

ONLINE MARKETING STRATEGY FOR A B2B SAAS START-UP



KEY FACTS

- **Project Study:** Development of an online marketing strategy
- **Project Start:** As soon as possible
- **Project Duration:** 3/6 months (full-time/part-time)
- **Application:** Send Letter of Motivation & CV to recruitment@databai.se

ABOUT US

databaise is a startup based at the TUM Start-up Incubator, focused on delivering agentic AI solutions to businesses, streamlining and optimizing their workflows. As a forward-thinking organization, we recognize the importance of a robust online marketing strategy to establish and strengthen our digital presence. This project study is designed for TUM students to collaborate with databaise in developing a comprehensive online marketing strategy.

OBJECTIVES

- **Active Social Media Management**
- **Starting Campaigns**
- **A/B Testing**
- **Search Engine Optimization (SEO)**
- **Content Creation and Analysis**
- **Strategic Recommendations**

YOUR PROFILE

- **Teams of 3-5 students, ideally from a TUM Master's program (individual applications are also welcome)**
- **Team player with a high degree of initiative and flexibility**
- **Outstanding communication skills in both English & German**

BENEFITS

- **12 ECTS**
- **Access to the TUM Incubator (Office Space, Free Workshops, Coachings, Events & more)**
- **Access to munich startup ecosystem**
- **flexible working hours / remote work**

LET'S CONNECT!

