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Master's Thesis

Marketing Communication of the Selected Company

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Thesis title

Marketing Communication of the Selected Company

Objectives of thesis

The objective of the thesis is to develop proposals to improve the marketing communication of the selected company. The development of proposals will be based on the analysis of existing marketing communications and marketing research.

Methodology

The thesis consists of two parts. The first part is devoted to an elementary theoretical review. It deals with the theory of marketing communication and its evaluation. The theoretical part of the thesis is based on a critical review of the information obtained by studying and comparing relevant resources.

The fundamental, empirical part focuses on the marketing communication of the selected company. The data for the empirical part is obtained through the selected data collection technique. Based on the study, recommendations for improving marketing communications are offered.

The proposed extent of the thesis

60 – 80 pages

Keywords

Marketing communication, promotion, online marketing, marketing mix, advertising, customer

Recommended information sources

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Declaration

I declare that I have worked on my master's thesis titled "Marketing Communication of the Selected Company" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 31.03.2023   _____

Zinovyev Artem

Marketing Communication of the Selected Company

Abstract

In this thesis a review of the marketing communication of a young real estate agency based in Prague was carried out. The objective of the thesis is to develop proposals to improve the marketing communications of the selected company. The development of proposals will be based on the analysis of existing marketing communications and marketing research.

The thesis consists of two parts. The first part is devoted to an elementary theoretical overview. It deals with the theory of marketing communications and their evaluation. The theoretical part of the thesis is based on a critical review of information obtained by studying and comparing relevant resources.

In the practical part, a review of existing marketing communications was conducted, as well as the development of recommendations to improve marketing strategy. In addition, a test promotion campaign was designed, implemented and evaluated, using digital promotion tools. In order to improve the effectiveness and optimization of promotion tools based on the creation of content, a marketing study in the form of a questionnaire was carried out. The results of the study were applied in the implementation of promotion methods.

Keywords: Marketing communication, promotion, online marketing, marketing mix, advertising, customer

Marketingová komunikace vybrané firmy

Abstrakt

Tato práce se zabývá marketingovou komunikací mladé realitní kanceláře se sídlem v Praze. Cílem práce je vypracovat návrhy na zlepšení marketingové komunikace vybrané společnosti. Vypracování návrhů bude vycházet z analýzy stávající marketingové komunikace a průzkumu trhu.

Práce se skládá ze dvou částí. První část je věnována elementárnímu teoretickému přehledu. Zabývá se teorií marketingové komunikace a jejím hodnocením. Teoretická část práce je založena na kritickém přehledu informací získaných studiem a porovnáním relevantních zdrojů.

V praktické části byl proveden přezkum stávající marketingové komunikace a vypracována doporučení ke zlepšení marketingové strategie. Dále byla navržena, realizována a vyhodnocena testovací propagační kampaň s využitím digitálních propagačních nástrojů. Za účelem zlepšení účinnosti a optimalizace propagačních nástrojů na základě tvorby obsahu byla provedena marketingová studie formou dotazníku. Výsledky studie byly uplatněny při realizaci propagačních metod.

Klíčová slova: Marketingová komunikace, propagace, online marketing, marketingový mix, reklama, zákazník

Table of content

1. Introduction

In our world, since its inception, there has been and will continue to be such a phenomenon as evolution. It is also inherent in humanity, we are constantly evolving, creating new branches of science and developing old ones. One of the bifurcation points was the creation of the Internet and the spread of this technology to the masses, an event that radically changed our world. The ability to quickly exchange information virtually all over the planet has many times accelerated the development of mankind.

Nowadays a company, practically from any industry, will not succeed on its market if it does not have a competent representation on the Internet. To replace the traditional methods of marketing communications, came new, digital methods. The approach and practice of doing business in general has changed considerably.

The emergence of many methods of Internet promotion has increased competition, the struggle is almost for each client, because the business now has no territorial reference. It may seem that it is easier to start a business now, since it requires less initial investment, but everyone has this advantage. After starting a business has become more difficult to develop, because the amount of knowledge required to successfully compete in the market has increased many times over.

This thesis is devoted to a review of marketing communications of a young real estate agency located in Prague. In addition to the review of existing marketing communication, a test campaign will be designed, implemented, and evaluated using digital promotion tools.

The complexity of the design and implementation of the campaign is due to tight budget constraints as well as the short research period. This test campaign can help start-up companies that do not yet have experience with previous promotional campaigns and have to experiment with small resources.

In today's marketplace, there are various digital ways to promote a company that do not require a financial investment. In this study special attention will be paid to such ways of promotion, because for start-up companies these ways are of particular value, because often the financial resources of such companies are small or absent, but there are significant time resources.

2. Objectives and Methodology

1.1 Objectives

The objective of the thesis is to develop proposals to improve the marketing communication of the selected company. The development of proposals will be based on the analysis of existing marketing communications and marketing research.

Research questions:

1) What are the most common channels used by the selected company to communicate with its target audience?
2) Which digital tools of marketing communication are most suitable for promotion of the selected company?
    i. How would the selected company optimize its use of content marketing, such as blogs and videos, to better engage its target audience and build brand awareness?
        1. What kinds of content are more suitable for the company?
        2. What formats of content are more suitable for the company?

1.2 Methodology

The thesis consists of two parts. The first part is devoted to an elementary theoretical review. It deals with the theory of marketing communication and its evaluation. The theoretical part of the thesis is based on a critical review of the information obtained by studying and comparing relevant resources.

The practical part of the thesis consists of the following items:

1) Collection of data from:
    a. Internal documents of the company: revenue;
    b. WIX – company website platform: traffic;
    c. Facebook page of the firm: impressions, reach, post engagement, followers;
    d. Instagram page of the firm: impressions, reach, post engagement, followers;
    e. Google AdSense: clicks, impressions;
    f. Thematic websites: impressions.
2) Review of marketing communication of the company before the implementation;
3) Marketing research in the form of a questionnaire.

The questionnaire was designed in three languages: Czech, English and Russian. The target population is 100 respondents. This target was reached and 107 responses were received: 51 in Russian, 32 in English and 24 in Czech languages. A total of 107 respondents filled out the questionnaire, with women outnumbering men by 21.4%. The questionnaire consists of two parts: the basic information about the respondent and the respondent's opinions about various aspects of the content. The questionnaire contains 9 questions: 7 multiple choice questions and 4 of them with multiple-answer, 1 rating scales question, 1 open-ended question. The sample was made up of people living in the Czech Republic over the age of 18. The survey was conducted from 20.01.2023 to 28.02.2023. Survey forms in 3 languages are in Appendixes 1-3. The

questionnaire was created on Google Forms platform and the link for the survey was distributed through four channels:
- Posting a link on their own website;
- Direct e-mailing to the customer base;
- Placement of the questionnaire on the company's social networking pages;
- Posting of the questionnaire on various thematic groups on the social networks.

4) Setting objectives for new marketing communication.
5) Designing of a test campaign via digital tools.
6) Implementation of a test campaign via digital tools.
   a. Setting up promotion in Google Search;
   b. Developing and applying new content strategy.
7) Evaluation.
8) Providing recommendations for further development.

3. Literature Review

1.3 Marketing

When studying any material, the first thing to do is to define the terms that are basic to that area of knowledge. So, what is marketing? Nowadays there are many different definitions. We can formulate a short definition in simple words: marketing is the process of attracting customers in order to sell them a product or service. If we want a broader definition, then according to Philip Kotler marketing is the process by which companies attract customers, build strong relationships with them and create customer value in order to get value from customers in return (Kotler & Armstrong, 2018).

Marketing process can be visualized graphically:

Figure 1. *Simple model of the Marketing Process*

Source: (Kotler & Armstrong, 2018)

The figure 1 shows a five-step model of the marketing process to create and capture customer value. The first four steps are responsible for:

1)working to understand consumers;
2)creating customer value;
3)building strong customer relationships.

In the last stage, companies reap the benefits of creating superior customer value. By creating value for consumers, they in turn receive value from them in the form of sales, profits and long-term consumer capital (Kotler & Armstrong, 2018).

1.3.1 Understanding the marketplace and customer needs and wants

1) Customer Needs, Wants and Demands;

The fundamental concept of marketing is the concept of human needs. Every person needs something and if he/she does not get it, he/she feels deprived. In 1943 Abraham Maslow formulated a hierarchy of human needs, according to which people have needs in a certain hierarchical order, from the most basic - physical needs for food, warmth, clothing, security, social needs, to the higher - individual needs for knowledge, self-expression and self-actualization. Human needs take the form of Wants under the influence of culture and individual characteristics. Wants, supported by purchasing power, turn into demands. Given their wants and resources, people demand products and services that provide them with the greatest value and satisfaction (Kotler & Armstrong, 2018).

Thanks to the science of digital anthropology, methods have been developed to help brands better understand customers and their needs. Three of the most important methods for us will be described (Kotler et al., 2017):

- **Social listening**

The social listening method consists of monitoring opinions about a brand posted in public sources. The company needs to collect data and turn it into analytical information, and often a big data analyst is involved. It helps to analyse not only the company's own brand, but also the opinions on competitors' brands, and this can already be turned into a competitive advantage. Moreover, when using this method, the company will hear the real opinion about its products, as the consumer will be more frank (Kotler et al., 2017).

- **Netnography**

Unlike social listening, in netnography the researcher herself becomes a participant in the discussions and exchanges. The netnography specialist must have a high level of empathy in order to really get into the team and feel the clients' feelings (Kotler et al., 2017).

- **Emphatic research**

This method is similar to ethnography, the difference being that it involves a team consisting of interdisciplinary company specialists. The entire team immerses itself in the consumer community and brainstorms together to understand the hidden desires of customers. This process often results in the development of a new product or a dramatic overhaul of the company's marketing mix (Kotler et al., 2017).

2) Market offerings (products, services, and experiences);

Some combination of products, information, services, or experiences is called market offerings, and they serve to satisfy the needs and wants of the consumer. Market offers can be tangible items (e.g. a car) or intangible items (e.g. a massage or transportation service). A product is only a tool to solve a consumer's problem, so it is necessary to focus not only on the characteristics of the product, but also on the benefits and customer experiences received from these products (Kotler & Armstrong, 2018).

3) Customer value and satisfaction;

The construction of any relationship is gradual, the relationship is built in small pieces - blocks. When constructing a relationship with a client, the value and satisfaction of the client are these blocks. In most existing markets, the customer has a huge choice. When looking for something a person considers all available offers, formulates the most important criteria of choice for him/her. Each consumer makes this choice based on his perception of value (Kotler & Armstrong, 2018).

For the long-term success of the company, the employees themselves need to enjoy the fact that the customer was satisfied and came back again (Scott, 2000). Consumer satisfaction depends on whether or not their expectations of the purchase were met. The ideal situation is when the satisfaction from the purchase exceeded the expectations of the consumer. In this situation the client becomes loyal to the company, a long-term relationship is formed with him, the client also begins to promote the brand among his friends and acquaintances. Some companies use the strategy of understating the real characteristics of a product or service in order to impress the customer and make him loyal (Kotler & Armstrong, 2018).

4) Exchanges and relationships;

The moment people decide to satisfy their needs and wants through a relationship of exchange, marketing emerges. Exchange is a two-way process, each participant in the exchange must give something to receive something in return. In order for the exchange process to be more effective and successful, it is necessary to build a strong and trusting relationship between the participants in the exchange (Kotler & Armstrong, 2018).

5) Markets.

The market is the total mass of real and potential buyers of a product or service. Each buyer has certain needs and wants that are satisfied through an exchange relationship. Marketing allows you to manage markets to create profitable relationships with consumers. It is a mistake to think that only sellers are involved in marketing, buyers are also involved in this process when looking for products or interacting with companies. With the development of digital technology, the opportunities for the buyer to participate in the process have increased, and the buyer has been able to influence the company or other customers through their actions. An example of this behaviour is product reviews in an online store, a review can motivate a customer to make a purchase or, on the contrary, to refuse it (Kotler & Armstrong, 2018).

1.3.2 Designing a customer value-driven marketing strategy and plan

Marketing management is the science and art of selecting target markets and creating successful and profitable relationships with markets. The task of the marketing manager is to attract, retain and increase target customers. This is the result of creating and disseminating information about the superior customer value of a product or service to the consumer (Kotler & Armstrong, 2018).

First of all, it is necessary to determine who will be served by the company. It is necessary to segment the consumer market and choose which segments to focus on. Of course, companies want to cover as much of the market as possible, but when trying to satisfy all customer segments, it usually turns out that no one is completely satisfied. Therefore, it is necessary to determine the target audience of the company's activities and build a relationship with them, which will allow you to get more benefits (Kotler & Armstrong, 2018).

After selecting the target customers need to show the difference between your company and your competitors. We can say it is necessary to answer the consumer's question "Why should I choose your brand? To answer this question, it is necessary to articulate the advantages and values of the brand, which will allow to fully meet the needs and wants of the consumer (Kotler & Armstrong, 2018).

Marketing management creates strategies to increase market share, each strategy is based on its own philosophy. Should we put the interests of customers, the interests of organizations or the interests of society at the top of the hierarchy? There are five alternatives (Kotler & Armstrong, 2018):

1) **Production concept;**

Often customers prefer affordable and inexpensive products. The price of a product or service depends on the cost of production, so management should focus on reducing these costs. When choosing this concept, companies risk facing the problem of market blindness, with this approach, management focuses on the internal processes of the company and often forgets about the real goal - satisfying the desires of customers and building relationships (Kotler & Armstrong, 2018).

2) **Product concept;**

Quality, performance, innovations all attract customers. The product concept is to continually improve product performance. Of course it is necessary to improve the product, but is it worth focusing all your efforts on it? Marketing myopia, that's the price with too much focus on the product (Kotler & Armstrong, 2018).

3) **Selling concept;**

The sales concept is usually used when promoting and selling unclaimed goods, such as life insurance or blood donations. The company seeks to sell what it produces rather than meet the needs of the market. Management focuses on making sales transactions rather than building long-term relationships with customers. This approach creates a constant need to find new customers, because customers often do not return after realizing that the deal in question did not satisfy their need because it did not exist (Kotler & Armstrong, 2018).

4) **Marketing concept;**

When using the concept of marketing, the company focuses on the desires and needs of its target customers, trying to satisfy them in the best way possible among all competitors. The art is to anticipate desires and wants. People often do not fully understand what they want themselves, with proper analysis the company can understand it before the clients themselves (Kotler & Armstrong, 2018).

5) **Societal concept.**

When choosing a societal marketing approach, a company asks itself whether satisfying the immediate wants and needs of customers is really beneficial to consumers in the long run. The concept of societal marketing states that a marketing strategy should improve the lives of customers and society as a whole. The firm balances the needs of customers, society, and the company, this is shown in the Figure 2. This approach is most effective in the long run (Kotler & Armstrong, 2018).

Figure 2. *Societal marketing concept*
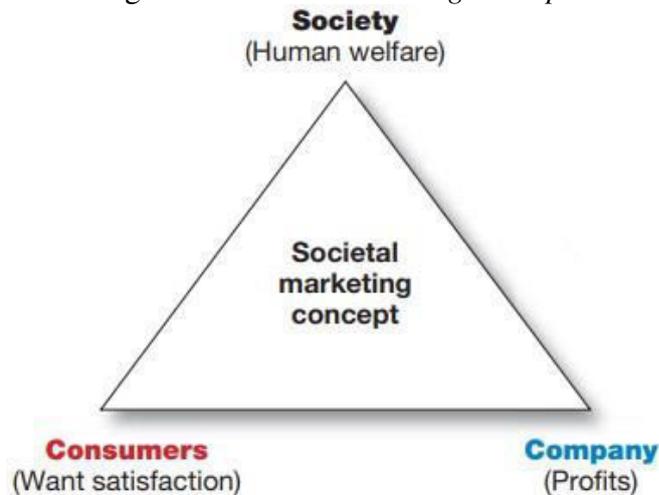
Source: (Kotler & Armstrong, 2018)

1.3.3 Construct an integrated marketing program that delivers superior value

When a company has decided on a marketing strategy, there is a need to develop a specific action plan for its implementation. Such a plan is called a marketing program. A marketing program consists of a marketing mix and a set of marketing tools.

The main tools of the marketing mix are classified into four large groups, the so-called four Ps: product, price, place and promotion. First, the firm must create a market offer that meets the needs of the market (product). Then it is necessary to determine the charge for this offer (price) and the way to make this offer available to the target market (place). It remains to engage the target audience to stimulate sales (promotion) (Kotler & Armstrong, 2018).

1.3.4 Engage customers build profitable relationships, and create customer delight

Since humanity entered the digital age, there are a huge number of tools to build relationships with customers, from websites, online advertising, mobile advertising to online communities and social media. In today's world, a firm tries to embed its brand into a part of public life, a company tries to promote the brand in people's minds, so that people share their feelings about a product or service, discuss the pros and cons. Thanks to digital technology the consumer receives more in-depth information about the product, and the company has the opportunity for in-depth analysis of the market and obtaining extensive feedback (Kotler & Armstrong, 2018).

Consumer-generated marketing is a form of marketing aimed at engaging customers. The company encourages consumers to share their impressions or suggestions for improving a product or service, stimulates brand discussions in online communities, generates discussions and new ideas, the most successful of which the company implements (Kotler & Armstrong, 2018).

In order to successfully create customer value and build relationships with customers, it is also necessary to build close relationships with the firm's partners. Your partners influence the satisfaction of your customers, e.g. the quality of the product depends on the quality of the raw materials, or satisfaction depends on the speed and ease of delivery. All departments of the company should keep in mind (Kotler & Armstrong, 2018).

Gamification is the method of integrating game elements into a process without a game context. This method allows you to increase customer engagement. Gamification is mostly used in loyalty programs or customer communities. Gamification is carried out in 3 stages. The first stage is the definition of actions to launch - you need to formulate a list of actions in which the company is interested, such as a purchase, recommendation to a friend and others. The second step is to determine how to enroll customers and grading levels. Often, registration is sufficient for enrollment. The firm itself determines the gradation of levels, the requirements for each level. The final stage of gamification is the definition of rewards and privileges for each customer level. The company defines rewards and privileges taking into account the peculiarities of its business, its resource capabilities and current trends. The high status of the client within the company allows to realize his desire for recognition for his achievements (Kotler et al., 2017).

1.3.5 Capturing value from customers

Customer loyalty depends on their satisfaction with the product, even a slight dissatisfaction can lead to a large decrease in loyalty. The company should strive not just to satisfy the customer, but to delight him. A loyal client in the long run will bring more profit, even if in the initial stages of the relationship the company loses some amount on the first transactions. Studies show that it is five times cheaper to retain an old client than to bring in a new one. Delight in a product creates a deep emotional connection that drives customer return and loyalty (Kotler & Armstrong, 2018).

When you successfully retain a customer and receive lifetime customer value, it opens up the possibility of increasing the **share of customers**, which is how much of their resources the customer gives to the company (Kotler & Armstrong, 2018).

While building strong and long-term relationships with customers, the company strives to create high customer equity. Customer capital is the total lifetime value of all current and potential customers of companies. This is the ultimate goal of developing relationships with customers. A firm should strive to build long-term relationships with the right clients, but how do you know that the client is the right one? Some loyal clients can be unprofitable, and vice versa, disloyal clients can be profitable for the company. Kotler and Armstorng in 2018 pointed out the classification of clients according to their profitability and projected loyalty depicted in Figure 3 (Kotler & Armstrong, 2018).

Figure 3. *Customer relationship groups*
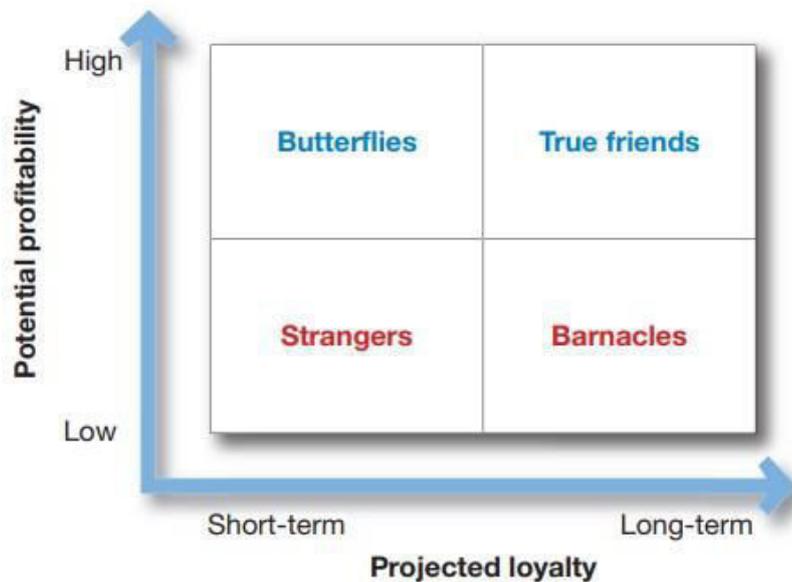
Source: (Kotler & Armstrong, 2018)

- The principle of dealing with strangers is to minimize investment in such clients and to seek to maximize earnings in each transaction;

- Butterflies live up to their name, the company needs to enjoy them for that short time until they decide to fly away. It is rare to make a customer from this group permanent, so you should strive to create the largest number of profitable and satisfactory deals and stop investing in such customers until the next time;

- True friends are loyal and profitable, the firm builds long-term and mutually beneficial relationships with this group. This is the basis of the firm's client capital. Moreover, such customers are engaged in attracting new customers for the company on their own, as they have sufficiently formed a sense of the value of this brand;

- Barnacles are loyal, but often unprofitable. First and foremost the company seeks to profit from customers, so an excessive focus on this group will not lead to rapid growth in profits. It is possible to make some attempts to make these customers profitable while investing little.

1.3.6 Extended model of the marketing process

The first four steps of the marketing process model depicted in Figure 4 are necessary to create value for consumers. In the first stage, the company analyses the market, studying the needs and wants of customers (Kotler & Armstrong, 2018).

The next step is the development of a marketing strategy. For the development of the marketing strategy it is necessary to answer two questions:

1) "What kind of customers will we serve?" - Market segmentation and targeting;
2) "What is the best way to serve the target customers?" - Differentiation and positioning.

Once the company has decided on a marketing strategy, it is time to move on to the stage of developing a marketing program. The marketing program allows to formulate a set of specific actions to achieve real value for the end consumers (Kotler & Armstrong, 2018).

The next stage is to build relationships with customers. This stage is the most priority in view of the fact that building of long-term relations with the consumer allows to get the lifelong value of the client, and also to increase the number of clients, which in its turn leads to growth of the long-term client capital of the firm. It should be noted that building relationships with partners is also important, as the relationship with partners directly correlates with customer satisfaction and value. In the last stage, the firm reaps the results of the work done earlier (Kotler & Armstrong, 2018).

Figure 4. *Expanded model of marketing process*
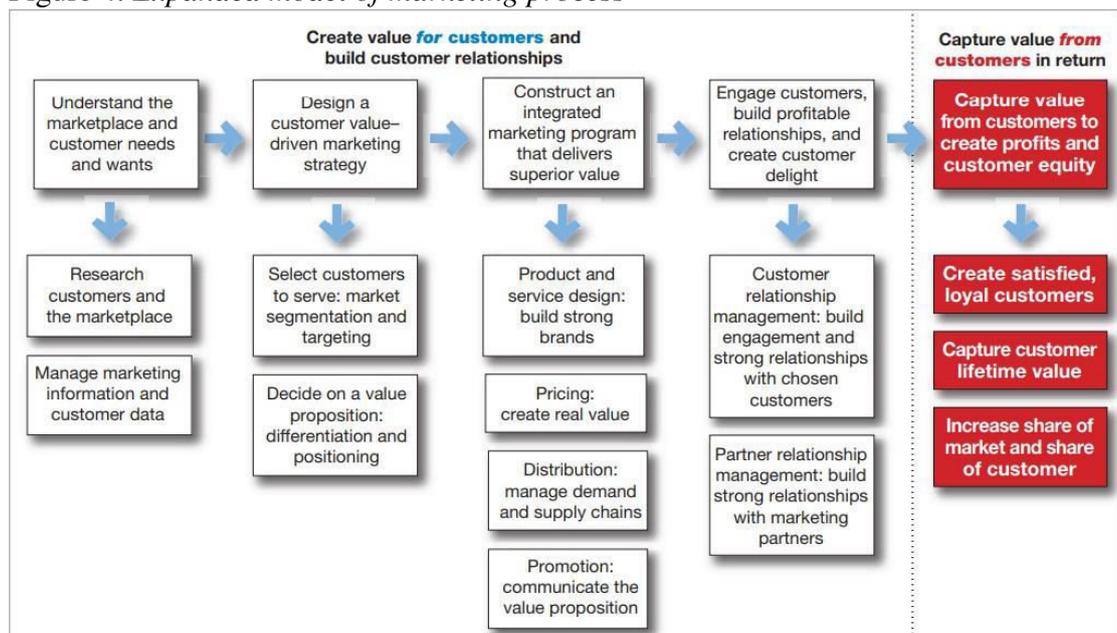
Source: (Kotler & Armstrong, 2018)

1.4 Marketing strategy

1.4.1 Market segmentation

The market is made up of different kinds of consumers, products, and needs. Market segmentation is the process of dividing the market into independent groups of customers who have their own requirements and demands to meet their needs. Different groups may require different marketing strategies and procedures. The segmentation process should be conducted based on the unique characteristics of the chosen industry and taking into account the characteristics of target customers from that industry. A market segment is a

group of consumers who are equally affected by a set of marketing activities. (Kotler & Armstrong, 2018).

These days, online communities are ready-made, naturally formed segments. Interaction with such segments should take place in an unobtrusive way, otherwise the community will simply reject your brand, you need to get into the collective and understand what you can offer and what you should not (Kotler et al., 2017). For marketing segmentation analysis, adversary and marketing intelligence systems can be used to create a marketing mix that will protect the target segment or attack it (Paley, 2007).

The peculiarities of modern markets lie in the degree to which they are suitable for segmentation and in the availability of communication and production technologies that enable segmentation. The process of market segmentation is the division of customers into groups, according to key features. The depth of segmentation is determined by the company itself (Hooley et al., 2017).

Three basic premises underlie market segmentation as a component of marketing strategy (Hooley et al., 2017):

1) All customers have differences from each other; the firm's task is to find those differences that are important and reasonable to divide the market. Segmentation goals must be defined and segmentation must be carried out with these goals in mind. For example, some customers are divided by patterns of behavior, different patterns of behavior are influenced differently by components of the marketing mix (Hooley et al., 2017).

2) Segmentation goals should be identifiable by measurable characteristics. This is necessary to determine their potential value as a market target. The marketer must be able to assess the impact of the marketing applied to an individual segment (Hooley et al., 2017).

3)Segments must be isolated from the market, to be able to communicate a separate market offer (Hooley et al., 2017).

1.4.2 Targeting

When a company has identified market segments, it is necessary to select one or more segments whose needs the firm plans to meet. The choice should be made based on the ability to profitably generate the most customer value and the ability to sustain this process over the long term. The number of target segments depends on the resource capabilities of the company, for start-up companies should focus on a small number of segments in which competition is weak or non-existent, as developed companies simply ignore or do not see this segment. As the company develops, free resources become available that can be used to enter new segments (Kotler & Armstrong, 2018).

Targeting a specific audience is the reference point for all marketing communication decisions. Audience needs change rapidly, which makes the marketing process fast-paced (Koekemoer, 2020).

There are 3 approaches a company can take when targeting the market (Hooley et al., 2017):

1) Uundifferentiated marketing - a universal product for all segments;
2) Differentiated marketing - each segment has its own product;
3) Concentrate marketing - focusing on specific segments.

1.4.3 Differentiation

The goal of differentiation is to create superior customer value. A company should clearly show the consumer the competitive advantages of its product. Once the company has chosen the desired position, it is necessary to communicate that position to the chosen consumer segment (Kotler & Armstrong, 2018).

Differentiation allows a company to distinguish itself from its competitors and earn the attention and satisfaction of consumers. The main factors of differentiation are (Hooley et al., 2017):

1) Product differentiation
Product differentiation aims to increase the value of the product or service offered to the consumer (Hooley et al., 2017).

2) Pricing differentiation
A high degree of product or service differentiation opens up opportunities for premium pricing. E-commerce firms are forced to create a less broad price differentiation between different segments and even countries. Because the prices offered on the Internet can be checked in a few clicks (Strauss, 2009).

3) Promotional differentiation
Using a wide range of promotional tools (Hooley et al., 2017).

4) Brand differentiation
Transition from a classic unique selling proposition to a unique emotional proposition (Hooley et al., 2017).

5) Distribution differentiation
Differentiation of distribution occurs by using different ways to enter the market, having a separate network or a different coverage of the market (Hooley et al., 2017).

1.4.4 Positioning

When a company has decided on the target market segments it will focus on, the firm should differentiate its market offerings for each selected segment and determine the positions the company wants to take. When a customer chooses a product, he is interested in, each alternative has its own place in his mind. It is necessary to clearly formulate this position for your product, because if you do not do it, your product will not differ from the competitor's product and the consumer will not want to buy it. At this stage, the marketer works with the consciousness of the target consumer, because it is in the mind there is a perceived value (Kotler & Armstrong, 2018).

With the development of online communities, brand positioning becomes transparent, because everyone can check if the brand really and truly lives up to its promises. Character is called the reason for the creation and existence of a brand, it should remain unchanged, while the brand should be dynamically adaptive (Kotler et al., 2017).

1.5 Marketing mix

Once a company has formed its marketing strategy, it's time to identify a set of tactical marketing tools with which the firm will achieve the desired result in its target market. This set of tools is also called the marketing mix or the commonly known four Ps: Product, Price, Place and Promotion (Kotler & Armstrong, 2018).

1.5.1 Product

Goods and services for personal use are called **consumer products** and are classified by how customers purchase them. Figure 5 shows a more detailed classification.

Figure 5. *Consumer products classification*

Type of Consumer Product

Marketing Considerations	Convenience	Shopping	Specialty	Unsought
Customer buying behavior	Frequent purchase; little planning, little comparison or shopping effort; low customer involvement	Less frequent purchase; much planning and shopping effort; comparison of brands on price, quality, and style	Strong brand preference and loyalty; special purchase effort; little comparison of brands; low price sensitivity	Little product awareness or knowledge (or, if aware, little or even negative interest)
Price	Low price	Higher price	High price	Varies
Distribution	Widespread distribution; convenient locations	Selective distribution in fewer outlets	Exclusive distribution in only one or a few outlets per market area	Varies
Promotion	Mass promotion by the producer	Advertising and personal selling by both the producer and resellers	More carefully targeted promotion by both the producer and resellers	Aggressive advertising and personal selling by the producer and resellers
Examples	Toothpaste, magazines, and laundry detergent	Major appliances, televisions, furniture, and clothing	Luxury goods, such as Rolex watches or fine crystal	Life insurance and Red Cross blood donations

Source: (Kotler & Armstrong, 2018)

Products that are needed to create another product for the end consumer are called **industrial products**. Industrial products are also divided into groups (Kotler & Armstrong, 2018):

1) Materials and parts - raw materials, manufactured materials and parts. For this type of product, the most important aspects of marketing are price and service;

2) Capital goods - necessary for the operation of the business, such as office space or a computer system;

3) Supplies and services - supplies include consumables and items for repair and maintenance. Business services are necessary for the operation of the firm (office cleaning, stress management consulting).

There are three levels of product and service decisions:

1. **Individual product and service decisions**

   1) *Product attributes* (Kotler & Armstrong, 2018):
      - Product quality - product properties that allow you to satisfy the expectations of the consumer.
      - Product features - company should ask the consumer what features he would like to see in a product. Once the cost has been calculated and the importance of the feature has been determined, it should be added.
      - Product style and design - style is responsible for how a product looks, the consumer gets aesthetic pleasure from good style. Design focuses on the user experience of using the product.

   2) *Branding*

   The brand is responsible for identifying the product among competitors. The combination of name, term, sign, symbol or design forms the brand (Kotler & Armstrong, 2018).

   3) *Packaging*

   Most products require some kind of packaging. Such packaging requires design and production (Kotler & Armstrong, 2018).

   4) *Labeling and logos*

   Labels and logos should be memorable and enjoyable for consumers, they help with brand positioning and give it individuality (Kotler & Armstrong, 2018).

   5) *Product support services*

   The support service helps increase customer satisfaction. If there is a problem, the customer should be able to solve it, and the company should make this process as convenient and efficient as possible (Kotler & Armstrong, 2018).

2. **Product line decisions**

A product line is similar products that are sold to similar groups of customers, sold by a similar method, and are in a similar price range. The number of items in the product line is an important characteristic, the length of the product line should be selected based on the highest profitability for the company (Kotler & Armstrong, 2018).

3. **Product mix decisions**

The product mix consists of the company's product lines. Each product line consists of a set of brands and products. Operating on the characteristics of the Product Mix allows you

to influence the business and define the product strategy. Four important characteristics are mentioned (Kotler & Armstrong, 2018):
1) Width of the product mix is the number of unique product lines of the firm;
2) Length of the product mix - the total number of products produced by the firm;
3) Depth of the product mix - the number of variations of each product line offered;
4) Consistency of the product mix - the degree of relatedness of different product lines by end use, production requirements, distribution channel and any other attributes.

Currently, there is a growing trend in the share of services in the global economy, almost 63 percent of the gross world product is the share of services. Services as well as goods have their own characteristics, see Figure 6. (Kotler & Armstrong, 2018):

1) Service intangibility

A service cannot be felt before it is purchased, so the customer is looking for some kind of cues before buying to help him make the right choice. The task of the company is to competently create such signals so that the potential consumer has a desire to use the service (Kotler & Armstrong, 2018).

2) Service inseparability

Any service is first sold and then produced and consumed. Services are inextricably linked to the service providers, the client is also involved in the provision of the service. The final result depends on all parties involved in the process of providing the service.

3) Service variability

Each act of providing a service is unique because there are often many uncontrollable factors affecting the process of providing a service. Ideally, companies strive to standardize services and make the window of variation as small as possible.

4) Service perishability

Services are not subject to storage for the purpose of subsequent sale due to their intangible nature. The demand for services is also not constant and evenly distributed, but companies strive to get closer to this, for example, hotel owners raise prices during the most active period and lower prices when the period is not a holiday.

Figure 6. *Service characteristics*
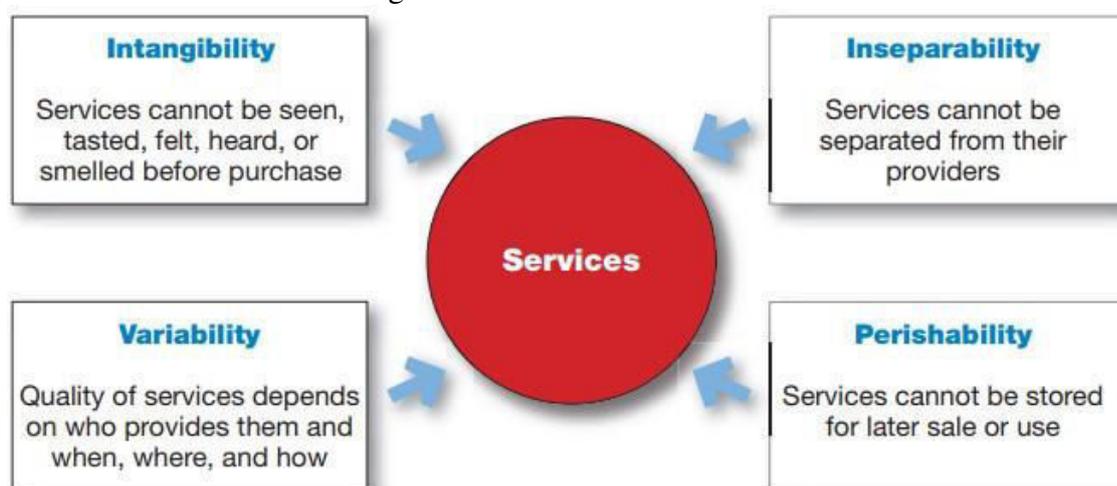
Service profit chain

The quality of the service depends greatly on the professionalism and condition of the employee providing the service. A company should take care of the condition of its employees, it is necessary to monitor its employees and close interaction of the support service with employees and clients. The service profit chain consists of five links (Kotler & Armstrong, 2018):

- Internal service quality. Creating the right conditions for their employees and their quality support leads to...
- Effective and satisfied employees, which in turn leads to...
- Enhancement of service value. Customer satisfaction and engagement increases, which leads to...
- Satisfied and loyal customers. Such customers will definitely come back for the service, further...
- Amplified profits and growth in the service's business

1.5.2 Price

Price is the amount of money a consumer has to pay to receive a good or service. Historically, price has been the most important factor influencing the buyer's decision, but currently there is a trend of increasing influence of non-price factors, such as quality or user experience. Price is the only component of the marketing mix that directly generates revenue, all other elements require costs. Until now, pricing is the most important factor in creating and obtaining customer value. The slightest price adjustment can significantly increase or decrease a company's profits (Kotler & Armstrong, 2018).

Figure 7 schematically depicts 3 main pricing strategies: customer value-based pricing, cost-based pricing, competition-based pricing:

Figure 7. *Pricing strategies*
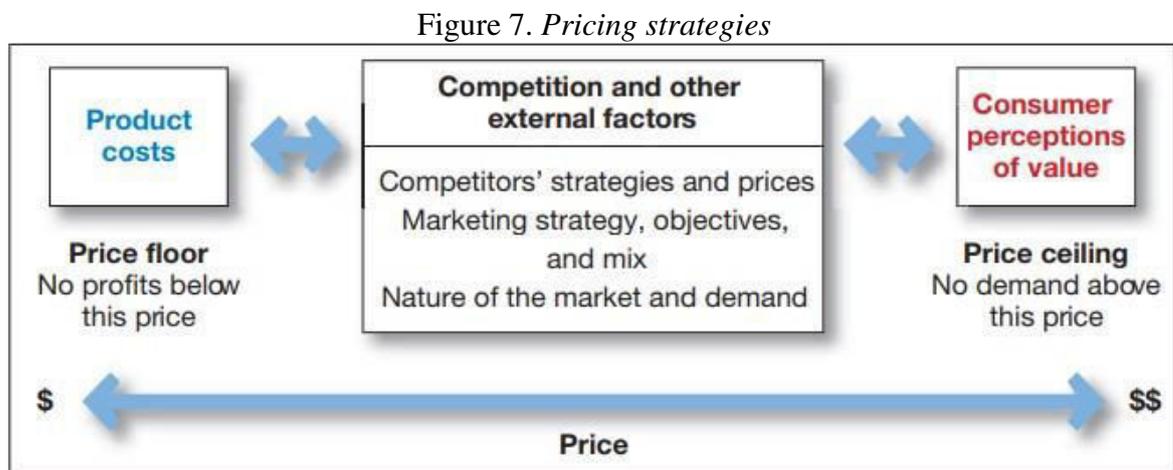
Source: (Kotler & Armstrong, 2018)

Customer value-based pricing
This type of pricing is based on the study of the consumer value of a given product or service in the chosen market. The client forms its attitude to the product based on the internal factors of feeling the value of goods or services, the task of the marketer to understand what price the client is ready to pay for these feelings and benefits received by the client (Kotler & Armstrong, 2018).

Cost-based pricing
Cost-based pricing begins with calculating the cost of producing a service or product. Before deciding to enter the market, a company accurately calculates the costs of production, assesses the potential value to the customer, and looks to see if the market will be profitable. Total production costs consist of fixed and variable costs. A company's fixed costs do not depend on the volume of production; they are necessary for the functioning of the firm. Variable costs can be varied by the firm depending on market needs. It is worth taking the monitoring of a company's costs of production seriously, or you could get caught out in the competition with the rest of the competitors (Kotler & Armstrong, 2018).

Competition-based pricing
In most markets there are many competitors, you need to keep this in mind when pricing, because your potential customers often have alternatives when choosing the product or service they are interested in. A company should assess what value their product represents to the target consumer and price accordingly. There are different strategies to beat your competitors, a firm can try to apply them, but you should always make sure that for the price you set your consumer gets excellent value. (Kotler & Armstrong, 2018).

1.5.3   Place

In the process of producing and providing a product or service, the company has to build relationships not only with customers, but also with partners. Partners can be divided into two groups. Upstream partners are suppliers of raw materials, components, consultants in general all those who are necessary for production. Downstream partners - these are partners close to the consumer, for example, wholesalers or retailers, they are also called distribution channels. Supply chain has its own limitations, since it focuses on production and sales. The demand chain is a more modern and adaptive method, as it focuses more on market demands and consumer satisfaction. Nowadays, the most modern and successful approach is considered to be the creation of a value chain. The value chain looks at the process as a whole, this method looks at the company, suppliers, distributors and customers and their interaction with each other (Kotler & Armstrong, 2018).

In order to effectively solve the problem of distribution it is necessary to answer the following questions: What distribution channels exist in this market? Which of the available channels is preferable? Are possible business partners represented in the market? How to establish cooperation with the business partners of interest? Which e-commerce tools can be used for the distribution of the firm (own website, social networks, specialized websites and other sites with potential customers) (Sternkopf, 2005)?

1.5.4 Promotion

After successfully creating customer value, a company must communicate the value of its products or services to the target market. To do this, it must engage in promotional activities. Promotion is a complex entity consisting of various marketing communication tools (Kotler & Armstrong, 2018).

Promotion is required for companies operating in any field. Promotion methods must be chosen carefully, according to the specifics and most successful practices for the field. If you simply copy the methods of promotion from another field, then your promotion will not be effective and you will simply waste resources. Promotional activities include advertising, brochures, publications, promotion in the information space, pricing strategy, training and employee support (Arditi et al., 2008).

1.5.5 People

For the service industry, the abilities and condition of the people working in the organization are especially critical. Satisfied employees will provide better service to the company. It is important to pay attention to the following factors for a personnel strategy (Hooley et al., 2017):

1) Job design and job description
An employee must clearly understand their job duties, if a person is not clear about what they are responsible for, then chaos will ensue (Hooley et al., 2017).

2) Selection
It is necessary to clearly define the criteria for whom the firm is looking for a particular position (Hooley et al., 2017).
3) Training
Investment in training of employees is a must in our rapidly changing world (Hooley et al., 2017).
4) Evaluation
The employee should receive feedback on the results of his work and suggestions for improvement (Hooley et al., 2017).

1.5.6 Processes

A company should develop a system, or buy an off-the-shelf product to manage the system and customer interaction processes taking place within the company. These systems allow for effective management of customer relationships on an individual level. Customer relationship management systems significantly improve the quality of services provided by the company, which has a positive impact on customer satisfaction. Such systems monitor customers' interests and requirements, as well as their buying habits, allowing them to satisfy individual desires. (Hooley et al., 2017).

1.5.7 Physical evidence

The customer draws conclusions about the product or service he or she receives from the accompanying surroundings. For example, in retail a great deal of attention is given to the

design of the sales room, from the setting of the lights to the arrangement of the furniture, everything is designed to provide the best user experience and create the best possible impression. The appearance and mannerisms of the staff are also part of the image created. For example, some university professors dress more "business-like" if they are lecturing to executives or MBA students than they do for an undergraduate lecture. The right dress code increases the chances of a positive interaction with a client (Hooley et al., 2017).

1.5.8 Connected marketing mix

To better satisfy customers' desires, the marketing mix concept has evolved. There was a need for active customer participation in the development of the marketing mix.
Product development adapted into **co-creation**. Potential customers are involved at an early stage in the development process and clarify exactly what they want.
The concept of **price** has also evolved into **currency**. Prices change more frequently and are set according to demand, purchasing power and many other individual indicators of the consumer group. Large sets of company data have enabled deep analysis and dynamic pricing. The **place** has adapted into **communal activation**. The customer wants to learn the product or service as quickly and easily as possible. For example, Uber has disrupted a huge number of cab fleets around the world simply because it provided convenience and averaged prices. **Promotion** has adapted into **communication**. With the development of digital technology, the customer is no longer a passive object of listening, he also got the opportunity to respond thanks to social networks and thematic sites, where you can share your opinion (Kotler et al., 2017).

1.5.9 New customer path

With the development of communication technology, the mobility and connectivity of shoppers has increased and the concentration of attention has decreased, which has led to a reduction in the time the customer spends learning about the brand. If before the development of the Internet a person had a deficit of information, then with the widespread use of the Internet a person has an excess of information. Because of the high competition, the advertising messages look so good that the potential buyer does not trust the ads, instead he turns to more reliable sources - his immediate environment. The most effective media is customer-to-customer communication; a company's job is to make as many of its customers as possible loyal fans who will spread the word about your brand (Kotler et al., 2017).

The well-known AIDA (Attention, Interest, Desire, Action) client pathway was developed before the digitalization of society, after which it must be adapted to the new reality. In the era of Internet connectivity, the first impression of the brand is influenced by the communities surrounding the customer, which often determines his decision. Loyalty is no longer defined as the certainty of a repeat purchase, but the willingness to promote the brand. The new customer journey must consider the constant connection between customers, the original AIDA framework has been transformed into the Five A's: Aware, Appeal, Ask, Act and Advocate (Kotler et al., 2017).

- **Aware** - every client has a list of brands in his head, which was formed thanks to past experience, people's recommendations or marketing communications (Kotler et al., 2017). In order to make a purchase, the customer needs to know that there is

an offer. This stage is designed to create or expand awareness of the market offerings, targeting a specific audience. This is especially important in the early stages of a firm's development (Hooley et al., 2017).

- **Appealing** - not all the items from the list formed earlier become attractive and are transferred to the long-term memory, the most vivid and close to the person is remembered (Kotler et al., 2017). To create customer interest in the product, you need to anticipate what might interest the representative of the target audience. Then emphasize these benefits of the product or service provided by your firm (Hooley et al., 2017).
- **Ask** - the client shows his curiosity and looks for more information about the attractive brand in available sources. The attractiveness of the brand must be confirmed by other people in order for the journey to continue (Kotler et al., 2017). At this point, the customer is already interested, you just need to confirm their interest by providing suggestions as to why this particular brand is worth their attention (Hooley et al., 2017).
- **Action** - the customer decides to move to action, buys the product, interacts with it, forms their own experience. It is important to satisfy the customer in all forms of their interaction with the product, otherwise the customer will not move on to the next stage (Kotler et al., 2017). It is necessary to complete the buying process in a variety of ways, such as providing special offers, discounts and other tricks that help lead the process to completion (Hooley et al., 2017).
- **Advocate** - a satisfied customer starts to promote the product among people, becomes a loyal evangelist of the company (Kotler et al., 2017).

A person does not always go through all five stages in a consistent and straightforward manner. A customer with attention deficit disorder may skip a step on the way to purchase. The consumer's path can be spiral, the customer returns from one stage to another and makes a deeper assessment. The more important the product is to the consumer, the more time he is willing to spend on the choice. The company's task is to take the customer from the awareness stage to the advocacy stage. The consumer is most influenced by the ask and act stages. Consumer decisions are influenced by three sources (Kotler et al., 2017):

1) Outer influence
Outer influence includes advertising and other marketing communications, sellers and other employees of the firm. This type of influence a firm can control.

2) Other's influence
The influence of other people mainly comes from the closest circle of communication, people from the Internet communities and so on. This type of influence significantly correlates with the purchase decision. The influence of other people is almost impossible to control, the only option is to have as many loyal customers as possible.

3) Own influence
Own influence comes from past experience, interaction with other brands, personal judgment and individual preferences. This type of influence is the most dependent on the previous two types.

The level of client experience determines what sources of influence will have the greatest effect on him. So, for example, a person buying this type of product for the first time will

rely on external influence, a more experienced person already seeks advice, the most experienced buyers focus on their own internal influence. The company can optimize its marketing efforts based on what source of influence they need to work with (Kotler et al., 2017).

1.6 Marketing communications

The communication concept is called the creation of a communication strategy and its execution. Such a strategy reveals what is communicated and to whom, it also includes the definition of the target group, the positioning of the company, the competitive properties of the product, which is desirable to reduce to the USP (Unique selling proposition) (Sternkopf, 2005).

A natural evolution and development for the entire world, these processes have not escaped customer communication methods. Traditional communication methods have been replaced by digital methods. For example, companies use advertising and content in social networks to attract new customers, banner advertising is no longer placed in newspapers and magazines, but on the pages of thematic websites, the advertiser now pays for clicks, sets up their websites under search engine standards (SEO), instead of the usual postal mailing, emails are sent out. Digital methods make it possible to make advertising campaigns aimed at a specific audience with greater efficiency, as well as more timely. A deeper involvement of the client in the product is also the result of new methods and approaches (Chaffey & Ellis-Chadwick, 2016).

1.6.1 Promotion mix

The company's **promotion mix** is also called a **marketing communications mix**. The promotion mix consists of five basic tools that a company can use:

1) Advertising
A non-personal representation of a product placed in available-for-sale media provided by an identified sponsor (Majaro, 2012). Promotion of ideas, goods or services for a fee by a specific sponsor. Customer interaction tools: broadcasting, print, outdoor advertising, mobile advertising, and others. (Kotler & Armstrong, 2018). The main objective of this method is to increase awareness. The pros are significant visual impact, wide audience reach, and ease of repetition for reinforcement. Disadvantages include lack of flexibility, impersonality and lack of ability to complete the sales process (Hooley et al., 2017).

2) Sales promotion
Demonstration of the product to the potential buyer, such as shows, exhibitions, etc (Majaro, 2012). Time-limited encouragement to buy or sell a product or service. Customer interaction tools: coupons, discounts, events, etc (Kotler & Armstrong, 2018). With the right creativity, there are many different methods of sales promotion, such as bonus packages, discounts, free samples, contests, in general any "deal" that might interest a potential customer. Such activities have a direct impact on customer behavior, and their effectiveness is easy to evaluate and monitor. The disadvantages of this method include high cost, short-term effect and weakening the brand image if used excessively (Hooley et al., 2017). The value of sales promotion lies in measurability. When a company plans a

way to promote sales, there are always quantitative estimates that can be easily compared to the increase in sales and profits (Juska, 2021).

3) Personal sales

Private demonstration of the product to one or more target consumers (Majaro, 2012). Implementation of sales and building relationships with customers through personal interaction. Tools for interaction: presentations, trade shows (Kotler & Armstrong, 2018). Perhaps the most effective method for closing a sale. The process is very adaptable to different situations and customers and allows the company to build relationships with customers. However, this method is expensive, as the firm will have to pay a high price for a salesperson with good skills, also not suitable for some markets (Hooley et al., 2017).

4) Public Relations (PR)

Promotion of the company, brand, products or activities in the media without payment (Majaro, 2012). Public presence of the company through socially significant representatives, in order to obtain publicity, to improve the brand image. Tools of interaction with customers: sponsorship, press releases and events (Kotler & Armstrong, 2018). Public relations is usually more credible to the client because the message is conveyed by a third party, not directly by the company. The problem with this method is limited control, which can result in distorting the message or reaching an unnecessary audience (Hooley et al., 2017).

5) Direct marketing

Interaction with carefully selected, targeted potential customers to sell and build relationships. Customer interaction tools: mail, email, social media and more (Kotler & Armstrong, 2018). Direct marketing can be a highly effective, personalized and relatively inexpensive method with proper targeting. But if targeting is done sloppily, it can backfire and cause skepticism among customers and even discourage them from doing business with the firm in the future (Hooley et al., 2017).

1.6.2   Integrated Marketing Communications

The customer-customer relationship is the personal and group interactions and impressions that occur between consumers. These interactions are seen by the customer as part of their interaction with the firm and significantly influence their attitude toward the brand and their sense of satisfaction. It is important to develop a sense of loyalty in the customer so that he becomes an ambassador for the brand and attracts new customers. Customers are given the opportunity for such interactions when purchasing a product or receiving a service (Iacobucci, 1996). There used to be limited opportunities for this kind of relationship, but with the advent and spread of social media and communication tools, customers are able to connect with other customers of the firm whenever and however they want.

Due to the rapid development of digital technology, many approaches that have been used for decades have changed. Of all the areas of marketing, the field of marketing communications is changing the most. The consumer is much better informed and has access to more ways to communicate. The customer is no longer asking the company about the properties of the product, he is looking for answers on the Internet, looking at the

opinions of real customers. Digital technology has made it possible to divide the existing markets into narrower ones, as there is space and opportunity for more in-depth analysis. The influence of traditional media is decreasing, the whole world is striving for more digitalization (Kotler & Armstrong, 2018).

An important point for a company to keep track of is the inconsistency of content from different sources of marketing communication. This leads to confusing images about the company and confuses the potential consumer. The challenge arises to shape and communicate a clear, consistent and compelling message about the company, integrating that message across multiple sources (Kotler & Armstrong, 2018).

1.6.3   Developing effective marketing communications

The term communication in marketing means communicating a message to a customer, consumer, or channel to convey why a product is worth buying (Majaro, 2012).

Most marketing communications take place in a noisy environment because there is usually competition for consumers in the marketplace and each participant (companies) are trying to reach the audience. For example, the American consumer receives about 5,000 marketing messages daily. In this environment, it is especially important that your message is clear and communicated on time(Hooley et al., 2017).

Communication between the company and the consumer should be built with an eye to the future, rather than on the momentary receipt of benefits. Communication should be continuous and it should be mutual. The company's customers are different, so communication programs must be tailored individually to each group, niche, or even individual. It is important to find common ground and reduce the likelihood of misunderstandings. To increase the effectiveness of communication, it is necessary to understand how the communication process works. The communication model includes nine elements. The participants in communication are the sender and the receiver. The tools of communication are the message and the media. The main functions of the model are encoding, decoding, response and feedback. An additional element is noise. This model is shown schematically in Figure 8 (Kotler & Armstrong, 2018).

Figure 8. *Communication model*
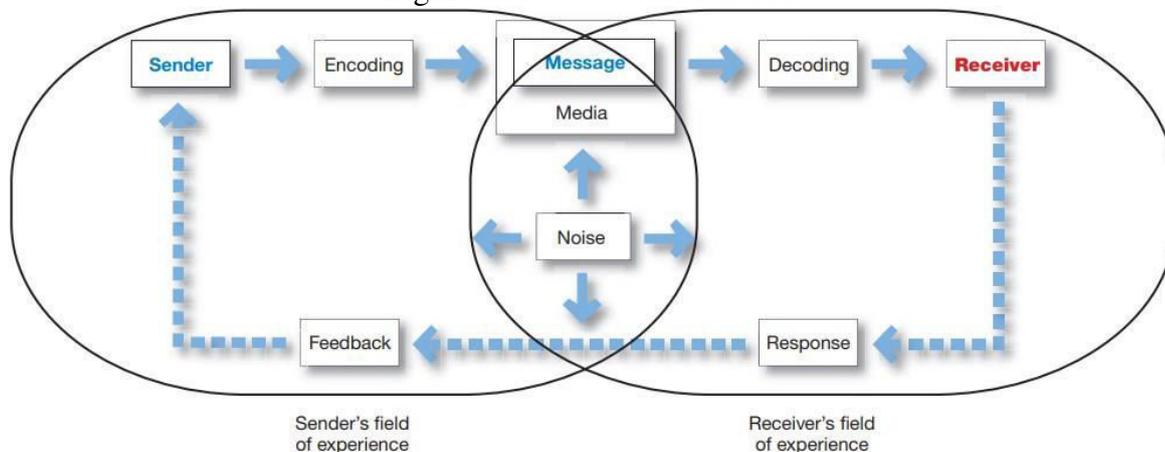
Source: (Kotler & Armstrong, 2018)

Communication is possible if there are at least three elements: a sender, a message, and a receiver. The sender can be an individual or an organization. The message can be in any form that allows the recipient to interpret the message into information. In marketing, as a rule, the message contains information about the product and the glorification of its unique qualities. The receiver is the subject to whom the message is addressed. Communion and mutual understanding are the ultimate goal of communication. The sender must encode the message so that the receiver can decode it and receive the information without distorting the meaning (Majaro, 2012).

It is important for the sender to encode the message correctly, this must be done so that the recipient correctly decodes this message and receives the intended message. The sender must use terms that the recipient understands so that the recipient will feel that it is familiar, ideally so that the customer will experience an emotional connection. The sender should focus on the recipient's response, and in order to get that response there is a need to develop feedback channels (Kotler & Armstrong, 2018).

1.6.4 Promotion budget

The **promotion budget** is the amount of money a company decides to spend on promotion. There are four basic methods for determining such a budget (Kotler & Armstrong, 2018):

1) **The Affordable Method**
Start-ups often use this method because they have limited resources. With this method, it becomes difficult to plan the marketing budget and engage in the scaling of the company. Sometimes there are situations where the investment in promotion is crucial to the success of the company, so when using this method, the firm may simply go bankrupt (Kotler & Armstrong, 2018). Projected revenues minus fixed and variable costs calculate a possible advertising budget (Chaffey & Ellis-Chadwick, 2016).

2) **The method of percentage of sales**
When using this method, the company determines the promotion budget depending on current/forecasted sales. Each company determines the percentage value individually. Expenses are set as a certain percentage of projected revenues and sales (Chaffey & Ellis-Chadwick, 2016). This method is easy to use, which is undoubtedly its advantage. The negative side of this method is the inability to adapt in time in problematic periods, and the difficulty of scaling significantly at the right moments (sometimes you need to focus on promotion more than usual to achieve significant success) (Kotler & Armstrong, 2018).

3) **The method of competitive parity**
A firm can build its budget by taking into account the average budget of its nearest competitors in the market. You should create a mechanism to track competitors' advertising expenditures in order to get up-to-date information. If you use this method, you will not get a competitive advantage from your advertising budget, nor will you consider the specifics of your company (Kotler & Armstrong, 2018).

4) **The task and objective method**

This method is carried out in three stages: definition of clear goals, definition of tasks, calculation of costs for the implementation of these tasks. This method is the most difficult to use, but if successfully used, it can become a competitive advantage (Kotler & Armstrong, 2018). This approach is bottom-up; digital media channels should be analyzed based on their effectiveness. Then allocate funding based on goals and objectives (Chaffey & Ellis-Chadwick, 2016).

1.7 Digital marketing

These days there is a rapid digitalization of society and of course this affects marketing. Now it is difficult to find a company that is not represented on the Internet, the share of Internet sales in almost all industries is growing by multiples. Consumer interaction with brands has changed dramatically. Product information is learned in other ways, and the speed and convenience of the buying process has increased significantly. Now you can buy almost anything in a couple of clicks, and it will be delivered to you tomorrow. The era when everyone will be an Internet user is near. Many companies realized this trend decades ago and have already evolved significantly in the field of Internet marketing. Many large companies are betting on internet promotion. Internet giants such as Google, Facebook, Twitter, Amazon, which conduct their entire business on the Internet, have formed. We can say that the company, which is not represented on the Internet now lives out its last years and will soon be squeezed out by competitors who have adapted to modern technology. Online marketing is marketing done on the Internet. There are three main groups: web marketing, social media marketing, and mobile marketing (Kotler & Armstrong, 2018).

Digital technology has opened up a new dimension for marketing communication. Digital tools are more flexible, faster and cost less than traditional tools (Eagle et al., 2020) .

Digital marketing refers to achieving marketing goals through digital technology and media. Digital marketing consists of all sorts of forms of representation of a company on the Internet from the company's website, social and network page to a position in a search engine for a relevant query (Chaffey & Ellis-Chadwick, 2016).

1.7.1 General types of digital media channels

Digital media channels are divided into six basic types (Chaffey & Ellis-Chadwick, 2016):

1) Search Engine Marketing;
Search engines offer paid and conventionally free methods of placement. In order for a website to be at the top of search results, it is necessary to pay for placement based on keywords, or to fulfill long-term and difficult-to-reach requirements for search engine ranking. This type of channel allows you to communicate with a highly focused target group, as ads are placed according to user requests (Chaffey & Ellis-Chadwick, 2016). Marketing through search engines is a valuable and very effective means of creating a starting point with new customers (Bacíková, 2018).

2) Online PR;

Placing mentions of your brand in the various popular sources such as thematic websites, blogs where the topic is relevant to your potential customers (Chaffey & Ellis-Chadwick, 2016). PR is a great tool for generating traffic and drawing attention to your firm. To use this tool you need specific skills that a PR agent has, a company should find such a person (Killeen, 2018).

3) Online partnerships;
Search for online resources that will be agree to long-term cooperation with your company to promote your brand (Chaffey & Ellis-Chadwick, 2016). Social media can be a good source of future partners. You can analyze and find people who have influence and an audience, and then connect with the goal of building a relationship that benefits both parties (Deiss & Henneberry, 2020).

4) Display advertising;
Placement of your brand's banner ads on different platforms for a fee (Chaffey & Ellis-Chadwick, 2016). Because of the excessive use of banner advertising on the Internet, many users have developed banner blindness, when they simply do not pay attention to banners (Diamond, 2023).

5) Email marketing;
Builds marketing communication with your customer base, or buying a ready-made target base of potential customers (Chaffey & Ellis-Chadwick, 2016). For such a tool, there is the problem of spam. Spamming is the sending of the same message to a large number of recipients who have not consented to receive it, in order to get a response or to bring in malicious software (Aydin, 2019).

6) Social media marketing.
Promotion of the company in large online communities by interacting with your customers and building relationships (Chaffey & Ellis-Chadwick, 2016). Reels' short video technology was created to create entertainment content and has become very popular, but brands can use this technology as an experimental platform with great reach (Bailey & Schmidt, 2022).

1.7.2   Web-marketing

1) Websites
Different types of company presence in the form of websites are distinguished. Each type is designed for a firm's specific objectives and business model. Very often companies have several websites for different purposes of online presence. Below is a classification of the main types of websites (Chaffey & Ellis-Chadwick, 2016):

a) Transactional e-commerce website
Through this site, customers purchase products online. Also on this Web site, there are often contacts where the customer can purchase the product offline if that is the preferred method for them (Chaffey & Ellis-Chadwick, 2016).

b) Services-orientated relationship-building website
This type of website is a source of information that encourages a potential customer to make a purchase. Basically, there is no online purchase option on such a site. The main

purpose is to stimulate sales as well as to get commercial offers. Also, such sites increase the value of customers (Chaffey & Ellis-Chadwick, 2016).

c) Brand-building website

The main purpose of these websites is to support the brand, create an online experience about the brand and add value to the brand for consumers (Chaffey & Ellis-Chadwick, 2016). Branded sites allow you to create an image of the company in the mind of the client, using all the possibilities of design: logo, colors, images, shapes, diagrams, etc (Niininen, 2021).

d) Portal or media website

A thematic website that provides useful information on a target topic. Such sites have various forms of monetization, from advertising for placement to selling a customer base (Chaffey & Ellis-Chadwick, 2016).

e) Social network or community website

Such websites are communities united by a common theme. Within the site, visitors are also more narrowly segmented and communicate with each other about topics of interest to them (Chaffey & Ellis-Chadwick, 2016).

The initial step in presenting a company on the Internet is to create a company website. Often the company website is aimed at attracting a client. It is necessary to create a positive impression, to present the product line, in general, to initiate the building of a relationship with a potential consumer. The main task of a marketing website is to sell a product. (Kotler & Armstrong, 2018).

Unlike marketing sites, the goal of a brand community site is to create a community of consumers around the brand. Users of such a website get access to extensive information about the brand, the opportunity to discuss products, and share their experiences with the product. The site helps build a strong relationship with the brand and form an emotional connection (Kotler & Armstrong, 2018).

These days, anyone who uses the Internet also uses search engines when trying to find any information. After creating a website, the first step to take is to make it visible to search engines so that people can find your company. Search engine results are ranked in many ways and search engine optimization is a big business that big IT companies are in charge of. The basic setup is done in 3 steps (Johnston et al., 2005):

i.   Identify 5-10 keywords or phrases that a potential customer enters into search engines when searching for information. Try to find the website of your company in these queries. The goal of optimization is to increase the ranking of your website (Johnston et al., 2005).

ii.   Every web page has meta tags that are used by search engines to index your website. Through meta tags you communicate the subject matter of your website. Here are the main ones: <TITLE> - full name of your company and kind of activity, <META> keywords the most important keywords of your company activity, <META> description - company description, it is also desirable to use as

many keywords as possible. Each image on your website should have a description for the <IMAGE> tag so search engines have an idea of the images (Johnston et al., 2005).

iii.   The final step in the initial setup of your website for search engines is re-registration. Each search engine has a website reconsideration feature so that the changes you applied will be indexed faster (Johnston et al., 2005).

Creating a website is only the initial step, after which there is the task of attracting traffic of visitors who will become potential customers. It is necessary to promote the site and for this there is an extensive set of methods. It is necessary to focus on the usefulness and usability of the site, because if the user experiences difficulty in interacting or does not get the desired result, he will simply leave and never come back (Kotler & Armstrong, 2018).

2) Online advertising

Online advertising is divided into two groups: online display advertising and contextual advertising. When interacting with most websites the user sees display ads, the design of such banners try to make the most attractive, so that the user became interested and began to interact. When you click on a banner user goes to the website of the company, which paid to place their ads. Contextual advertising appears when the user uses search engines, the value of such ads is pumped into the fact that the user is already interested in this topic and the probability of clicking on such an ad is several times higher, as the topic is relevant to humans. Search engines have learned to combine these technologies, as they aggregate information about what the user was looking for earlier and display ads become contextualized according to the search history of the user (Kotler & Armstrong, 2018).

3) Email marketing

Most Internet users have their own e-mail address, which serves as a contact address through which anyone can contact the person or organization of interest. Companies also use e-mail technology to communicate with customers and partners. E-mail provides a direct marketing opportunity. The job of the marketer is to send a message of interest to the customer that will lead to a purchase or strengthen the relationship (Kotler & Armstrong, 2018).

There are a number of rules to follow when choosing this method of communication, as well as state laws. There is such a problem as spam, spam is the sending of emails by an intruder for the purpose of obtaining some benefit, often monetary. Experienced Internet users, having received an e-mail, having no idea who sent it and why, may simply ignore your commercial offer, considering it to be another spam. In order to use this method of communication successfully, you have to get permission from the person who sends you email, moreover in every email you have to give the opportunity to unsubscribe from this mailing list. According to European law, the email must provide contact information about the sender, so that the recipient can contact the company if he or she wishes to stop the mailing. (Chaffey & Ellis-Chadwick, 2016).

4) Online videos

The company can create digital video content, the purpose of which is to convey the necessary information to the consumer. Videos can be created specifically for use on the Internet, or they can be videos originally intended for the media. Successful videos can go

viral. A viral video is a video that makes people emotionally excited and want to share it with others. Such videos can take a company to the top of the industry in a short period of time and creating such videos is very expensive (Kotler & Armstrong, 2018).

5) Blogs and online forums

Blogs and forums are narrowly focused websites whose purpose is to discuss a topic. Such sites initiate heated discussion, sharing experiences and impressions. Blogs and forums are promoted on various platforms from social networks to thematic websites. Companies can learn useful information about their products and marketing solutions. Advertising on popular topic blogs is expensive because potential consumers interested in the topic are generated there (Kotler & Armstrong, 2018).

1.7.3   Social media marketing

The 21st century has spawned many social networks and other large online communities. Huge thematic communities have formed in social networks, you can say that many people's lives are now happening online. Ninety-two percent of American companies find social media promotion important to their business. Companies have the opportunity to create business profiles on major social networks such as Facebook, YouTube, Instagram, or use thematic social networks, which concentrate people on the subject, such as "goodreads", "birdpost". The winning side of social networks is personal, targeted, interactive. Using social networks, companies can instantly convey information to consumers, and they also help track trends. Social media is accessible, so even the smallest companies can and should afford it. They are also ideal for creating customer engagement. (Kotler & Armstrong, 2018).

Social networking is defined as the technology that allows people and groups of people to connect. However, not everyone wants to connect with everyone, and not all customers need this connection through any networks (Charlesworth, 2020).

In social networks, users can engage in their own brand building, or on the contrary, its destruction, depending on their degree of loyalty and satisfaction (Kapoor, 2020). There are a huge number of media platforms on the Internet at the moment, simply creating a company website is not enough, it is necessary to diversify the representation of the company on the Internet. Media channels can be divided into three groups (Chaffey & Ellis-Chadwick, 2016):

1. Paid media

This group includes media in which a firm will have to pay for its presence. For payment, such media will convey information about your company to their users in order to promote your company's products and services. For example, this group includes paid advertising in Facebook, Instagram and search engines (Chaffey & Ellis-Chadwick, 2016).

2. Owned media

Media that is belonging to your brand is called owned media. The company website, various blogs, company social media pages like Facebook, Instagram, and the brand's mobile app (Chaffey & Ellis-Chadwick, 2016).

3. Earned media

This type of media focuses on building brand awareness. This can include Public Relations, word of mouth, viral marketing, social media marketing and other brand discussion platforms. Essentially, a firm creates content about its brand through its own creativity and the involvement of influencers (Chaffey & Ellis-Chadwick, 2016).

In the digital environment these channels often overlap with each other, so for example a Facebook page is its own media, but when interesting content is created the social network starts to promote it among its users and the transition to earned media takes place (Chaffey & Ellis-Chadwick, 2016).

There is more to social media than just social networks, below is a classification of the major social media platforms (Chaffey & Ellis-Chadwick, 2016):

1) Social networks
These are social platforms for people to interact with each other, such as Facebook or LinkedIn.

2) Social publishing and news
Most traditional medias have migrated to an online format, where they have provided an opportunity for consumers to participate in discussions in the form of comments and such.

3) Social commenting in blogs
A firm can create and promote its own blog or use existing blogs, with targeted topics.

4) Social niche communities
Narrowly focused communities by topic, often presented as forums.

5) Social customer service
Companies' customer support forums, make it possible to respond quickly to customer complaints.

6) Social knowledge
Aggregators of knowledge solving people's problems, a typical example being Wikipedia and the similar.

7) Social streaming
Social communities that provide streaming videos, podcasts, and other content formats.

8) Social search
Search engines provide the ability to rate almost anything, businesses, places on a map. These evaluations are public and can greatly influence a potential customer's decision.

9) Social commerce
Product review sites with the ability to share opinions.

1.7.4　Mobile marketing

Most people use their phone more than any other device. A firm can use mobile devices for digital direct marketing. A company can develop its own app or a mobile version of its website adapted for mobile devices. Stimulating sales, simplifying the buying process, and improving brand interaction are all benefits a company can get from mobile marketing. Since this type of marketing is direct, it should be used carefully so that the brand does not become too intrusive and does not cause negative emotions in its customer (Kotler & Armstrong, 2018).

More and more people are using the Internet with their mobile devices. For many, these devices are more convenient due to their portability. Mobile marketing opens up many ways to engage consumers, moreover, by doing so based on location. There are two main mobile platforms: a mobile operating system with a browser, and mobile apps. Mobile apps provide a better user experience. According to recent studies, users prefer apps and spend more time there (Chaffey & Ellis-Chadwick, 2016).

1.7.5　Content marketing

Content is useful and interesting information for the target group, which helps to solve problems. Content comes in many forms, from text articles to full-fledged videos. Content marketing is the execution of a marketing campaign in the form of content. Often consumers do not have confidence in traditional advertising, but the opposite is true for content, because the content was originally created by ordinary people for the same ordinary people. Moreover, a person makes his own choice of content, in order to find information that is interesting to him, because with the development of digitalization there are many sources of information. Conducting content marketing is carried out in 8 stages, which are shown in Figure 9 (Kotler et al., 2017):

Figure 9. *Content marketing stages*

Source: (Kotler et al., 2017)

1) **Goal setting**

The goals fall into two groups: a sales focus and a brand focus. If the company is more interested in sales, you need to align content distribution channels with sales channels. If the brand is a higher priority for the company, you need to make sure the content is aligned with the character of the brand. B2C companies should focus on the brand. B2B companies, on the other hand, better focus on sales (Kotler et al., 2017).

2) **Audience mapping**
The next step is segmentation into target audiences. The parameters of segmentation are often demography, geography, psychography, behavior, and others. It is also important to identify the opinion leaders of the target audience, interaction with whom will help strengthen the content (Kotler et al., 2017).

3) **Content ideation and planning**
You can get ideas by studying the existing content for the relevant segment. The content should have a direct link to the challenges customers face in life. Ideally, content becomes a bridge that connects the brand to the concerns and desires of customers. It's also important to plan regular content, otherwise customers will switch to other offerings and, over time, simply forget your brand exists (Kotler et al., 2017).

4) **Content creation**
Content creation is the most important step in content marketing. Quality content will pave the way to the heart of the customer and build loyalty, poor quality content will cause the opposite effect and the customer may permanently reject any suggestions of the company. Therefore, the company needs to treat the decision of using content marketing importantly, with highly limited resources it is better not even to start. Content creation is a continuous process, the creators should be consistent and inventive to stand out on the content market. First of all, the content should be useful, namely it should contribute to solving people's problems. The easiest way is to outsource content creation to professionals, which requires significant resources. Less resources consuming is to sponsor the creators of content that is already being produced (Kotler et al., 2017).

5) **Content distribution**
Content is useless if it doesn't reach the target segment. There are three groups of media channels for content distribution. The first group is the brand's own media. Promoting content in proprietary media is free, but creating and developing them consumes significant resources. The second group includes paid brand media - the brand has to pay for distribution through these channels. Channels of the second group are traditional media, banner advertising, integration into search engines, advertising in social networks and the similar. The third group is the brand's earned media. If the quality of the content is high, people start spreading it by word of mouth (Kotler et al., 2017).

6) **Content amplification**
The likelihood of content going viral increases with a content amplification strategy. This can be helped by influencers in the segment who have earned a reputation among people for creating content. When the influencer and the company interact, both should benefit from the creation of shared content. The influencer values his reputation and will not promote content he finds substandard or unhelpful. It's important to build a strong relationship for a successful collaboration (Kotler et al., 2017).

7) **Evaluation**

Content needs to be evaluated in order to adapt content in a timely manner to the emerging needs of people. Strategically, content should be aligned with the goals defined in the first phase. Tactically, five groups of indicators should be monitored. Visibility - the reach of potential customers. Attractiveness - the number of page views per user, the number of bounces, the duration of the visit. Search metrics - the ease with which content can be found by search engines. Action metrics - the difference between the number of impressions and the number of clicks, the number of user registrations and other. Advocacy - what percentage of people share content (Kotler et al., 2017).

8) **Improvement**

Content marketing is easier to analyze because it is more accountable. Content should be changed frequently and adapted to new trends and audience demands. It is important not to miss the point when the approach to content marketing needs to be completely overhauled (Kotler et al., 2017).

Lack of content planning almost guarantees failure, it is important to do it systematically. Content varies greatly in quality, you should strive to create exclusive and truly valuable content. The quantity of content and speed of delivery mean less than the quality of the content (Wilson, 2019). Content can be either static or dynamic, i.e., allowing consumer interaction. Depending on the market, the company must choose the most appropriate form of content for the target user, from text articles and gaming activities to videos and podcasts. There are a myriad of platforms for content delivery, but social media is the most significant. There are five elements of content management that should be planned and managed (Chaffey & Ellis-Chadwick, 2016):

1) Content engagement value

Which forms of content will elicit the most audience engagement. For example, a guide to getting a service, an engagement game, or product information.

2) Content media

The firm should intelligently choose the format of its content, streaming video, text in html or pdf format, flash animation or video animation, all based on the distribution platform and audience preferences.

3) Content syndication

This is how the content will be delivered. For example, through API, direct email, using the insertion in special widgets on thematic sites, or placement on social networks, using the internal tools of the platform.

4) Content participation

It will be useful for the company to provide the opportunity for the user to interact with the content. In social networks, this functionality is implemented through the possibility of rating, commenting, forwarding to a friend, and so on. This gives the company an opportunity to get feedback, to analyze the quality of content, as well as increase customer engagement.

5) Content access platform

The platforms preferred by the target audience should be determined. Some prefer to use a personal computer, some prefer to use a phone, some like to search for products on search engines, others do it on social networks.

1.7.6   Selecting mix of digital media communications tools

To choose a combination of digital media for a campaign, it's worth relying on the knowledge gained from previous campaigns. If you don't have that experience, it's worth considering the opinion of industry professionals. The communication mix should be optimized with an emphasis on minimizing the cost of acquisition. Companies need to be especially careful with media spending. E-commerce sites, for example, should focus on narrow segments, namely on cooperation with narrowly targeted websites and e-mail campaigns targeting the right segments. This alternative is the most profitable in relation to pay-per-click advertising on Google. Companies with limited budgets should look at investing in controlled, targeted media such as affiliates or paid search. These methods usually have a low cost. If a firm's main goal is to increase awareness, it's worth investing a significant portion of your budget in display advertising (Chaffey & Ellis-Chadwick, 2016).

The process of choosing means of promotion is iterative, digital promotion and communication tools allow campaigns to be analyzed in a short period of time. Marketers are able to compare the share of the advertising budget across different channels with the contribution from customer purchases. After the analysis, campaign adjustments can be made according to the results (Chaffey & Ellis-Chadwick, 2016).

Often a person looking for a product or service will do their own little analysis of existing offerings in the marketplace. The intention to make a purchase or order a service is doubled if a person has visited the site more than once. Therefore, a firm should track repeat visits and use this opportunity to complete a purchase. When a company shares some content on social media, social media provides analytics such as number of clicks, conversion to leads (customers taking a targeted action). To accurately interpret the effectiveness of different channels, an internet marketer needs to use customer tagging and then analyze which channels have the most positive impact on a firm's profit (Chaffey & Ellis-Chadwick, 2016).

To conduct qualitative analysis of the effectiveness of different marketing channels, a company needs to create a single tracking system that uses common tags for all media channels. There are ready-made solutions on the market for such a task, if the firm has available funds (Chaffey & Ellis-Chadwick, 2016).

1.8   Evaluation

Internet marketing technology requires constant monitoring, analysis and adjustment. Many companies that offer business promotion technologies on the Internet have developed tools that can be used to measure the effectiveness of advertising campaigns. The data provided should be overlaid on the company's economic performance for a more accurate assessment for the period of interest (Chaffey & Ellis-Chadwick, 2016).

The effectiveness of advertising is influenced by many factors, some of these factors are controllable, some are not. One way to measure economic performance before, and after the campaign, another way is through various experiments. Pre-testing advertising and then measuring the results is an inexact science. Especially relevant in the digital age, when the amount of content has reached unimaginable proportions, digital marketing content is usually not tested before launching (Kotler & Armstrong, 2018).

You can only manage what you can measure. The online promotion process is no exception. The effectiveness of every Internet campaign must be measurable. There are three stages of creating and implementing a performance management system(Chaffey & Ellis-Chadwick, 2016):

1) **Creating a performance management system;**
2) **Defining performance metrics framework;**
3) **Tools and techniques for collecting metrics and summarising results.**

1.8.1 Creating a performance management system

In order to measure the effectiveness and efficiency of marketing campaigns, it is necessary to create a system that collects, summarizes. sorts, analyzes, and interprets data from past actions. To do this, it is necessary to identify all processes and analyze their effectiveness, in parallel for all channels, then combine the information obtained into a system. Of course the aims of the marketing strategy must be defined in order to understand which of them are achieved (Chaffey & Ellis-Chadwick, 2016).

There is a step-by-step algorithm for creating a measurement system, which is graphically depicted in Figure 10. The first step involves defining the objectives of the performance measurement system. The purpose of this system is to determine whether the goals have been achieved and what corrective marketing actions need to be applied. The second step is responsible for collecting various data and indicators on which to base the evaluation. The third step is to analyze the results to determine if there is a deviation from the objectives and why.

Figure 10. *Algorithm for creating performance management system*
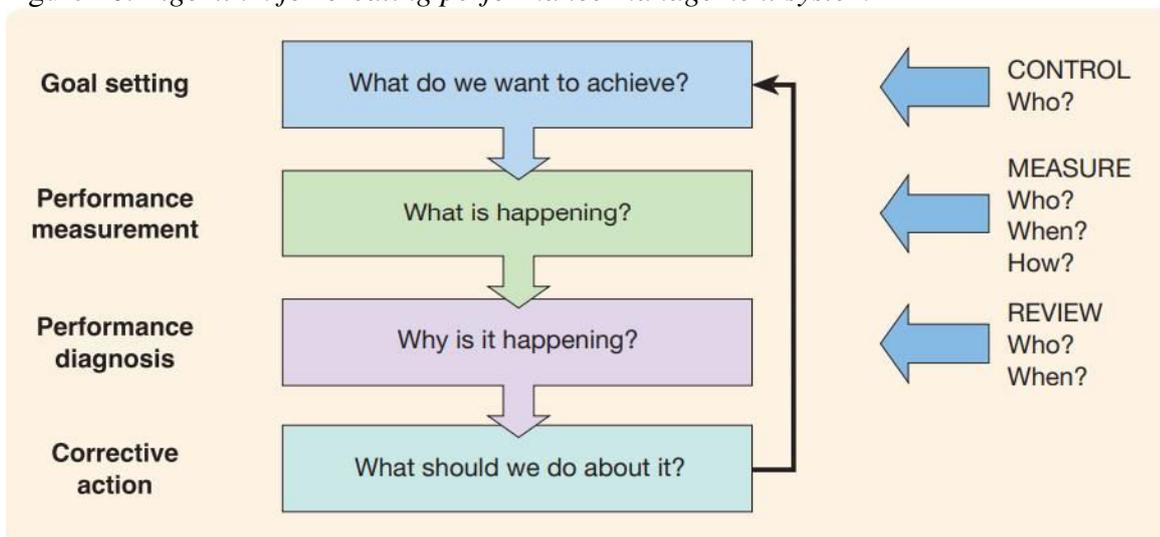
1.8.2 Defining performance metrics framework

There are three levels of evaluation of the contribution of digital marketing (Chaffey & Ellis-Chadwick, 2016):

- Business effectiveness;

The direct impact of the website on the business, financial metrics such as revenue, profits and others should be considered.

- Marketing effectiveness;

Sales, leads, and the impact of Internet activities on aspects of the marketing mix.

- Internet marketing effectiveness;

Website metrics.

A company should strive to minimize the cost of internet marketing while maximizing the return on campaigns, increasing the number of site visitors, converting to desired results and others. Measurable indicators must be identified with which to measure the effectiveness of certain actions. Three levels need to be considered to determine metrics: business, marketing, and specific Internet marketing metrics such as number of visitors, leads, statistics from social media, etc. Such metrics are disclosed in more detail in Figure 11 (Chaffey & Ellis-Chadwick, 2016).

Figure 11. *Diagnostic categories of metrics for digital marketing*

Source: (Chaffey & Ellis-Chadwick, 2016)
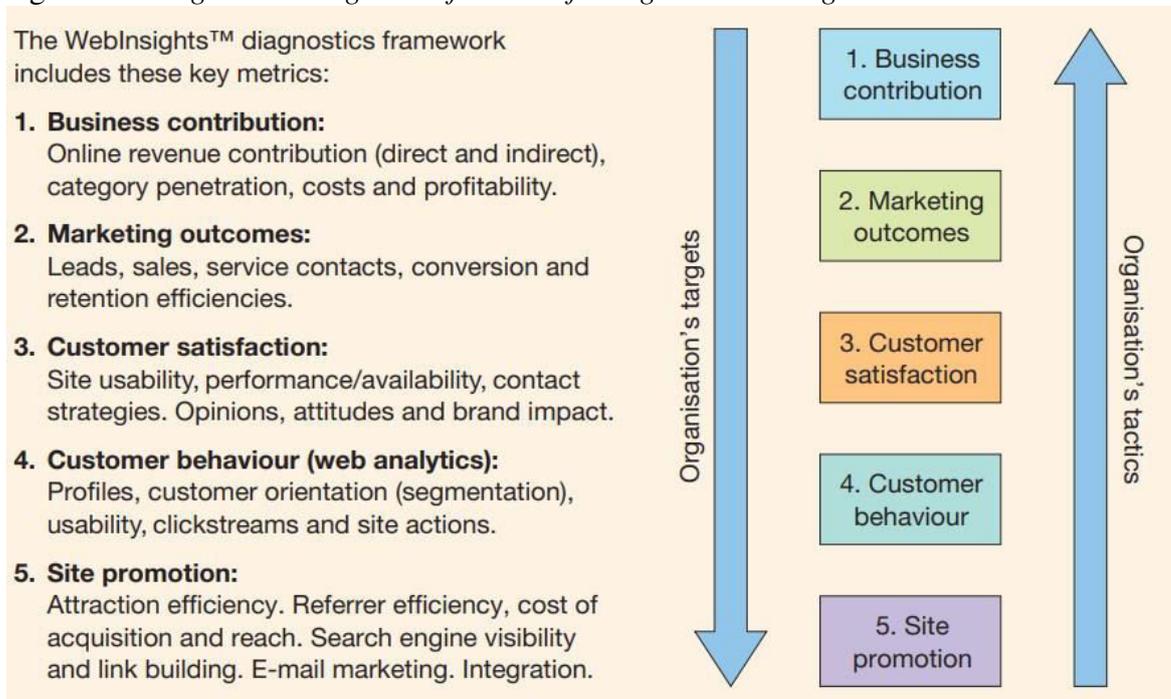
1.8.3   Tools and techniques for collecting metrics and summarising results

A company should intelligently select the technology tools to collect and present the metrics. Such metrics should allow for reporting on the results of marketing activity, the metrics should be accurate, there should be convenient means of visualization and analysis, and the technical possibility of integration with other information systems. Often metrics include data on website visitor activity (Chaffey & Ellis-Chadwick, 2016).

Most web analytics tools allow you to collect metrics such as:
- Top pages;
- The first page the visitor went to and what page he left;
- Sequence of pages visited;
- Browser and operating system;
- Country;
- Where did the visitor come from.

There are various solutions on the market for web analytics tools, some of them free, some of them cost a tremendous amount of money for popular websites. When choosing such a tool, you should pay attention to the following points (Chaffey & Ellis-Chadwick, 2016):
- Whether there is a possibility of integration with other data sources;
- Is there a way to track the full path of the client?
- Visualization of analytical data;
- How can you customize the tool for the convenience of the company ?
- Is there technical support ?
- Information protection and privacy;
- Usability and ease of learning.

4. Practical Part

1.9 Company's description

The company for the study is a young real estate agency, established in June 2022. The company is based in Prague. The number of employees - three people. The firm works with clients in four languages: Czech, Ukrainian, Russian, English. The company is engaged in the sale of commercial real estate, housing and real estate search service for rent. The company has agreed to participate in the study on condition of anonymity because it provides commercial and marketing information that can be used by competitors. The owner of the company, as well as all the employees, see the firm as an additional source of income, because at the moment profits are not enough to cover their needs and demands.

In July 2022 a website of the company was created. "Wix" was chosen as a website platform. The platform was chosen due to the ease of creating a website, low cost (17 euro per month), as well as due to the availability of built-in tools for collecting and analyzing different types of data. Initially, the company placed its ads on topical real estate search sites like Sreality.cz, as well as in thematic groups in various social networks.

The company's commission for the sale of real estate is between three and five percent of the transaction. At the conclusion of the real estate rental agreement, the company's commission is one monthly fee.Company performance before the introduction of a new marketing communication

1.9.1 Economic indicators

As an economic indicator, the company provided the firm's monthly revenue, which is shown in Table 1 and Graph 1. Revenue of company can be divided into two groups:

1) The income the company receives from the commission for renting out the object. The amount of commission is usually price of one month's rent.
2) The income the company receives from the commission for the sale of the object. The amount of commission is usually 3 to 5 percent of the property price.

Table No. 1 – Monthly revenue before new marketing promotions methods

Month	Rent commission Revenue	Sell commission Revenue	Total Revenue
June	0 czk	0 czk	0 czk
July	57000 czk	0 czk	57000 czk
August	85000 czk	0 czk	85000 czk
September	49000 czk	0 czk	49000 czk
October	23000 czk	0 czk	23000 czk
November	31000 czk	126000 czk	157000 czk
December	35000 czk	0 czk	35000 czk

Source: Author's interpretation of data from the company

Graph 1. *Monthly revenue before new marketing promotions methods*
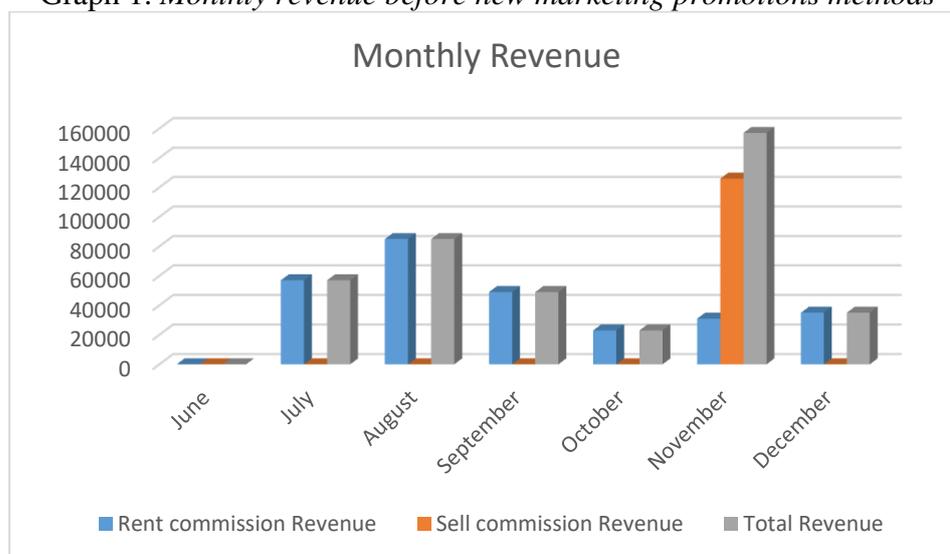
Source: Author's interpretation of data from the company

The average monthly revenue of the company during the reporting period was 58,000 czk.

1.9.2   Technical indicators

The main indicator of the effectiveness of a website is the number of visitors, namely traffic. This indicator directly correlates with such a marketing indicator as brand awareness. Figure 12 shows data on website traffic before the introduction of the new marketing campaign. After the launch of the site, for 4 months, the site was visited by 160 unique users, the average duration of the session was 8 minutes and 27 seconds.

Figure 12. *Website traffic before launching new campaign*
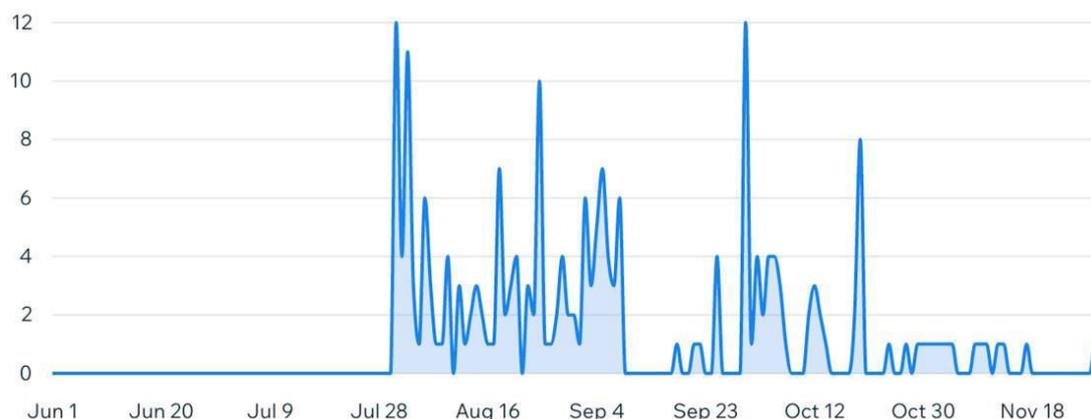
Figure 13 shows the distribution of traffic by type of device, apparently users prefer mobile devices. The figure also shows the ratio of new users to returning users, but it is necessary to note that such data may not be accurate, as the system for determining the return of the client to the site is not ideal due to technical features, namely the prevalence of dynamic ip address and the short existence of cookies and others.

Figure 13. *Website traffic by device and new vs returning visitors before launching new campaign*
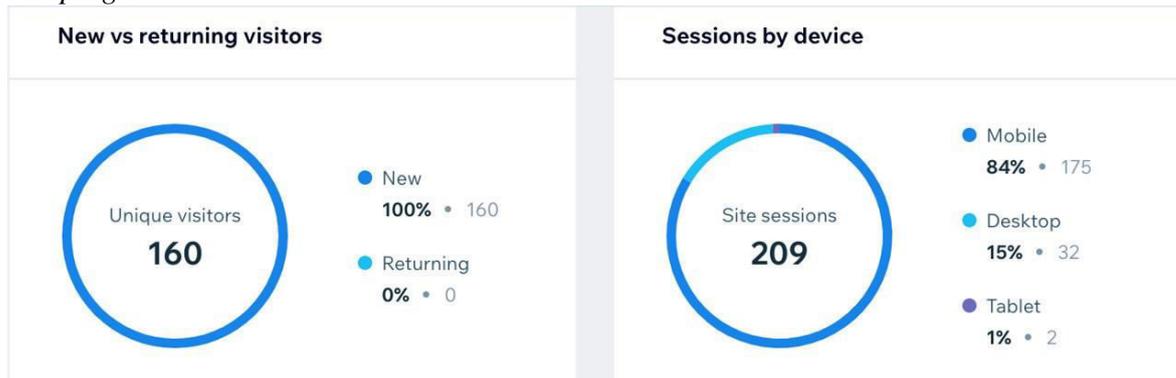
In Figure 14 we see the distribution of visitors by country.

Figure 14. *Website traffic by countries before launching new campaign.*

1.10 Marketing communication of the company before the research

The main source of real estate for rent or sale for the firm are thematic websites, as well as social networks. Employees manually search for suitable properties, then contact the owner to offer their services.

The company's clients can be divided into two groups:
1) Property owners;
2) People looking for real estate.

Each group has its own classification. So, for property owners:
- Residential property owners;
- Commercial property owners.

For people looking for real estate:
- People looking for commercial real estate for the purpose of buying;
- People looking for commercial real estate for the purpose of renting;
- People looking for residential real estate for the purpose of buying;
- People looking residential real estate for the purpose of renting.

When choosing a real estate agency, important factors for property owners are the terms that the firm offers, as well as the image of the firm. In the digital age, the representation of a company on the Internet is an integral part of the firm's image, often more important than representation in real life. It is important that a person should be able to easily find information about the firm on the Internet, and most importantly, that the information obtained should induce the person to begin cooperation on the matters of interest to him.

For people looking for real estate, property quality and price are the prevailing factors. In order to get owners of good and quality property with a good price, there is need to develop a brand image to please and generate trust to the firm among more property owners. Also the ability to communicate and find common ground with the owners of the firm have a significant impact on a person's decision to work with the firm. Therefore, the company should invest in the training of employees in this area.

Employees of the company support the interaction of two groups of clients, property owners and people looking for real estate, at the entire stage of the transaction. Sometimes it is difficult for people to find a common language and they may refuse to make a deal for that reason. Full support is also provided for the preparation of the documents required for the deal. Communication between two groups of clients through an intermediary (realtor) helps to improve the quality of communication and service in general, namely such a service characteristic as service inseparability.

After the start of the company, the main channels for posting real estate advertisements and finding customers were thematic websites where is possible to place ads, such as rentola.com, sreality.cz, realhit.cz, as well as thematic groups in the following social networks Facebook, Instagram, VK, Telegram. These communities are ready-made market segments, which frees the company from the need to conduct its own segmentation, which requires an investment of significant resources. Placing ads on these platforms is free, so no additional investment is required from the company. All these platforms provide data on the number of views, in total from all sources, on average for one ad the number of views is 10000. In average company published 5 advertisements of property in month, so in total average number of views for target audience is 50000 per month.

Employees of the firm also search for requests from people in social networks and on thematic sites to find a property to rent or buy, and then contacted those who left contact information and offered their services. Thus, the company used three groups of tools:

1) Advertising;

Posting real estate advertisements at thematic websites where you can place ads, such as rentola.com, sreality.cz, realhit.cz, as well as thematic groups in the following social networks Facebook, Instagram, VK, Telegram.

2) Personal selling;

The main source of real estate for rent or sale for the firm are thematic websites, as well as social networks. Employees manually search for suitable properties, then contact the owner to offer their services.

3) Direct marketing;

Employees of the firm also searched for requests from people in social networks and on thematic sites to find a property to rent or buy, and then contacted those who left contact information and offered their services.

1.11 Marketing research – Questionnaire

The company is interested in engaging in content marketing, because this method of promotion does not require monetary investment. The main difficulty of this promotion method is to determine what kind of content to create. The purpose of conducting the survey is to understand how the company can optimize its use of content marketing.

The target population is 100 respondents. This target was reached and 107 responses were received: 51 in Russian, 32 in English and 24 in Czech languages. A total of 107 respondents filled out the questionnaire, with women outnumbering men by 21.4%. The questionnaire consists of two parts: the basic information about the respondent and the respondent's opinions about various aspects of the content. The questionnaire contains 9 questions: 7 multiple choice questions and 4 of them with multiple-answer, 1 rating scales question, 1 open-ended question. The sample was made up of people living in the Czech Republic over the age of 18. The survey was conducted from 20.01.2023 to 28.02.2023. The questionnaire was created on Google Forms platform. The data obtained were analyzed using JASP software and Microsoft Excel.

There are terms, such as **content kind** and **content format**, in some research sub questions. The author developed his own classification for these terms.

So, for the **kind of content** the following classification is used:

1) **Entertainment** - such content, which the user consumes in order to rest from the daily routine and get positive emotions;
2) **Informative** - a content that carries information that the consumer will find useful to himself;
3) **News** - a content that carries information about recent events and changes that will affect the real estate industry;
4) **User** - content that presents the user experience;
5) **Interactive** - content that encourages the consumer to interact with it.

There are many different formats for conveying information on the Internet. For **content format**, the study uses the following classification:

1) Short text with an approximate reading time of 2-3 minutes;
2) Text with an approximate reading time of more than 5 minutes;
3) Video lasting up to 1 minute;
4) Video of duration from 1 to 10 minutes;
5) Video of duration more than 10 minutes;
6) Audio podcasts;
7) Image;
8) Animation;
9) Online broadcast.

As a result of the survey, it became clear how the company can optimize its use of content marketing, namely what types of content to focus on, as well as the best format became clear. The main accent should be made on informativeness, it is necessary to choose such platforms of accommodation of a content in which interactivity is built in, as for significant group of respondents it is important, the given functional certainly will not be superfluous, as it is created possibility to receive feedback.

The format should be chosen on the type of content, for example, if the content is informative, in other words it is relevant information for consumer, the text format should be combined with images and short videos. Real estate news content should be in text with pictures and short videos.

Figures 15 to 22 show the results of the research. Full versions of the questionnaires in 3 languages are presented in the supplement.

Figure 15. *Survey question statistics №1*

Source: Google Forms
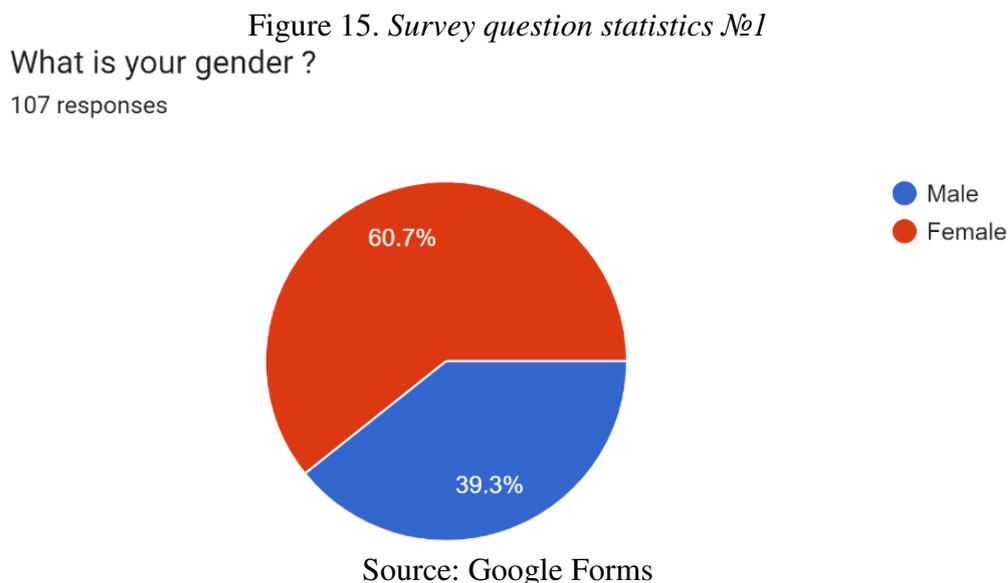
Female gender predominated among the respondents.

Figure 16. *Survey question statistics №2*

What is your age ?
107 responses

- 18-24
- 25-34
- 35-50
- 51-64
- 65+

53.3% 9.3% 34.6%
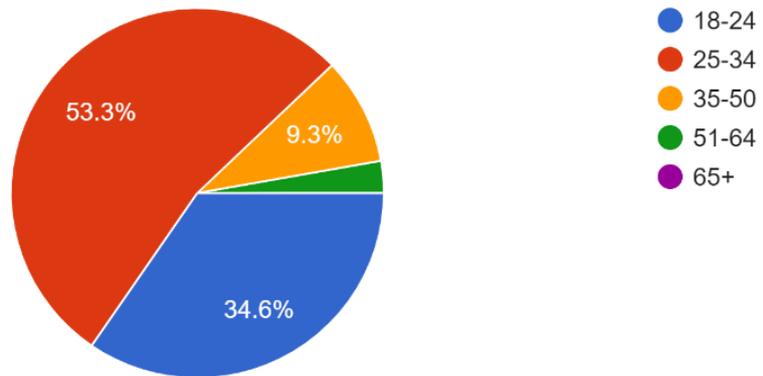
Source: Google Forms

The main number of respondents who took part in the survey were between the ages of 18 and 34. This age group is more likely to seek rental housing services rather than purchase, due to a lack of significant financial savings. In total there are 37 respondents from the age group 18-24, 57 respondents from the age group 25-34, 10 respondents from the age group 35-50, 3 respondents from the group age 51-64, 0 respondents from the group age 65+.

Figure 17. *Survey question statistics №3*

If the content theme is real estate, what kind of content would you prefer ?
107 responses

- Entertainment — 17 (15.9%)
- Informative — 92 (86%)
- News — 47 (43.9%)
- User — 38 (35.5%)
- Interactive — 29 (27.1%)
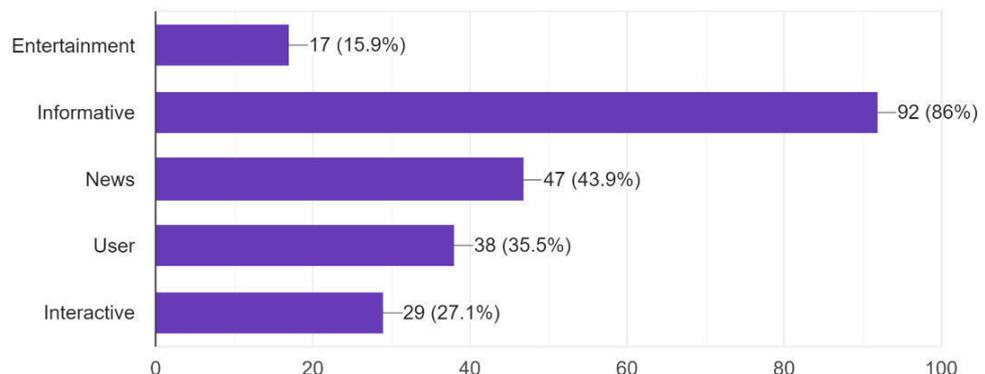
Source: Google Forms

According to the data in figure 17, for real estate-themed content, people are more interested in receiving useful informative content, real estate news information, and user experiences. People are least interested in real estate entertainment content according to this classification. Table 2 snows numbers of answers depends of age group in percents. Graph number 2 shows the dependence of the kind of content on the age group.

55

Table No. 2 – Frequency table for kind of content depends of age group.

Age group	Entertainment	Informative	News	User	Interactive
18-24	10	30	17	16	12
25-34	6	50	19	20	16
35-50	1	10	8	2	1
51-64	0	2	3	0	0
65+	0	0	0	0	0
Total	17	92	47	38	29

Source: Authors interpretation of data obtained via Google forms and JASP

Graph 2. *Kind of content dependance from age in percents*
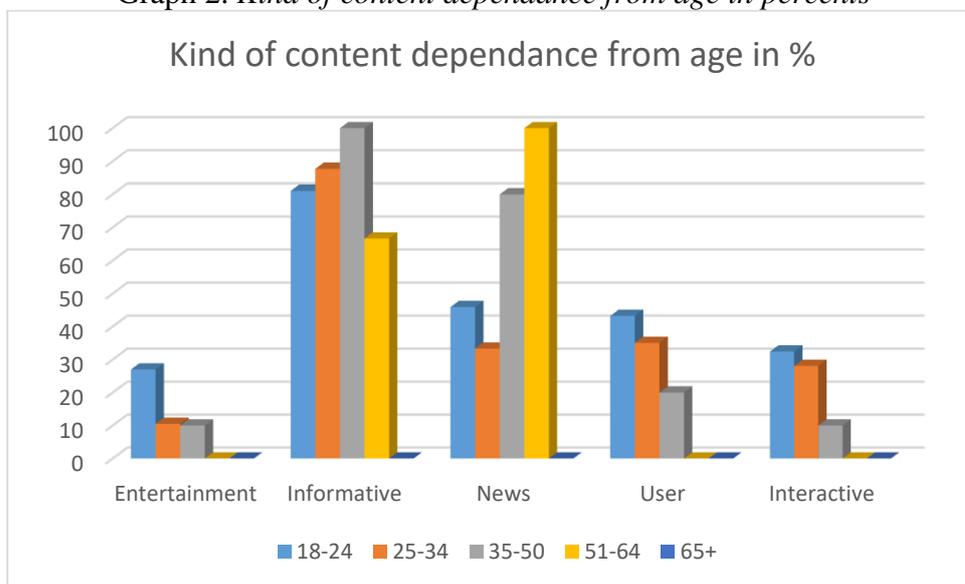

Source: Authors interpretation of data obtained via Google forms and JASP

Figure 18. *Survey question statistics №4*

If Content is useful information for you. Which content formats are you more interested in?
107 responses

Source: Google Forms

56
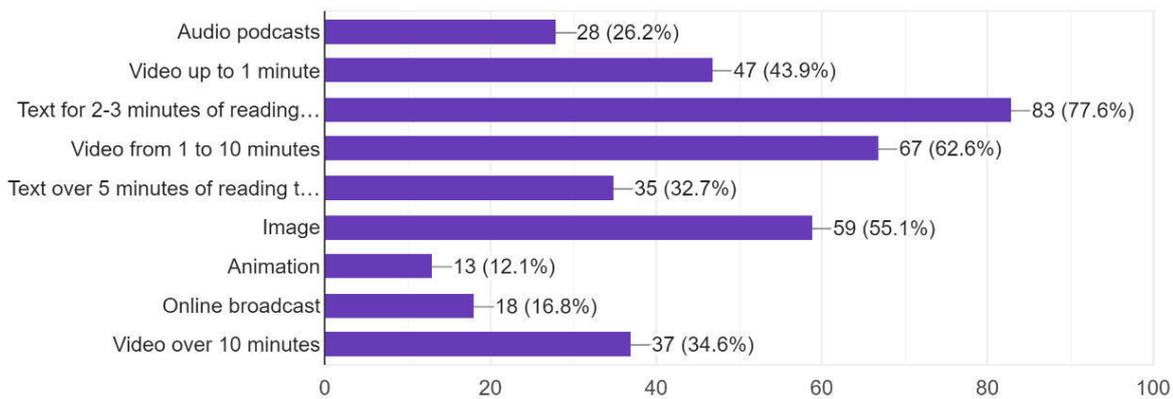
Figure 18 shows data on the preference for the form of its presentation, if the content is useful information for the person. So based on the data obtained, the top are:

- A short text with a reading time of 2-3 minutes;
- A video, lasting from 1 to 10 minutes;
- Image.

The least preferred forms of presentation for the useful type of content are animation and online broadcasts. Table 3 snows numbers of answers depends of age group. Graph number 3 shows the dependence of the format of content on the age group in percents, if content is useful information.

Table No. 3 – Frequency table for format of content in depends of age group, if content is useful information.

Age group	Short text	Text	Video up to 1 min.	Video 1-10 min	Video over 10 min.	Audio Podcast	Image	Animation	Broadcast
18-24	30	7	20	25	11	12	25	5	6
25-34	44	18	24	32	17	11	30	7	10
35-50	6	9	2	8	6	4	3	1	1
51-64	3	1	1	2	3	1	1	0	1
65+	0	0	0	0	0	0	0	0	0

Source: Authors interpretation of data obtained via Google forms and JASP

Graph 3. *Format of content dependance from age in percents, if content is useful information*
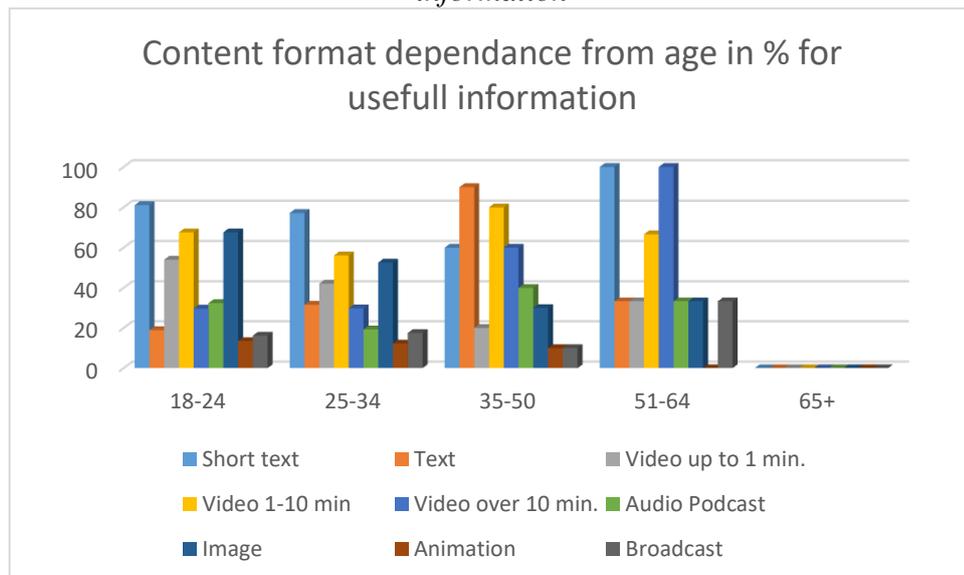
Source: Authors interpretation of data obtained via Google forms and JASP

Figure 19. *Survey question statistics №5*

If the Content is real estate news. What formats of content are you more interested in ?

107 responses
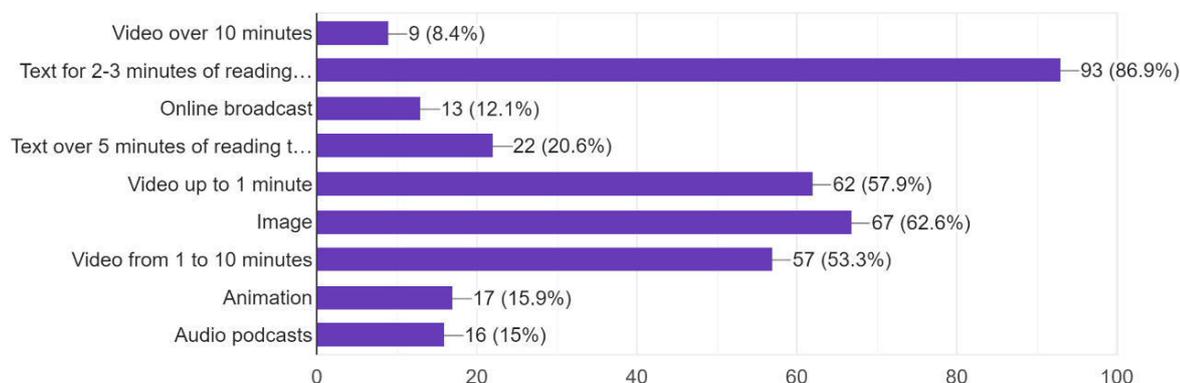
Source: Google Forms

Figure 19 shows the format preference data for content that is real estate news. According to this data, people prefer:

- Text format with a reading time of 2-3 minutes
- Image
- Video up to 1 minute
- Video lasting from 1 minute to 10 minutes

The least preferred formats are video, longer than 10 minutes and online broadcasting. Table 4 snows numbers of answers depends of age group. Graph number 4 shows the dependence of the format of content on the age group in percents, if content is real estate news.

Table No. 4 – Frequency table for format of content in depends of age group, if content is real estate news.

Age group	Short text	Text	Video up to 1 min.	Video 1-10 min	Video over 10 min.	Audio Podcast	Image	Animation	Broadcast
18-24	33	5	23	19	3	4	24	8	3
25-34	48	10	35	29	4	9	36	8	8
35-50	9	4	4	6	1	3	6	1	2
51-64	3	3	0	3	1	0	1	0	0
65+	0	0	0	0	0	0	0	0	0

Source: Authors interpretation of data obtained via Google forms and JASP

Graph 4. *Format of content dependance from age in percents, if content is real estate news.*
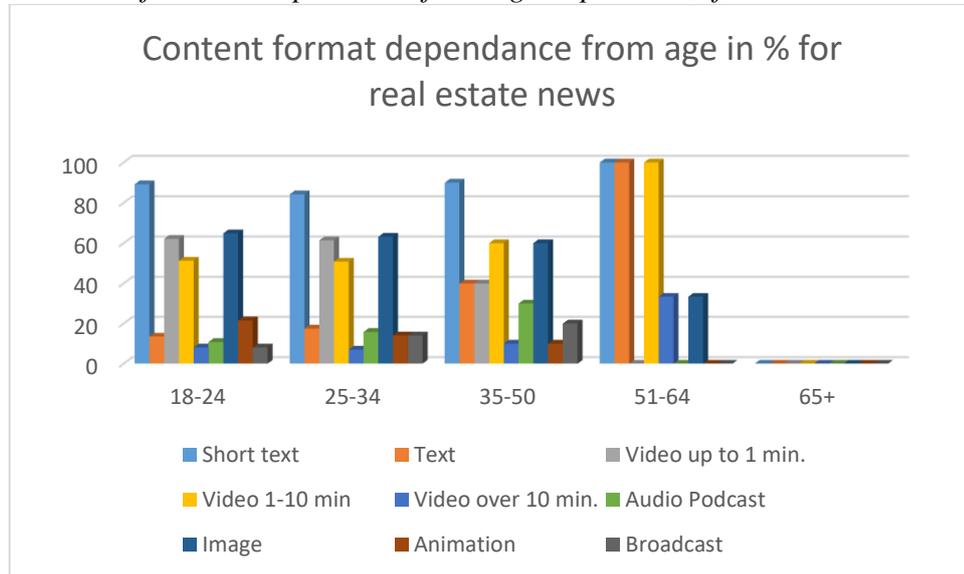
Content format dependance from age in % for real estate news

Figure 20. *Survey question statistics №6*

Is it important for you to be able to interact with the content, e.g. rate, discuss ?
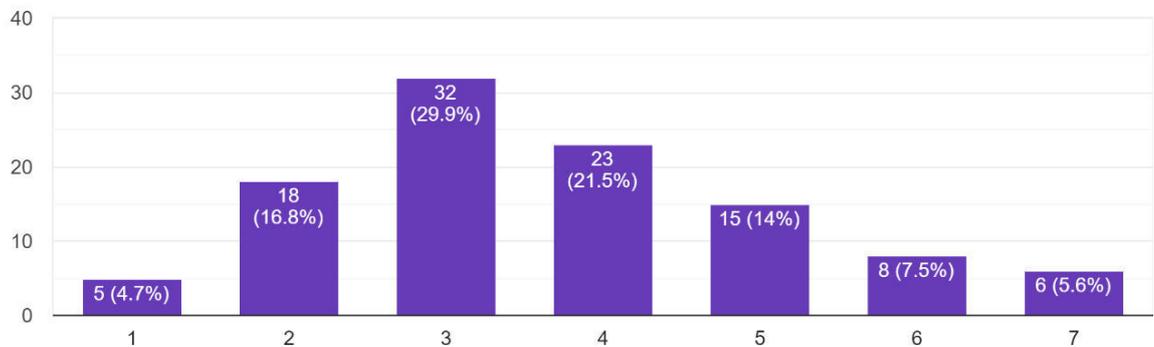
107 responses

Data from figure 20 makes it clear that there is a need to be able to interact with the content. According to the data obtained, the presence or absence of the ability to interact is not critical for the majority of respondents. Most likely in presence of such possibility more interested content creators, as it gives an opportunity to receive feedback and on its basis to make necessary corrections for the purpose of content improvement.

Figure 21. *Survey question statistics №7*

If Content is information that is entertaining to you. Which content formats are you more interested in?

107 responses
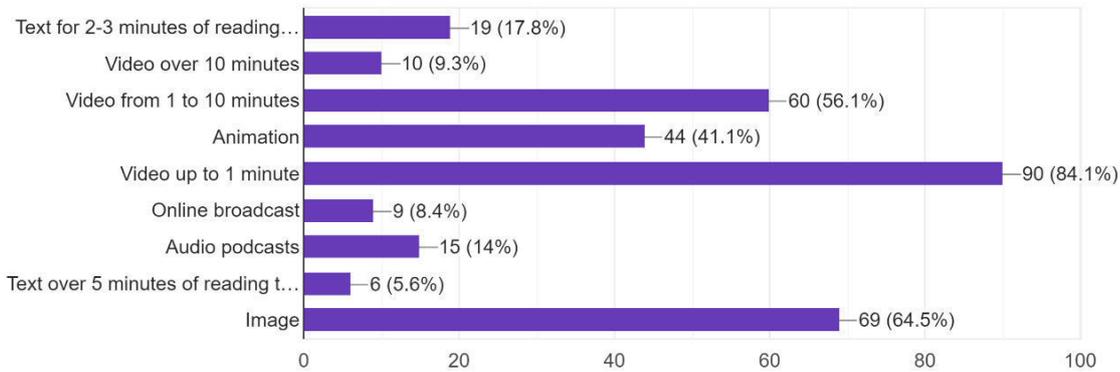
Source: Google Forms

Figure 21 shows the preferred format data for entertainment content. According to the content type data, people are least interested in entertainment content from real estate, but people don't always know what they want. According to respondents' responses, the most preferred format for entertainment content is:

- Videos, up to 1 minute in length;
- Image;
- Videos lasting from 1 minute to 10 minutes;
- Animation.

Figure 22. *Survey question statistics №8*

What are your current housing conditions ?

107 responses
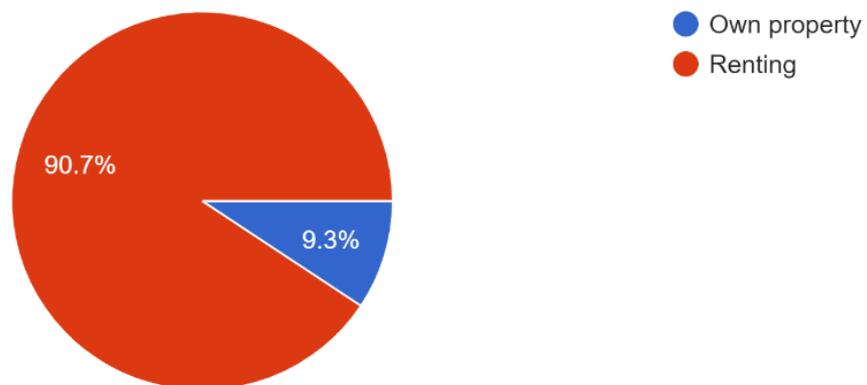
Source: Google Forms

Figure 22 shows that majority of respondents who participated in the survey do not own real estate.

1.12 Objectives of marketing communication

Since the company is new to the market, most potential customers simply do not know about its existence. It follows that the firm should focus on increasing brand awareness. Moreover, company needs to improves brand image, which is a decisive factor for property owners when choosing a real estate agency. We can only control what we can measure, so we need to choose measurable metrics that we can rely on to assess the effectiveness of marketing communication. In this case, the number of unique visitors to the website, in other words traffic, is the indicator we need.

For 4 months the company website had 160 unique visitors, if we take the arithmetic average we get 40 unique visitors per month. The task is to increase this indicator in 3 times, namely, 120 unique visitors per month.

From the data received from the company for a period of 7 months, the arithmetic average profit of the company was 58000 czk per month. The company has set a goal to increase this indicator by 15%, namely 66700 czk.

1.13 Marketing budget

Since the company was founded less than a year ago and has no experience in planning marketing campaigns and budget planning in particular, it was decided to use the available budget planning method. Marketing campaign goals were set, it is necessary to achieve them at the lowest possible cost.

The company has agreed to allocate 5000 czk to test digital promotion methods for a period from December 15, 2022 to March 20, 2023.

Based on this, we can conclude that it is necessary to choose such tools for promotion, in which it is possible adjust the costs of the campaign quickly and easily, depending on the results obtained. The company has more time resources than money, so it follows that it is worth trying to use promotional tools that require time resources, while the requirements for monetary resources are minimal.

1.14 Designing of test campaign via digital promotion tools

Since the main purpose of marketing communication is to increase brand awareness, and a measurable indicator of brand awareness was selected as the traffic of the company website, while it is necessary to achieve the goals with minimal monetary investment. Budget for test campaign was established by the company 5000 czk.

1.14.1 Choosing digital promotional tools

There are many tools for online promotion, the company considered the following options:

1) Contextual advertising in Google search engine;

Google has 93 % market share in search engine advertising (StatCounter Global Stats., 2022). Google offers the Google AdSense tool to promote websites in its search engine. This tool allows you to reach the target audience for which the search query is currently relevant. There is also the possibility of flexible budget setting, which is important for the company. Moreover, has a direct correlation with the achievement of the objective of marketing communication, namely such an indicator as traffic. This tool will be included in the test campaign as the primary one.

2) E-mailing;

Sending out promotional offers is a well-targeted communication tool. However, if there is a ready base of customers or the budget to buy the target base. The company is young and does not yet have a rich customer base, moreover, the specific of the market is such that most customers after the service received for a long time may not need it. Also, the budget of the campaign does not allow to buy the target customer base. This tool is rejected.

3) Online PR;

Placement of mentions of the company on various popular resources allows firm to quickly expand the audience, but to control the effectiveness of this tool is difficult, moreover, the fee for such mentions is significant and a young company usually cannot afford it. This tool will not be implemented in the test campaign.

4) Social networks;

Social networks are large communities and within such networks form targeted communities by subject, uniting into groups. This is a great opportunity for a company to reach a target audience and build a relationship with them. In Europe, the share of companies that use social media increased from 34% to 56% between 2015 and 2021, Moreover, in 2021, 50% of real estate companies used social media (Eurostat, 2022). Successful social media promotion requires a company to create relevant and quality content that the audience will enjoy. Moreover, with social media, a company can receive feedback that can be used to improve the business. Also, social media promotion does not require a significant financial investment from the company at the initial stage, which is ideal for a young company with a limited budget. At 2022 Facebook (78%) and Instagram (7.5%) lead in terms of user conversions to websites in Europe (Statista, 2023). This tool will be included in the test campaign.

5) SEO marketing;

Search engine ranking depends on many factors. This type of promotion requires significant financial and time investment, which is a blocking factor for young companies. At the moment, the company's Web site is a business card site with basic information about the company. The current functionality of the website is not enough for systematic SEO promotion, as well as the budget for a full site refinement. However, during the creation of the site SEO configuration was not carried out at all, search engines can not even properly categorize this website. Therefore, it is necessary to carry out a basic SEO configuration with relevant keywords. Although the impact of this action cannot be assessed, this will be an important step in beginning to work on the natural promotion of the website in search engines.

6) Web banners;

Placement of banner ads on thematic websites will reach a new target audience. Banner advertising requires a financial investment: you need to develop a banner design, pay for placement, which is a significant expense for the selected company. For example, placing an advertising banner on Expats.cz costs from 10000 czk per month (Expats.cz, 2023). Moreover, the technical capabilities of the company's website do not allow to track the effectiveness of this advertising. In the planned test campaign this tool will not be used.

It was chosen three tools of online promotion. The basic adjustment of the SEO configuration would be done. Contextual advertising in the search engine Google was chosen as the basic tool. Also, creation of business pages in the social networks Facebook and Instagram, and development of these pages.

1.14.2 Planning the campaign

Test campaign Schedule:
1) From December 1, 2022 to December 14, 2022 basic SEO optimization;
2) From the 15th of December setting up and launching contextual advertising in the Google search engine;
3) On the 1st of January creation of business pages on the social network Facebook and Instagram;
4) From January 15, 2023 to March 1, development of content strategy;
5) From March 2, 2023 implementation of the developed content strategy.
6) From the 20th of March 2023 Evaluation.

Budget was defined by the company 5000 czk:
- 3500 czk for contextual advertising in the search engine Google;
- 1000 czk basic adjustment of the SEO configuration;
- 500 czk for testing promotion in social networks.

1.15 Implementation of test campaign via digital promotion tools

1.15.1 Promotion in Google search engine

Search engines rank websites in search results based on many factors. The main factors are special meta tags that allow the search engine to understand how a website should be categorized, content relevance and behavioral metrics (e.g. how long a user spends on a website once they are on it) are also analyzed. Before launching a promotion campaign through Google AdSense, a company should carry out SEO optimization so that the search engine properly categorized the website and showed it for the relevant search queries for the company. It cost the company 1,000 czk to hire a technician. The algorithm of the work is presented below:

- Review of SEO configuration of the company's website;
- Study of best practices;
- Comparison with the SEO configuration of competitors' websites;
- Making adjustments to the SEO configuration of the company's website.

In mid-December 2022, the traffic analysis system Google Analytics was connected, as well as the contextual advertising technology Google AdSense. The company's website platform made it easy to integrate with these systems. Google AdSense allows easy management of advertising costs, and this was an important requirement of the company, as the goals must be achieved with minimal investment.

Figure 23. *Google AdSense campaign*

Budget	Status	Campaign type	Bid strategy type	Networks	Ad rotation	Campaign start date
CZK33.80/day CZK1,027.52/month	Eligible	Smart	Maximize clicks	Google search; Search partners; Display Network	Optimize: Prefer best performing ads	Dec 17, 2022

Source: Google AdSense

Figure 23 shows this campaign in the Google Adsense system. The campaign budget was limited to 33.8 czk per day, 1027.5 czk per month.

An important point when setting up a campaign in Google AdSense is the right choice of keywords. The cost of advertising depends on the choice of keywords, in some cases the cost per click differs by several times. Because the purpose of our campaign is to increase brand awareness, namely the redirection to the company website, relevant keywords with the lowest cost were chosen. Moreover, keywords were checked through the service Google Trends. Google Trends is a free service that allows to see the popularity of requests for keywords in the selected territorial region. Graph 5 shows popularity of some chosen keywords in Czech Republic. Figure 24 shows the selected keywords for the campaign Google AdSense with spendings.

Graph 5. *Keywords popularity in Google search.*
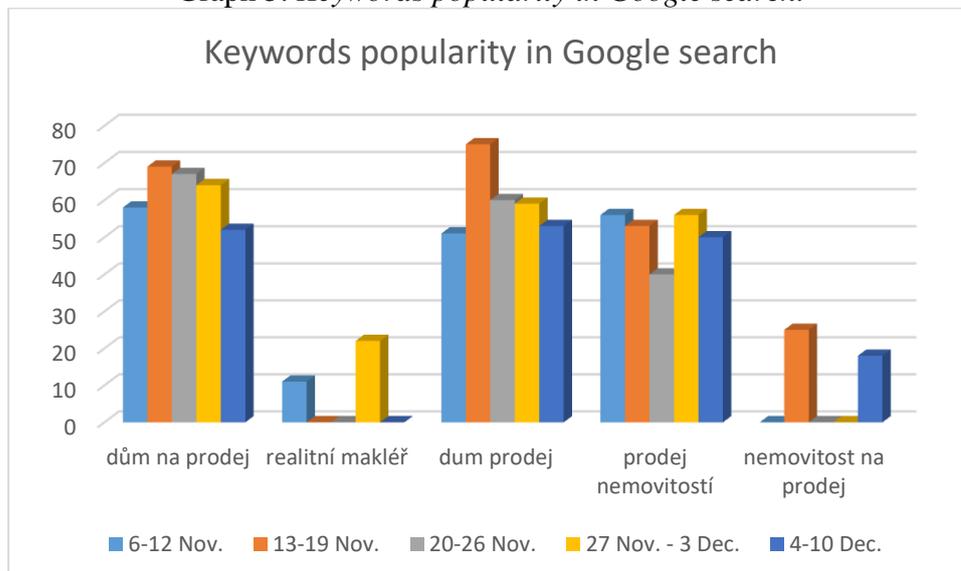
Source: Authors interpretation of data obtained from Google Trends

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Figure 24. *Google AdSense campaign keywords*

dům na prodej	348	CZK1,367.02
realitní makléř	5	CZK47.06
realitní makléř praha	2	CZK16.82
dum prodej	2	CZK12.80
prodej nemovitostí	1	CZK8.56

Source: Google AdSense platform

The final statistics of the campaign in Google AdSense is shown in Figure 25. In three months, company managed to reach 61492 impressions, 1347 clicks per ad, average price per click was 2,33 czk, total cost of the campaign was 3150 czk.

Figure 25. *Google AdSense final statistics*

Source: Google AdSense platform

The distribution of click sources is shown in Figure 26. Of Google's products, a significant number of clicks were made on the video hosting service YouTube.

Figure 26. *Google AdSense clicks distribution*
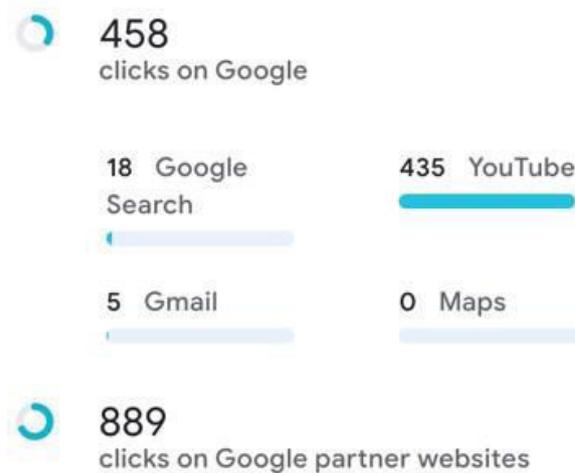
1.15.2 Facebook

The company created a business page on the social network Facebook on January 1, 2023. This platform allows to create and share content. Data collection and analysis tools are built into the platform. There is possibility to buy advertisement on Facebook to promote your content or website. The business page provided basic information about the company. The page description included a link to the company's website. On the platform user can follow to other users, some users in return follow back to your page, if they are interested in it. The initial number of followers was gained in this way, but followers gained by this method often are not relevant. The company began posting content in the form of advertisements for properties for rent or sale. Graph 6 shows the statistics for content in the form of advertisements for February 2023, statistics were collected on March 1, 2023. The total number of views was 187, reach was 139, engagement with the post was 6. Post average: viewed an average of 46.75 times, 34.75 unique users, 1.5 people engaged with the publication.

Graph 6. *Facebook posts statistics before new content strategy*
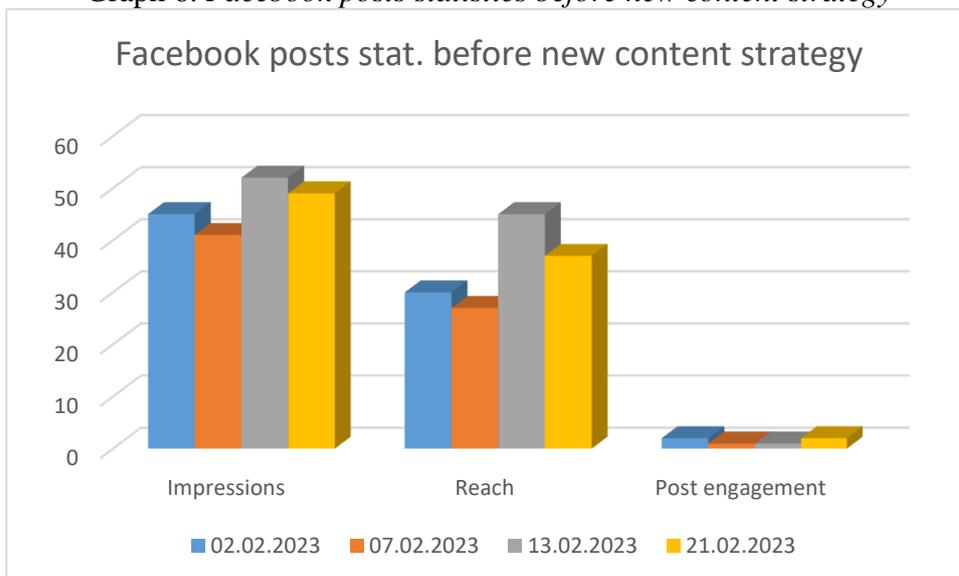
Source: Author's interpretation of data from the company Facebook page

In the theoretical part, an algorithm for creating of content strategy was given, which was used:

1) **Goal setting;**

The aim of the content is to increase brand awareness.

2) **Audience mapping;**

Clients of the firm is divided into two groups: real estate owners and people looking for real estate. Potential customers are almost all people over 18 years old, as everyone needs a home. For commercial real estate, they are proactive social actors who are engaged in business.

3) **Content ideation and planning;**

Market research carried out in the form of questionnaires, allowed to find ideas, and conduct planning. The basic theme of the content is the real estate. The content kind is the useful information and news about real estate. The format of the content - images, short text and short videos. Each week at least 1 short video as well as 1 short text accompanied by an image.

4) **Content creation;**

For creation of the chosen type and format of the content the company has all the necessary equipment. It was decided to create the content by ourselves.

5) **Content distribution;**

The content is going to be spread via business pages on Facebook and Instagram.

6) **Content amplification;**

Social networking functionality allows content consumers to engage in discussion with each other and with the company.

7) **Content-marketing evaluation;**

Social media provides data that can be used to measure the success of content. Also, content consumers have the ability to give feedback.

8) **Content-marketing improvement.**

Based on the feedback and statistics provided by the selected social media tools, changes will be made. Content marketing is a cyclical process that requires constant development and changes.

From 2 of March 2023 all of the content was created with the research conducted in the form of a questionnaire. The Facebook platform allows the consumer of content to interact with it in various ways, namely the ability to rate (like) it, the ability to comment and join discussions, the ability to share publications with other users. Facebook displays interaction statistics to the content creator, in this case the company. Based on the results of the study, it was decided to create and publish informative and news content in a short text format, supplemented by images to attract user attention. Also, creation of short videos lasting up to 1 minute with important news from the industry.

The statistics of four publications, after new content strategy was applied, is shown at Graph 7. Statistics from 03/20/2023. Post average: viewed an average of 56.5(increase approximately 21 %) times, 40.3(increase approximately 16 %) unique users, 4.75(increase approximately 317 %) people engaged with the publication. For Facebook mostly increased user engagement.

Graph 7. *Facebook posts statistics after new content strategy*
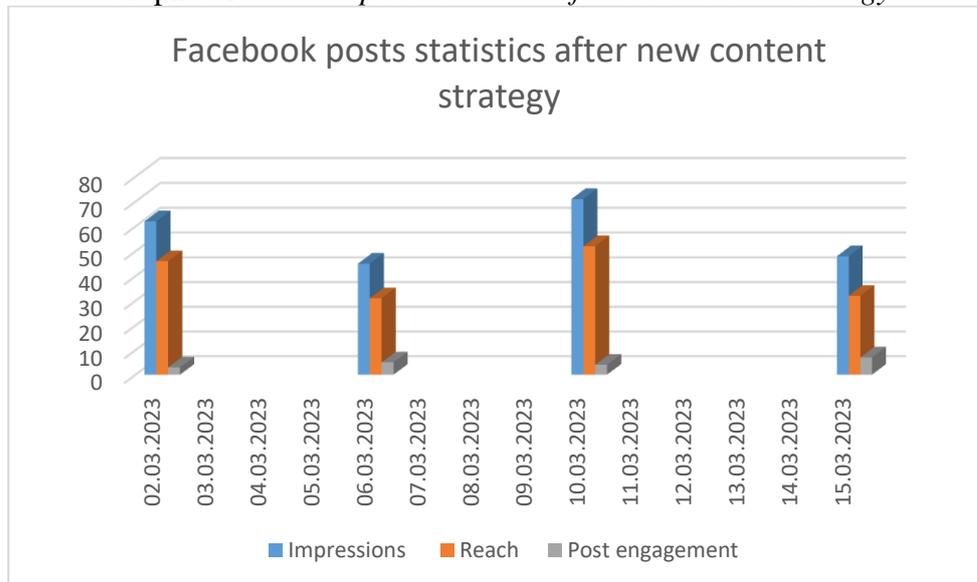
Source: Author's interpretation of data from the company Facebook page

The service for promotion advertisement with direct link to firm's website within Facebook was tested. Results are shown at Figure 27.

Figure 27. *Facebook statistics of company's website advertisement*

Source: Company Facebook page

For 250 crowns there were 47 referrals to the company website, and 1% of users who were shown the ad clicked on the ad and went to the firm's website. For Google AdSense promotion average price per click was 2,33 czk, for Facebook average price per click was 5,32 czk and it is higher for 228 percents. Facebook also provides statistics on the demographic distribution of users who were interested in the ad and clicked on the link. So, figure 28 shows us that 57% are men and 43% are women. Figure 28 also shows a graph of the distribution of users by gender and age.

Figure 28. *Facebook statistics of company's website advertisement 2*

Facebook has the Reels technology, short videos of up to 60 seconds in length that allow the creation of so-called viral content. This format of video content is very popular with users around the world, originally this format was introduced in the social network TikTok.

The statistics of four Reels is shown in Graph 8. Statistics was collected 03/20/2023. The arithmetic average of Reels was: viewed average 27250 times, 25100 unique users, 34.25 people positively evaluated the publications.

Graph 8. *Facebook Reels statistics*
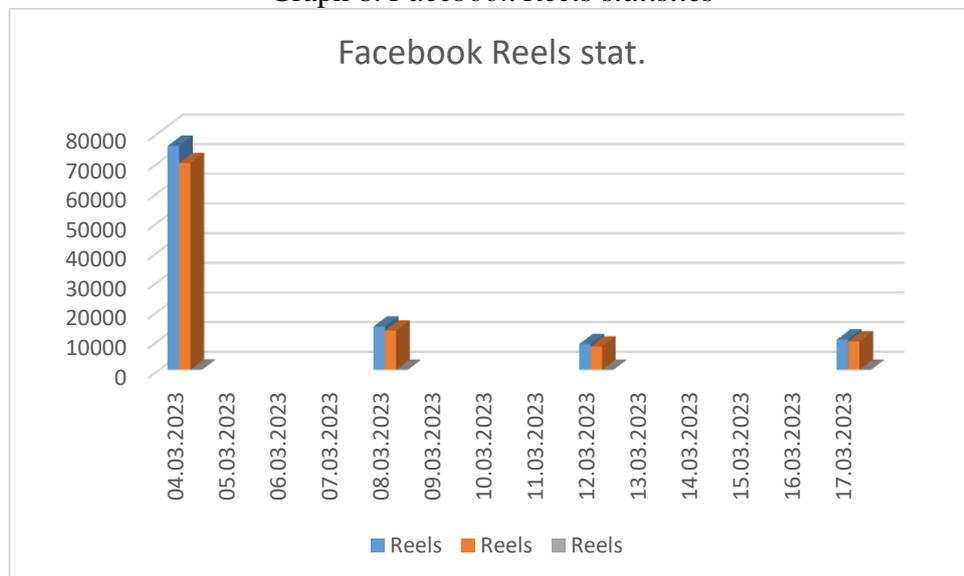
Figure 29 shows the statistics for one of the Reels' videos. The number of unique users is 69700, the number of views is 75000. The average view duration is 4 seconds, with a video duration of 23 seconds, which also tells us a high percentage of view rejection. Audience engagement statistics: 86 people rated the content positively, 11 people left comments, 1 person forwarded the video.

Figure 29. *Facebook statistics of one Reels example*

Source: Source: Company Facebook page

Graph 9 shows changes in followers number of Facebook page, before implementation of new content strategy number of followers increased 11.57 percents per 28 days, after implementation of new content strategy number of followers increased for 32.6 percents per 20 days.

Graph 9. *Facebook followers number*
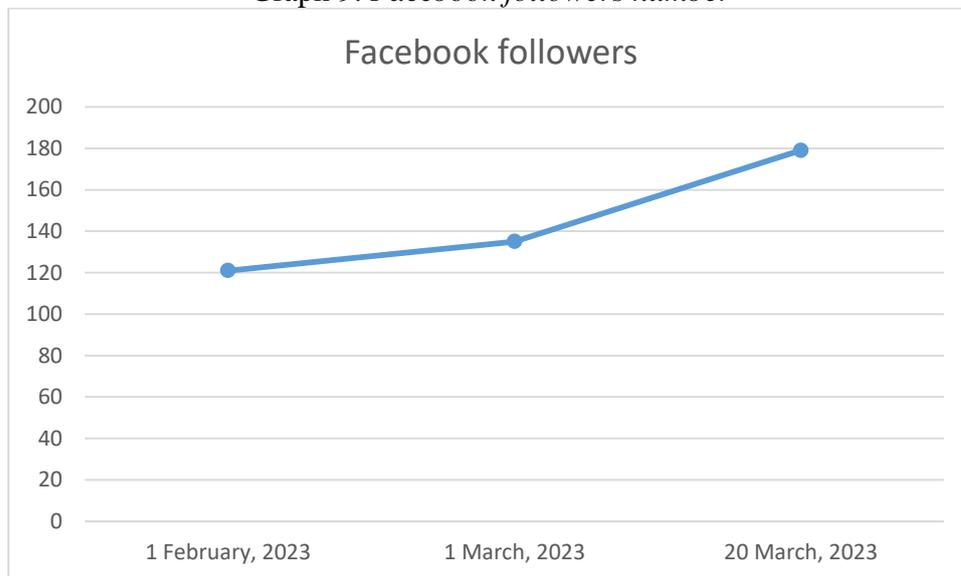
Source: Author's interpretation of data from the company Facebook page

From the statistics of the company's website, for the period before the introduction of new promotional tools, it follows that a month the company's website reached 40 unique users. Facebook allowed to reach 161 unique users with publications, and 100400 unique users with short video Reels, without any monetary investment in promotion. In average

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company published 5 advertisements of property in month at thematic websites, so in total average number of views from advertisements for target audience was 50000 per month. For Facebook allowed to reach 109226 number of views for 20 days. For a monetary free promotional tool, the coverage is significant, especially for unique users reached, which is exactly what allows firm to raise awareness of the brand with a minimum expenditure of financial resources. However, developing a content plan and creating content requires a significant investment of time.

1.15.3 Instagram

The company created a business page on the social network Instagram on January 1, 2023. This platform allows to create and share content. Data collection and analysis tools are built into the platform. The page description included a link to the company's website. There is possibility to buy promotion on Instagram to promote your content. The business page provided basic information about the company. On the platform there is a possibility to follow to other users, some users in return follow to your page if they are interested in it. The initial number of followers was gained in this way, but followers gained by this method usually are not relevant. The company began posting content in the form of advertisements for properties for rent or sale. Graph 10 shows the statistics for content in the form of advertisements for February 2023, statistics were collected on March 1, 2023. The total number of views was 261, reach was 213, engagement with the post was 11. Post average: viewed an average of 62.25 times, 53.25 unique users, 2.75 people engaged with the publication.

Graph 10. *Instagram posts statistics before new content strategy*
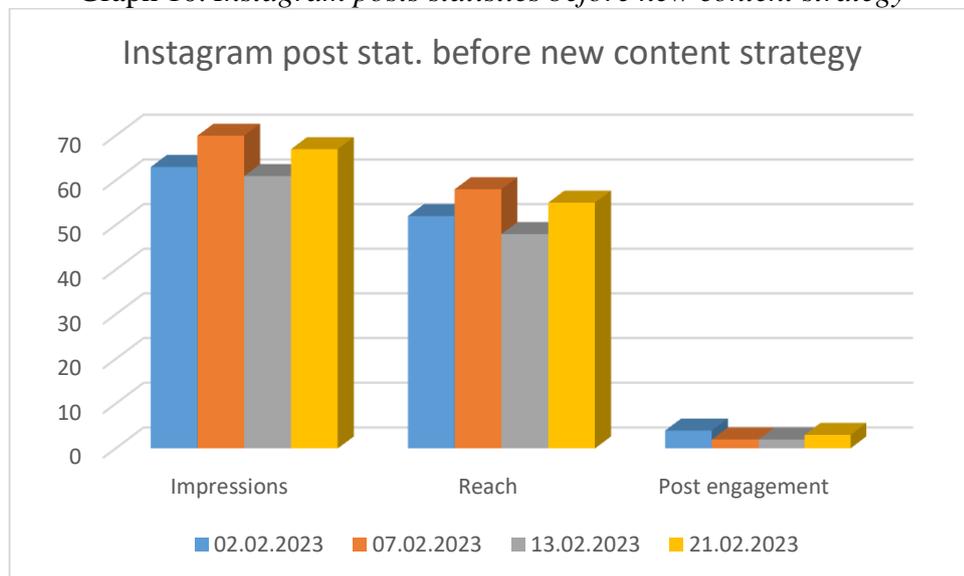
Source: Author's interpretation of data from the company Instagram page

The Instagram platform allows the consumer to interact with the content in different ways, namely by rating it (liking it), commenting, engaging in discussions, and sharing the postings with other people. Instagram displays interaction statistics to the creator of the content, in this case the company. Instagram was created as a platform for sharing photos, so the main format of content on this platform is images, with the possibility to add a short text. There is also an opportunity to publish videos. According to new content strategy and marketing research, new content was created for Facebook, and it was decided to duplicate

it in Instagram, namely informational and news content in the format of short text, supplemented with images to attract the attention of users. Also, short videos lasting up to 1 minute with important news from the industry.

Graph 11 shows Instagram posts statistics, which was collected 03/20/2023.

Graph 11. *Instagram posts statistics after new content strategy*
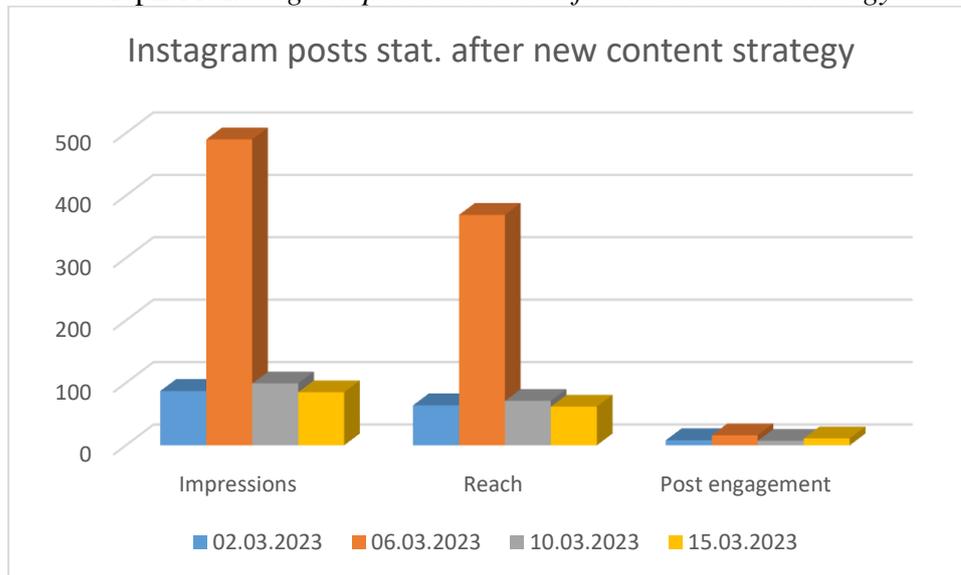
Source: Author's interpretation of data from the company Instagram page

Post average after new content strategy: viewed an average of 190.25(approximately increase 306 %) times, 141.5(approximately increase 266 %) unique users, 10.5(approximately increase 382 %) people engaged with the publication. This large increase in all indicators is justified by the fact that, a small experiment was conducted, a service was purchased to promote the publication in Instagram, the statistics of this experiment is shown in Graph 11. Publication from 06/03/2023 was promoted by internal promotion service with amount of 90 czk. There were covered 369 unique users, 82% of them thanks to the promotion service.

Instagram also has the Reels technology, short videos of up to 60 seconds in length that allow the creation of so-called viral content.

The statistics of four Reels is shown in Graph 12. Statistics was collected 03/20/2023. The arithmetic average of Reels was: viewed average 750.5 times, 617.5 unique users, 4.75 people positively evaluated the publications.

Graph 12. *Instagram Reels statistics*

Instagram Reels stat.
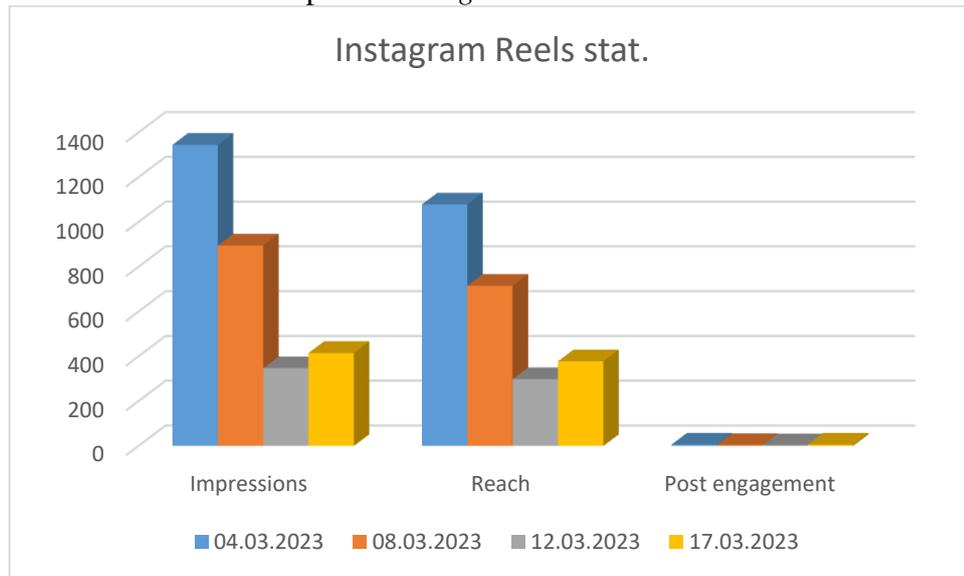
Source: Author's interpretation of data from the company Instagram page

Graph 13 shows changes in followers number of Instagram page, before implementation of new content strategy number of followers increased 8 percents per 28 days, after implementation of new content strategy number of followers increased for 12.8 percents per 20 days.

Graph 13. *Instagram followers number*
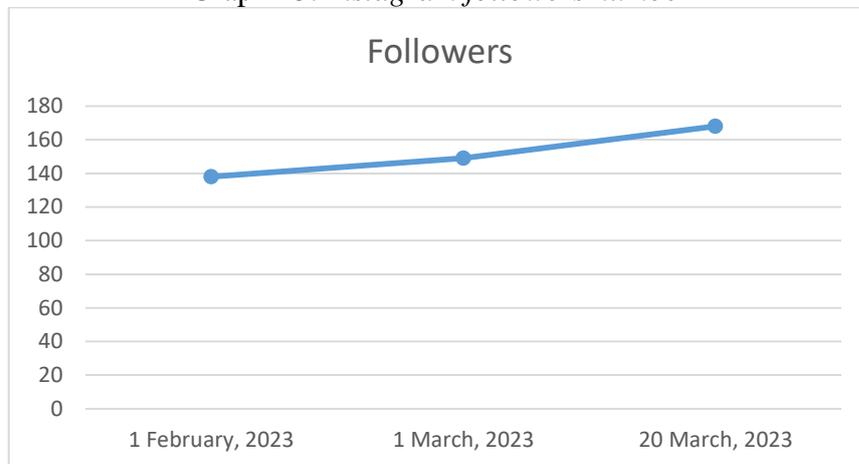
Followers

Source: Author's interpretation of data from the company Facebook page

From the statistics of the company's website, for the period before the introduction of new promotional tools, it follows that a month the company's website reached 40 unique users. Instagram allowed to reach 566 unique users with publications, and 2470 unique users with short video Reels, with 90 czk investment in promotion. In average company published 5 advertisements of property in month at thematic websites, so in total average number of views from advertisements for target audience was 50000 per month. Instagram allowed to reach 3763 number of views for 20 days.

5. Results and Discussion

1.16 Meeting the objectives of marketing communication

1.16.1 Technical indicators

For 4 months the company website had 160 unique visitors, if we take the arithmetic average, we get 40 unique visitors per month. The task is to increase this indicator in 3 times, namely, 120 unique visitors per month.

Figure 30 shows traffic to the company's website after the introduction of new promotion tools for the period from December 1 to March 20. In 3 months, the number of visits to the website was 1,062, the number of unique visitors was 937, and the average time spent on the website was 14.5 minutes. Using the method of arithmetic average number of unique visitors per month is 312, the growth of this indicator was 780%, the target growth was 300%, it follows that the objective was exceeded more than 2 times. The average time spent on the site also increased by 70%.

Figure 30. *Website traffic after new promotional tools*

Source: Company's website platform

Figure 31 shows the distribution of traffic by source. Facebook shows itself better for website clicks than Instagram.

Figure 31. *Website traffic after new promotional tools by traffic source*

Source: Company's website platform

Figure 32 shows the distribution of traffic by device type and customer return to the site. The share of visitors from a tablet has increased significantly, most likely due to the frequent insertion of Google ads through YouTube. The percentage of return remains small but compared to the previous period 3 clients returned.

Figure 32. *Website traffic after new promotional tools by device and new vs return customers*
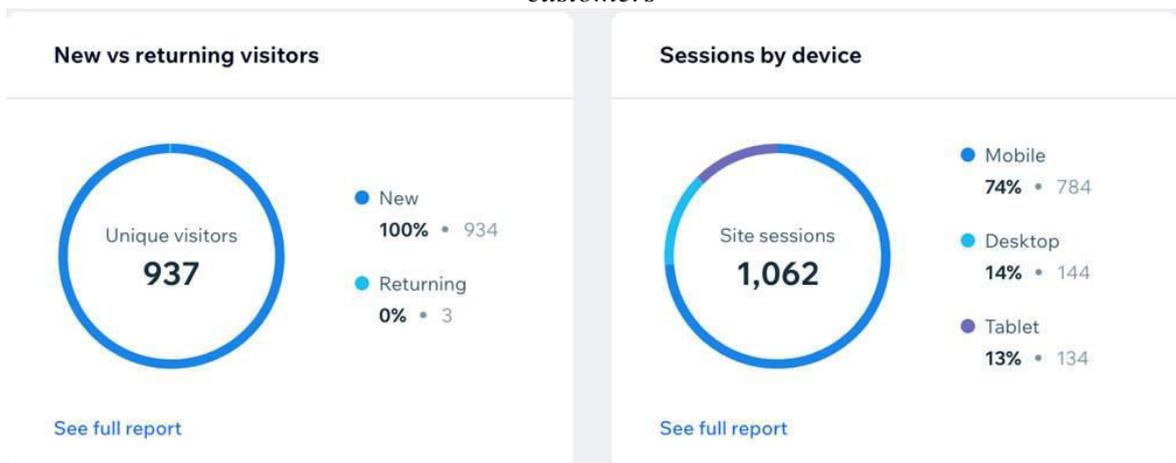
Source: Company's website platform

Figure 33 shows that the geographic distribution mostly meets the target audience.

Figure 33. *Website traffic after new promotional tools by country*

Czechia	874
United States	21
Germany	6
Sweden	4
France	3
Indonesia	3
Ireland	3

Source: Company's website platform

Figure 34 shows the distribution of visitors by city as well as by language. A large amount of traffic was generated by people who have Czech as their primary language installed on their devices. This is directly related to the choice of keywords for the marketing campaign in Google AdSense. The geographical distribution also corresponds to the settings in Google AdSense. Overall, the targeting in the ad was set up correctly.

Figure 34. *Website traffic after new promotional tools by city and language*
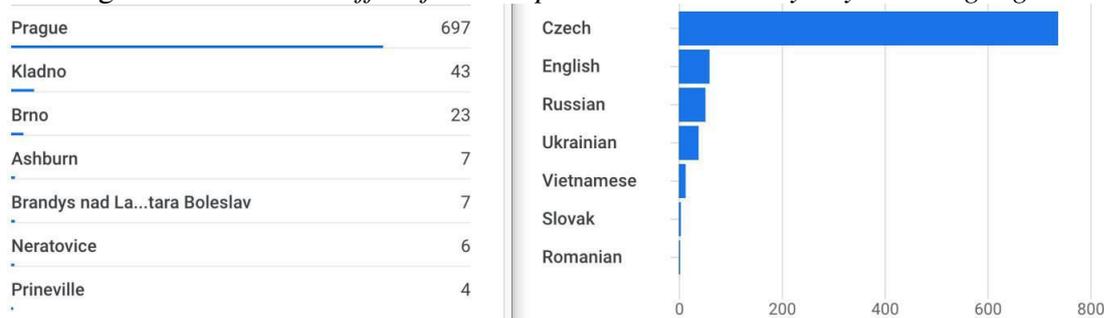
Source: Company's website platform

1.16.2 Economic indicators

From the data received from the company for a period of 7 months, the arithmetic average profit of the company was 58000 czk per month. The company has set a goal to increase this indicator by 15%, namely 66700 czk.

Table No. 5 – Monthly revenue before and after new marketing promotions methods

Month	Rent commission Revenue	Sell commission Revenue	Total Revenue
June	0 czk	0 czk	0 czk
July	57000 czk	0 czk	57000 czk
August	85000 czk	0 czk	85000 czk
September	49000 czk	0 czk	49000 czk
October	23000 czk	0 czk	23000 czk
November	31000 czk	126000 czk	157000 czk
December	35000 czk	0 czk	35000 czk
January	25000 czk	98700 czk	123700 czk
February	43000 czk	0 czk	43000 czk
March	27500 czk	0 czk	27500 czk

Source: Author's interpretation of data from the company

Graph 14. *Monthly revenue of company*
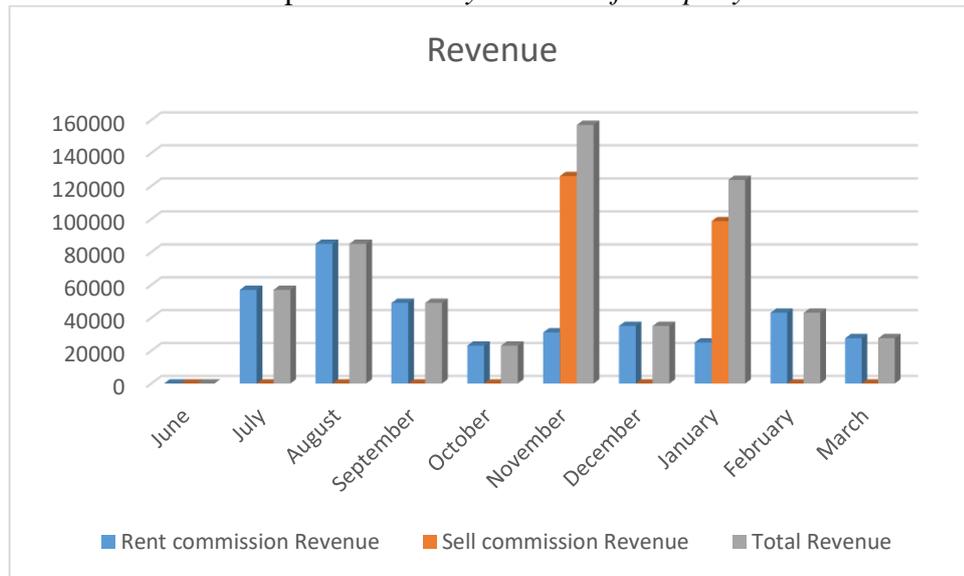
Source: Author's interpretation of data from the company

The arithmetic average profit of the company is 60020 czk, increasing at 3.5%. We didn't achieve objective. In general, the rate of profitability in a young real estate agency often depends on luck due to the small number of transactions. In one month, luck is on the side of the firm and succeeds in selling an object, and in others only to rent a couple of apartments, and in general it is difficult to assess a direct correlation with the number of increases in awareness of the company and its income when the company exists for the first year. Moreover, increase in mortgage rates, from 2.31% at Q3 2021 to 5.71% at Q3 2022 (Statista, 2023) and high inflation rate 14.8% in 2022 (Eurostat, 2023) directly leading to decrease in activity at real estate market.

1.17 Recommendations

Google contextual advertising is an effective tool for increasing brand awareness. A measurable indicator of awareness has become traffic, and the tool does an excellent job of attracting traffic. With a modest monetary investment, traffic increased by nearly 780%. Google also allows the flexibility to adjust the budget depending on goals and opportunities. A company should continue to use this tool.

Social media has proven to be a handy tool for interacting and building relationships with potential/existing customers. In order to develop a content strategy and optimize the use of content marketing for the company, a marketing study in the form of a questionnaire was conducted. This marketing research allowed the firm to understand that the most appropriate types of content for the company are informational and news content, and the most appropriate formats are short text, image, and short video. Before the introduction of new tools promotion company was engaged in placing ads with real estate on the thematic sites and thematic groups of social networks, the total number of impressions is about 50,000 per month, promotion on Facebook and Instagram has allowed to get additional 109226 impressions per month. Also, content optimization should be done constantly because social networks allow to get feedback from users in the form of various metrics of interaction with the content. The company should continue to use social networks for

promotion, relying on the developed content strategy, in the long term it will give significant results.

In order to promote the company more successfully, it is necessary to increase the marketing budget. Most companies at the stage of their creation have very limited resources and therefore require investment for their further growth and development. The promotional methods chosen and implemented allow flexible regulation of financial investments in advertising campaigns, which is a necessity for young firms with small budgets and a lack of experience in previous campaigns, which can be taken into account when planning the next campaigns.

Currently, there is no need to create a unified system for evaluating a company's marketing communications due to a lack of data and resources. The internal tools of the platforms on which promotion is carried out are sufficient for a competent setup.

6. Conclusion

The main objective of the thesis was to develop proposals for improving the marketing communication of a young real estate agency. The goal was achieved, moreover, the design, implementation, and evaluation of a new advertising campaign through digital promotion tools were carried out.

The work identified the most common channels of marketing communication with the target audience, namely thematic websites, and thematic groups in social networks.

During the design of the new marketing campaign, the most suitable digital promotional tools for the company were selected, considering the strictly limited budget. Among the selected tools were social networks in which the company began to engage in content marketing. To develop content strategy and optimize the use of content marketing for the company, marketing research in the form of a questionnaire was conducted. This marketing research has allowed to understand that for the company the most suitable kinds of content are informative and news, and the most suitable formats are short text, image and short video. After analyzing the results of the research, a new content strategy was developed and implemented, also the effectiveness of the new content strategy was evaluated.

In evaluating the new marketing communication, two goals for the new marketing communication were identified. The goal of economic performance was not achieved, average monthly revenue must be increased at 15%, but it increased only at 3.5%. The goal of technical performance was. Arithmetic average number of unique visitors per month showed the growth 780%, the target growth was 300%, it follows that objective was exceeded more than 2 times.

The results of the study can be useful for young companies existing in an environment of limited resources. And also, for brands that are promoted by content creation method. The selected company is interested in further work with the author of the research for further development.

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8. List of pictures, tables, graphs and abbreviations

1.18 List of figures

1.19 List of tables

1.20 List of graphs

1.21 List of abbreviations

AIDA – Attention, Interest, Desire, Action.
USP – Unique selling proposition.
SEO – Search Engine Optimisation.
PR – Public Relations.

Appendix

Supplement No 1 – Marketing research Questionnaire in English

1)What is your gender ?
Male; Female

2)What is your age ?
18-24; 25-34; 35-50; 51-64; 65+

3) If the content theme is real estate, what kind of content would you prefer ?
Entertainment; Informative; News; User; Interactive

Multiple choice of answers

4) If Content is useful information for you. Which content formats are you more interested in ?
Audio podcasts; Video up to 1 minute; Text for 2-3 minutes of reading time; Video from 1 to 10 minutes; Text over 5 minutes of reading time; Image; Animation; Online broadcast; Video over 10 minutes;

Multiple choice of answers

5)If the Content is real estate news. What formats of content are you more interested in ?
Audio podcasts; Video up to 1 minute; Text for 2-3 minutes of reading time; Video from 1 minute to 10; Text over 5 minutes of reading time; Image; Animation; Online broadcast; Video over 10 minutes;

Multiple choice of answers

6) Is it important for you to be able to interact with the content, e.g. rate, discuss ?
Not really – 1-2-3-4-5-6-7– Definitely

7) If Content is information that is entertaining to you. Which content formats are you more interested in ?
Audio podcasts; Video up to 1 minute; Text for 2-3 minutes of reading time; Video from 1 to 10 minutes; Text over 5 minutes of reading time; Image; Animation; Online broadcast; Video over 10 minutes;

Multiple choice of answers

8) What are your current housing conditions ?
Own property; Renting

9) Do you wish to be informed about questionnaire findings? If yes put your e-mail

Supplement No 2 – Marketing research Questionnaire in Russian

1) Каков ваш пол?
Мужской; Женский

2)Каков ваш возраст?
18-24; 25-34; 35-50; 51-64; 65+

3) Если тема контента - недвижимость, то какой тип контента Вы предпочитаете?
Развлекательный; Информационный; Новостной; Пользовательский; Интерактивный

Множественный выбор ответов

4) Если тема контента - полезная для вас информация. Какие форматы контента вас больше интересуют?
Аудио подкасты; Видео до 1 минуты; Текст на 2-3 минуты времени чтения; Видео от 1 до 10 минут; Текст более 5 минут времени чтения; Изображение; Анимация; Онлайн трансляция; Видео более 10 минут;

Множественный выбор ответов

5)Если контент - это новости недвижимости. Какие форматы контента вас больше интересуют?
Аудиоподкасты; Видео до 1 минуты; Текст на 2-3 минуты времени чтения; Видео от 1 минуты до 10; Текст более 5 минут времени чтения; Изображение; Анимация; Онлайн-трансляция; Видео более 10 минут;

Множественный выбор ответов

6) Важно ли для вас иметь возможность взаимодействовать с контентом, например, оценивать, обсуждать?
Не очень - 1-2-3-4-5-6-7- Определенно

7) Если Контент - это информация, которая вас развлекает. Какие форматы контента вас больше интересуют?
Аудиоподкасты; Видео до 1 минуты; Текст на 2-3 минуты времени чтения; Видео от 1 до 10 минут; Текст более 5 минут времени чтения; Изображение; Анимация; Онлайн-трансляция; Видео более 10 минут;

Множественный выбор ответов

8) Каковы ваши текущие жилищные условия?
Собственная недвижимость; Аренда

9) Желаете ли вы получать информацию о результатах анкетирования? Если да, то укажите свой e-mail

Supplement No 3 – Marketing research Questionnaire in Czech

1)Jaké je vaše pohlaví?
Muž; žena

2)Jaký je váš věk ?
18-24; 25-34; 35-50; 51-64; 65+

3) Pokud je tématem obsahu nemovitost, jaký druh obsahu byste preferovali ?
Zábavní; Informační; Zpravodajský; Uživatelský; Interaktivní

Výběr z více odpovědí

4) Pokud je pro vás obsah užitečnou informací. Které formáty obsahu vás více zajímají ?
Audio podcasty; Video do 1 minuty; Text na 2-3 minuty čtení; Video od 1 do 10 minut; Text nad 5 minut čtení; Obrázek; Animace; Online vysílání; Video nad 10 minut;

Výběr z více odpovědí

5) Pokud je obsahem zpravodajství z oblasti nemovitostí. O jaké formáty obsahu máte větší zájem ?
Audio podcasty; Video do 1 minuty; Text na 2-3 minuty čtení; Video od 1 minuty do 10 minut; Text nad 5 minut čtení; Obrázek; Animace; Online vysílání; Video nad 10 minut;

Výběr z více odpovědí

6) Je pro vás důležité, abyste mohli s obsahem interagovat, např. hodnotit, diskutovat ?
Ani ne - 1-2-3-4-5-6-7- Určitě

7) Pokud je Obsah informace, která je pro vás zábavná. Které formáty obsahu vás zajímají více ?
Audio podcasty; Video do 1 minuty; Text na 2-3 minuty čtení; Video od 1 do 10 minut; Text nad 5 minut čtení; Obrázek; Animace; Online vysílání; Video nad 10 minut;

Výběr z více odpovědí

8) Jaké jsou vaše současné podmínky bydlení ?
Vlastní nemovitost; Pronájem

9) Přejete si být informováni o výsledcích dotazníku? Pokud ano, uveďte svůj e-mail