RESEARCH ACCOUNTABILITY REPORT

AXAL Power B.V. – The best ROI (Return on Investment) of social media channels on product sales



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Preface

This report is a result of a five-month work experience at AXAL Power B.V., conducted as part of the final assignment for International Business Students at Saxion University of Applied Science, and it is specifically for the mandatory IB Graduation course.

This report is made to analyze the best ROI[1] of social media channels for enhancing product sales in AXAL Power B.V., with a focus on optimization of organic activity on each channel. During this period, there are opportunities to apply academic knowledge to real-world challenges while learning from professional industry and contributing to the company's marketing efforts. This experience has been both inspiring and educational.

Finally, I would like to express my gratitude to my supervisor, Pol Torras Casablanca, for the valuable guidance and feedback throughout the process, and my academic advisor, Oscar Peters, for the ongoing support. In addition, thanks to my family and my friends in the office, Anna Maria, Manuel Matrone, Marius, and other friends for the encouragement during the journey.

This report provides useful insight and contributes meaningfully to AXAL Power B.V.'s future growth.

[1] ROI stands for Return on Investment

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Executive Summary

This study evaluated the effectiveness of social media platforms (Instagram and LinkedIn) for AXAL Power B.V., based on engagement rate and return on investment (ROI). The research incorporates an engagement rate test, such as qualitative interviews with internal and external stakeholders, and ROI illustration using a simulated campaign budget of €50, estimated from prior spending.

Findings indicate that high engagement does not necessarily translate to high conversion rates. Despite Instagram achieving an engagement rate of 36.26% in May, it yielded a negative ROI. Conversely, LinkedIn, although showing a lower engagement rate of 6.4%, generated an ROI of 0.42 in March, up from 0.56% in April. These insights suggest that ROI provides a more accurate measure of performance than engagement alone.

Moreover, interview data revealed that most respondents first discovered suppliers through professional networks rather than social media platforms. This highlights the importance of combining digital strategies with relationship-based outreach for B2B marketing success.

1. Introduction

The objective of this report is to present research findings for AXAL Power B.V., focusing on identifying the digital marketing strategy that delivers the best ROI for enhancing product sales through social media. A separate marketing plan with specific recommendations for implementation. In addition, the report included information about the presence and preparation of social media as the portfolio of AXAL on targeted market – B2B projects & small CPOs[2], as the current focus of this research.

Furthermore, the information includes the current situation of AXAL Power B.V., the market growth and trends, the targeted customers, geographic, firmographic, and needs-based. All the information is useful for AXAL Power B.V. in investing marketing, specifically, on social media for enhancing the product sales effectively among both prospects and existing customers.

In this research, the focus of social media will be on Instagram and LinkedIn for customers about optimization to handle and see the effectiveness of these platforms and considering the ROI. In addition to helping collect the data, the market growth and market trend conditions of EV chargers are analysed. Furthermore, the effectiveness of establishing an online portfolio on social media on product sales is examined.

[2] CPOs stands for Charger Point Station(s)

2. Company Introduction

AXAL Power B.V. is a leading electric vehicle charging station manufacturer based in the Netherlands. Their charging solutions range from private to commercial, specializing in sophisticated product quality by introducing new and sustainable technology (AXAL Power B.V., 2023). With something fresh and sustainable, integrating technology and ecological approaches to electric vehicle (EV) chargers, AXAL Power B.V. was aiming for the better in the future. Furthermore, AXAL Power B.V. provides accessible designs and easy-to-use, appealing to a broader range of chic and long-lasting designs. Other than that, this is one of AXAL's actions for surviving and competing in the market. The goal and mission are to accelerate the world's electrification rate by offering high-quality, accessible, and affordable charging stations while maintaining a very customer-centred approach (AXAL Power B.V., 2023). AXAL Power B.V. seeks to become the world's leading manufacturer of charging solutions.

AXAL Power B.V. will continue to provide accessible technology that is easy to find and focused on the environment. According to Pol Torras Casablanca, in the future, AXAL will also provide an eco-system of the product where electricity or power generation is also part of the products (personal communication, February 2025). Additionally, there is a strong focus on product development, which continues to evolve and is reflected in their products. Furthermore, this product development is the focus of AXAL Power B.V. right now. To fulfil customers' needs and provide various products, they want to focus on quality. To achieve that, AXAL Power B.V. allocates almost budget to develop and innovate its products, Pol Torras Casablanca (personal communication, February 2025). Other competitors who usually have just one model of products, AXAL has many options on product design, with, of course, different functions. Not only that, but AXAL Power B.V. also provides accessories that might be needed by the customers. The understanding of product knowledge and what AXAL offers is crucial to approach customers to fulfil the customers' wants and needs and be able to communicate it on building long-term relationships aimed at maintaining customers' loyalty (Afiftama & Nasir, 2024). This activity is being done because customer loyalty is one that could help a company to compete and survive (Afiftama & Nasir, 2024). In addition to being able to reach this goal, a marketing activity is needed

as a communication tool, as stated by Smith and Zook that marketing mix and marketing communication are mandatory for all businesses (Ahammed & Tazminur, 2024). Because the function of marketing communication itself is for connecting customers to organizational promotion and selling (Ahammed & Tazminur, 2024).

Importantly, agility is needed for a company as one of its marketing strategies to survive in the market conditions, as McKinsey & Company says from its study there are 70% of companies have a chance to be ranked in the top quartile because they are agile (Bazigos et al., 2015). In addition, a survey also says that agility could increase productivity by 45% (Greene, 2025). Furthermore, a company needs this agility to be more flexible, cost-effective, and operationally efficient (Katare, 2022).

In the current condition in the Netherlands, the Dutch government by 2025 obligated 20 parking spots to have at least one to two charger stations to support zero-emission activity (Dutch News, 2024). This is one condition that might affect marketing strategy for the charger industry to distribute and reach its clients. In addition, within this information, a charger manufacturer crucially understands what the exact needs and wants of the market are and how to provide information to them.

Social media activation will be conducted in this research for increasing awareness and attracting people to its social media, this will be investigated further in the analysis. Social media activation is important because it will help a company to have a place for communication with its followers, a platform for putting any information to help people be easier to find information and still connected with customers (Garza et al., 2024).

Nowadays, AXAL Power B.V. is running to reach a customer by providing a portfolio on their social media from Pol Torras Casablanca (personal communication, 2025). According to Manuel Matrone, this activity is undertaken to communicate with customers and represent AXAL Power B.V. Accordingly, the company is developing a social media presence that reflects its brand identity (personal communication, 2025). An online visual portfolio is essential for AXAL Power B.V. as it helps build trust with potential clients. It offers businesses a clearer understanding of the company and strengthens their confidence in partnering with AXAL.

2.1. Company's Mission

The goal and mission are to accelerate the world's electrification rate by offering high-quality, accessible, and affordable charging stations while maintaining a very customer-centred approach (AXAL Power B.V., 2023). AXAL Power B.V. seeks to become the world's leading manufacturer of charging solutions. In addition, "Turning Ideas into Power" is AXAL's slogan.

2.2. Problem Description

AXAL Power B.V. has already achieved some of the goals and has a good performance in the market. However, currently AXAL Power B.V. is still a start-up company, which hard for them to win some of the big tenders, even qualified everything unless the market size. Responding to this, AXAL Power B.V. is trying to shift from a start-up company to a more stable or developed company. To reach this goal, there will be some factors that influence, one of which is AXAL's social media followers. As mentioned in one of the online studies, social media is a platform for sharing experiences and activities with followers (Houshiarian et al., 2024). With this effort, people will know what AXAL does for the market. In addition, attract them to visit and interest in AXAL Power B.V., because clear information shows how trusted a company is (Houshiarian et al., 2024). Social media is a crucial tool for almost all businesses right now, since they have numerous active users on it (Houshiarian et al., 2024). However, businesses still need to make a strategy, such as from Solbrig's ideas, that motivational posts and educational posts would help a company to attract customers more than the manufacturer's information itself (Houshiarian et al., 2024). In other words, social media can be a bridge to communicate and help them in the lead stage. Most importantly, according to Shahbaznezhad et al, in their study about content context for the effectiveness of marketing engagement (Houshiarian et al., 2024). Furthermore, the correlation between social media engagement and sales intention shows positive results (Hariadi & Ariyanti, 2024). Then these sales would affect the market size in the future for the company.

Unfortunately, currently AXAL Power B.V.'s followers are still few, and still few followers' responses to the interaction content, as has been done by the researcher, in March. In addition, the researcher also tried to use a link feature on Instagram to check

whether AXAL's followers would click on it or not. However, just one or two people are attracted.

There is a significant positive effect on interaction and engagement on brand awareness (ElAydi, 2018), which means there are efforts that need to be improved and investigated to show interaction and engagement. As mentioned in the previous paragraph, there is a positive correlation between engagement and sales intention (Hariadi & Ariyanti, 2024). Maybe it is because of the wrong campaign, the wrong content types, etc. Product range, product function, testimonial projects, etc, might be the factors of convince people and become aware of AXAL's offers and understand how AXAL Power B.V. differentiates from competitors. Furthermore, these factors will be identified and investigated with the researcher.

Addressing these challenges and enhancing awareness and visibility requires significant financial investment. According to Raychale (2018), SEO produced 90% of online traffic, 81% of consumers checked, and 64% of internet users (Almestarihi et al., 2023). It showed that SEO reaches a lot of audiences, but there will be a lot of competition on it, which is why a company needs a paid SEO in order to show up information.

However, AXAL's primary focus is not on spending on audiences with such ads. According to Pol Torras Casablanca, currently, AXAL prioritizes product quality and development with a small effort of marketing activity with high ROI (personal communication, February 2025). However, a company needs to gain a deep understanding of its target market. In addition, the current focus target of AXAL is on CPOs.

2.3. Desired Situation

AXAL Power B.V.'s desired situation is to find the strategic action for their marketing investment to enhance product sales effectively. In addition, AXAL Power B.V. is looking for opportunities in its targeted market for products and services. The focus of AXAL Power B.V. was B2B, such as property industry, universities, and public spaces. Moreover, AXAL Power B.V. will also look for opportunities in other activities such as partnerships and collaborations with other companies or organizations. These approaches will help AXAL Power B.V. to achieve product sales from its marketing activity.

3. Methodology

3.1. Desired Situation

In the end of the research, the report for the graduation assignment is collected for university and marketing plan as the result of the report as a professional product is presented for AXAL Power B.V. These documents contained information, recommendation, and suggestion that can be useful for AXAL Power B.V. to have marketing plan for the next year (2026). Furthermore, the information includes the current situation of AXAL Power B.V., the market growth and trends, the targeted customers, geographic, firmographic, and needs-based, and the competitors in the market. All the information will be useful for AXAL Power B.V. on investing in marketing, specifically, on social media for enhancing the product sales effectively among both prospects and existing customers.

AXAL Power B.V. will deploy targeted potential initiatives across platforms. In this research, the focus of social media was Instagram and LinkedIn for customers about optimization to handle and see the effectiveness of these platforms and considering the ROI.

In addition to helping collect the data, the market growth and market trend condition of the EV charger industry is analysed. Furthermore, the information about the effectiveness of establishing an online portfolio on social media on product sales is collected.

3.2. Main Research Question and Sub-Question

Main Questions: "Which social media channels provide the best ROI for AXAL Power B.V.'s goal on product sales?"

1. **How does organic Instagram fit into B2B marketing?**
2. **How does organic LinkedIn fit into B2B marketing?**
3. **How does AXAL's product target clients uniquely?**
    a. How can AXAL Power B.V. target B2B projects?
    b. How can AXAL Power B.V. target small CPOs?
    c. What marketing gaps affect these customer types?

4. **Based on marketing, how does AXAL differ from competitors in targeting commercial customers (B2B & small CPOs)?**

3.3. Methods

This research employed a mixed qualitative & quantitative approach to provide comprehensive answers to the research questions. Various frameworks are used to structure the analysis, including the RACE OSA improvement process, STP framework, and ROI framework.

The sub-questions helped answer the main research question by thoroughly analysing the current state of the market, the AXAL Power B.V. plan, and determining how the company will communicate with its target market. Additionally, these sub-questions highlighted the activities or efforts for AXAL Power B.V., the most effective activities, and the right strategy to achieve market awareness with a very minimal budget.

Sub-question 1: How does organic Instagram fit into B2B marketing?

Understanding which channels effectively reach target audiences is crucial for visibility. Using all platforms without a clear focus can dilute content and hinder goals (Durucasu, 2025). Instagram is a popular platform for businesses to expand online reach (Mishnick & Wise, 2024). AXAL Power B.V. uses Instagram for promotion and as an online portfolio to showcase products, services, and testimonials, making information easily accessible to potential customers.

However, using organic Instagram to increase awareness and drive sales can be challenging due to its changing algorithm and the need for paid data access (Kedi et al., 2024). Staying consistent, monitoring trends, and analysing performance are essential for maintaining visibility. Proactive marketing also helps organizations adapt to market changes and seize opportunities (Pangilinan et al., 2024).

This sub-question applied the RACE OSA framework to guide strategy and optimize the individual channels, such as social media performance (Chaffey, 2024). OSA stands for opportunity: performance review, issue summary, and future objectives; strategy: evaluation of digital tactics and selection of key initiatives; and action: a 90-day plan

with implementation and measurable outcomes (Chaffey, 2024). A mixed-method approach is used to answer the sub-question, focusing on metrics beyond likes or impressions, emphasizing real engagement and conversions. RACE OSA identifies the best-performing channels at each stage, especially useful in the B2B market where sales cycles are longer.

Primary data includes Instagram traffic and ROI, calculated as:

ROI = (Total revenue from channel – Campaign spends) / Campaign spends

This includes campaign costs for spending and Instagram link clicks, messages, reactions, or sales as the revenue from the channels. Secondary data includes articles, case studies, and journals on Instagram's role in marketing.

In order to strengthen data collection, interviews were conducted with both internal and external participants. Internal input came from AXAL's CEO, Pol Torras Casablanca, who shared insights on marketing strategies and budgets. External interviews included Rosen Europe B.V., a potential B2B customer (with Mr. Ivo as the facilitator department), a representative from the Foreign Ministry of Indonesia to understand governmental collaboration considerations (with Mr. Dwi), Saxion University of Applied Science (with Mr. Dennis as the University's advisor), as the institutional business, and EV (with Mr. Suyanto) and non-EV (with Mr. Joel users) as well to explore customer needs. Importantly, some key points to be analysed here are content types, times of upload, and the topic used. These are essential for understanding the Instagram effectiveness strategy.

This research also analysed engagement metrics from AXAL's Instagram stories, posted every weekday. Metrics such as story likes, views, reactions, and comments were tracked to determine effective posting times. Since Instagram is used as an online portfolio, stories were prioritized over feed posts for engagement testing, for easier tracking of results. The content included high-quality visuals and clear product specifications to highlight AXAL's unique offerings and persuade potential customers.

Sub-question 2: How does organic LinkedIn fit into B2B marketing?

AXAL Power B.V. uses LinkedIn as well to share company updates and increase visibility, similar to Instagram. LinkedIn is especially effective for B2B marketing, offering features like content sharing, advertising, lead generation, groups, sales tools, and analytics (Kaizln, 2024). With creative or viral content, businesses can achieve strong engagement and traffic at little to no cost through organic efforts (Jeswani, 2023).

This sub-question is addressed using a mixed-method approach. Internal interviews, particularly with the marketing team, explored past strategies for visibility. Data analysis includes ROI formulas to evaluate LinkedIn's effectiveness and compare it with Instagram, helping determine which platform delivers better results for future marketing efforts.

External interviews were conducted as well with potential B2B customers, including Rosen Europe B.V. (with Mr. Ivo as facilitator), the Foreign Ministry of Indonesia (Mr. Dwi, and Saxion University of Applied Science (Mr. Dennis as the university's advisor). These discussions aimed to understand customer behaviour and decision-making in both the familiar and emerging EV market. Additional insights were gathered from EV (Mr Suyanto) and non-EV (Mr. Joel) users to better understand on market needs.

Secondary data came from case studies, online reports, and articles about Instagram and LinkedIn effectiveness. Combining these findings will help AXAL Power B.V. develop a data-driven strategy for future marketing success.

Sub-question 3: How does AXAL's product target clients uniquely?

Understanding market trends is essential for businesses to better meet customer expectations. Today's customers seek personalized experiences, and tailored content helps attract and engage them more effectively (Kedi et al., 2024).

This sub-question is addressed using a qualitative approach, combining secondary research (industry reports and market trends) with primary research (internal and external interviews). Internal insights were gathered from Pol Torras Casablanca, CEO

of AXAL Power B.V., regarding customer preferences and sales strategies. External interviews included potential B2B clients such as Rosen Europe B.V. (Mr. Ivo as the facility department), Foreign Ministry of Indonesia (Mr. Dwi), Saxion University of Applied Sciences (Mr. Dennis as the University's advisor), EV user (Mr. Suyanto), and non-EV user (Mr. Joel). These inputs helped identify customer behaviours, needs, and decision-making processes across diverse markets.

This study applied the STP (Segmentation, Targeting, Positioning) framework for guiding this analysis. It helps businesses identify ideal customers, define clear segments (e.g., firmographic, geographic, and needs-based), and effectively position their offerings (Amati, 2024). This framework supports marketing optimization and resource allocation, contributing to growth and profitability.

Furthermore, secondary data from market reports, competitor analysis (product quality, customer approach, and social media visibility), and industry trends complemented the findings, helping evaluate how well AXAL's unique selling proposition (USP) aligns with market needs.

Sub-question 3a: How can AXAL Power B.V. target B2B projects?

Identifying the target audience is a key element of any digital marketing strategy, helping businesses tailor content that resonates with their ideal customers (Victoriani et al., 2024). This sub-question uses a qualitative approach, combining secondary research with primary interviews. External interviews were conducted with potential B2B clients, including Rosen Europe B.V. (Mr. Ivo, facility department) to understand buyer behaviour in businesses, Foreign Ministry of Indonesia (Mr. Dwi) to compare public sector decision-making, Saxion University of Applied Science (Mr. Dennis, as the university's advisor) to understand the institutional consideration on deciding decision. EV driver (Mr. Suyanto) was interviewed as well to gather insights into user preferences and behaviour.

The STP (Segmentation, Targeting, Positioning) framework guided the analysis, helping identify ideal customer segments and the best way to reach them based on preferences, communication style, and behaviour (Amati, 2024). This supports marketing effectiveness, resource optimization, and long-term growth.

Furthermore, secondary research included articles, case studies, and academic journals focused on B2B targeting strategies and effective communication practices. These findings help to shape final recommendations for AXAL Power B.V.'s marketing strategy in the future.

Sub-question 3b: How can AXAL Power B.V. target small CPOs?

Identifying the right audiences is a crucial part of digital marketing, as it enables businesses to create more relevant and engaging content (Victoriani et al., 2024).

This sub-question used a qualitative research method to gather detailed information. In addition, the STP framework is used for analysing this sub-question. This framework explained how a company identifies and reaches its ideal customers (Amati, 2024). In addition, this framework allowed for gathering information about the marketing effectiveness and optimization resource allocation, until the company is able to gain growth and profitability (Amati, 2024).

This framework is chosen for analysing detailed information from segmentation (firmographic, geographic, and needs-based), target, and positioning. With the help of secondary data, such as online articles, case studies, and academic journals about how to target the small CPOs, other than that, the information about how the effectively communicate with the CPOs. This detailed information helped to gather easier information and analyze it for a conclusion.

Sub-question 3c: What marketing gaps affect these customer types?

Understanding market trends and customer needs is essential for businesses to tailor their products and services effectively (Sodiqova & Qudratova, 2024). Analysing competitors also helps identify strategic opportunities and marketing positioning. This information is collected to gather data about what AXAL Power B.V. missed in their recent marketing activity. Lack of the key element in marketing activity usually comes not only because of unsolved identification of a company, but also the dynamic trend in the market.

This sub-question aims to uncover gaps in AXAL Power B.V.'s recent marketing activities, which may result from internal issues or changing market dynamics. The STP

framework was used to examine customer segmentation and assess AXAL's positioning, particularly towards B2B projects and small CPOS.

The analysis compares AXAL's past and current positioning strategies to evaluate their effectiveness and identify weaknesses. Secondary sources, including articles, case studies, journals, and Statista data, were used to benchmark best practices and assess whether AXAL's current strategy aligns with market expectations.

Sub-question 4: Based on marketing, how does AXAL differ from competitors in targeting commercial customers (B2B & small CPOs)?

Differentiation is fundamental for surviving in a competitive market. According to McKinsey, 75% of consumers are willing to switch to a compelling alternative, making differentiation key to customer loyalty (Majka, 2024).

AXAL Power B.V. offers unique features that can meet market needs. To evaluate how well these are positioned, the STP model is used to analyse segmentation and compare AXAL's past and current positioning strategies, especially for B2B projects and small CPOs. The impact of each strategy on purchase behaviour is also assessed.

Competitor analysis is conducted by reviewing their social media, websites, products, and customer approaches. This helps identify what differentiates AXAL from others in the market. Additionally, innovation and technology trends in the EV charging industry, sourced from case studies, Statista, and government reports, are reviewed to align AXAL's strategy with market demands and ensure more effective and efficient efforts.

4. Analysis

4.1. RACE OSA

This chapter provides a comprehensive overview of the market environment. The analysis used the RACE OSA framework for building and implementing the growth planning of AXAL Power B.V. to understand the relevant and competitive forces to make informed decisions. This chapter answers sub-question 1 by providing insights into the opportunity in the EV charger industry. This chapter includes information about the European market growth in EV trends and EV charger industries, technology changes of EV chargers, the Netherlands market growth, and the Dutch government regulation in order to respond to the trend and raise initiatives for zero-emission by 2030.

4.1.1. European Market Growth

EV trends were growing in 2020 by 43% in sales from 2019 (Virta Ltd, n.d.). According to the historical EV market data, starting from 2020 until the upcoming year, the growth is increasing. The sales of EVs in 2022 exceeded 10 million units, and McKinsey expected there will be an increase of roughly 40 million in 2030 (Fischer et al., 2024). As the market is growing fast and everywhere, there are many initiatives and activities, especially from the government, to keep accelerating in 2023. In addition, there is a 35% increase from 2022 to 2023 in EV sales.

Responding to the trend, Europe is the second largest market for EVs in the world with 3.2 million sold in 2023 (IEA, 2024b). The largest market is from China, and the third market is from the USA (IEA, 2024b). This is proof that EVs are already popular in Europe, and need more charging points in Europe as well.

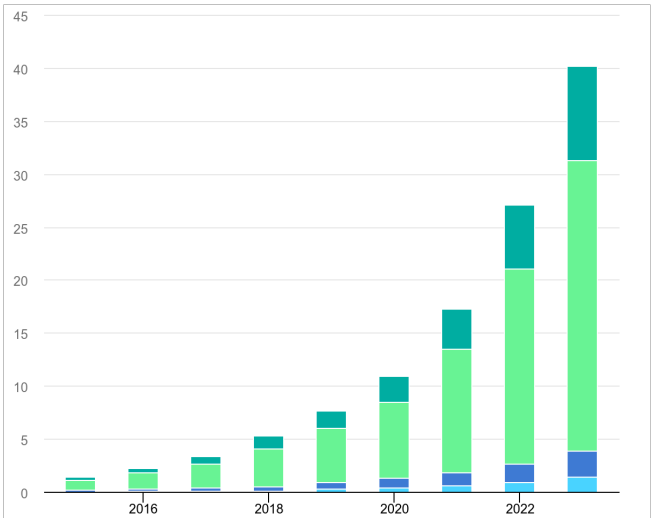


Figure 1: The Growth of Charger Points in Europe

Source: IEA (2024). Figure 1 shows the growth of charging points in Europe. In addition, the growth of charger points is altogether with the growth of charger type. In 2015, the popularity of EV charging was not significant, as well as the type of charger as well and the place of the charger itself. According to Figure 1, the number of charging points increased significantly compared to 2015, as well as the growth of chargers not only in public, fast and slow chargers, but also in private–home and business–fast and slow chargers. In addition, Figure 1 shows specifically the charging point installation based on the country submission – Paris. If looking at Figure 1, people will see that private installation at home is the most popular in Paris currently.

Responding to this trend, there is a regulatory landscape in the European Union to encourage all countries to participate in the increase of EV charger installation. One is the Alternative Fuels Infrastructure Regulation (AFIR), which regulation about the minimum power output requirement and also introduces consumer protection regarding price transparency and the standardization of payment options. There is another regulatory landscape, the Energy Performance of Buildings Directive (EPBD), about the requirement of pre-cabling in new and renovated buildings and streamlining the approval process. This regulation is more about the efficiency in optimization of charging time (GridX, 2025).

One key factor emerging from this study is the preferred placement of EV chargers, which varies depending on the user type and usage context. While previous survey data

(GridX, 2025). Indicated that home charging is prioritized for convenience, cost, and reliability, this study interviews provide more targeted insights.

Out of five interviewees, including a representative from Rosen Europe B.V., the Foreign Ministry of Indonesia, Saxion University of Applied Science, an EV user, and a non-EV user, 60% (3 out of 5) indicated a preference for home charging, mainly for personal or private business use. 20% (1 out of 5) favoured charging at the office, while another 20% focused on dedicated private or business use.

Regarding charging technology, the Foreign Ministry emphasized the importance of fast-charging infrastructure, aligning with operational efficiency. However, the other participants expressed less urgency for fast charging and showed more interest in alternative or slower charging technologies that align with cost efficiency. Notably, all respondents identified cost and maintenance as the most critical factors in their EV charging decisions.

This information shows the importance of putting the right charger types in different locations, because consumers might choose to use them or not based on the factors mentioned above.

4.1.2. Technology Changes

With the development of the EV charger industry, in 2024, there is a shift from AC charger to the DC charger or fast charging from 13% in 2023 to 18% in 2024. Indeed, this results from the decrease of slow–charging from 74% in 2023 to 72% in 2024 (GridX, 2025).

The Netherlands is the largest market in the European Union. However, it was changed by 2024. Germany took this spot as well as the DC installation then followed by France. The Netherlands is advanced on of large installation numbers, however, still using the AC charger (GridX, 2025). The information can be seen in the table below about the 2024 growth of installed AC and DC chargers.

Table 1: 2024 Growth of Installed AC and DC Chargers

Countries	AC Chargers	DC Chargers
Germany	26,780	12,566
Netherlands	37,145	Very few
France	25,188	11,488
Belgium	30,290	Very few
Italy	12,608	4,468
Sweden	12,818	3,794
UK	10,208	4,969
Spain	11,052	3,789
Denmark	9,536	3,262
Austria	8,984	2,081

Source: (GridX, 2025). Table 1 shows showing about 2024 growth of installed AC and DC chargers. The reader can see this market competition by seeing what the most popular type of charging is in each country. Although the Netherlands is the highest country for AC chargers, Germany and France took the spot because they are high on DC chargers as well.

As the previous paragraph mentioned, the European Union is the second-largest market after China in the EV charger industry. It gives the European Union the spirit to reach the 2030 target on EV charging development in the market, by providing 8.8 million charging points across Europe (GridX, 2025).

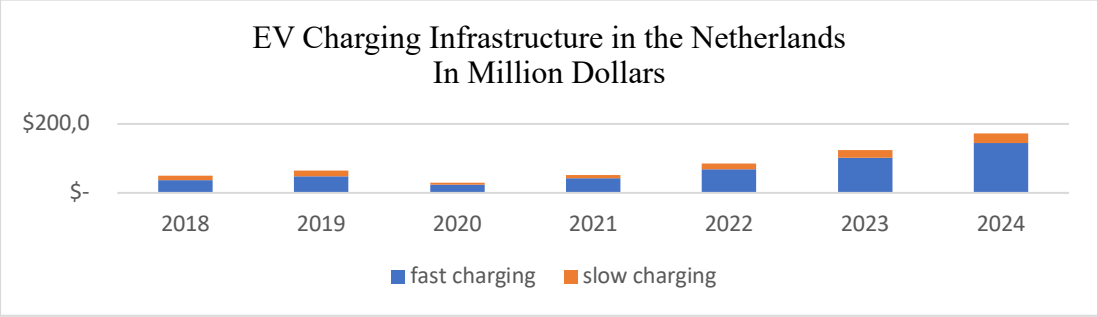


Figure 2: EV Charging Infrastructure in the Netherlands in Million Dollars

Source: Statista Research Department (2023). Figure 2 is showing about the EV charging infrastructure in the Netherlands in million dollars. This data is for both fast

charging and slow charging. In 2020, there was the lowest point in 7 years. However, after that, they are consistently increased, as well as the fast-charging types. In addition, Figure 2 explains how the Netherlands adapts to the market conditions.

Additionally, about the market trends and consumers' needs. Based on the surveys there are 70% of people who is considering the charger point before the trip. Furthermore, more than half respondents choose to use fast charging considering the price per kWh (GridX, 2025). Which means, this data shows how relevant the market trends with the consumers' needs.

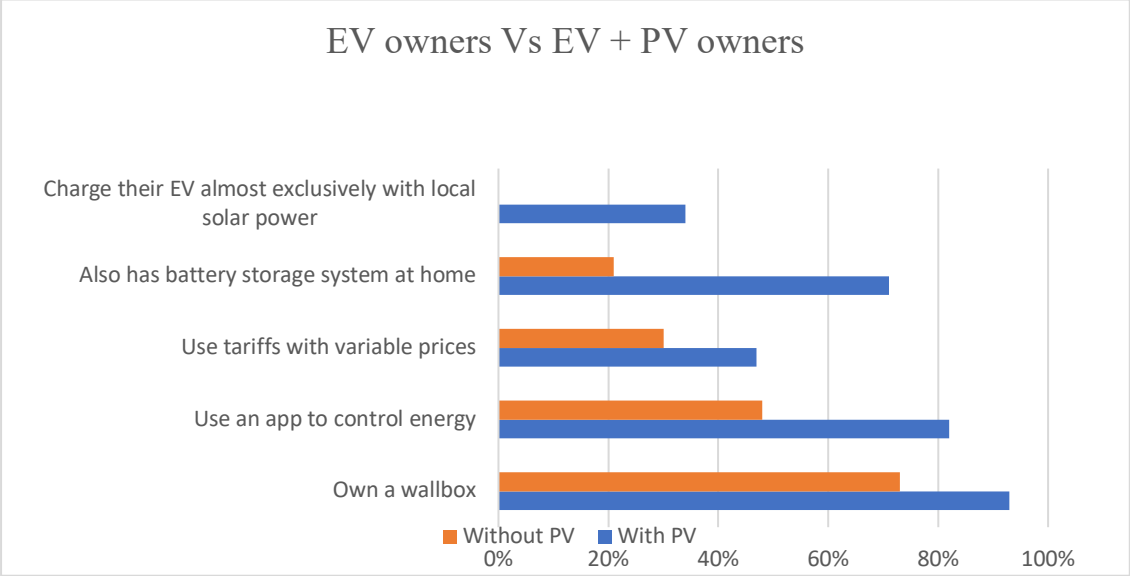


Figure 3: EV owns Vs EV + PV Owners

Source: (GridX, 2025). Figure 3 explains how PV (photovoltaic) owners are more likely to own additional energy assets or use energy management tools. Figure 3 shows that owners of solar are more engaged and more likely to optimize the cost-effectiveness with variable tariffs.

The dynamic of technology is massive, especially in electricity. As the number of EV users, of course, affects the development of EV charger technology in the market. One of the changes is V2G technology. This technology is enabling transformation from electric vehicle battery to energy storage to support the electricity grid, which enhances the grid stability and improves the energy distribution efficiency (Bakhuis et al., 2025). In other words, V2G right now is being called smart charging. Furthermore, Europe is

currently leading in the V2G development, with the Netherlands emerging as the frontrunner, operating in 20 pilots (Bakhuis et al., 2025).

According to this journal, most of Germany, Switzerland, Ireland, and Norway have a high interest in V2G technology for both EV users and non-EV users (Bakhuis et al., 2025). V2G technology has many benefits for many sectors, such as the prevent power disruption – as happened in the Netherland due to the high demand of electricity power, and the grid management cost – due to the high demand of electricity demand, the grid providers experienced with the high expenses and resulting the high cost for charging the EV (Bakhuis et al., 2025). In addition, as stated in the NL Times, currently, the Netherlands is implementing the electricity grid because of the overloaded users. Responding to it, the Dutch government restricts users from charging around 4 pm until 9 pm (peak hours of electricity usage) (NL Times, 2024).

Furthermore, the V2G technology comes as a solution to reduce refuel times (Report Linker, 2025). As mentioned in the previous paragraph, V2G also enables to storage of surplus electricity and then releases it back to the grid (MarketResearch.com, 2023). In other words, this technology will enable electricity exchange from a plug-in EV and the power grid.

In the result of survey with an online study, there are 42%, which is most of participants are willing to participate in the V2G technology. Furthermore, 26% are not willing to participate in this technology, but 32% are neutral with this technology (Bakhuis et al., 2025).

4.1.3. Netherlands Market Growth

This trend is becoming popular every year, and many countries are competitively setting a goal to reach the EV as their contribution to Zero emissions in the world. According to the market research, the Netherlands Electric Vehicle (EV) Charging Market was valued at USD 191.38 million in 2022 and will increase by 2030, with a CAGR of 27.5% from 2023 to 2030 (MarketResearch.com, 2023). As mentioned in the previous paragraph, Europe is the number two largest market of the EV industry, and indeed, it is the largest market that is installing and needs charging points. The Netherlands is the number three ranked country that contributes to Europe's sales. They

contributed 30% of the electric cars sold (Virta Ltd, n.d.). This information shows that the Netherlands is very aware and quick with the market trends. Responding to this, in 2023, the Dutch government reached the largest publicly accessible charging points in the European countries.

Table 2: Top 10 Charging Points per Country Plus Percentage of EU Total (2023)

Top 10 charging points per country, plus percentage of EU total (2023)		
Country	**Chargers**	**% of EU total**
Netherland	144,453	22.8%
Germany	120,625	19.1%
France	119,225	18.9%
Belgium	44,363	7%
Italy	41,114	6.5%
Sweden	37,166	5.9%
Spain	30,385	4.8%
Denmark	23,027	3.6%
Austria	18,637	2.9%
Finland	11,247	1.8%

Source: (GridX, 2025). Table 2 shows the top 10 charging points per country plus the percentage of the EU total in 2023. According to this table, the Netherlands has the highest number of charging points with 22.8% of the EU total, which Netherland contribute the highest number of charging points in Europe. The following countries are Germany and France same as the Table 1 about the growth of installed AC and DC chargers. In addition, by the update in 2024, there are 183,000 charging points in the Netherlands, with 26.7% of the EU total (GridX, 2025).

The distribution of charging points per capita in the Netherlands shows a consistent pattern with the southwest performing the best and a gradual decline moving towards the east and north (GridX, 2025). As Table 3 shows, about region and province in the Netherlands with the most charging points;

Table 3: Region and Province in the Netherlands with the Most Charger Points

Regions	CPs per 1,000	Provinces	CPs per 1,000
Rijnmond	19.4	South Holland	16.5
Delft and Westland	18.5	North Holland	14.2
Gooi and Vecht	17.4	Zeeland	11.0
Utrecht	16.5	Gelderland	9.6
Greater Amsterdam	16.2	Friesland	9.1

Source: (GridX, 2025) Table 3 shows the region and province in the Netherlands with the most charging points.

Responding to this, the Dutch government has a forward–thinking approach to EV policy and a considerable number of EV chargers. The Dutch government also participated with two other countries – Portuguese and French in the Transport Decarbonisation Alliance (TDA) about the zero-emission mobility by 2025 (Nikolov, 2021). In addition, the Dutch government also launched the new subsidy schemes to support the development of EV charging infrastructure (Zsófia, 2024). The first scheme is SPRILA: private charging infrastructure for business. This initiative has already begun on 24 September 2024, with the target being companies that are located in the industrial estates and distribution centres. Within this scheme, the Dutch government will give 40% reimbursement for SMEs for both the cost of purchasing and installing the charger. In addition, the large companies will also receive these incentives from the government with a 20% reimbursement (Zsófia, 2024).

The second scheme is SUPLA: public charging infrastructure for heavy goods vehicles. Different from SPRILA, this regulation will begin in October 2024, which is aimed at expending public heavy vehicles such as trucks. This initiative is to fulfil the needs and also expand for the freight and logistics sectors (Zsófia, 2024).

Additionally, the Dutch government also focuses on infrastructure in EV charging points, as this figure explains;

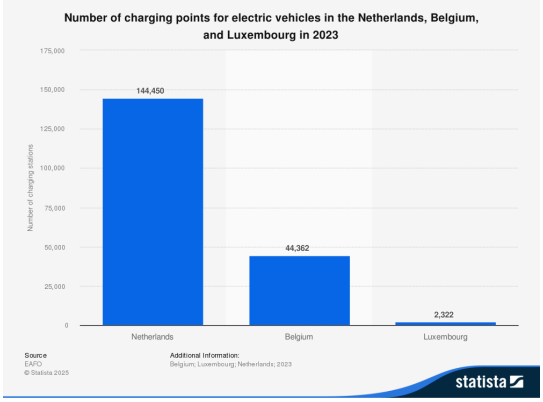


Figure 4: Number of Charging Points for Electric Vehicles in the Netherlands, Belgium, and Luxembourg in 2023

Figure 4 explains the charging point in Benelux (Belgium, the Netherlands, and Luxembourg) in 2023. Based on Figure 4, the Netherlands has the highest charging points with 144,450 points (Carlier, 2024).

4.1.4. Government Regulation

As mentioned in chapter 4.1.1. about the market growth of EV chargers in the Netherlands market, as one of the largest markets in the European Union, and there are 38% new EV car sales in 2023 (Maisonnier et al., 2022). In the dynamic market, the Netherlands faced not only EV but also BEV. In 2024, BEV in the Netherlands is increasing. According to the ACEA, from January to July, they hit 31%, and of course, this is greater than last year, 2023. This trend shows an overarching trend towards EV trends in the Netherlands (Research and Market, 2024).

In addition, as stated in chapter 4.1.2. about the support from the Dutch government on the subsidy for a business because they also would like to achieve zero emissions by 2030 (Rijksdienst voor Ondernemend Nederland, 2024). As the previous chapter mentioned about the increase of EV users in the Netherlands, of course, the public spaces need to be provided with public stations. In 2023, the EVs sold were reaching 53.5% higher than the previous year. To support this growth, the Dutch government launched incentives for businesses and EV users (Mordor Intelligence, n.d.). In addition, according to the same report, they are explaining the plan of the Netherlands to install more charging points and oversee it, and the Dutch's expectation was 35,000 public charging points by 2028 (Mordor Intelligence, n.d.).

Government regulation is the guidance for the EV charger businesses and also the EV users. One of the indicators of a good EV charger is the certification from the government, because, of course, there are specific regulations for being qualified as a trusted manufacturer of this EV charger. Here are some certifications that needed to be considered; NEN 1010 (low-voltage electrical installation), NEN 3140 (electrical installation – operations), IEC/EN 61851 series (electric vehicle conductive charging system), IEC/EN 62196 series (charging plugs and connectors), OCPP (open charger point protocol), ISO/IEC 15118 (vehicle-to-grid communication interface), and EU directive/regulations. Additionally, most of the businesses are looking for SCIOS scope 8 (NEN 3140) certifications to demonstrate proper management of the EV charging system.

4.2. STP Model

In this chapter, a comprehensive overview of the customers segmentation, customers targeting, and customers positioning of AXAL Power B.V., specifically, the B2B project and small CPOs. The analysis will be using the STP Model for collecting specific and detailed information and data.

This chapter answers sub-question 3 by providing insights into the target market of AXAL Power B.V. in the EV charger industry. Additionally, sub-questions 3a, 3b, and 3c will also be introduced as they become relevant.

4.2.1. Segmentation

Within this chapter, the business segmentation will be explained, including the industry, the company size, also the company type that might be the potential customers for AXAL Power B.V. In addition, there will be three points discussed in this chapter they are firmographic, geographic, and needs-based.

4.2.1.1. Firmographic

According to the AXAL market strategy, they have just defined the segmentation that might be a potential customer. According to Pol Torras Casablanca, they are solar installers, EV charging installers, web shops, wholesalers, retail stores, car brands, platform B2C sales, B2B projects, charging point operators, tenders, and their website

B2C sales (personal communication, 2025). So basically, AXAL Power B.V. is segmenting a business or consumers who have a relationship with electric vehicles or are users. On average, the market segmentation is medium to high for company size, with both private and public companies as the company types. In addition, as mentioned that AXAL segmented tenders mean AXAL also works together with the government.

Furthermore, AXAL Power B.V. usually work together with the installers, as the development of solar panels as one of the installers is also possible to help AXAL in selling wallbox or homeplug. According to a survey, people will still buy an EV charger even if they are using PV–solar panels, as shown in Figure 3.

In addition, CPOs, which are businesses that sell electricity to consumers, are also AXAL's segmentation. They need a charger for delivering electricity, because they are a business, so they will need a bulk number of chargers to be placed in many areas. In other words, they will be expanding their business using AXAL's hardware and software from Pol Torras Casablanca (personal communication, 2025).

AXAL also expected the B2B as their customers to help them with their projects. For example, a chocolate company buys a charger at AXAL because one of their projects is to put a charger point for a company to support employee who has EVs and support the environment through zero-emission action. There will also be a university, a big office, private projects, and small businesses for this type of customer.

Lastly, there are smart car brands. Of course, focusing on smart cars since it was related to EV chargers. Within this type of business, AXAL is not only able to sell the product but also to be a partner. If this happens, AXAL can be more easily known by people. In other words, AXAL will save a budget for brand awareness.

4.2.1.2. Geographic

Based on the previous chapter, specifically chapter 4.1.3. The place with the highest EV provider is in Rijnmond, South Holland. The development of the EV charger industry in the Netherlands, especially in Rijnmond, shows some challenges that need to be considered before entering the Rijnmond market. One of the facts is about grid congestion and capacity constraints. Because of this information, there is an automatic

limitation in EV charger infrastructure here; even if there is infrastructure, the limitation of use makes the activity more difficult, and maybe it will result in the users choosing another place for charging. This assumption will be investigated further.

Responding to this issue, the Dutch government, especially in the Rijnmond region, restricted smart charging as a standard for the charger (Vattenfall, 2024). Smart charging is when the charger can manage and utilize the use of energy consumption or power optimally (Ampeco, n.d.). The Dutch government standardized the charger because of the high demand, and this smart charger could adjust to the demand. So, the utilization of power energy can be maximized without compromising capacity (Ampeco, n.d.). In addition, it allows more renewable energy to be integrated into the energy system (Ampeco, n.d.). Furthermore, this regulation is a kind of action from the Dutch government to respond and be prepared for 2030 with 2.25 million electric cars in the Netherlands (Vattenfall, 2024). Another factors that need to be considered is the market competition in Rijnmond. As the government initiative about zero emissions by 2030 has a high competitiveness in the market (Platini, 2024a).

4.2.1.4. Needs-Based

In this chapter, information is provided about what frustrates customers about the existing EV charger. As mentioned in the previous chapter, the Netherlands is the leader development of EV chargers in the world. However, this phenomenon poses challenges in the market, such as the high investment with unclear ROI, the limitation of infrastructure, and cybersecurity and data privacy risk that might be a big consideration for the provider before choosing the right manufacturer. Furthermore, this chapter will break down some challenges in the EV charger market.

According to the Mobility Portal Europe, the massive expansion of charging infrastructure in the Netherlands is resulting the congestion issues, because the electricity demand is exceeding the capacity (Platini, 2024b). This is a serious issue, especially for depots and office locations. In addition, the increase in EV users is prompting the government to provide a charger for them, and this needs to be continued because the Dutch government wants to achieve zero emissions by 2030.

As mentioned in chapter 4.1.2. about V2G technology. Other than some of the benefits, there are some considerations for users before participating in using this technology, such as the loss of flexibility due to the minimum plug-in times, vehicle state charging, and third-party controls. The battery degradation is another consideration, because it will decrease the battery health, which might increase the owner's expenses. Data privacy is also mentioned as a consideration because some users are not willing to disclose information about their charging patterns and their locations (Bakhuis et al., 2025).

In addition, there are surveys in this study that show the familiarity with V2G technology, and unfortunately, the Netherlands is not as widely distributed with this technology as Germany, Switzerland, Norway, and Ireland. There are 4% who are very familiar with this technology, there are 3% of people who are fairly familiar with this technology, and 19% who have ever heard of it but are not well known (Bakhuis et al., 2025).

Other than that, given the importance of charging stations for everyone who depends on them, cyberattacks appear to target personal data (Privacy First, 2024). According to the online articles, this cybercrime will be from charged cards or RFID, because there are around 700 providers together with around 1,300 charging station manufacturers that do not really care or are not their first priority about this cybersecurity (Privacy First, 2024). This is proven by the unsafe charge cards because of the use of a chip, which will cause the chip card to be used on public transport (Privacy First, 2024). This is a big concern because all sectors, such as government, providers, and even infrastructure, can be affected.

Furthermore, some information says that there is a differentiation between each place in the Netherlands in terms of the cost range in charger points (Platini, 2024a). As a result, it appears confusing for users to use. This cost differs based on the operator of the station, the card used for refuelling, maintenance costs, and the energy contract backing the supply (Platini, 2024a).

4.2.2. Targeting

Targeted customers in this research were B2B projects and small CPOs, which will focus more on customer orientation or the consumer's comfort. Both B2B projects and small CPOs have a similar character because they buy a charger for the public. First in first, CPOs stand for charger point operators, where they are selling electricity to the public. This is like a gas station, so there will be a lot of chargers in one place where people can charge their EVs. Furthermore, B2B projects are more private, because this is usually a project from a business, for example, a chocolate factory that buys a charger to support the employee who is an EV user, supporting the government initiative, etc. Other than this, the main difference consideration of B2B projects and small CPOs is the product design. CPOs can utilize the design for the ads from the screen that is available in the charger, while B2B projects do not really need the screen because they are not utilizing it for ads, usually.

There are some considerations before small CPOs and B2B projects buy a charger for their business.

- User-friendly, since EV chargers are the new technology and right now are still shifting, it is crucial for businesses to buy simple chargers that all people can use. This can help the business gather revenues more easily and increase the consumers' satisfaction and maybe customer retention as well.
- Interoperability and flexibility charger, smart charging technology is needed to respond to the car's technology. Aside from that, technology will increase flexibility, convenience, and accessibility for EV drivers. The improvement in technology also helps to solve some problems, such as user satisfaction (Sino Energy, n.d.). Additionally, the technology could optimize the ROI, such as the availability of dynamic load management, which has many benefits, such as limiting the energy to cut the cost and smart prioritization, enabling to distribution of charging power efficiently (Ampeco, n.d.).
- Industry standard, small CPOs, and B2B projects will look at the industry protocols, such as the OCPP, for the charger point communication. This standard is enabling the CPOs and B2B projects to know about the real-time status updates, hardware information, on-demand status updates, set displays remotely, etc (Ampeco, n.d.).

- Durability is also a crucial consideration for small CPOs and B2B projects to ensure the product is durable even with the weather (Fractalev, n.d.). Other than that, this could decrease the expenses and will automatically increase the revenue. Uptime consideration is like the previous point about the use of the product.

4.2.3. Positioning

Towerplug and towerplug PROMO are two products that are relevant to CPOs and B2B projects. These two products provide technology that supports businesses to earn more revenue. Such as towerplug PROMO is relevant to CPOs because it has a big screen that enables CPOs to put advertisements which they can get more revenue from the screen time. Furthermore, towerplug is a simpler product, which is more relevant to B2B projects, especially a business that has limited spaces for charger points. This analysis was generated according to information in chapter 4.2.2. about the specific targeting of customers from AXAL Power B.V. itself.

With the development of technology, AXAL Power B.V. also considers some elements in their products to support B2B projects and the small CPOS as the targeted market. As explained here about the USP of towerplug and the towerplug PROMO are explained in the table below.

Table 4: The Difference of towerplug and towerplug PROMO Based on Customers' Needs

towerplug	towerplug PROMO
2 x 22 Kw	2 x 22 Kw
Custom design & communication system	55" advertisement screen & custom design
E-flux by ROAD	E-flux by ROAD
App, Wi-fi & Bluetooth connectivity, RFID	First multi-purpose AC charging station
Dynamic load balance	Dynamic load balance
OCCP connectivity	OCCP connectivity
CE certified	CE certified

Table 4 explains the difference between towerplug and towerplug PROMO to define this product for specific customers. Table 4 also shows how AXAL Power B.V. considers the product features for its customers.

4.3. Accessibility

This chapter focuses on two social media sites to identify the accessibility of customers in the EV charger industry. This research is focusing on Instagram and LinkedIn because AXAL Power B.V. focuses on these two platforms as its communication tools currently. In addition, this is for investigating which one is the most crucial and needs immediate attention between the two. Furthermore, the focus on two platforms will help the company to be more focused and get a better return on investment.

This chapter provided information about the most effective channels for AXAL Power B.V. to communicate and reach customers by analyzing the algorithms of these platforms and using the primary data from the researcher.

This chapter answers sub-question 1 by providing insight into the most effective channels for AXAL Power B.V. Additionally, sub-question 2 will also be introduced as it becomes relevant.

4.3.1. Instagram

Instagram is a popular platform for businesses to reach wider audiences (Mishnick & Wise, 2024). AXAL Power B.V. uses Instagram as an online portfolio and communication tool to stay connected & interact with potential customers. This research investigates whether engagement on Instagram positively correlates with sales effectiveness. The focus is on visibility and interaction, as interview participants indicated they check Instagram to assess a company's activity and credibility. Thus, Instagram may help move potential customers from interest to trust and purchase.

According to Statista, the average influencer engagement rate on Instagram is 1.85%, while the technology & software industry averages 0.33% per post (Zote, 2024; Mundade, 2025). Engagement rate is calculated as:

$$\textit{Engagement Rate} = (\textit{Total Interaction}/\textit{Total Followers}) \times 100$$

Engagement increases when companies post content that aligns with audience interests. Secondary sources suggest carousels and hashtags help improve engagement (Mundaden, 2025), while reels are more effective for reach. However, carousels are recommended for boosting engagement. Exploring the best posting practices, AXAL Power B.V. tested daily story posts at different times: 7-9 am, 12-2 pm, and 4-6 pm, including various content types such as polls, Q&As, and regular updates. This test began in March 2025, posting once a day on weekdays. Although there were some deviations from the plan, data were collected consistently.

Between March and April, AXAL achieved a 55.4% engagement rate, with 107 interactions and 193 followers, significantly higher than the 0.33% industry average. This indicates that AXAL's followers are highly engaged. High engagement suggests increased brand awareness, which supports AXAL's strategy to grow its market and compete for larger tenders.

4.3.2. LinkedIn

LinkedIn is one of the social media platforms existing specializes in the B2B market. This social media is established for B2B connections and drives growth (Cpluz, 2025). LinkedIn also provided the good content creation and distribution that essential for B2B market, such as a long-form articles this helped a company to share about detailed and bring the case to show how the innovation discover so the reader could understand about the message that the organization would like to deliver; blog posts help the organization to optimize the website and the posting; video content, this is same as Instagram to emphasize a story telling visually so the reader easily to understand the content; infographic sharing data information to visually (Cpluz, 2025). According to the Cpluz, regularly liking, commenting, sharing, and sending a message helps businesses establish with prospects (Cpluz, 2025).

Based on the post of AXAL Power B.V., some posts might give a customer, one of the posts that gives AXAL a customer, is video content, and the caption is about the feature of the product in the video. In addition, the post is using a hashtag so more people can see the post. It means they are interested in the product, and AXAL Power B.V. continues by reaching them on direct message to discuss with Pol Torras Casablanca (personal communication, May 2025). Furthermore, according to Pol Torras

Casablanca, to follow up and reach out to the customers, AXAL Power B.V. will recontact once a week to get the answer from customers (personal communication, May 2025).

The analysis of the LinkedIn post through the link feature in Instagram story will be investigated in this research to get information on how many people who curious and click on the link to gather data about how Instagram is effective for sales. In addition, the result of the analysis will be discussed and matched between the posts of both Instagram and LinkedIn with the product that is sold at that time by AXAL Power B.V. Other than that, the researcher will also look at the sales performance from the sales department. This information will be collected by the internal analysis with the sales team by the researcher.

Based on the analytics on LinkedIn in the period 31 March 2025 until 29 April 2025, there are 71 clicks, 29 reactions, 7 comments, and 0 reposts. According to these data, the engagement rate of AXAL Power's LinkedIn was 9.02%. This number indicated a high engagement rate because Hootsuite said that 3.8% is the average engagement rate on LinkedIn (Mikolajczyk & Hu, 2025).

Furthermore, the current viral content is from one of AXAL's team and being reposted by AXAL Power B.V. The post is in the video format and gets a high impression, 17k+ in a number, 1100+ for new people reached, 8k+ for viewers. Those numbers are from organic posts, not from the promoted or boosted posts.

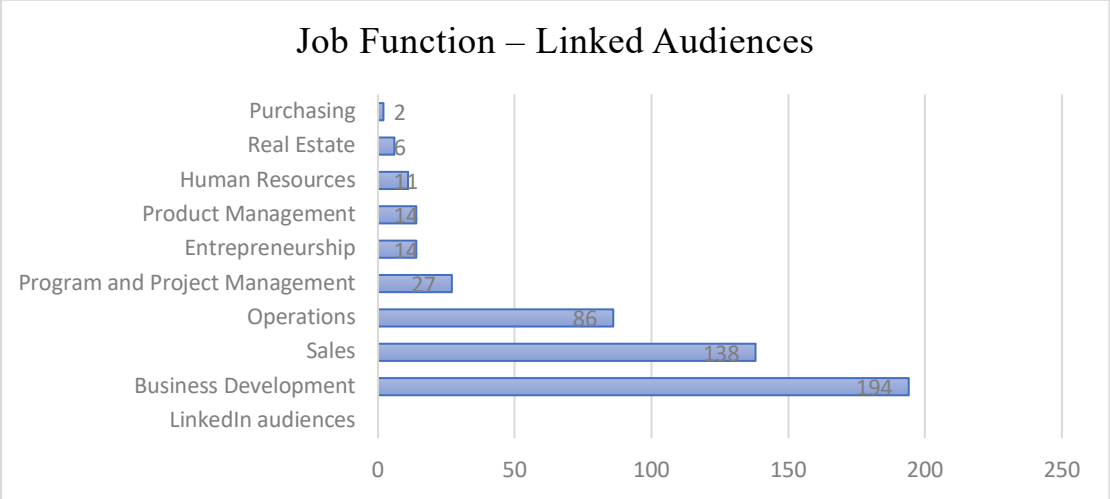


Figure 5: LinkedIn Audiences–Based on Job Function

4.3.3. Social Media Communication

This chapter outlines effective strategies for communicating with targeted customers, specifically small CPOs and B2B projects. The insights presented here are based on interviews conducted with AXAL Power B.V., represented by Pol Torras Casablanca, focusing on their current communication approaches with existing customers. Additionally, interviews with potential CPOs and B2B clients were conducted to capture the customers' perspective.

Effective communication plays a critical role during the conversion stage of customer acquisition. Currently, according to Pol Torras Casablanca, AXAL Power B.V. primarily acquires clients through its network and personal sales efforts (personal communication, May 2025). Social media also contributes to client acquisition, with LinkedIn being particularly effective. Posts made by AXAL or its employees often attract potential customers who express interest through comments and continue discussions via private messages. Among different content types, video posts have proven to be the most successful in generating engagement.

AXAL Power B.V. maintains a routine of reaching out to potential customers weekly to monitor progress and address any queries. The decision-making timeframe varies depending on the project size and complexity: larger projects typically require 3 to months, while smaller projects may close within a few weeks. However, according to Dennis, the decision-making process, particularly within institutional or advisory can extend up to 5 to 7 months (personal communication, May 2025). Key factors motivating clients to choose AXAL's products include cost-effectiveness, customizable solutions, and comprehensive end-to-end support. In other words, AXAL commits to assisting customers throughout the entire transaction process and beyond, ensuring ongoing reliability and service.

Customer Relationship Management (CRM) is essential in AXAL's communication strategy. Interviews with respondents across various business types consistently highlighted the importance of ongoing service and support thereafter. This proactive approach helps prevent software issues and other operational problems, ensuring customers feel supported by the company at all stages.

According to Suyanto & Joel as the consumers of EV were found that most rely heavily on testimonial content before making a purchase decision (personal communication, May 2025). Recommendations from family or friends who have prior EV experience also carry significant weight. Consequently, consumers tend to place less emphasis on Instagram profiles alone.

Moreover, some respondents prioritize advanced technology such as fast-charging capabilities. This indicates that communication emphasizing product specifications is important for educating the audience about the technology offered by AXAL. This is supported by engagement data showing that posts highlighting product specifications receive high numbers of likes and views. According to an online source, purchasing likelihood increases by 51% after an audience clicks the "like" button (Funk, n.d.).

A survey conducted with Rosen Europe B.V., a potential client in the oil and gas industry, revealed that while EV charger technology is not their primary concern, effective communication and quality service are critical factors in their decision-making process. Alignment of vision and mission between AXAL and the client also emerged as a key consideration.

Finally, a comparative analysis of Instagram and LinkedIn engagement is provided in the following table to highlight differences in platform effectiveness and audience interaction.

Table 5: Social Media Comparison on the Result of the Engagement Rate

Platform	Period	Engagement Rate
Instagram	31 March – 29 April	55.44%
	27 April – 26 May	36.26%
LinkedIn	31 March – 29 April	9.02%
	27 April – 25 May	6.4%

Table 6 explains the difference in engagement rate between Instagram and LinkedIn. According to Table 6, the same period resulted in different engagement rates, and Instagram has a higher engagement rate than LinkedIn. However, LinkedIn has a more consistent number on engagement rate. Furthermore, engagement rate information can

be used for social media communication strategy, but several points need to be considered.

The first one is about the audience. Most Instagram audiences are personal accountants who may be interested in EV chargers, but not for business. In contrast with the LinkedIn period, analytics have shown that there is a more related target market for the audiences, as shown in Figure 5. Responding to this, based on interview activity, most companies, especially B2B companies, are not looking for any suppliers on Instagram. As stated above, most of them are discovering a business or supplier from their networking rather than social media. However, they will look at social media to convince them before deciding to have a partnership. Not only that, but the frequency of posting also affected the engagement rate. Currently, AXAL Power B.V. posts more consistently on Instagram, so that's why the engagement rate on Instagram is higher than on LinkedIn.

4.4. ROI

In this chapter, the data collection is about the effectiveness of social media as a marketing effort to enhance product sales. Within this framework, the understanding of the most effective social media as a marketing effort for AXAL Power B.V. In addition, this chapter explained the framework definition first, then continued to count the combination of the ROI framework.

This chapter answers sub-question 1 by providing insights into the most effective or the best ROI on AXAL Power B.V.'s marketing efforts on social media. In addition, sub-question 2 will also be introduced as it becomes relevant.

4.4.1. ROI Framework

The ROI framework is being used by most businesses to calculate and understand the growth of their spending, as this framework will show the result, indicating whether they are worth it or not. According to the research, the advanced analytics report shows 5%-8% higher marketing ROI than competitors (Charan & Malik, 2025). The ROI framework has a role in every department. In marketing, this framework is used as a

metric for communication value and facilitates cross-team collaboration (Charan & Malik, 2025).

Furthermore, this framework will be used for organic marketing analysis at AXAL Power B.V.'s social media, which is Instagram and LinkedIn. The calculation will use the campaign budget as the cost or spending for marketing activity. In addition, the return/revenue measurement will be about traffic and leads. The data collection will be combined with this research data. In addition, the data will be from social media activity, sales activity, and how the customers discover AXAL Power B.V. for the very first time. In addition, this is the formula for ROI;

ROI = (Total revenue from channel – Campaign spends) / Campaign spends

4.4.2. ROI Calculation

In this chapter, ROI as the main framework will be used for getting information about which one is the best social media for AXAL Power B.V.

Table 6: ROI Calculation in three months: March, April, and May

Channel	Spend	Leads	Traffic	ROI
Instagram				
March	€50	48	4	0.04%
April	€50	1	-	-0.98%
May	€50	15	2	-0.66%
LinkedIn				
March	€50	2	69	0.42%
April	€50	7	71	0.56%
May	€50	1	40	0.18%

Table 6 presents the ROI calculation for a three-month social media campaign conducted by AXAL Power B.V. The estimated budget of €50 is based on historical campaign spend and used here for illustrative purposes, as the actual campaign was executed without incurring direct costs. During this period, no specific campaign objectives were set, such as targeting traffic, leads, or direct sales, which limited the

ability to assess clear conversion outcomes. Although AXAL Power B.V.'s primary business objective is sales, most conversions during this period were achieved through social media channels. As such, this ROI table serves as a reference to evaluate which platform and performance indicators, leads, and traffic are more aligned with eventual conversion goals.

The metrics included in the table are spend, an assumed value based on previous campaign budgets; leads, collected from Instagram story polls and LinkedIn post comments; and traffic, tracked through Instagram story links redirecting users to the company's LinkedIn page. Furthermore, leads and traffic were selected as key indicators because they represent mid-to-late funnel stages, closely aligned with the sales conversion process. There, the table helps to identify which platform delivers more meaningful engagement for future performance-driven campaigns.

4.5. Competitors' Presence

4.5.1. Alfen

Alfen stands out in the EV charging industry due to its high product quality, advanced technology, and strong brand identity. As one of the earliest companies to establish itself in the EV charger sector, Alfen holds a pioneering role in the development of EV charging infrastructure. This long-standing presence has contributed significantly to its high online visibility, especially when people search for terms like "charging infrastructure in the Netherlands." Alfen frequently appears at the top of search results, supported by years of publications and consistent SEO–driven activity.

Furthermore, Alfen's approach to customer engagement combines a presence on social media, price competitiveness, and a continued focus on technological innovation. While their external communication is relatively moderate, they maintain a news section on their website that shares updates on new programs, initiatives, and even revenue reports. On LinkedIn, Alfen's primary social media platform, the company regularly posts about its workplace culture, showcasing employees and emphasizing professionalism. They also repurpose content from their website in LinkedIn posts to increase web traffic and strengthen SEO. Additionally, Alfen actively engages with mentions by using the "repost with a quote" feature, providing context and enhancing

the meaning of shared content, further boosting their visibility and brand credibility in the B2B space.

4.5.2. Ubitricity

Ubitricity, a subsidiary of the Shell Group, is a notable competitor in the EV charging industry. Originally established in the United Kingdom, the company is now based in both Berlin and London. Ubitricity positions itself through technological innovation and a strong brand identity, which is further reinforced by its connection to Shell. Their pricing strategy is competitive, making them a viable option in various markets. According to one of the interview participants, the decision to choose Ubitricity was influenced by the company's strong commitment to renewable energy and environmental responsibility, values that align with growing corporate energy and environmental sustainability goals.

Ubitricity primarily uses LinkedIn as its main communication and engagement platform, where it maintains a strong and professional presence. Unlike Alfen, Ubitricity places a greater emphasis on event participation, which significantly contributes to its expansive network. Their visibility in environmental and clean energy gives them a strategic advantage when bidding for business projects, as many companies increasingly assess supplier alignment with their sustainability objectives. When customers view Ubitricity's profile and see shared goals around environmental impact, it builds trust and suggests a deeper understanding of the business's future needs.

5. Conclusion

This research aimed to identify which organic social media platform provides the best ROI for AXAL Power B.V. The findings indicate that LinkedIn offers the highest ROI, driven by its professional user base, targeting capabilities, and alignment with B2B content. In addition, Instagram supports brand visibility but is better suited as a complementary channel rather than a primary one for B2B engagement.

The study also reveals that engagement rate alone does not always correlate positively with ROI, especially in B2B marketing. Content quality, posting frequency, and clarity significantly influence performance. Audiences respond better to fresh, concise content, while keyword choice plays a crucial role in SEO, directly impacting visibility and awareness.

AXAL's product targets clients by offering two tailored solutions, the towerplug® and towerplug® PROMO, each designed to meet different customer needs, as explained in the analysis chapter. IN addition, customizability on both software and hardware, along with ease of installation, strengthens the value proposition for B2B clients and small CPOs.

To effectively reach these segments, AXAL should share content that includes product specifications, launch rationale, project documentation, and testimonials, strengthening its online portfolio and credibility.

Key marketing gaps include inconsistent posting on LinkedIn and limited use of SEO and keywords. Compared to competitors, AXAL differentiates itself by emphasizing authentic, educational, and client-focused content, rather than relying solely on paid promotion. This approach positions AXAL as a transparent and solution-driven partner in the EV charging industry.

In summary, AXAL should prioritize LinkedIn for strategic content distribution and maintain Instagram to support brand storytelling.

6. Recommendation

Based on the research findings, the following recommendations are proposed for AXAL Power B.V. to guide its future marketing strategy.

1. Focusing 80% of organic marketing efforts on LinkedIn.
2. Maintaining a professional, concise, and informative tone.
3. Post 2-3 times per week with various content types
4. Monitor and improve with defined KPIs, such as impressions and post reach (awareness), engagement rate, CTR to website or contact page, leads generated for LinkedIn, and growth-relevant connections.
5. Actively discover and nurture professional relationships by sending personalized connection requests with tailored messages and reposting with a thought to add context to the LinkedIn post.
6. Aligning messaging with sustainability and innovation themes.

These recommendations will guide AXAL Power B.V. in implementing a focused, cost-effective approach to reach and engage its target audience.

The recommendations require the marketing team to focus their efforts mainly on LinkedIn, which involves shifting time and resources. Consistent professional communication also requires alignment among team members. Creating regular content may involve cooperation with other departments, like sales or operations. Additionally, tracking KPIs and building professional relationships require analytical and interpersonal skills within the team. These changes do not require major restructuring but do influence how people collaborate and communicate.

Most recommendations have no direct effect on the supply chain, as they are digital and marketing-focused. However, the “One Charge, One Plant” campaign may involve a partnership with a tree-planting organization. This requires coordination to ensure transparency and delivery, but overall, the supply chain impact remains minimal.

Financially, the recommendations are cost-efficient, relying mostly on internal time and free platforms like LinkedIn. The only direct cost comes from the three-planting initiative, which slightly reduces margin but can increase brand value.

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8. Appendix

Appendix A: End customers for a business purpose

1. What type of EV do you use?

   Answer: An electric motorcycle.

2. What type of EV do you use?

   Answer: An electric motorcycle.

3. What is your primary use for the vehicle?

   Answer: It is mainly used for office operations.

4. What motivated you to switch to an electric vehicle?

   Answer: The growing popularity of EVs influenced my decision, and I was also seeking greater efficiency.

5. How many vehicles do you currently own, and have you experienced any notable impact?

   Answer: I currently own only one vehicle. It has had a significant impact, particularly in terms of cost savings. I can travel up to 150 kilometres on a single charge. Compared to a gasoline vehicle, the costs are considerably lower.

6. Where do you usually charge your EV?

   Answer: I usually charge at home. However, since the vehicle is used for the office operations, we bring our charger and use public charging points when traveling longer distances.

7. What was your biggest concern before purchasing an EV?

   Answer: My main concern was the limited availability of charging stations, especially when traveling long distances. However, one feature I appreciate about my EV is the battery range indicator, which shows how many kilometres are left before the battery runs out. Additionally, it’s now possible to track nearby charging stations, which helps a lot.

8. What is the brand of your EV?

   Answer: Polytron.

9. What factors influenced your choice of EV brand/model?

   Answer: Efficiency and the government’s initiative were key factors. There's also a government subsidy of around 7–8% for first-time EV buyers, and the application process is simple. The dealership even assists with the application. This subsidy applies to both personal and business use, which makes it even more appealing.

10. What information influenced your decision to buy this EV? Did you find it through a website, social media, or a recommendation?

    Answer: I chose Polytron because it offers a longer driving range, which supports my goal of cost efficiency. The brand also promises easy maintenance and has a wide service network. I discovered this information through their social media content, especially customer testimonials, which helped build my trust in the brand.
11. What features do you look for in an EV charger?

    Answer: Fast-charging capability is essential for efficiency, especially since the vehicle is used for company operations.
12. Do you have plans to purchase another EV, such as an electric car?

    Answer: Yes, I'm planning to purchase one in the future.
13. How do you view the development of charging points in Indonesia? Does this factor into your decision?

    Answer: I'm not too concerned, as I've noticed that the number of charging points in Indonesia is increasing. While cost is a consideration, especially if prices rise in the future, it's still affordable at the moment and remains worth it option as long as prices increase gradually.
14. Do you have any expectations regarding EV charging infrastructure in Indonesia?

    Answer: The current situation is quite good. However, I've noticed that some charging points are limited to specific car brands. I believe expanding generals would be more beneficial and improve accessibility.

End customers, non-EV users

1. Are you using an EV?

   Answer: No.
2. What is your consideration for not using EV yet?

   Answer: Need the dedicated parking spots.
3. Will you move to EV in the short term? Or do you have a plan for the future move to the EV?

   Answer: No, in the short term, but in the future, yes, I'll move to an electric vehicle.
4. Do you know about the government subsidy for EV?

   Answer: Yes.
5. Will this new regulation motivate you to buy an EV?

   Answer: Yes.

6. What information do you need before buying an EV?
   Answer: Subsidy will help, know the requirements of a charging point at home, and know more about the need to do.
7. What preparation do you need before buying an EV? Example EV charger at home.
   Answer: Yes, I will provide the EV charger at home.
8. If you are buying an EV, what is your concern about the charger? Do you need specific technology in the charger?
   Answer: depends on the car's type, different car has different needs. So, the fast charging is not my main consideration.
9. What will you do before buying the charger? Are you going to buy a well-known brand? Or researching the best EV charger and seeing their social media?
   Answer: I will ask the recommendations from my family, because some of them have already used EV, or maybe ask my friends. In addition, I will research it to look at the testimonials.

Appendix B: B2B projects – government – Indonesian foreign ministry

1. What type of business are you currently operating?
   Answer: Government, foreign ministry.
2. Have you already been using an EV?
   Answer: The officers are using the electric cars.
3. How long have you been using these electric cars?
   Answer: It's been 2 years now.
4. Have you already had your charging points?
   Answer: Yes, we have it from our own and PT Hyundai (the car's brand), because all the electric cars use Hyundai as the brand.
5. What are the biggest obstacles for this business in establishing these charging points?
   Answer: There are no specific obstacles; relatively easy, the dealer was providing it, and for our partnership with PT PLN (an electricity company from Indonesia).
6. What is the role of the charging station for your business?
   Answer: The role is very significant; the capacity is limited to just 550 km. Furthermore, the charger point here is only 10, one of them is for guests. Every day, the charger station was used and always full.

7. What features and technologies are essential for your business from an EV charging provider? (fast charging feature, RFID – customization card, or others)?
   Answer: Fast charging, and right now our business already uses this technology. So, we can only spend 2 to 2.5 hours on the charging.
8. What is your effort in choosing and comparing EV charging providers before deciding to work together with one of the manufacturers? Or only one who is available?
   Answer: We accepted the PLN's offer because it is from the country. And we think the only business that depends on electricity in Indonesia just PLN. They also offer a 5-year guarantee.
9. Is there any main factor for this business to directly choose PLN?
   Answer: right now, we just focusing and support from the Indonesia-owned company.
10. What's making this business put a big trust in the PT PLN, unless their background? Are there any specific considerations, such as their good social profile? Word-of-mouth?
    Answer: The only reason is that this is an Indonesian-owned company. In the presentation, if compared to the other private businesses, PLN is more trusted, in our opinion. In addition, PLN is an old company, and we assume they are more experienced.
11. Are the charger points open to the public or only for private use in this business?
    Answer: This is only for the private use of this business.
12. Do you mind what company offered to this business?
    Answer: No, I don't know what the competitors are.
13. Is there any plan to expand its worldwide?
    Answer: Not yet, for now.

Appendix C: Internal Interview – for internal data

1. How does AXAL communicate with current customers? Do you have a specific approach?
   Answer: We don't follow a fixed approach, but we typically begin by researching potential clients through their company profiles. Based on this, we initiate contact – usually through direct calls or personal selling. After the first interaction, we aim to maintain regular weekly follow-ups.

2. You mentioned earlier, in the last meeting, that you acquire customers through your network. How do you usually approach them? Do they come to you?

   Answer: Yes, most of our customers come through our existing network. However, we also engage in cold outreach by calling individuals or businesses we haven't previously connected with. Additionally, we consider previous customers as part of our projection.

3. How do you follow up with your clients?

   Answer: We typically follow up by calling them weekly to check on the progress and maintain ongoing communication.

4. What is the main motivation for your current or past customers to purchase your products?

   Answer: From our experience, most customers are looking for cost-effective and customizable solutions. We offer both hardware and software customization, along with comprehensive support, from the initial consultation to the end of the transaction.

5. How many days do your clients usually need to decide after a discussion?

   Answer: It usually takes around 3 to 4 months for larger projects, while smaller ones may only take a couple of weeks. The decision timeline varies depending on the scale of the client's business.

6. In what kind of content context do your potential clients approach you?

   Answer: At the moment, we mainly attract potential clients through LinkedIn. The most effective content so far has been video-based posts.

7. What kind of call-to-action (CTA) has been most effective in attracting your current customers?

   Answer: Our audience is usually drawn to posts that highlight key product features and provide clear information on where to purchase. We often end the post with a CTA like "Are you ready to harness your EV's full potential?", along with relevant hashtags. One such post reached over 17,000+ impressions, attracted 1,100+ new viewers, and generated more than 8,000 views.

8. In your previous campaign, what budget did you set and what were your revenue expectations?

   Answer: We allocated a budget of €50 per campaign and didn't set any specific revenue expectations.

9. Do you currently have a specific plan for your upcoming campaign?

Answer: At the moment, we plan to follow the same approach as before, with a budget of €50 per campaign.

Appendix D: External Interview – Rosen Europe B.V. – Oil and Gas Industry

1. Could you please briefly describe the type of business Rosen operates in?
   Answer: We are operating in the oil and gas industry, a service-providing company that is making inline in the gas and oil industry. We are building a healthy environmental company and preventing accidents in the oil and gas industry. As mentioned on the website, as you know, we are also concerned about the carbon footprint, as our project for the future fuel.
2. Has Rosen already incorporated electric vehicles (EVs) into its operations?
   Answer: For now, not yet.
3. Are there any specific reasons why EVs have not yet been adopted?
   Answer: Yes, because the range of this business is really big, we are an international business that is operating in France, Italy, Switzerland, and so forth. Long trips make it difficult for us to use EVs since there is a limitation on the EV distance (too short a distance).
4. Has Rosen considered integrating EVs into its operations, whether in the short term or long term?
   Answer: Yes, we want the range of the EV to be bigger.
5. Has there been any internal discussion about installing EV charging stations at your facilities, for example, to support employees who use EVs?
   Answer: Yes, we have three charging points here, for 6 cars. We want to expand our charging points, but we also consider the power supply problem.
6. Has social media ever played a role in influencing decision-makers at Rose?
   Answer: No.
7. Which online platforms does Rosen typically use to search for information about these technologies (EV charger or other technologies)? – for example is social media, websites, YouTube, and personal recommendations
   Answer: It is commonly from a network, and the company is providing the loading dock.
8. What aspects does Rosen consider first? Would it be about reviewing the company's social media presence, exploring the last or recent projects, looking at the testimonials, or directly contacting the company?

Answer: We usually contact the suppliers and then go into the market and look at what they can contribute to our projects.

9. Does Rosen engage with suppliers on platforms like LinkedIn, Instagram, or others?
   Answer: Nope, for the suppliers. However, for this business, it is arranged by HR, and maybe they do something on Facebook.
10. What types of content does Rosen find most influential when making decisions, such as case studies, testimonials, technical specifications, or visual demonstrations?
    Answer: It is double, we are focusing on the customers' satisfaction and then see that aspect as one of our considerations, also see how they care for the environment, and see the profile sales into the community to show what they are doing. So basically, we are looking for suppliers who have the same mission and vision as us.
11. Conversely, what kind of content or messaging on social media would cause Rosen to ignore or overlook a company's post?
    Answer: Hmm, not a healthy company, and we are seeing that they are not according to our standards.
12. If Rosen discovers a supplier on LinkedIn or another platform, what would be the preferred method for following up, such as a phone call, email, or something else?
    Answer: Normally, we are looking into market and see what is available to put on our KPIs, and then we are looking at the business size – is it big enough or not, and then asking for the offers, price issues are our concern, but the healthy company is the most important to fit into our culture.
13. On average, how many days does Rosen typically take to decide on the supplier?
    Answer: Depends on our research.
14. If Rosen were to install EV chargers in the future, what technical features would be most important to consider?
    Answer: The most important is the intelligence post and also monitoring the system and service-related issues, such as the quick responses from our potential suppliers.
15. When evaluating potential manufacturers or providers, what factors matter most to Rosen, such as pricing, reliability, service, innovation, or others?
    Answer: The first one is the environment, as I mentioned earlier, and the second is the service. For the customizable is not yet our concern at the moment.
16. If Rosen adopts EV charging, would it be primarily for internal use, for customer-facing purposes, or as part of a project delivery? Could you elaborate on this?

Answer: Both will be possible, for each project or long-term relation, only use one supplier for all projects. Depends on how the communication and service that provided by this potential supplier.

17. When a new solution or supplier is introduced, how is that information typically shared internally within the organization?

    Answer: Normally, we go throughout the department from the one who connects with them, and then evaluate the information that is relevant, if so, then go into proceed to make an offer to decision makers. Two or three probably parties for good and equal to make the upfront selection.

Appendix E: External Interview – Saxion University of Applied Science – University – Dennis Zwepink – Saxion Adviser

1. How long has Saxion been offering EV charging infrastructure on campus?

   Answer: Since 2018, 7 years now.

2. How many EV charging stations are currently installed and in use across the campus?

   Answer: 25 EV stations with 2 connections each charger. These 25 were coming from 6 in Deventer, 2 in Apeldoorn, and 17 in Enschede. In Enschede, Saxion has 2 parking lots.

3. What were the initial challenges Saxion faced when first implementing EV charging stations?

   Answer: Of course, the power supply. Because Saxion has 25 EV stations, while each needs 22 kW. The finding of the power supply is always challenging.

4. As the document that u sent to me previously, Saxion was using Laadnet with Alfen as the software. How did Saxion discover Laadnet and Alfen as potential EV charging solution providers?

   Answer: No, not only Alfen, but there are also many providers. However, Saxion usually holds a competition, with at least 3 to 5 competitors. From that, Saxion will choose the company with the best price as well as the quality of the products. Not only on that, Saxion also look at the technology that offered by the company.

5. Was Laadnet the only available or suitable option at the time?

   Answer: No, of course more parties can deliver it. But at that time Alfen has the best price rather than others.

6. What factors were most important in the selection of Laadnet (may be because the price, technology, the brand popularity, service, or other factors)?
   Answer: Laadnet has the best dashboard and the cheapest of the overview. Other than that, they have the good service, we might email them and solve it in the distance, and quick responses. Overall, the service was good.
7. Did Saxion consider other providers before deciding on Laadnet? If so, could you please mention it?
   Answer: No, we just keep it.
8. What concerns or limitations led to the dismissal of other options?
   Answer: Searching information about the public organization that have to buy previously with multiple tenders or Europe tenders.
9. Do you think social media or brand portfolio is important? For example, the followers on LinkedIn or Instagram?
   Answer: Yes of course, we will look at the social media first commonly we search on LinkedIn or Google, rarely we opened Instagram to search this information. After gathering the information, Saxion will choose at least 3-5 parties and then called them. So, if there is no information on internet, Saxion will not know them then cannot call them.
10. How common approach for a provider to Saxion? Are they coming from network? Or just email or call right away to Saxion for offering like EV charging?
    Answer: Mostly we found at LinkedIn and searching information about the popular EV charger providers in the Netherland.
11. How long did Saxion's decision-making process take from initial research to final agreement?
    Answer: Commonly, we spend 3-5 months for the charger and then for the tenders we usually spend 5-7 months.
12. What internal departments or roles were involved in the evaluation and decision process? Are you one of them?
    Answer: The maintenance group, the buyers' group, and then the adviser – three buddies are enough to make a decision.
13. What aspects of Laadnet/Alfen's approach or proposal helped influence the university's final decision?
    Answer: The technology, and also, they are quite popular in the Netherlands.

14. Were there any specific customization or software integration needs related to campus systems?

    Answer: There is no special specification.

15. What ongoing service does Saxion expect from an EV charging provider?

    Answer: Service contract, easy to reach out when there is an issue (mostly) with the software.

16. Are the charging stations intended solely for the university Staff and students, or are they also open to the public?

    Answer: Right now, we have it for private parking. However, at the weekend it was open to the public. Of course, they are paying for that as well.

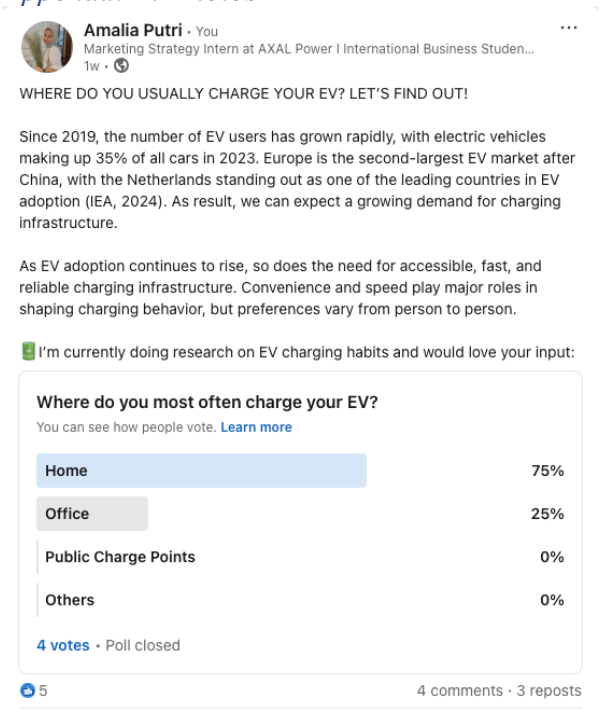
17. Does the university plan to expand the EV charging infrastructure soon? If so, will Saxion choose another provider or software, or will you continue with the current provider.

    Answer: Yes, we have a plan to expand it and we hope to do with the same providers, because they have tenders. However, we will try to discuss integrating with new dashboards using the current software.

18. What content should be in the offering process that might influence customers like Saxion?

    Answer: Very first is about the technology and how easy are they to use. Other than that, the goof quality of the dashboard is very important as well, how trustworthy is the station and Saxion will making sure there is (a lot of) issue with both the dashboard and software.

Appendix F: Photos



Amalia Putri · You
Marketing Strategy Intern at AXAL Power I International Business Studen...
1w ·

WHERE DO YOU USUALLY CHARGE YOUR EV? LET'S FIND OUT!

Since 2019, the number of EV users has grown rapidly, with electric vehicles making up 35% of all cars in 2023. Europe is the second-largest EV market after China, with the Netherlands standing out as one of the leading countries in EV adoption (IEA, 2024). As result, we can expect a growing demand for charging infrastructure.

As EV adoption continues to rise, so does the need for accessible, fast, and reliable charging infrastructure. Convenience and speed play major roles in shaping charging behavior, but preferences vary from person to person.

🔋I'm currently doing research on EV charging habits and would love your input:

Where do you most often charge your EV?

You can see how people vote. Learn more

Home	75%
Office	25%
Public Charge Points	0%
Others	0%

4 votes · Poll closed

5 4 comments · 3 reposts

Accountability Research

1. What did you want to realise/achieve with doing this FIA? Why did you choose this topic? What were your expectations?

   Answer: In this Final Internship Assignment (FIA), I am to explore whether awareness is always the first step before conversion, or if, in practice, awareness can also arise organically through word-of-mouth. I chose this topic to better understand how to engage with B2B clients and gain deeper insights into their purchasing behaviour. In addition, I hope this research will help identify the minimum marketing investment needed, especially relevant for start-up companies. Furthermore, my expectation is that the company will gain a better understanding of how to optimize its available resources. I believe the communication style and approach play a crucial role, and through my analysis, conclusions, recommendations, and final professional product, I hope to contribute to enhancing both the marketing and sales performance of the company.

2. How did you work and act during the process of working on the FIA? What choices and considerations did you make? What were the consequences of your choices?

   Answer: At first, I was simply curious about the topic I eventually chose. Since AXAL Power B.V. is a start-up, I felt the topic was relevant, and I was encouraged to use it for my graduation assignment. Initially, my idea focused on the B2C market, while AXAL operates in the B2B segment. This posed a challenge for me, as the marketing strategies and processes differ significantly. Although I had some experience with B2B during previous courses, those cases involved fashion and lifestyle industries, which I was familiar with. However, the EV charging sector is quite hard for me and requires me to learn the specific industry terms and understand their meanings. I even considered switching to a simpler topic, but I decided to continue with this topic, as I believed it would be more rewarding, despite the difficulty in gathering and understanding technical information.

   In my role as a Strategic Marketing Intern at AXAL, my work aligns with the research topic. However, I primarily handled the company's Instagram account, which is not directly tied to sales activities. This required me to rely on secondary data and analyse AXAL's platform for insight into my primary data. In addition, since I was not responsible for LinkedIn, I used my own social media accounts to share EV-related content as a way to support and validate the findings from secondary data.

3. What did you do well, and what could you have done better? What are possible explanations for the highs and lows in the process?

   Answer: While preparing content plans, I found myself full of ideas and able to work quickly, which allowed me to focus on learning beyond my assigned tasks. This gave me time to explore unfamiliar topics, such as reading EV-related news in the Netherlands, understanding market developments, and translating my ideas into practical actions. I believe that with more time for social interaction, I could have gathered more respondents for surveys and interviews to strengthen the data in my research.

   In addition, previously, I was too focused on Instagram and overlooked the greater importance of LinkedIn for B2B marketing. As a result, I could not maintain consistent activity on LinkedIn. One of the challenges was my limited EV knowledge, which made me hesitant to post, as it took time to fully understand and analyze the content. Despite that, I feel I have improved. I am satisfied with the current results of my research, as I have been able to collect analytics from both LinkedIn and Instagram and compare their ROI. Means that I can get the data and give insight that can help the company determine which platform should be prioritized moving forward.

4. Have you realised/achieved what you had wanted to?

   Answer: Yes, I have achieved the expectation from this research.

5. Are you satisfied with the results achieved?

   Answer: Yes, I was satisfied because the findings results were on my expectations.

6. Taking the Conscious Business perspective into consideration: what is your conclusion about how well this perspective is visible in the result?

   Answer: Considering the conscious business perspective, I believe this perspective is visible in the result of my findings. My main focus was on identifying how to effectively reach the target audience, determining the best ROI platform (which was LinkedIn), and crafting the right messaging to differentiate the company from competitors. My recommendations also aligned with values beyond profit. I advised the company to organize recurring environmental events as part of their brand strategy. This not only enhances visibility and builds trust with clients but also contributes to

environmental awareness, aligning with the broader purpose of creating a positive social impact. Furthermore, the company's core product, EV chargers, already supports the transition to a more sustainable future. These elements reflect a conscious approach to business that balances commercial success with responsibility towards people and the planet.

7. What conclusions do you draw from the answers to your previous questions? What are you going to do the same next time and what are you going to do differently next time? (Explain why and how).

   Answer: According to the previous questions and my overall findings, I can conclude that the process I followed was effective and well-structured. I was particularly satisfied with the way I planned and collected the data. My decision to formulate clear sub-questions helped guide the research process and led to well-organized and meaningful results. Additionally, my preparation before starting the research, such as collecting the data about the effective time of uploading content, creating a planner in advance rather than working day by day, listing engagement rate aspects, and preparing content ideas for social media stories, helped me stay focused and organized. This structured workflow allowed me to manage the process efficiently, and even when minor issues arose, they were manageable due to the solid preparation I had in place.

   However, as mentioned in the previous question, I was not fully satisfied with the interviews. Due to time limitations and earlier obstacles to finding respondents. Although I was able to collect enough data to support my conclusions, I believe that involving more participants would have led to a more credible and diverse set of insights, particularly in understanding the purchasing decision process.

   For future projects, I plan to start reaching out to potential participants earlier in the process and create backup plans to avoid last-minute pressure. This would allow me to gather broader perspectives and produce more comprehensive recommendations.