers, provides trust, and allows startups to position themselves as industry leaders (Pilz Sonnby & Knutsson, 2022). Here are some digital marketing strategies that can help increase brand awareness for technology startups.

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is a critical digital marketing strategy for technology startups to increase brand awareness. First of all, SEO involves a set of techniques and practices aimed at improving the ranking of a startup website in search engine results like Google. By optimizing keywords that are relevant to their industry and products, startups can ensure that their websites are more easily found by potential customers looking for similar solutions or services. By appearing at the top of search results, startups can increase their brand exposure, build consumer trust, and proactively form a positive impression on audiences looking for related information.

Additionally, SEO also involves optimizing the content and structure of a website, ensuring a better user experience. A responsive and easy-to-navigate website not only increases user satisfaction, but also provides positive signals to search engines, increasing the chances of ranking higher. By combining advanced SEO techniques, such as backlinking and site speed improvements, startups can increase their visibility in a crowded digital environment.

Lastly, an SEO strategy can provide long-term benefits, given that the content remains relevant over time. By creating quality content and adding value, startups can build authority in their industry and stay relevant in the eyes of search engines. Thus, search engine optimization is not just about improving website rankings, but is also a strategic investment to build long-term sustainability and success in increasing brand awareness of technology startups in the digital world.

Quality content

A digital marketing strategy focused on quality content plays a key role in increasing brand awareness of technology startups. First of all, quality content includes developing material that is relevant, informative and useful for the target audience. By creating blog articles, infographics, videos and other content materials, startups can attract the attention of potential customers by providing solutions to problems or information they need. By providing valuable content, startups not only gain consumer trust, but also position themselves as authorities in their industry.

Furthermore, quality content can be distributed through various digital channels such as websites, social media, and newsletters. By consistently delivering content across multiple platforms, startups can reach a wider audience and strengthen their brand message. Through the use of relevant keywords and an effective SEO strategy, quality content can also increase a startup's visibility in search engine results, supporting overall efforts in increasing brand awareness.

Lastly, active interaction with the audience through content can create high engagement. By responding to comments, questions, and feedback from users, startups can build strong and deep relationships with consumers. Content that gets positive

engagement also has the potential to go viral, increasing brand exposure organically. Thus, focusing on quality content not only increases brand awareness, but also builds the foundation for sustainable relationships and consumer loyalty in an ever-evolving digital environment.

Social media

Social media platforms have become a highly effective tool in digital marketing strategies for startups, providing a direct path to interacting with audiences and building strong brand awareness. First of all, a presence on platforms like Facebook, Instagram, LinkedIn, and Twitter allows startups to convey their brand message through a variety of content formats, including images, videos, and writing. Through the use of interesting and relevant content, startups can attract user attention and create an emotional bond with their audience, helping strengthen brand awareness.

Furthermore, social media platforms provide opportunities for startups to interact directly with their followers. Through comments, direct messages, and various interactive features, startups can respond to questions, provide support, and celebrate achievements with their followers. This active interaction not only creates a more personal connection between brands and consumers, but also provides an opportunity to hear direct feedback. By understanding consumer needs and preferences through these interactions, startups can improve their marketing and product strategies.

Lastly, social media platforms provide analytical tools that can help startups measure and understand the performance of their campaigns. By tracking metrics such as engagement rates, follower growth, and advertising effectiveness, startups can assess the extent to which they are achieving their brand awareness goals. This analysis allows marketing strategies to be adjusted based on empirical data, ensuring that digital marketing efforts via social media remain relevant and effective. Therefore, leveraging social media platforms not only gives startups direct access to their audience, but also allows for the development of more targeted and responsive marketing campaigns.

Online Advertising

Digital advertising, including Google AdWords ads and social media ads, opens up huge opportunities for startups to reach the audiences most relevant to their products or services. Through Google AdWords, startups can utilize keyword-based advertising strategies to appear their ads in search results that suit the needs and interests of the target market. Meanwhile, social media advertising provides ample scope for targeting audiences based on demographics, interests and online behavior.

This ability to target precisely is the key to creating effective advertising campaigns. By knowing who they want to reach and how to reach them, startups can ensure that their ads are served to the people most likely to be interested in their products or services. Therefore, tailored and targeted advertising campaigns can reach a large number of people efficiently, maximizing conversion opportunities and building brand awareness among relevant audiences.

By presenting a startup's brand directly to a targeted audience, digital advertising becomes a very efficient means of introducing a startup in a competitive market. Through

creative and attractive advertising, startups can make a positive impression on potential consumers, establish a strong brand image, and direct their attention to the products or services offered. Therefore, digital advertising is not only a tool to increase exposure, but also an essential strategy in introducing and building startup brand awareness in today's digital era.

Collaboration and Influencer Marketing

Working with influencers or collaborating with well-known brands in the industry is a very effective strategy for startups to gain greater exposure. Influencers, with a wide and trusted follower base, can be powerful messengers for a startup's product or service. By selecting influencers who are relevant to their target market, startups can reach an established audience that has interests that align with their product.

Collaborations with well-known brands also provide similar benefits. The credibility and reputation of a well-known brand can help strengthen a startup's positive image in the eyes of consumers. By sharing the stage with established brands, startups can leverage the trust and recognition of those brands to increase consumer confidence in their products or services. Additionally, this kind of collaboration not only provides great exposure, but also creates the opportunity to access a wider network and potentially form beneficial relationships in the long term.

By leveraging the power of influencers and collaborating with well-known brands, startups can speed up the process of building their brand awareness. It's not just about creating awareness about the brand, but also forming positive associations and building a solid foundation in a busy competitive market. Therefore, this strategy not only brings greater exposure, but is also a strategic move to help startups achieve their marketing goals and expand their brand impact in the market.

Email Marketing

Email is a very effective communication tool for startups to interact directly with their audience. Startups can collect potential customers' email addresses through various means, such as sign-up forms, loyalty programs, or downloaded content. By having a solid email list, startups can regularly send valuable content, special offers, and product updates to their customers. Through email, startups can provide more in-depth information, provide added value, and build closer relationships with their audience.

Sending valuable content via email can include anything from informative blog articles to user guides or video tutorials. This helps startups to not only promote their products or services but also provide real solutions and useful information to customers. Additionally, special offers and exclusive discounts sent via email can be an added attraction, encouraging customers to stay connected with the brand and increasing retention rates.

By using email as a primary communication channel, startups can create a direct line to communicate with their audience, provide responses to customer feedback, and personalize messages according to individual preferences. In this way, email is not only a tool for informing, but also an instrument for building customer loyalty. Therefore, an email

marketing strategy is not just about messaging, but is also a measurable and sustainable step to strengthen a startup's brand connection with their customers.

Data analysis

Carrying out careful data analysis is a crucial stage in a digital marketing strategy for startups. In this ever-changing world, startups need to understand the impact and effectiveness of every campaign they launch. Monitoring campaign performance not only provides insight into how well a strategy is working, but also helps startups to identify trends, patterns, and consumer preferences that can shape their future marketing direction.

Data collected through digital analytics tools, such as Google Analytics, can provide a comprehensive picture of user behavior. Startups can see how much traffic they generate, user engagement rates, and conversion rates from various marketing channels. Careful data analysis also allows startups to deeply understand consumer behavior, track the steps users take throughout their journey, and identify critical points in the marketing funnel.

Furthermore, with the data collected, startups can optimize their marketing strategies over time. By looking at the most successful or failed elements of previous campaigns, startups can adjust their approach, improve targeting, and allocate budgets more intelligently. This approach ensures that every step in their digital marketing strategy contributes significantly to achieving business goals and building brand awareness. Therefore, careful data analysis is not just about evaluating the past, but is also the basis for informed and effective decision making in startup digital marketing.

Digital marketing has become a key driver in building brand awareness for technology startups, presenting an opportunity to reach a wider audience and provide necessary exposure in an ever-growing market. For startups, a structured and ongoing marketing plan is the key to successfully exploiting the full potential of the digital tools available. First of all, understanding the audience is an important basis for designing effective marketing campaigns. Startups need to conduct in-depth research to identify the characteristics and preferences of their targets, so that any marketing efforts can directly speak to the needs and desires of their target audience.

Furthermore, creating relevant, high-quality content is a key element in attracting and retaining your audience's attention. By providing useful information, innovative solutions, and entertaining content, startups can build deeper connections with consumers. Consistent communication across digital channels, such as social media, blogs, and email, helps create a cohesive and immersive brand narrative. With this approach, technology startup brand awareness can grow significantly, providing a strong foundation for building long-term relationships with consumers and competing effectively in a competitive market.

CONCLUSION

Digital marketing is a key element in building brand awareness for technology startups. In a dynamic and competitive context, a structured and sustainable strategy is needed to exploit the full potential of digital tools. From search engine optimization to collaboration with influencers, every step should be aimed at reaching relevant audiences and increasing brand exposure. Quality content and consistent communication through various digital

channels are the foundation for establishing a strong brand image. Additionally, careful data analysis plays an important role in measuring campaign performance and optimizing strategies over time. With the right approach, a tech startup's brand awareness can grow rapidly, providing the foundation for long-term success in an ever-evolving tech market.

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