Czech University of Life Sciences Prague

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Diploma Thesis

Online Marketing Strategy

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DIPLOMA THESIS ASSIGNMENT

Bc. Raksha Shrees

Systems Engineering and Informatics

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Thesis title

Online Marketing Strategy

Objectives of thesis

The diploma thesis aims to analyze relevant secondary data on Online Marketing Strategy. This analysis will be combined with original primary reconnaissance aiming to provide practical recommendation leading to improve Online Marketing Strategy of concrete company.

Methodology

"Literature Review" part will be elaborated based on relevant secondary data analysis and synthesis.

"Analysis" part will result from relevant secondary data and original primary reconnaissance combination.

Recommended structure:

1. Introduction

2. Goals and Methodology

3. Literature Review

4. Analysis

5. Results and Discussion

6. Conclusions

7. References

8. Appendices

The proposed extent of the thesis

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Keywords

marketing strategy, advertising, sales promotion, online marketing channels, online marketing tools

Recommended information sources

BRADLEY, N. *Marketing research : tools & techniques.* Oxford: Oxford University Press, 2007. ISBN 978-0-19-928196-1.

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Declaration

I declare that I have worked on my diploma thesis titled "Online Marketing Strategy" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break any copyrights.

In Prague on date of submission   _____30/03/2022_____

Raksha Shrees

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Online Marketing Strategy

Abstract

The introduction of the Internet has introduced a variety of additional dimensions to today's marketing operations. And this has led to the foundation of several online marketing strategies such as SEO, email marketing, Pay-Per-Click, Content marketing etc. These strategies have become an intermediary between companies and their customers. It is already recognized as a significant marketing communication medium that competes with established channels like television, magazines, and radio.

This diploma thesis tries to understand the perception towards these various online marketing strategies thereby providing a practical recommendation to improve the existing online marketing strategies of a concrete company. The study analyses how effective the current level of practised online marketing strategies are and what improvements could be provided for further improvements. A literature review was conducted based on the relevant secondary data on online marketing strategies to provide better insight of how each online marketing strategies works and what could be done to make it more effective. A survey research method through online was used to collect data. The finding shows that customers are likely to spend most time online on more than one channel. And it is found that most preferred and effective online marketing strategy is social medial platforms followed by website and blogs with recommendation to keep web content up to date and implementing Google ads as new marketing strategy to earn potential customers.

Keywords: marketing strategy, online marketing tools, online marketing channels

Strategie online marketingu

Abstrakt

Zavedení internetu přineslo do dnešních marketingových operací řadu dalších dimenzí. A to vedlo k založení několika marketingových strategií, jako je SEO, e-mailový marketing, Pay-Per-Click, Content marketing atd. Tyto strategie se staly prostředníkem mezi společnostmi a jejich zákazníky. Je již uznáván jako významné médium marketingové komunikace, které konkuruje zavedeným kanálům, jako je televize, časopisy a rádio.

Tato diplomová práce se snaží porozumět vnímání těchto různých online marketingových strategií a poskytuje tak praktické doporučení pro zlepšení online marketingových strategií konkrétní společnosti. Studie analyzuje, jak efektivní je současná úroveň praktikovaných online marketingových strategií a jaká zlepšení by bylo možné poskytnout pro další zlepšení. Na základě relevantních sekundárních údajů o online marketingových strategiích byl proveden přehled literatury, aby bylo možné lépe porozumět tomu, jak jednotlivé online marketingové strategie fungují a co lze udělat, aby byly efektivnější. Ke sběru dat byla použita metoda průzkumu online. Zjištění ukazuje, že zákazníci pravděpodobně tráví většinu času online na více než jednom kanálu. A bylo zjištěno, že nejpreferovanější a nejúčinnější online marketingovou strategií jsou platformy sociálních médií následované webovými stránkami a blogy s doporučením udržovat webový obsah aktuální a implementovat reklamy Google jako novou marketingovou strategii k získávání potenciálních zákazníků.

Klíčová slova: marketingová strategie, online marketingové nástroje, online marketingové kanály

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List of Abbreviations

SMS: Short Message Service

MMS: Multimedia Messaging Service

SEO: Search Engine Optimisation

HTML: Hyper Text Mark-up Language

ESP: Email Service Provider

ISP: Internet Service Provider

MSN: Microsoft Network

SERP: Search Engine Result Pages

SMEs: Small and Medium Sized Enterprises

URL: Uniform Resource Locator

PNG: Portable Graphics Format

CSS: Cascading Style Sheets

CTR: Click Through Rate

AMP: Accelerated Mobile Pages

PPC: Pay Per Click

CPA: Cost Per Action

PPA: Pay Per Action

PPE: Pay Per Exposure

PPI: Pay Per Impression

ROI: Return On Investment

CTA: Call To Action

UGC: User Generated Content

1. Introduction

People usually mix up marketing with its sub functions, known as advertising and selling. However, marketing is much more than just advertising and selling. The American Marketing Association defines marketing as "an organisational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organisation and its stakeholders". It is the art of identifying and understanding customer needs and creating solutions that deliver satisfaction to the customers, profit to the producers, and benefits for the stakeholders.

Marketing contributes a significant role in any company's success. It is responsible for product recognition, brand reputation, and developing trust among target customers, as well as creating value to the customers in the form of information, entertainment, and motivation, which leads to sales. This must also attract new customers by assuring better value and keep existing customers by providing satisfaction.

Commonly, there are two approaches to marketing- traditional marketing and online marketing. Traditional marketing has traditionally included mediums such as print, billboard, television, and radio advertisements. Online marketing on the other hand is the practice of advertising and marketing a company's products or services via the Internet. For example; websites, blogs, email, social media, forums, and mobile Apps.

To run a successful business or for successful marketing it is required for any company to engage with prospects and consumers in the most effective way possible, resulting in a positive output on investment. Today, with an increasing number of Internet users it is no wonder that the Internet has become a premium source for promoting the business among the customers because one of the key benefits of using online marketing is the ability to reach out the targeted audience in a cost effective and measurable way on a global scale.

Also, it is not just about selecting the right market and providing a high-quality product when it comes to successful marketing. Successful marketing requires the right use of marketing strategy to connect with the target audience and turn them into customers because customers are the most important part of any business. Marketing strategy is used to inform customers about the company's products or brands, characteristics and benefits. The main goal of marketing strategy is to persuade the target audience to purchase certain particular goods and

services. The marketing strategies may be completely new or may have been tried and tested in the past.

Among the several types of marketing strategies available, online marketing is a commonly used strategy for promoting sales and the brand identity of a company. In this kind of strategy, all the marketing items are shared on the internet and promoted on various platforms via multiple approaches. Effective marketing strategies help to get ahead in the competition, therefore, the wise use of online marketing strategies can drive a company to new heights of success.

However, online marketing is a broad term and consists of many strategies and there may be differences in each strategy, with some being more helpful in certain situations than others. Some of the popular online marketing strategies in today's market are search engine optimization (SEO), Pay-Per-Click (PPC) advertising, content marketing, social Media, web design and email marketing.

2. Objectives and Methodology

2.1 Objectives

The diploma thesis aims to provide practical recommendations leading to improve online marketing strategy of a concrete company. In order to fulfil the given aim, the relevant secondary data on online marketing strategy is studied and combined with the original primary data to analyse and conclude with the recommendation to improve the current level of online marketing strategy practised by the given company and suggestion of new strategy as an enhancement to the marketing approach.

The research revolves around the use of the Internet as a channel by companies or businesses for marketing and communication among customers. Therefore, the current level of online marketing strategies practiced by the given company is analysed in the practical part along with the strategies discussed on the literature review to understand the customer's view towards these strategies. As a conclusion, the most effective and preferred strategy is recommended with suggestions for improvement.

To achieve the given aim, the following research questions are conducted:
- What kind of online marketing strategies a chosen company is adopting?
- How effective the current online marketing strategies practised by the company are and what should be improved?
- Where do customers spend time most online?
- Which online marketing strategies do customers prefer the most?
- Which online marketing strategies do customers think the most effective?
- What new online marketing strategies can be recommended to the company?

2.2 Methodology

The thesis is sustained into two parts: theoretical part and practical part.

The theoretical part is based on the study of secondary data on relevant tools, channels and strategies used in online marketing. Specifically, it focuses on the literature review of the

particular subjects that has already been carried out or existed over the past few years. This aims to give the reader a better understanding of existing literature.

The subsequent study of secondary data is followed by the practical part. This begins with an introduction to the company for which the research is carried out. Each online marketing strategies practiced by the given company is studied to find out their current level of marketing in an online medium. Then, primary data is collected from the audiences to provide a wider view on their perception on the discussed level of strategies. This gives general idea on customer preferences of online marketing strategy and suggestions for improvement to the company according to their responses to the survey questionnaires.

The targeted audiences are the considered as the main respondents who fill up the survey questionnaires. The targeted audiences are classified on demographic factors such as gender, age and occupation. The survey questionnaires are structured according to 5Ws and H (who, what, when, where, why and how) to assist in information gathering and providing clarity to whatever the questions is trying to discover.

Through the understanding of secondary data which discusses on several tips, tools and techniques on improving the effectiveness of strategies and from analysis part, the practical recommendation is given to the company which contributes towards the fulfilment of the objective of diploma thesis.

3. Literature Review

Review of literature is an attempt made to go through the available research papers to understand how different researchers have explored concepts, theories, and different aspects of online marketing.

3.1 Online Marketing- Scope and Terminology

Over the years, the Internet has become an essential part of our lives. It is becoming increasingly important for businesses of all types. Not long ago, marketing was mostly a human-initiated activity that took place in person or through other means such as hoarding, open-door advertising, print media, electronic media, and so on. However, this tendency is shifting with the emergence of the concept of globalisation, as well as the advancement of

computer-based technologies and the Internet top of them calls for a new marketing approach, known as Internet marketing (Yazdanifard et al., 2012). Internet marketing is now one of the most rapidly evolving, expanding, and energising disciplines of marketing. It is also referred to as online marketing, E-marketing or web marketing. As the name implies it is the process of marketing goods and services on the Internet (S and RUNGTA, 2016). Research scholars define Internet marketing as the act of establishing and maintaining customer relationships online in order to facilitate the interchange of ideas, products, and services that meet the needs of both buyers and sellers (Sharma and Sharma, 2016). While the apparent goal of Internet marketing is to sell products and services or to advertise on the internet, companies use this kind of marketing also to communicate messages about themselves (or building their brand) and to conduct research. The forms of internet marketing that a company might use are determined by its business model, services, target customers, budget, and other factors (Ward, 2021).

The most common difference is made between Digital marketing and Internet marketing. Digital marketing refers to marketing or promotion of products, services or brands using digital media, or electronic media through various channels both online and offline. For example, search engine optimization, social media marketing, email marketing, content marketing, pay per click, print ads, television marketing, phone marketing, radio marketing etc. and there are some channels which require or use only the Internet as a platform which are termed as Internet marketing. This includes search engine optimization, email marketing, social media, pay per click etc. Other channels which do not use the internet as a platform or are conducted entirely offline are termed as offline digital marketing channels (S and RUNGTA, 2016). SMS/MMS marketing, gaming advertising, radio and television advertisements, are some examples of these channels. Digital marketing is a broader term which comprises both online and offline digital technologies as well as multiple channels under it. While Internet marketing focuses solely on the Internet, this is not the case with Digital marketing as it doesn't necessarily require Internet connection (Grubor and Jakša, 2018). It is necessary to know the difference between them and keep in mind that Internet marketing is only a subset of digital marketing; they're not similar. Knowing the difference can help to choose the best marketing tool or method for marketing initiatives, as well as in the development of an entire marketing strategy.

3.3 Online Marketing Strategies

Online marketing is a broad term and consists of many strategies such as Email marketing, pay per click, SEO, content marketing, social media marketing. And there may be differences in each strategy, with some being more helpful in certain situations than others. And, in this research, online marketing strategies are limited to Email marketing, pay per click, SEO, content marketing and, social media marketing.

3.3.1 Email Marketing

When it comes to email marketing definitions, there are a variety of ways to define it. In particular, email marketing is the process of promoting products or services while building relationships with potential consumers or clients through email (Ward, 2022). However, the term is usually used to refer to:

1) Sending E-mail communications to build client loyalty and repeat business through increasing a merchant's relationship with current or prior consumers.

2) Sending E-mail messages with the goal of gaining new consumers or persuading current customers to make an immediate purchase.

3) Including advertising in e-mail communications sent to clients by other companies.

The advantages of email marketing have been recognized by a number of authors. (Jackson and DeCormier, 1999) recognised that email provided marketers with communication and permitted relationship building and real-time interaction with customers. (Peppers and Rodgers, 2000), claim that ' high response rates and low costs are rapidly turning email marketing into an invaluable tool'. One of the major benefits of email marketing is that we may personalize messages for various customers and offer relevant content and deals based on their profile. As a result, we can keep sending more relevant e-mails and customers get what they desire (Jenkins, 2009). Another advantage is measurability. We can quickly identify the number of E-mails sent, the number of E-mails that have been opened and who has opened them, the number of people who have not registered, and the click rate by using E-mail marketing (which includes the link been effective and who clicked on it) (Email Brain, 2006). Also, it's simple. It's almost as simple as sending an email to send a marketing message. It is pre-programmed. An "auto responder" is a tool used in email marketing. For instance, if we want to send a campaign message to the recipients on a specific date, we can simply generate the messages and schedule them. It is quick and effective. Because timing is essential, this is a

quick and efficient method. Promotions sent via email with a clear call to action can have a huge influence on revenue. Other channels cannot supply with any opportunity to gain a consumer directly in a short period of time. (Jenkins, 2009).

To get started with email marketing it is advised to businesses to use email service providers (ESP). It is a special kind of software used to send email campaigns and manage email subscribers. It can also be regarded as an email marketing tool or email marketing platform. However, the question may arise why not send email marketing with a regular inbox provider and why pay for additional email service? Technically it is possible to do so but there may be several problems that may arise such as limited bandwidth, design and most importantly, email deliverability. That is why Internet Service Providers (ISPs) such as Gmail, Yahoo, and Outlook are designed for personal-use. As a result, when an ISP sends a mass email, spam filters easily detect it, and the account might be suspended for suspicious conduct. In contrast, ESP has the ability to land bulk of emails in the inbox of email subscribers, specifically for marketing purposes. Some of the recommended email service providers are GetResponse, sendinblue, mailchimp etc. (Fanning, 2022).

To make email marketing more effective, the following techniques can be opted:

- ➤ Use double opt-in: Opt-in refers to the signup process that means those who have opted-in to receive email communication. Single opt-in is when a subscriber fills out the signup form and they are automatically added to the email list whereas double opt-in is when an email confirmation is sent with a link to a new subscriber and he/she clicks on that link to complete the subscription process. Although, double-opt in adds extra steps between possible subscriber and mailing list, this is required to eliminate any misspelt email address and proof of subscriber consent. Overall, this is necessary for email deliverability which is the ability to deliver email to the inbox of a subscriber. For successful email marketing, double opt-in is a must (Fanning, 2022).

- ➤ Segment the mail list: List segmentation is the practice of breaking down subscriber lists into smaller sub-lists based on shared characteristics. The goal of this strategy is to increase subscriber engagement by sending them more relevant, personalized emails. Contact lists are typically segmented based on demographic data. Demographic data

(e.g., age, gender, etc.) and customer status are examples of this type of data. (Bronto, 2005).

➢ Personalization: Email personalization is necessary to build trusted relationships with customers and prospects. People enjoy it when brands pay attention to minor details and add personal touches. Some of the simple ideas for email personalization are:

● Use the subscribers' given names in the subject line and body of the email.

● Contacts should be segmented so that communication and marketing is personalized and relevant.

● Use behaviour patterns emails to communicate with customers based on their interactions with products or services (Fanning, 2022).

➢ Optimize for mobile: On mobile devices, 61.9 percent of all emails are opened and read. Therefore, it is necessary to make sure that emails look well on all devices to achieve the greatest results (Fanning, 2022).

➢ Optimize email deliverability: Email deliverability is an ability to deliver an email to the inbox of a subscriber. Some easy deliverability best practices are:

● It should be made sure that the email subject line is not spammed or excessively promotional.

● Eliminate inactive addresses and unengaged contacts from subscriber databases to keep it updated.

● Send emails to only opt-in subscribers. Sending emails to someone who has never heard of you will almost always result in a spam report. This can harm email deliverability in the future.

● Always include a link to unsubscribe. An individual has the right to control how their data is used under the GDPR (Europe's data protection regulation). Unsubscribing is completely within those rights, hence this option must always be provided (Fanning, 2022).

➢ Select a visually appealing email newsletter design: Design is equally as important as content when it comes to email marketing so that it looks appealing enough to capture the attention of customers and communicate messages about the company's value. If it

is required to include images in the content of email, it is advisable to follow the following practices:

● Don't fill up the email with unnecessary (too many) images.

● Avoid using photos that are too big or too small.

● Add ALT text to each image to make it accessible to people and use screen readers if it doesn't show up.

● Use only high-resolution images that have a purpose. Avoid using generic stock images that don't offer any value (Fanning, 2022).

➢ Clean email list time and often: Send a reactivation campaign or even a second opt-in if someone hasn't opened emails in the last six months. If there is still no interaction remove the subscribers from the list. This is necessary to maintain an up-to-date database for better email deliverability and proper engagement (Fanning, 2022).

➢ A/B test email subject line and content: A/B testing is the process of sending two separate versions of email to two different sample groups of email. The email with the most opens and clicks is delivered to all of the subscribers. The only method to statistically verify which email campaign is the most successful is to use A/B split testing. It's also the quickest approach to figure out what does target market enjoys and optimize email marketing strategy accordingly (Kakovkina, 2021).

➢ Using auto responders and email automation: Auto responders is the most basic kind of email automation. The most popular auto responder is the welcome email. This type of email series is really effective for lead nurturing and lead scoring (Fanning, 2022).

➢ Tracking results of competition: At this point a success criterion is required that constitutes success for each sort of publication. Sharing these indicators (such as the amount of people who click) allows everyone concerned to see how important E-mail may be to a company. The delivery rate, open rate, and clickthrough rate are the most essential metrics. (Bronto, 2005).

3.3.2 SEO (Search Engine Optmization)

SEO has been defined in different ways by authors to capture the dynamic nature of this concept. For example, (Cheffey, 2006) defined SEO as a structured approach used to increase the position of a company or its products in search engine natural or organic results listings for selected keywords or phrases. Here, organic search or natural search refers to unpaid search results whereas paid search results means pay per click advertising which are done by auction system. Search engine optimization (SEO) is a set of techniques aimed at improving the ranking of a website in search engine listings, thereby making it more likely that the end user will choose to visit the site (Vryniotis, 2021). SEO gathers the techniques leading to a better indexing of one's site by one or several targeted search engines (Gandour and Regolini, 2011). It is also defined as the process of identifying factors in a webpage which would impact search engine accessibility to it and fine-tuning the many elements of a website so it can achieve the highest possible visibility when a search engine responds to a relevant query (Zgang and Dimitroff, 2005). Its role is to achieve the highest position or ranking on search engines, such as Google, Yahoo! and MSN Search and so on, after a specific combination of keywords or key phrase that is typed in. The final goal is for the site to be better ranked by one or several targeted search engines and therefore appearing higher in their results lists for specific requests (Gandour and Regolini 2011).

Search engines play an important role in Internet search as more than half of all web visitors come from a search engine (Lucas D. Introna, Helen Nissenbaum, 2000). According to a recent survey, many users assume that companies whose websites appear at the top of search engine results pages (SERP) are the best in their sector (iProspect, 2006). This type of ranking schema was also confirmed in a study that looked at how car purchasers viewed the greatest fuel efficient automobile on a SERP. For instance, users judged the test automobile, Honda, to be more fuel efficient when it was listed first in the SERP; however, when Honda was not listed first, users did not consider it to be relevant. According to the research, users do not go past the first two or three pages of the result set (Roussinov and Chen, 2001).

As Internet technologies have changed the way business is done, many small and medium sized enterprises (SMEs) are also investing in e-commerce to reach global markets and compete with huge corporations in their respective fields. The easy step for SMEs is to create a website that enables online transactions. In the digital age, SMEs who do not strategically market their

businesses risk being left behind in the international market. As a result, optimizing a company's website to boost its search engine result page (SERP) ranking is critical for today's business, especially SMEs that can't afford to invest in other marketing channels to increase their visibility.

Search engines rely on algorithms to identify web pages and determine which pages to rank for a given keyword. However, with over 200 ranking factors used by Google in their algorithm, there are a lot of things to consider and activities that can be made to try to optimize a website. Basically, SEO is categorized into two groups: On-page SEO and Off-page SEO. These are the ranking factors that determine how well the site is optimized and how well it ranks (WebFX, 2022). On-page SEO includes all the elements which are in the direct control of the publisher. These elements are: contents, title, URL structures, meta tags, headings, domain name, internal links, structured data, site map and page speed whereas Off-page SEO includes such elements which are not in the control of the publisher, however, it influences the search rankings and boost traffic to a website. These elements are: social networks, link building, forums and discussion boards, blogs, trustworthiness, audio-visual media sharing and personal settings (Zilincan, 2015). On-page and off-page SEO work together to improve search engine rankings in complementary fashion.

There are three steps involved in how SEO works which are crawling, indexing and ranking.

Step 1. Crawling

Search Engines use web crawlers which are automated softwares that crawls/fetches pages from the web and indexes them. Basically, their function is to identify new pages and store information about them. These web crawlers are also termed as "spiders" or "robots". In addition to discovering new web pages, these crawlers check on the content of pages if they have been updated or altered which they have previously visited (Digital Marketing Institute, 2019)

Step 2. Indexing

Indexing is done when the search engines determine whether or not to use the content that crawler has fetched. A search engine will add a crawling web page to its index if it is worthy. This index is utilized in the final stage of ranking. If a piece of content or a web page is indexed, it is filed and saved in a database from which it can be retrieved at a later time (Digital Marketing Institute, 2019). The index contains the majority of web pages that have unique and valuable material. If a web page do not meet the following criteria, it may not be included in the index:

i. Its content is regarded as redundant/duplicate.

ii. Its content is regarded as low-quality.

iii. It was impossible to crawl.

iv. Inbound links were missing from the page or domain.

Step 3: Ranking

The final step ranking is the most important step which is only possible after the completion of previous steps: crawling and indexing. Search engines utilize over 200 ranking signals to sort and rank content, all of which fall under the three pillars of SEO: technical optimization, on-page optimization, and off-page optimization (Digital Marketing Institute, 2019). The following are some examples of signals used by search engines to rank web pages:

i. Keywords in the title tag: Whether the keyword was mentioned on the pages or within the title tag.

ii. Loading speed of web pages: Whether the time taken by web pages to load was quick or not and mobile-friendly.

iii. Reputation of the website: Whether or not the web page and website are considered reliable for the topic being looked up.

To make SEO more effective, the following techniques can be opted:

➢ Optimizing Page Load Speed: There's a correlation between page loading speed and SEO. The time taken by a page to load influences how well a website ranks in search engines. Visitors are more likely to stay on a page if it loads quickly. Even if the delay is only one second, page views can drop by 11% and conversion rate could drop by 7%. However, before optimizing a website it should be known what lowers the speed of a page. It might be perhaps a page host or a site that doesn't work well on certain browsers. Also, too many photos, external embedded media, too many advertisements, and double-barrelled code could be all possible issues. It is advisable to work with a good host, use PNG images whenever possible, host videos on their own servers, and keep HTML/CSS simple (Barker, 2021).

➢ Linking other websites with relevant contents: Link building is an important aspect of any successful search engine optimization strategy. It is about positioning content and receiving many people to link back to it. To put it another way, a single post can be used to generate a large number of high-quality connections to the website (Patel,

2022). Linking out provides track-able traffic and increases the value and scalability of the site. Also, the contents need to be new, trustworthy and of quality. One could notify an influencer that they have linked them and in return if the content is valuable these influencers can link back, share the post or email their large subscription list (Fishkin, Enge, Spencer and Stricchiola, n.d.).

➢ Unique and relevant meta description: The meta description is about a 155-character snippet – an HTML tag – that explains the content of a page. Search engines display it in search results when the searchable word appears within the description. So, it is necessary to optimize for on-page SEO.

Figure 1: An example of meta description as seen in the search results

yoast.com › SEO blog › Content SEO ▾

Blogging: The ultimate guide • Yoast

Jan 22, 2020 - This **ultimate guide** covers all the important aspects of blogging. Find out how to set up a successful blog or how to make yours even better!
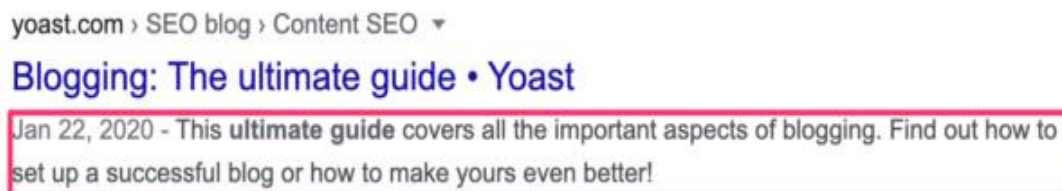
Source: (Yoast, 2021)

Google uses CTR (The click-through-rate) metric to determine if it is a good result. If more users visit on that result, Google considers it is a good result and will boost up the results based on that position. This is why improving meta description is necessary (Hallebeek, 2021).

➢ Simple and readable URL structures: URL structures need to be easy to read and understand for both users and search engines so that they know what the page is all about. There is a link between having a keyword in URL and a high search engine ranking. In fact, keywords appear in the domain URLs of 63% of top-ranking sites across industries. Using words and punctuation instead of codes makes the URL considerably more useful. Crawlers find it difficult to process information from a complex URL with multiple parameters (Barker, 2021)

➢ Use correct keywords for images: When images are used on web pages, it needs to be made sure that these images are of high quality. Also, giving the correct file name is

necessary for image SEO because search engines need to know what the image is about based on how it is named or keyword used. Also, caption for image SEO matters because some people do not read the whole article but read the caption of images. Additional information about the images on a web page is provided to the search engine using Google Image Sitemaps. All that is required is to add all of the image details to the sitemap, which will help Google find you (Barker, 2021).

➢ Using AMP (Accelerated Mobile Pages): The results of mobile-optimized sites are favoured above the desktop version of the site. As a result, one of the top priorities should be improving and optimizing the site's mobile experience. This is due to a shift in global user behaviour, with an increasing number of individuals accessing the internet via mobile devices. Businesses must take a mobile first method to web design, user experience, and conversion optimization in order to guarantee top ranking results. Google has introduced an AMP feature which allows websites to load quickly on mobiles. This Google feature has been proven to work, with 80 percent of publishers reporting higher view ability rates after implementing it (Nada, 2021).

➢ Use Web Analytics: Once the goals of search engine optimization have been clearly defined, it is required to have tools to keep track of what's effective and what isn't. Some of the tools that are used to gain more understanding of website traffic and to analyze data are: Google Analytics, Spring Metrics, Woopra, Mint, Crazy Egg etc.

In the long term, SEO is a wise investment. An effective search engine marketing plan can result in consistent website traffic, a high return on investment, and increased brand and vendor awareness (Shih, Chen and Chen, 2012). When compared to traditional marketing, Search Engine Advertising SEA, and pay-per-click advertising PPC, SEO is more cost-effective if the site is correctly built and optimized. SEO saves a lot of time and money, and it can last much longer than other solutions. SEO improves a site's brand visibility; the more times a company's website appears in search results, the higher the company's online visibility (Tomasi and Li, 2015). Also, higher sales of products and services result from increased accessibility (Moreno and Martinez, 2013). The search engine is also becoming a more important link between companies that utilize the Internet to build their brand and find their target clients (Shih, Chen and Chen, 2012). However, it is not enough to employ SEO to attain outstanding results. To genuinely reach the customer, the organization requires a good website with a good design.

The website's material must be "useful, usable, desirable, accessible, reputable, and valuable," according to the guidelines (Rangaswamy, Giles and Seres, 2009). In general, if the company achieves the aforementioned goals, it will improve its image as well as increase sales, market share, credibility, and referral business on the internet.

3.3.3 PPC (Pay-Per-Click) Advertising

PPC is a search engine advertising model in which advertisers pay their host only when an Internet user clicks on their ad. Such advertisements are referred to as sponsored links that show alongside or above organic results in search engine results pages (Kritzinger and Weideman, 2009). Usually, on search engine result page (SERP) users can see two types of results; natural (organic) results or paid results. Natural results are those that are produced as a result of SEO and paid results are the result of the PPC scheme (Weideman, 2017).

Most search engines offer PPC services in order to generate revenue. Google manages Google AdWords, Yahoo! has Yahoo! Search Marketing, while Bing runs Microsoft AdCentre. Companies can place bids for search terms at their preferred PPC search engine. When a user enters this search term, the search engine will display the companies' website links in a given order that equals their rank for that specific term. The ranking sequence is determined by the customer bid price times the (Google) quality score for that page. The bid represents the amount of money the company is prepared to pay the search engine every time a user clicks on the link to its website on the SERP (Neethling, 2008).

The PPC advertising approach is based on competitive bidding among commercial advertisers (Nunan and Knox, 2011). (CPC) Cost-per-click advertising is another name for this type of digital marketing technique. The owner of a webpage, also known as the web publisher, allows businesses to advertise products/services on the owner's page; each time a visitor on the publisher's webpage clicks on that advertisement, the business pays the publisher a certain amount, hence the name pay-per-click/cost per-click advertising (Farris, Bendle, Pfeifer and Reibstein, 2016).

Figure 2: Organic and paid results in the search engine (Google)
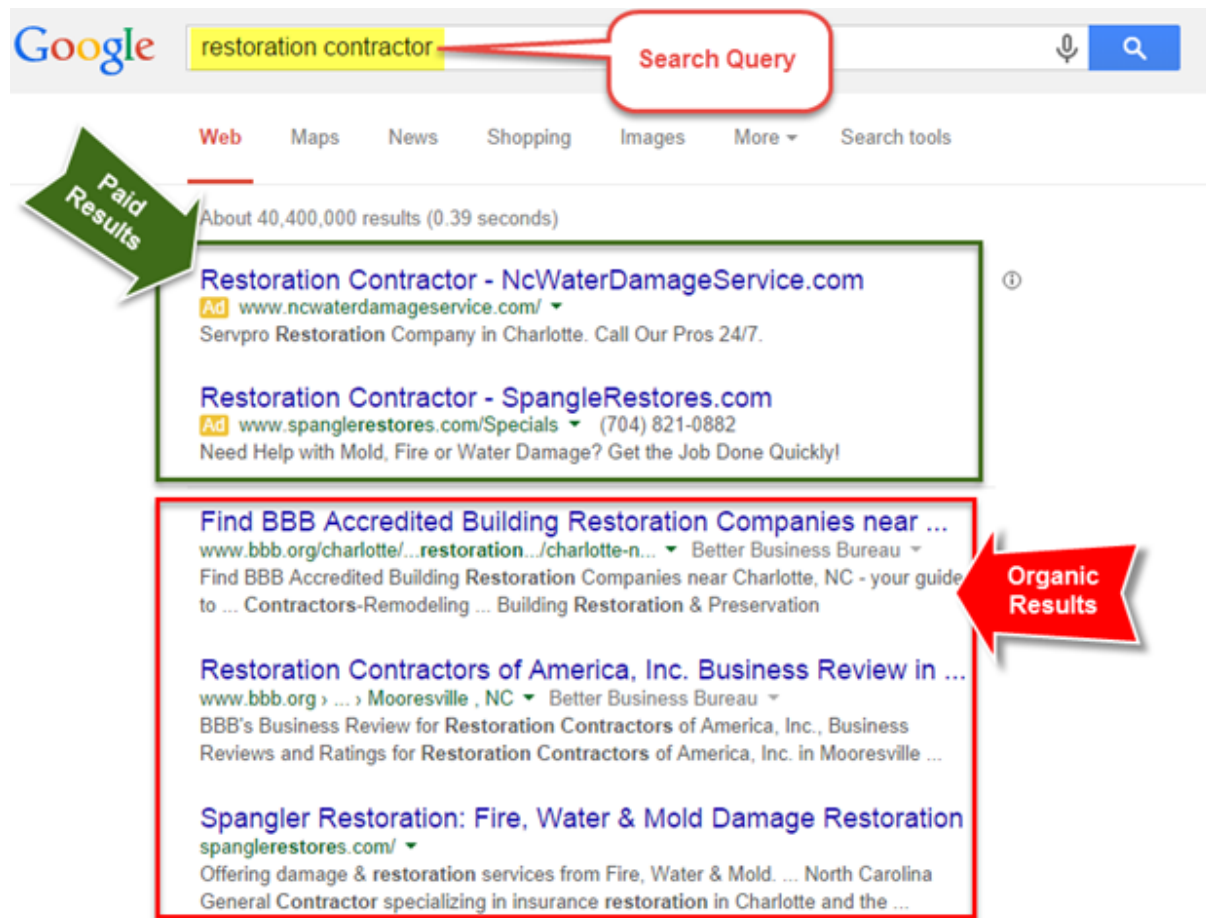
Source: (Yoast, 2014)

PPC is synonymous with search engine marketing which defines it as the successful use of search engines for promoting products and services by showing them on pages resulting from keyword searches. PPC is frequently referred to as "keyword advertising" and is the most widely used advertising tool in the sponsored search industry (Jansen and Schuster, 2011). Retailers are now providing products and services online in addition to in their physical stores. While they have their own customized websites to sell these products, they also choose to advertise on third-party websites such as social networking sites (e.g. Facebook), search engine pages (e.g. Google), price match/comparison websites (e.g. Shopping.com), online retailer sites (e.g. Amazon.com), news websites (e.g. CNBC), internet-based email services (e.g. Gmail and Yahoo!), and any other web publisher's page (blogs).

According to (Jerath, Ma, Park and Srinivasan, 2011), sponsored search advertising is predicted to grow at a compound annual growth rate of 12 percent. Every featured ad includes a hyperlink/sponsored link that, when clicked, directs the visitor to the advertiser's website. This form of advertising works on an auction based payment system like PPC/CPC. The retailer who advertises on a third-party site pays the owner of the third-party site a predetermined amount determined through a competitive bidding process (Chen, Chen and Xiao, 2007). The number of clicks on an advertisement on a third-party website sends shoppers to a retailer's exclusive website to complete their purchase. Advertisers make bids for the amount they are prepared to pay for each click their advertisement receives during PPC auctions; this implies that every keyword is auctioned, and the bidding amount determines which adverts get a space on a publisher's website, and in what order they will appear. The costs of auctions are believed to fluctuate frequently, and the entire procedure can become costly, burdening a company with a restricted advertising budget. Depending on the search engine, the manner in which these auctions are conducted differs (Kapoor, Dwivedi and Piercy, 2016). Google and Yahoo!, according to Fain and Pedersen (2006), constantly operate auctions in which an advertiser can bid higher at any time to replace a competitor's ad. According to Chen, Chen and Xiao (2007), just a small percentage of these clicks result in sales. Conversion is the act or stage at which a visitor to an advertiser's website makes an actual purchase (Jansen and Schuster, 2011).

The pay per impression (PPI) concept, sometimes known as pay per exposure (PPE), is a basic version of PPC. With PPI, the advertiser pays the web publisher to even be on their page/website (be displayed/featured). The PPC model has evolved into a modern day cost per action (CPA) or price per action (PPA) model. This competing CPA model, according to Kapoor, Dwivedi and Piercy (2016), operates on the basis of any action initiated by the visitor; rather than paying for a click on the advertisement, the advertiser only pays if the visitor takes some valid action, such as purchasing a product/service or signing up for updates, and so on. Another option is the pay-per-call (PPC) model, in which the advertiser only pays if they receive a call from a customer who has completed an online form (Dellarocas, 2012).

PPC advertising benefits three parties: the web publisher or search engine that displays advertisements (Google), the advertiser who is successful in attracting consumer attention, and the consumers who find what they are looking for on the internet, along with the website and price at which that product or service can be purchased online.

To make PPC campaign more effective, the following techniques can be opted:

➢ Define goal: The first thing to optimize a PPC campaign is to create a goal. The goal needs to be specific, measurable, achievable, realistic and time bound (Thakur, 2017)

➢ Focusing on high performing keywords: The second step is to check the performance of keywords as these are the foundations of PPC campaigns and is necessary to check on them. Keyword's performance report can help to understand which keywords are actually performing well and are paying back. However, it is necessary to introduce changes in the bidding strategy of these high performing keywords in order to trace out the optimal bid for these keywords (Thakur, 2017).

➢ Filtering out low performing keywords: When the analyzation of keyword performance is done, filter out those keywords which are not generating enough impression, clicks or conversions because these can be just a waste of advertising spend (Thakur, 2017).

➢ Optimize keyword bids: Bid optimization is necessary for the overall performance of PPC campaigns. One of the best options for bid optimization is manual bidding where bidding adjustment is done manually and these adjustments give maximum control where swift changes are possible when required (Thakur 2017).

➢ Generate compelling PPC ads: Ads should be specific and relevant which should involve attention grabbing headlines that convince the users to click the link and complete the desired course of action (Thakur, 2017).

➢ Put in ad extension: Ad Extensions are ad formats that display additional product information. When additional information on the products are provided, it helps customers in getting a better understanding of the products and the service provider. Ad Extensions increase visibility, click through rate (CTR) and improve the overall ROI (Thakur, 2017).

➢ Create ad-specific landing pages: Ad copy will perform at its best only if it is aligned with the appropriate landing pages. As a result, it's critical to write the advertising while keeping in mind what landing page's offer (Thakur, 2017).

➤ Conduct A/B testing of PPC elements: To test PPC ads, it should be determined what elements of ad to test such as headline, description, link, keyword, ad extension. In contrast, for the landing pages elements such as design, headline, images, benefits and features, CTA should be considered (Thakur, 2017).

Because the PPC is constantly changing and evolving, A/B testing on bids, keywords, and ad groups should be done on a frequent basis to determine which keywords are performing well and which ad text is driving conversions.

3.3.4 Content Marketing

Content marketing has become the gold standard in the industry. It was discovered that it is more effective than traditional marketing. Content marketing moves away from persuasion-based advertising and sales tactics and instead focuses on providing information that adds value to the consumer. This information may be intriguing, helpful, educational, problem-solving, or simply entertaining, but it must provide some advantage to the user. Market segmentation is critical in Content Marketing since each piece of content must be targeted to the specific target market that the company is attempting to attract. Content marketers who are successful generate rewards for themselves in the form of more revenue, lower costs, and more loyal customers. As traditional marketing becomes less effective, the effectiveness of content marketing is increasing (Forrest, 2019). It has evolved from a strategy for gaining a competitive advantage over the competitors to a need. Companies who do not use content marketing fall behind their competitors.

Although digital marketing is not its only purpose, the introduction of Social Media was undoubtedly a driving element in its rising popularity (i-Scoop, 2021). Consumers played a significant role as well. Every day, a growing number of customers begin to use social media.

Because it is a new phrase, there is no consensus on a single definition of Content Marketing, and there are a plethora of variations (i-SCOOP, 2021) However, the only variation is in the terminology, and they both agree on the meaning of the concept. Instead of attempting to sell a product, content marketing provides consumers with information that is fascinating, informative, problem-solving, entertaining, or in some other manner beneficial to the consumer (Content Marketing Institute, 2017; i-SCOOP, 2021; Ruffolo, 2017). Its most commonly

utilized to engage with current target markets through content, but it can also help inbound marketers connect with prospects (LeadG2, 2021).

Customer value is created through content marketing (i-SCOOP, 2021; Ruffolo, 2017) and information is shared (Ruffolo, 2017). The cornerstone of any marketing plan should be useful content (Content Marketing Institute, 2017). Providing useful material to the target market is what Content Marketing entails. This necessitates a thorough understanding of target market and their preferences. The ability to effectively identify and comprehend target markets is critical in Content Marketing. Then, either on the company's Social Media, blog, or website, or on groups that already exist on Social Media or other digital venues, material about a specific interest or that addresses a specific problem, etc. can be generated and posted. When joining an established Social Media group, it is critical to become a participant rather than a firm attempting to establish itself as a leader (Forrest, 2019). It is critical to establish credibility and trust with the target market, which occurs when customers believe the marketer's contributions are genuine and reliable (i-Scoop 2021, Ruffolo, 2017).

When it comes to leveraging Content Marketing to create customer value, relevance to the consumer is crucial. Customer value can be created by sharing information, which could be about the firm or its products, but is not always the case. Despite the fact that content should be broadly related to your product, business, or industry (Forrest, 2019), information about the firm or its products should only be used when it is relevant to the consumer. The purpose is to engage the consumer, whereas selling efforts do not engage. Companies utilize a variety of ways to supply consumers with relevant and interesting content, including providing relevant information, guidance, humor, problem solutions, films, and narrative (Content Marketing Institute, 2017; Ruffolo, 2017).

As Social Media and new technology have arisen, traditional marketing has become less and less successful. Content marketing is becoming increasingly popular among businesses for a variety of reasons, including increased income, lower costs, and more loyal customers (Content Marketing Institute, 2017). The return on investment from content marketing is enormous (Ruffolo, 2017). Content marketing is proving to be more effective than traditional marketing due to its added consumer value approach (Content Marketing Institute, 2016; Patel, 2016). There are no marketing goals that content marketing can't assist you achieve (i-SCOOP, 2021).

While Content Marketing is all about offering benefits to customers, it also has real and intangible rewards for businesses that use it. Improved brand exposure, increased respect and regard in the business, obtaining new clients because they like content and decide to test the brand, and better team coordination are some of the intangible benefits (Pulizzi, 2016). Increased site traffic, improved Search Engine Optimization (SEO), and direct client conversion are just a few of the practical benefits (MOZ, 2021).

Content Marketing has a significant impact on SEO (Search Engine Optimization) (Content Marketing Institute, 2017). SEO needs content, which is given by Content Marketing (Patel, 2016). Google regularly looks for high-quality material that contains the most relevant information for its consumers' search queries (Ruffolo, 2017.) In general, search engines reward individuals who consistently publish high-quality content (Content Marketing Institute, 2017).

High-quality, relevant content that includes the keywords that are targeting is the foundation of effective SEO (Patel, 2016). The usage of keywords on a regular basis (Content Marketing Institute, 2017) and the purposeful use of key phrases are two aspects of SEO (Patel, 2016). Poor-quality content laced with keywords, on the other hand, would not function (Patel, 2016). In 2010, Google recognized that the quality of its search results was deteriorating, and that a lot of businesses were essentially "content farms." Google Panda is an algorithm that pulls out low-quality, shallow content while rewarding the use of original, captivating information (Goodwin, 2021). Quality triumphs over quantity, and it is content that assists individuals in finding a business (MOZ, 2021).

Content marketing, according to modern, forward-thinking marketers, is a better approach to promote (Content Marketing Institute, 2017). One of the most valuable resources a company may have is a social media website. Content marketing has evolved from a strategy for propelling a company forward to one that merely maintains parity. A company that does not use content marketing will fall behind. Content marketing has become the norm in the industry (Ruffolo, 2017).

Content marketing isn't always a success. Exceptional talent and expertise are required to get excellent results (Ruffolo, 2017). The goal is to draw in and keep target markets (Content Marketing Institute, 2017; Ruffolo, 2017). This is accomplished by giving prospects and

consumers with truly relevant and valuable material (knowledge) to assist them in solving problems, etc. (Content Marketing Institute, 2017) while demonstrating what firm does better than the competition (Forrest,2019). Information is at the heart of content marketing. It is the marketing of a company or brand by offering instructive, amusing, or informative material with customers to help them enrich their lives. This could take the form of a personality shift or, hopefully, a purchasing choice. It's not about hammering customers with sales pitches; it's about guiding them to the best option for them (which may or may not be buying the marketer's brand) (Ruffolo, 2017).

Customer value can be developed in a variety of ways. Content is shared in a variety of ways by businesses. It can also be a contribution to a topic that the target market is interested in (Ruffolo, 2017). It might be a round of questions and answers. Appropriate and relevant humor for your target marketing might be incredibly powerful (Ruffolo, 2017). One of the most effective ways to convey knowledge is through storytelling. Telling a tale that highlights personal struggles produces a memorable experience for customers (i-SCOOP, 2021) Consumers always appreciate information that provides solutions to their concerns (i-SCOOP, 2021; Ruffolo, 2017).

Content Marketing necessitates the development of trust (Pavlika, 2018). It develops trust when a marketer freely shares content in an open and honest manner (Ruffolo, 2017). One purpose of content marketing is to engage customers in a trustworthy and valuable manner (Patel, 2016). Customers should have faith in the company's brand as a source of authority (Ruffolo, 2017). Trust is more important than ever before in terms of sales, earnings, turnover, and as a source of competitive advantage (Ebersole, 2018).

Content Marketing can be posted on a company's own website, blog, or social media page, or it can be integrated into an existing site. Different target markets can get the same message, but in a different format and location (i-SCOOP, 2021) Topics that are timely and popular are already being discussed. Sharing material on these issues helps brands stay current and develop a reputation as the go-to source for knowledge (Ruffolo, 2017).

A Content Marketing Strategy is one of the most important aspects of a successful Content Marketing campaign. To make a Content Marketing strategy succeed, it is required to understand the company's objectives first (Content Marketing Institute 2017, Linn 2015).

Another important aspect of successful Content Marketing is measurement, which is made feasible by the plan. All content marketing should be measured to evaluate if it achieves its stated goals (i-SCOOP, 2021). Measurement is a priority for top content marketers (Pulizzi, 2016).

Evergreen content is something else that effective marketers include in their content marketing. Content that is evergreen has value both now and in the future. It's any content that gives a fundamental overview of a subject or knowledge that will still be relevant in 10 years (Ruffolo, 2017). Evergreen material requires less work and maintenance, and it can serve as a valuable industry resource (MOZ, 2021). Above all, Content Marketing necessitates dedication. Top performers report being extremely or very committed in 91% of cases. You can't just "do" Content Marketing and expect to be successful (Pulizzi, 2016). To get started with Content Marketing, it requires a lot of time and effort, and it takes time to see meaningful results. It's also normal to have a period of success followed by a period of stagnation. When businesses encounter a snag, many of them abandon ship, which is a mistake. This is a regular pattern, and organizations that keep to it have a lot of success in the long run (MOZ, 2021).

3.3.5 Social Media Marketing

Communication allows for better understanding and the removal of misunderstanding. Social media acts as a platform for communicating with and engaging a wide range of customers. Companies can use this medium to spread the word about their brands. They can also promote their brands by spreading information about their area of expertise and point of specialty (Breivik and Thorbjørnsen, 2008).

Almost everyone uses social media, and businesses of all sizes have begun to utilize it to market and promote themselves, and all social media platforms are rapidly becoming the most essential and engaging platforms around the world. Companies may contact customers in a timely and direct manner with social media at a lower cost and with greater efficiency than they can with more traditional communication platforms. As a result, social media is ideal not only for huge organizations, but also for small and medium-sized businesses. (Kaplan and Haenlein, 2010). Consumers can 'friend' or 'follow' preferred companies on social media platforms like Facebook, Instagram, and Twitter, and comment or ask questions as a form of engagement. Managers may utilize social media sites to find out what people are saying about their brands and connect with customers (Reyneke, Pitt and Berthon, 2011).

According to Celene (2012), various forms or channels of social media are classified as follows:

Social Networks: e.g. Facebook, MySpace, LinkedIn, Google+

Blogs and Microblogs: e.g. WordPress Blogger, Twitter

Content Communities or Media Sharing Sites (Video/Audio/Photo/Presentations): e.g. Flickr, YouTube, Dailymotion, Vimeo, Picasa, Pinterest, Slideshare

Wikis or User Generated Content (UGC): e.g. Wikipedia, WikiTravel, World66

Social Bookmarking & News Sites: e.g. Digg, Reddit, Diigo, Delicious, Google Reader

Discussion Forums and Message Boards: e.g. Phorum, Yahoo Groups, PHPbb

Social Events: e.g. Eventful, Meetup

Through blogs, photographs, and ratings, social media marketing has really allowed businesses to take feedback, comments, and recommendations from their customers and improve their products and services in order to answer customer requirements in a more proactive manner. As a result, social media, advertising and marketing have completely transformed (Nadda, Dadwal and Firdous, 2015). And we can define social media marketing as the use of various forms of social media to advertise a company's products and services (Ahmad and Khan, 2017) and also, in the social media marketing the customer is involved in the brand's image communication and has the ability to produce and circulate advertising messages (Richter and Schafermeyer, 2011).

Social media marketing is the most cost-effective aspect of an advertising campaign. Almost all social networking platforms allow for signing up and creating a profile for free, and any paid promotions that are required to invest in are relatively inexpensive compared to other marketing methods. Being cost-effective is advantageous since it allows a higher return on investment and allocate more funds to other marketing and company needs (FERSAOUI, 2018).

According to Arca (2012) we can summarize the benefits of social media marketing as follows:

i. Companies can use social media marketing to reach out to a larger percentage of their intended audience.

ii. Create brand awareness.

iii. Helps the organization with brand management.

iv. Increase the number of visitors to the company's website.

v. Increase the number of leads (online visitors)

vi. Controlling and following the steps of competitors.

vii. Collecting fresh ideas from the online community.

viii. Enhance the company's public relations position by communicating in real time with organizations and clients.

And, according to Christoff (2021), the powerful tips to make social media marketing strategy more effective are as follows:

- Add Videos to the content strategy: Videos are more interesting to watch and understand. As a result, it will allow quickly to retain users and successfully communicate the message.
  In addition, a 1-minute video can communicate a million words in a way that a blog article cannot. Furthermore, showing a message through a video makes the brand more distinctive because users are more likely to remember it.

- Use the Art of Storytelling: A good story is something that everyone enjoys. Storytelling is an important aspect of content marketing because it helps brands connect with their customers and foster loyalty. Businesses employ improvised or true stories to convey their message to customers on a deeper level.

- Humanize brand: The majority of the time, the audience has no idea what's going on behind the camera. Showing customers around the workplace or demonstrating how products are made can assist them to better understand the brand. Also, communicating with the audience one-on-one by going live on Facebook or Instagram can help in better understanding of their expectations, and be able to provide exactly what they want, resulting in more customer satisfaction.

However, social media marketing also requires hard efforts in various areas depending upon the business sizes. First of all, businesses must dedicate people and time resources to managing their social media profiles. At the very least, an employee, and sometimes even an entire Social Media team, must be able to respond to consumer feedback and concerns on a daily basis.

Furthermore, the results of the Social Media Marketing strategy must be monitored and measured on a regular basis in order to determine what is and is not working. Specific campaigns must also be evaluated and the effects of each post must be assessed. When measuring a company's return on investment, it's critical to have precise goals and concrete benchmarks. Therefore, before measuring the results, firms must have specified clear targets and analyzed the baselines. Only then can analytics tools be employed. Google Analytics, for example, has become a great tool for measuring online traffic (Arca, 2012).

Furthermore, while social media marketing is a cost-effective solution, it is mostly dependent on the sort of social media channels used. Social Networks, Blogs and Microblogs, Social Media Sharing Sites, Wikis, Social Bookmarking Sites, Forums, and Social Events Sites are all examples of social media channels that can be valuable to organizations in different ways. Higher brand exposure and reputation management, increased targeted traffic and Search Engine Optimization, word-of-mouth and lead creation, market insights relating to target audience and competitors, public relations facilities, and recruiting are the most common benefits discovered through various social media channels (Arca, 2012).

3.4 Research Approach

3.4.1 Qualitative and Quantitative Approach

In this research, a quantitative data will be collected. Quantitative data will be collected by asking closed-ended questions. A closed-ended question has a few sets of possible answers making statistical analysis of the results simple (Informizely Blog, 2022).

3.4.2 Data Collection

Data collection is extremely important for statistical analysis. There are several methods for gathering data in research, all of which fall under two categories: - primary data and secondary data.

Secondary data is such type of data that has already been gathered by someone else and made available for use by others. It is easily accessible to a wide range of public be it researcher or any individual as most of the time this kind of data is shared publicly. This, on the other hand, means that the data are often generic and not personalised to meet the researcher's requirements, as primary data does. Furthermore, secondary data can support in the planning of following

primary research and give a baseline upon which the conclusions of the acquired primary data can be evaluated (Sajjad Kabir, 2016).

On the other hand, primary data is such type of data that has been gathered from first-hand experience. Research based solely on secondary data is least effective, accurate and is more likely to have biases whereas primary data are not manipulated or altered by humans so these data are much more validated, objective, reliable and authentic. Primary data sources are limited, and it might be difficult to get data from them at times due to population scarcity or a lack of cooperation. However, it is important to obtain information from primary sources and work with primary data in statistical surveys (Sajjad Kabir, 2016). Some sources of primary data are:

3.4.2.1 Experiment

Experiments are more suited to medicine, psychology, nutrition, and other scientific research. In experiments, the experimenter must maintain control over the impact of any uncontrollable variable on the outcome (Sajjad Kabir, 2016).

3.4.2.2 Online survey

In comparison to other mediums, online surveys are the most cost-effective and can reach the largest number of individuals. The effectiveness of these surveys is far greater than that of other data collection methods. Certain researchers prefer doing online surveys over traditional face-to-face or telephone surveys when there are multiple questions to be asked of the target group. The data is captured in real time so that researchers can analyze it and take necessary action. A survey questionnaire is an important component of a survey. In the case of open-ended questions, the responder can explain the answer in a descriptive style, or in the case of closed-ended questions, the respondent can be requested to choose a response from a pre-defined list of options (Sajjad Kabir, 2016).

3.4.2.3 Questionnaire

A questionnaire is a set of questions that can be both qualitative and quantitative in nature and is often used for research purposes. A questionnaire might be provided in the form of a survey or not, but a survey must always include a questionnaire (Sajjad Kabir, 2016).

3.4.2.4 Observations

Observation can take place with or without the observing individual being aware that he or she is being watched. Observations can be carried out in both natural and intentionally constructed environments (Sajjad Kabir, 2016).

3.4.2.5 Interview

A face-to-face interaction with the responder is referred to as an interview. When a respondent intentionally hides information during an interview, the major issue occurs; otherwise, the interview is a rich source of information. Not only can the interviewer record the statements made by the interviewee, but he can also watch the body language, expressions, and other responses to the questions. This makes it simple for the interviewer to form assumptions (Sajjad Kabir, 2016).

Here, online surveys would be a better source of primary data.

4 Practical Part

4.1 Methodology

The subsequent study of secondary data is followed by the practical part. This begins with an introduction to the company for which the research is carried out. Each online marketing strategies practiced by the given company is studied to find out their current level of marketing in an online medium. Then, primary data is collected from the audiences to provide a wider view on their perception on the discussed level of strategies. This gives general idea on customer preferences of online marketing strategy and suggestions for improvement to the company according to their responses to the survey questionnaires.

The targeted audiences are the considered as the main respondents who fill up the survey questionnaires. The targeted audiences are classified on demographic factors such as gender, age and occupation. The survey questionnaires are structured according to 5Ws and H (who, what, when, where, why and how) to assist in information gathering and providing clarity to whatever the questions is trying to discover.

To achieve the given aim, the following research questions are conducted:
- What kind of online marketing strategies a chosen company is adopting?

- How effective the current online marketing strategies practised by the company are and what should be improved?
- Where do customers spend time most online?
- Which online marketing strategies do customers prefer the most?
- Which online marketing strategies do customers think the most effective?
- What new online marketing strategies can be recommended to the company?

Through the understanding of secondary data which discusses on several tips, tools and techniques on improving the effectiveness of strategies and from analysis part, the practical recommendation is given to the company which contributes towards the fulfilment of the objective of diploma thesis.

4.2 Company Introduction & Problem Discussion

GoldStar was founded in the mid-1970s under the names of Modern Slipper Industry Pvt. Ltd and Kiran Shoe Manufacturers, and it quickly gained popularity due to its low price and high quality. GoldStar Company currently employs over 3000 people and produces over 75000 pairs of shoes every day.

The price range starts at Nepali Rupees 500. It mostly manufactures shoes for young and middle-aged persons with low to moderate incomes. GoldStar is one of those companies in Nepal trying to make it presence on the Internet with well-designed website and implicit affiliate marketing methods. GoldStar shoes, despite having its own online showrooms, has teamed with e-commerce websites such as Daraz, Amazon, and Flipkart to market its products on a global scale. However, the Internet has not just altered how companies do business, but the preferred way of shopping and seeking information by customers.

Moreover, other brands such as Calliber shoes, Dulla The Factory Team and Skechers Nepal are posing a serious threat to Goldstar's market value. In order to stay competitive, GoldStar must adapt its marketing strategies in order to keep existing clients, gain new ones, and maintain its market leadership. They must reach a larger audience while simultaneously adjusting to new marketing strategies.

4.3 Current level of online marketing strategies- GoldStar Shoes

i. GoldStar has its own official website. The official website is placed on the 12th position of SERP (Search Engine Result Page) when searched "shoes in Nepal" in a search bar. According to the secondary data, higher the position of website in the search engines like Google, Bing, and Yahoo etc., the more relevant the content of the website is and most likely users click on it.

Figure 3: Official Website of GoldStar
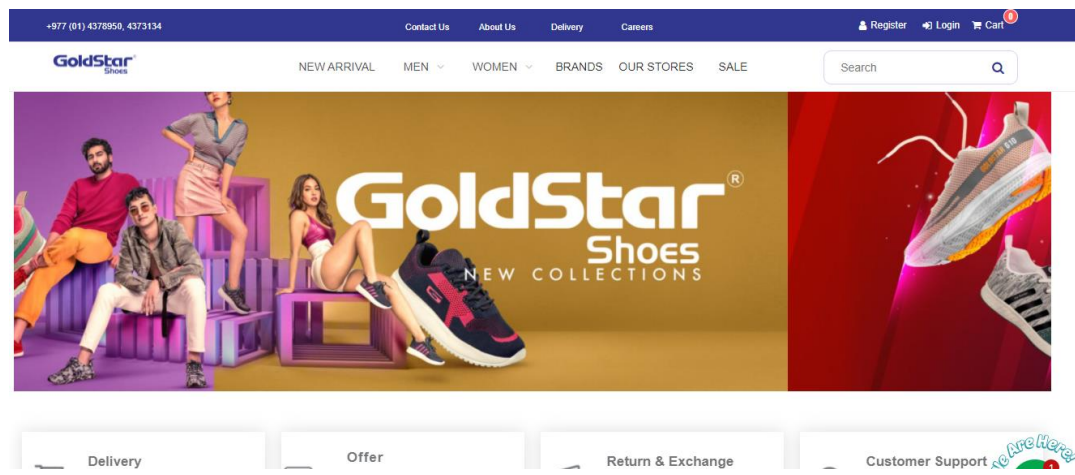
Source: (goldstarshoes.com)

Figure 4: Search Engine Result Page when searched for "Sport Shoes in Nepal"
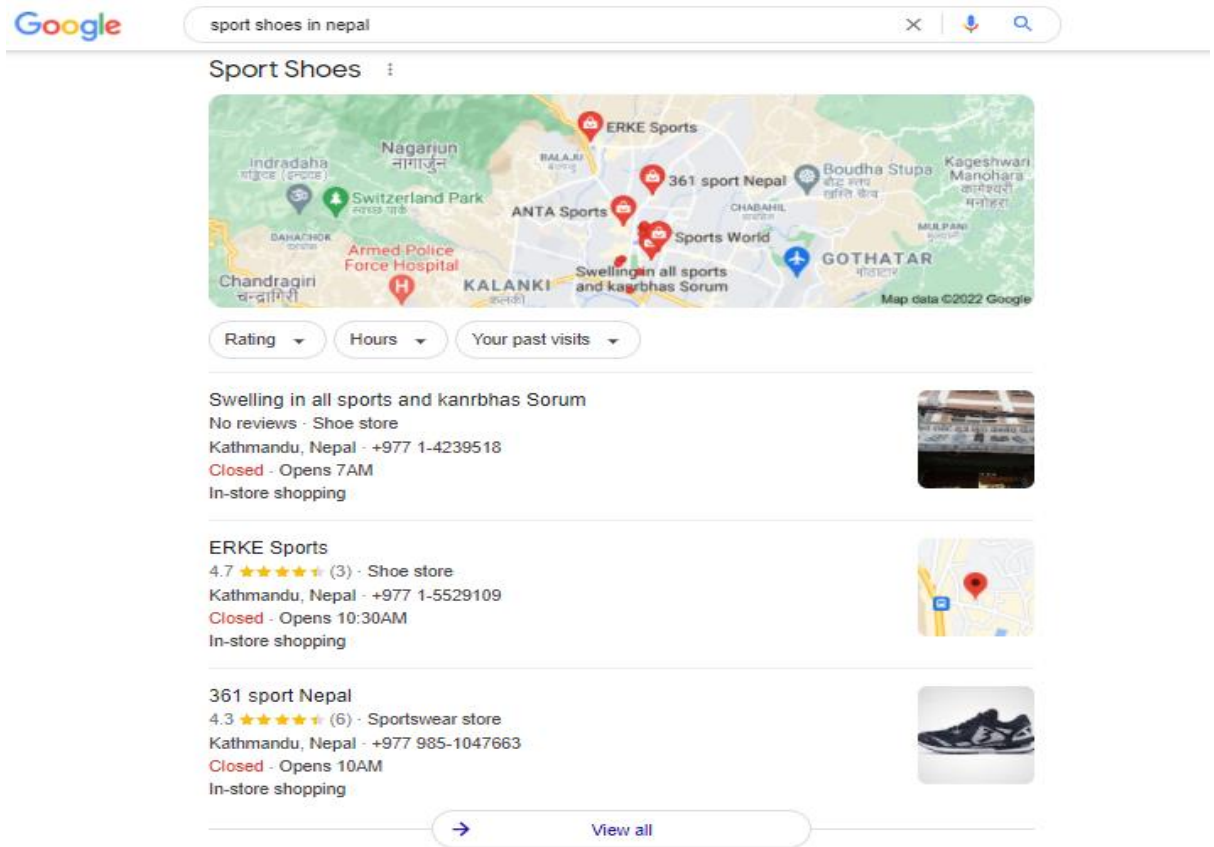
(Source: Google.com)

ii.   The official website contains email newsletter to communicate with targeted customer.

Figure 5: Email newsletter embedded on official website of GoldStar
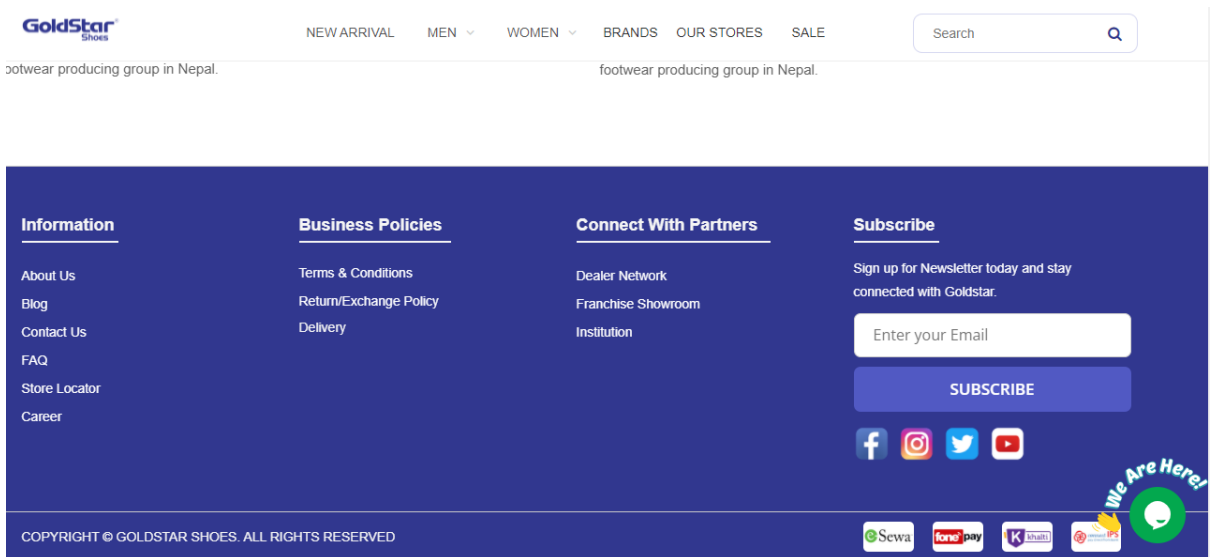
(Source: goldstarshoes.com)

iii. The GoldStar Company is using social media platform like Facebook, Instagram and YouTube for social interaction and to generate brand awareness.

Figure 6: GoldStar on social media platform (Instagram)

Source: (instagram.com/goldstar_shoes/)

Figure 7: GoldStar on social media platform (Facebook)

Source: (facebook.com/groups/516935076401363)

Figure 8: GoldStar on social media platform (YouTube)

Source: (youtube.com/channel/UCk3_6GFM6-F8qAG9r-dX7sQ)

4.4 Data analysis and Interpretation

For the survey, a sample of 108 respondents were taken. Classification of demographic factors such as gender, age & occupation were provided to know about the profile of respondents.

Table 1: Respondents' Profile

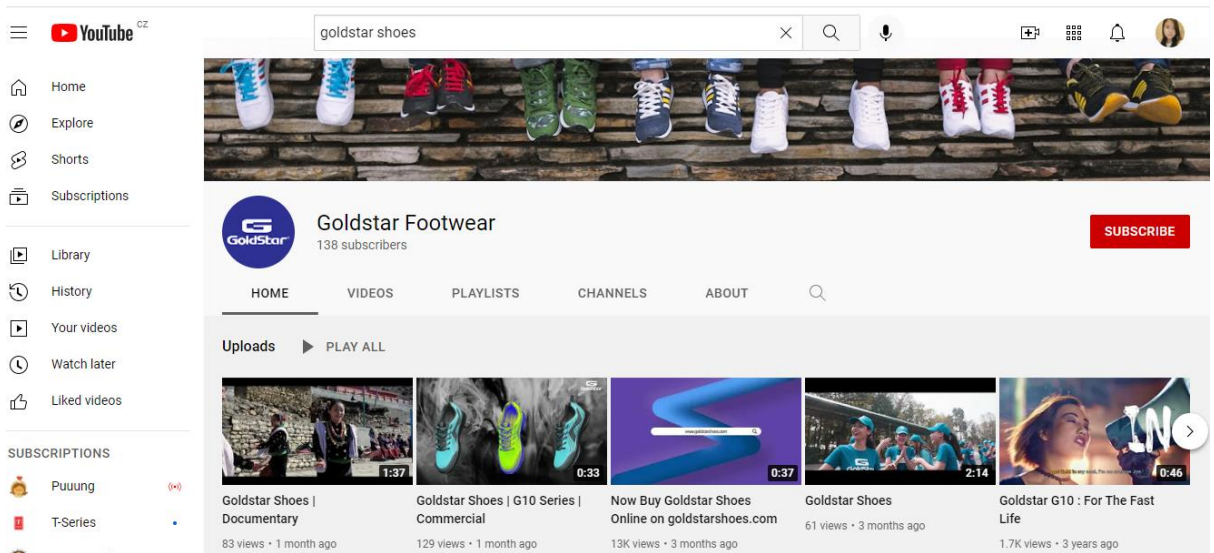| Row Labels	Female	Male	Grand Total
18-25	11	18	29
Employee (service)	2		2
Self-employed	1	1	2
Student	8	17	25
25-35	24	36	60
Employee (service)	16	14	30
Others	3		3
Self-employed	1	10	11
Student	4	12	16
35-45	10	5	15
Employee (service)	10	3	13
Self-employed		2	2
45-55	1	2	3
Employee (service)		1	1
Self-employed	1	1	2
55-65		1	1
Self-employed		1	1
Grand Total	46	62	108

Source: Table prepared by the researcher on the basis of survey data

As seen in the table 2, it was observed that there are total 46 females out of which 11 are between the ages 18 to 25 years, 24 are between the ages 25 to 35 years, 10 are between the ages 35 to 45 years and only 1 is between the ages 45 to 55 years old. And, there are total 62 males out of which 18 are between the ages 18 to 25 years, 36 are between the ages 25 to 35 years, 5 are between the ages 35 to 45 years, 2 are between the ages 45 to 55 years and only 1 is between the ages 55 to 65 years old.

Out of 108 respondents, there are 25 students of ages between 18 to 25 years and 16 students between 25 to 35 years. There are 2 employees of ages between 18 to 25 years, 30 employees are ages between 25 to 35 years, 13 employees are ages between 35 to 45 years and only 1 employee is of ages between 45 to 55 years. Also, there are 2 self-employed respondents of ages between 18 to 25 years, 11 self-employed are the ages between 25 to 35 years, 2 self-employed are the ages between 35 to 45 years, and 2 self-employed are the ages between 45 to 55 years and only 1 between the ages 55 to 65 years. And, only 3 are labelled as others by occupation wise.

Chart 1: On average how much time you spend on the Internet?
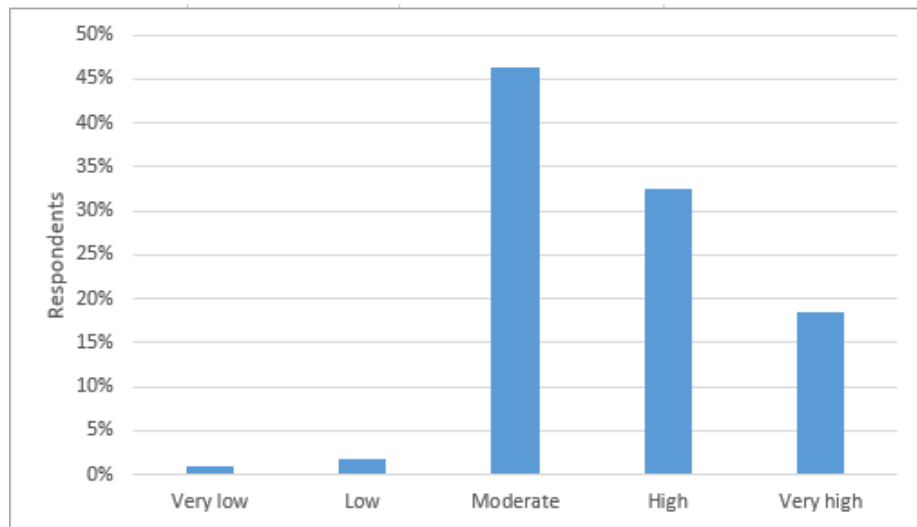
Source: Chart prepared by the researcher on the basis of survey data

Table 2: On average how much time you spend on the Internet?

Response	Frequency	Percent
Very low	1	1%
Low	2	2%
Moderate	50	46%
High	35	32%
Very High	20	19%
Total	**108**	**100%**

Source: Table prepared by the researcher on the basis of survey data

Interpretation:

From table 3, respondents were asked how much time they do spend on the Internet and following are their responses:

a) 1% said Very low

b) 2% said Low

c) 46% said Moderate

d) 32% said High

e) 19% said Very High

The majority of respondents i.e. 46% use Internet in moderate amount followed by high frequency with 32% and very high frequency with 19%. Only 2% responded that they spend time on Internet in low amount with 1% very low. It is observed that most of people love to spend most time online.

Table 3: Online activeness of respondents with respect to their ages

Time spent online	18-25	25-35	35-45	45-55	55-65	Grand Total
High	8	24	3	0	0	35
Low	2	0	0	0	0	2
Moderate	11	23	12	3	1	50
Very high	8	12	0	0	0	20
Very low		1	0	0	0	1
Grand Total	29	60	15	3	1	108

Source: Table prepared by the researcher on the basis of survey data

Where from the above figure, it is observed that the majority of respondents who spent time most online are age between 25-35 years, followed by 18-25 years and 35-45 years while only few seemed to be active online of age between 45 to 65 years.

Chart 2: Where do you spend your most time online?
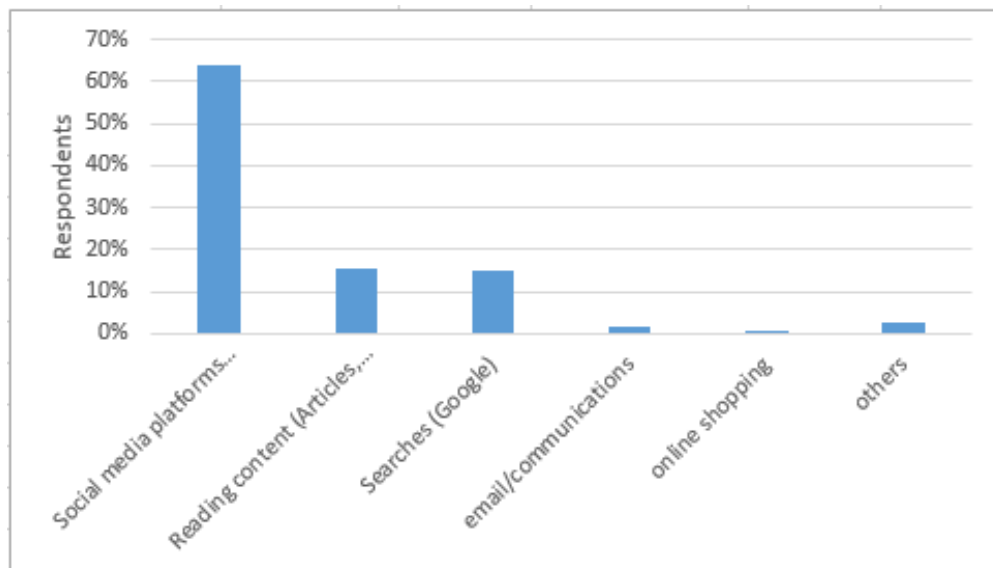
Source: Chart prepared by the researcher on the basis of survey data

Table 4: Where do you spend your most time online?

Response	Frequency	Percentage
Social media platforms(Facebook, YouTube, Instagram, Twitter)	69	64%
Reading content (Articles, blogs, news stories)	17	16%
Searches (Google)	16	15%
Email/communication	2	2%
Online shopping	1	1%
Others	3	3%
Total	108	100%

Source: Table prepared by the researcher on the basis of survey data

Interpretation:

a) 64% said Social media platforms (Facebook, YouTube, Instagram, Twitter)

b) 16% said Reading content (Articles, blogs, news stories)

c) 15% said Google (searches)

d) 2% said Email/communication

e) 1% said online shopping

f) 3% said others

The majority of respondents i.e. 64% spend most time on social media platforms followed by Reading content (articles, blogs, and news stories) with 16% and 15% spend time on Google (Searches), 2% on email/communication, 1% on online shopping and 3% on others. It can be observed that most respondents are much influenced by social media platforms that is why they are spending most time on it whereas people are likely to read content and Google (Searches) alike. Only few are interested in email/communication.

Chart 3: Do you rely on only one medium to get knowledge about any brand?
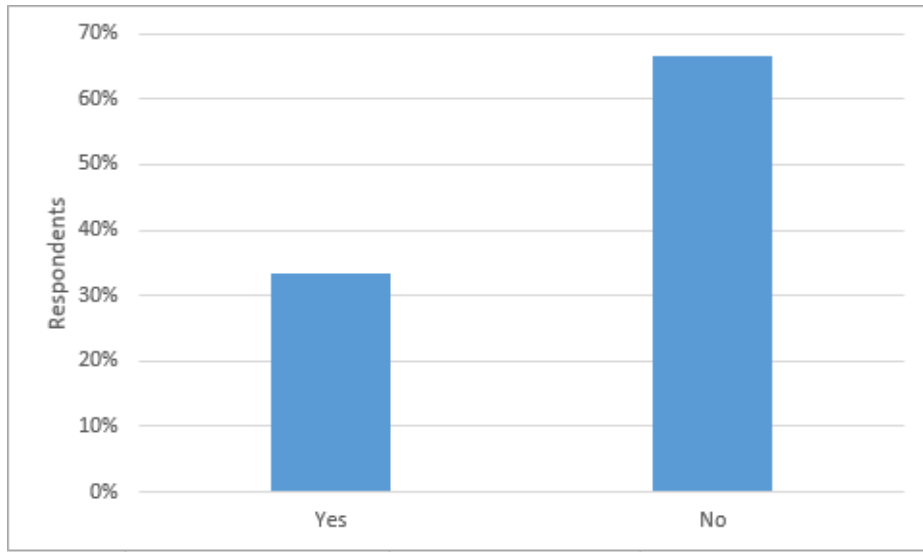
Source: Chart prepared by the researcher on the basis of survey data

Table 5: Do you rely on only one medium to get knowledge about any brand?

Scale	Frequency	Percent
Yes	36	33%
No	72	67%
Total	108	100%

Source: Table prepared by the researcher on the basis of survey data

Interpretation:

33% said "Yes" when asked if they rely on only one medium to get knowledge about any brand whereas majority of people i.e. 67% chooses to get awareness from several medium. These number of mediums are social media platforms, emails, blogs, online advertisement, websites etc.

Chart 4: Which source do you prefer the most to get awareness of various brands? For example, brands like GoldStar Shoes?
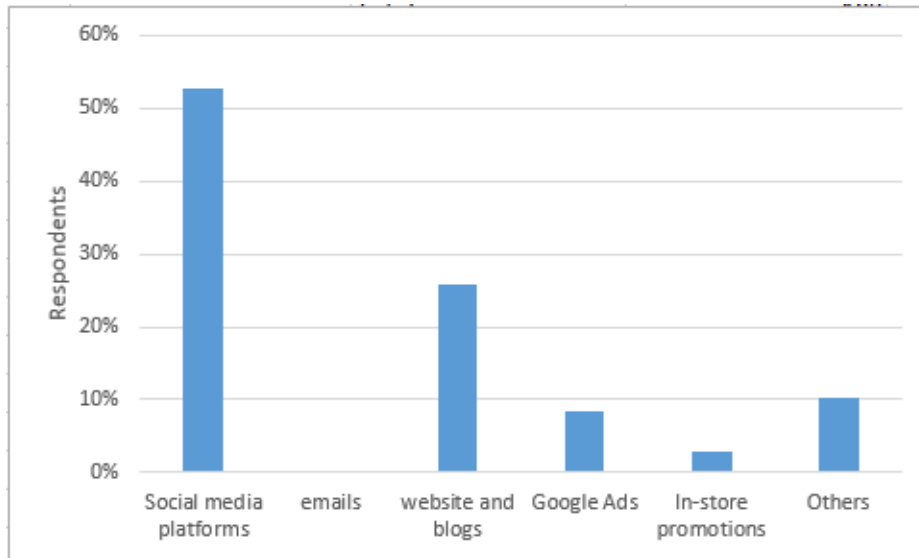
Source: Chart prepared by the researcher on the basis of survey data

Table 6: Which source do you prefer the most to get awareness of various brands? For example, brands like GoldStar Shoes?

Sources	Frequency	Percent
Social media platforms	57	53%
Emails	0	0%
Website and blogs	28	26%
Google Ads	9	8%
In-store promotion	3	3%
Others	11	10%
Total	100	100%

Source: Table prepared by the researcher on the basis of survey data

Interpretation:

It is observed that most of respondents i.e. 53% prefer social media platforms for various brand awareness which can be also observed above on table 5 that they like to spend most time on social media platforms with 64%.

The second highest frequency is observed on website and blogs. The third highest preferred sources is observed on Google Ads. However, in a total 108 number of respondents no one preferred email as a likeable source to get knowledge of any specific brand where as 10%

would still visit store physically to know more about any brand. And, 10 % responded with "Other" Sources.

Chart 5: How effective do you think these online marketing activities are?
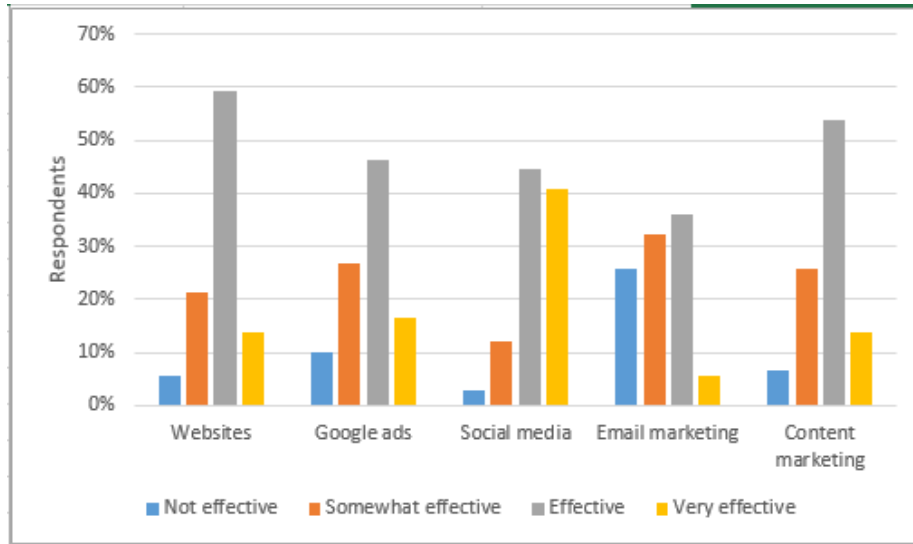
Source: Chart prepared by the researcher on the basis of survey data

Table 7: How effective do you think these online marketing activities are?

Response	Websites		Google Ads		Social media platforms		Email marketing		Content marketing	
	F	P	F	P	F	P	F	P	F	P
Not effective	6	6%	11	10%	3	3%	28	26%	7	6%
Somewhat effective	23	21%	29	27%	13	12%	35	32%	28	26%
Effective	64	59%	50	46%	48	44%	39	36%	58	54%
Very Effective	15	14%	18	17%	44	41%	6	6%	15	14%
Total	108	100%	108	100%	108	100%	108	100%	108	100%

Source: Table prepared by the researcher on the basis of survey data

Where,

F= Frequency,

P= Percentage

Interpretation:

a) Majority of respondents have not opted "Very effective" for most of online marketing activities besides social media platforms. This means, the respondents think that these online activities are not effective to an extreme level but only to an effective level of doing marketing online when compared to social media platforms.

b) 59% consider websites as effective online marketing activities and 6% consider it as not effective.

c) 54% consider content marketing as effective online marketing activities and 6% consider it as not effective.

d) 46% consider Google ads as effective online marketing activities and 10% consider it as not effective.

e) 44% consider social media platforms as effective online marketing activities and 3% consider it as not effective.

f) 36% consider email marketing as effective online marketing activities however, 26% consider email marketing as not effective.

It is observed that majority of respondents think social media platforms are most effective online marketing activities, followed by websites, content marketing and Google ads. Only few respondents do not think that email are effective measure of online activities.

Chart 6: What benefits does online marketing offer over the traditional marketing?
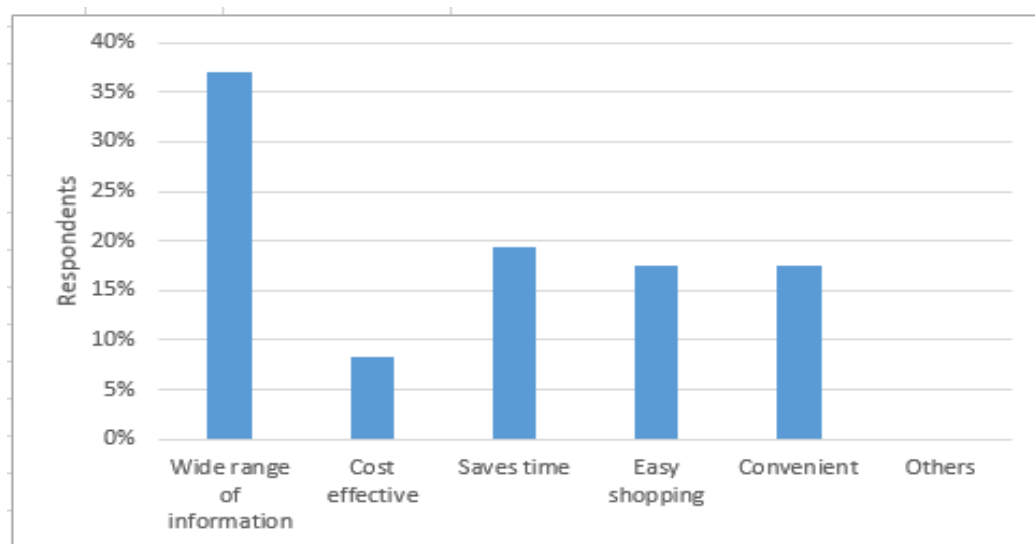
Source: Chart prepared by the researcher on the basis of survey data

Table 8: What benefits does online marketing offer over the traditional marketing?

Sources	Frequency	Percent
Wide range of information	40	37%
Cost effective	9	8%
Saves time	21	19%
Easy shopping	19	18%
Convenient	19	18%
Others	0	0%
Total	108	100%

Source: Table prepared by the researcher on the basis of survey data

Interpretation:

a) 37% finds online marketing more beneficial as it provides wide range of information.

b) 19% believes that online marketing saves time as compared to traditional marketing.

c) 18% thinks that online marketing is beneficial as it offers ease of shopping.

d) Likewise, 18% feels online marketing is convenient.

e) Only 0% said others.

It is observed that majority of people favour online marketing for its wide range of information.

Chart 7: Should companies use online activities in their marketing efforts?
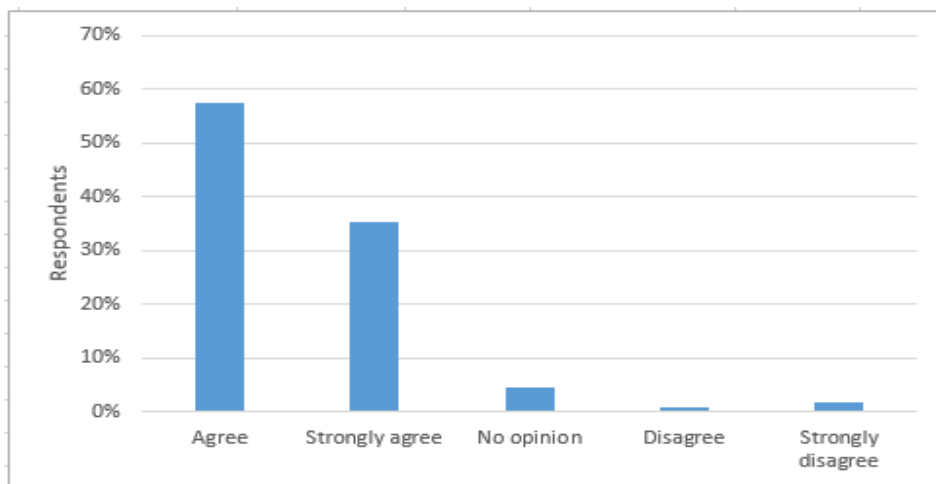
Source: Chart prepared by the researcher on the basis of survey data

Table 9: Should companies use online activities in their marketing efforts?

Response	Frequency	Percent
Agree	62	57%
Strongly agree	38	35%
No opinion	5	5%
Disagree	1	1%
Strongly agree	2	2%
Total	108	100%

Source: Table prepared by the researcher on the basis of survey data

Interpretation:

a) 57% agrees on companies should use online activities in their marketing efforts.

b) 35% strongly agrees on companies should use online activities in their marketing efforts.

c) 5% has no opinion whether companies should use online activities or not in their marketing efforts.

d) Only 2% strongly disagrees that companies should be using online activities in their marketing efforts.

As seen from table 3, most of respondents spend most time online and it is observed here that these majority of respondents think companies should put up their efforts in online marketing.

Chart 8: Are you following GoldStar shoes brand in any one of the online Medias?
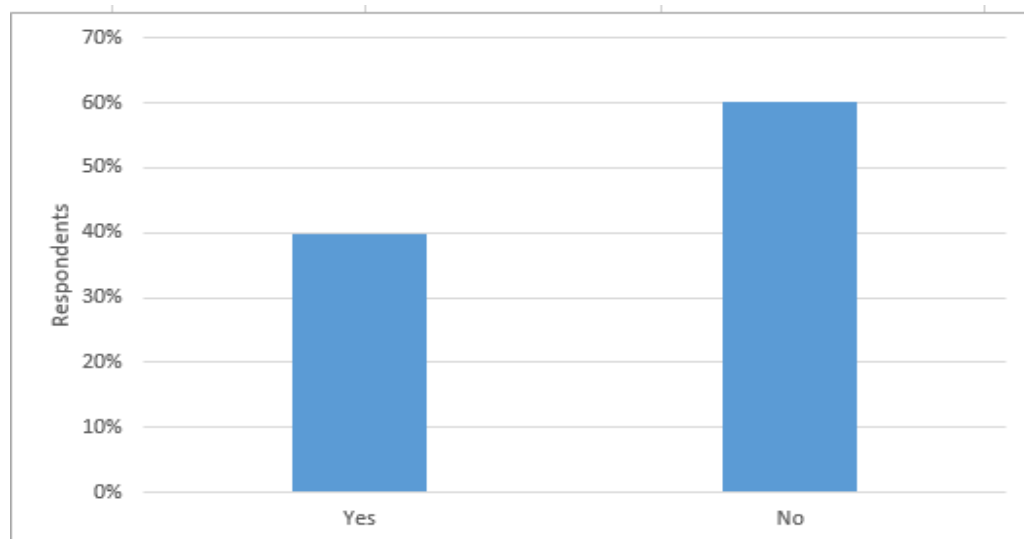
Source: Chart prepared by the researcher on the basis of survey data

Table 10: Are you following GoldStar shoes brand in any one of the online Medias?

Responses	Frequency	Percent
Yes	43	40%
No	65	60%
Total	108	100%

Source: Table prepared by the researcher on the basis of survey data

Interpretation:

a) 60% respondents said that they are not following GoldStar shoes brand in any one of the online Medias whereas only 40% are observed to be following GoldStar shoes in an online media.

Table 11: If you are following GoldStar shoes online, please rate the scales from 1 to 5 where 5 being the highest for the given current online marketing strategies practised by GoldStar company.

Scales	Social media platforms		Website		Email marketing		Content marketing	
	F	P	F	P	F	P	F	P
1	4	9%	10	23%	18	42%	13	30%
2	8	19%	9	21%	16	37%	10	23%
3	9	21%	8	19%	3	7%	6	14%
4	10	23%	7	16%	3	7%	5	12%
5	12	28%	9	21%	3	7%	9	21%
Total	43	100%	43	100%	43	100%	43	100%

Source: Table prepared by the researcher on the basis of survey data

Where,

F= Frequency,

P= Percentage

Interpretation:

a) Here, 28% of respondents have scaled "5" for social media platforms and only 9% have scaled "1" for it.

b) 21% of respondents have scaled "5" for website and 23% have scaled "1" for it.

c) 7% of respondents have scaled "5" for email marketing and 42% have scaled "1" for it.

d) 21% of respondents have scaled "5" for content marketing and 30% have scaled "1" for it.

It is observed that among all the current online marketing strategies, GoldStar Shoes Company is doing well in social media platforms. Here, majority of respondents think GoldStar shoes is not doing well on email/communication, followed by content marketing and website.

Chart 9: If you are following GoldStar shoes online, please select option on what GoldStar shoes focus the most to improve its online marketing strategies?
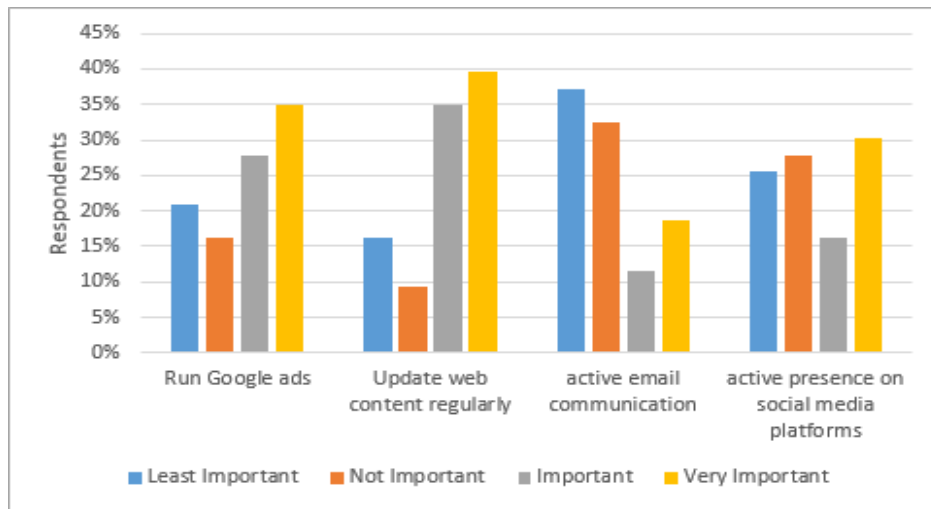
Source: Chart prepared by the researcher on the basis of survey data

Table 12: If you are following GoldStar shoes online, please select option on what GoldStar shoes focus the most to improve its online marketing strategies?

Response	Run Google ads		update web content regularly		Active on email communication		Active on social media platforms	
	F	P	F	P	F	P	F	P
Least Important	9	21%	7	16%	16	37%	11	26%
Not Important	7	16%	4	9%	14	32%	12	28%
Important	12	28%	15	35%	5	12%	7	16%
Very Important	15	35%	17	40%	8	19%	13	30%
Total	43	100%	43	100%	43	100%	43	100%

Source: Table prepared by the researcher on the basis of survey data

Where, F= Frequency, P= Percentage

Interpretation:

a) 35% respondents said that to Run Google Ads is very important and 21% respondents said it is least important to focus as an improvement by GoldStar Shoes Company.

b) 40% respondents said that updating the web content regularly is very important to focus on as an improvement while 16% believe it is least important.

c) Only 19% respondents think being active on email communication is very important and 37% respondents consider it as least important to focus on.

d) 30% respondents consider GoldStar Shoes Company should be active on social media platforms with 26% of respondents supporting it as least important to focus on.

It is observed that majority of respondent's thinks updating web content regularly is most important to focus on as an improvement followed by running Ads on Internet searches like Google. These respondents think it is least important to focus on improvement for social media platforms followed by email marketing.

5. Results and Discussion

The different online marketing strategies practised by GoldStar Shoes Company were analysed and evaluated. The GoldStar Shoes Company is using several online activities to connect and communicate with its customers such as websites, social media platforms like Facebook, YouTube and Instagram and newsletter embedded in website to actively communicate with its subscriber through emails and contents like blogs, articles, and news stories about its brand.

While observing the number of people following GoldStar Shoes Company in any one of the online Medias, it is found that only 40% of people are following the company online and 60% don't. The majority of the respondents who are following the company online is observed to be of age between 18 to 25 and 25 to 35years old. While analysing the current strategies of online marketing practised by GoldStar, it is observed that they are doing good on social media platforms and these respondents think it is not very important to focus on these social media platforms for improvement rather focus on updating the web content regularly, followed by running Google ads to get potential customers. While majority of respondents did not rate maximum scale for email marketing, they also did not think it is very important to focus on.

On general, when asked to the respondents where do they spend time most online; social media platforms represents the greatest online use, followed by reading content (articles, blogs, news stories), and Internet searches (Google) while email communication remains as least used by respondents. Social media platforms being the most time spend online and most preferred source of getting awareness of various brands, the second most preferred source is observed to be website and blogs which means content is equally important to make it more effective. The respondents then prefer Google ads after the websites and blogs while email communication is not so much preferred to get awareness of brands.

Also, these respondents were asked how effective the discussed online marketing strategies were; the majority of respondents consider social media platforms the most effective one, followed by websites, content marketing and Google ads as effective strategies doing marketing online. It is observed that social media platforms remains the top most preferred source of getting knowledge about any brands and most time spend online, followed by website and blogs where they prefer to spend time reading content and then doing Internet searches where they prefer Google ads to get awareness of several brands. At last, email communication is least preferred to spend time, get awareness, and considered to be least effective amongst all the online marketing strategies. Overall, around 60% of respondents agrees on companies should use online activities in their marketing efforts.

6. Conclusion and Recommendation, Further Implications

6.1 Conclusion and Recommendation

The diploma thesis aims to provide practical recommendations leading to improve online marketing strategy of a concrete company. For this, a relevant secondary data on online marketing strategies were studied and a research survey was done to conclude with the recommendation for improving the current level of online marketing strategy practised by the given company and suggestion of new strategy as an enhancement to the marketing approach.

In the practical part of the thesis, a company named GoldStar Shoes Company was chosen as it uses several online activities to communicate, engage, attract and advertise it brand.

To answer our first question: What kind of current online marketing strategies a chosen company is adopting? A few number of marketing activities done through internet were observed. The company is particularly active on social media platforms such as Instagram and Facebook. Also, it has its own website and when searched on the search engine (Google) it was placed on the 12th rank of resulted page. Moreover, it practises email/communication to make its customers aware of any special offers, discounts and most importantly to promote its brand. It was observed that the company is adopting several ways of doing its marketing on the internet and it was necessary to know how effective these current level of strategies were from the customer's perspective and what improvement could be provided. For this, the respondents were asked to scale from 1 to 5 for each online marketing strategies practised by GoldStar shoes company where 5 being the highest scale. Based on the survey research, it was found that the most majority of respondent rated maximum 5 for social media platforms and least for the email/communication. When these respondents were asked what needs to be focused the most to make improvement, the majority of respondents believe that updating web content regularly is most important, followed by Google ads so as to create brand awareness and earn potential customers. Based on survey, it is suggested not to work on improving email/communication while it was also scaled minimum by majority of respondents considering that it is least important to focus on compared to other online activities where these respondents spend time most online. About 64% of respondents spend most time on social media platforms and was also preferred as an online source to get knowledge of any brand. So, it can be said that the most suitable online marketing strategy is social media platforms. After social media platforms, based on the survey research the most preferred and effective strategy is considered to be website and blogs for which the improvement has to be done by making web content up to date on a regular basis.

Similarly, when asked how effective the discussed strategies are among websites, Google ads, social media platforms, email marketing and content marketing, around 46% of respondents think that Google ads is effective which is supported by 35% of people thinking that Google ads could be focused as an improvement to the current level of practised strategies. Based on this, it could be said that the company may try running ads on Google as a new marketing approach.

While most of respondents do not consider only one medium to get knowledge about any brand, the following recommendations for improvement are enlisted to GoldStar shoes company for

several other mediums such as website and blogs, content, Google advertisement, social media platforms that were most preferred, most time spent online and considered to be effective from the respondents' view.

- Keeping website content up to date: A frequently updated site is one that is updated once a day, or at least two to three times per week. The "Googlebot," which crawls the web, is continually looking for new or updated web pages, which it subsequently adds to the Google index. There is a better chance of ranking the site higher in a search engine with each updated content if the content is valuable and reliable. It is recommended to GoldStar to post new blog posts on a daily basis to share exciting details and info with their readers.

- Using SEO to optimize the website: Users are more likely to choose one of the top five options presented by a search engine while looking for a service or product online. SEO helps to rank higher in search results and gain greater online visibility, increasing the likelihood that potential customers will visit the site. The website of GoldStar shoes company is listed on the 12th position of SERP (Search Engine Result Page) when searched "shoes in Nepal" in a search bar. As majority of the respondents prefer website and blogs after social media platforms, it is recommended that GoldStar should use SEO tools to help in ranking its website higher in the search results thereby increasing its visibility and exposure of its brand. Some of the recommended SEO tools are: Ahrefs, Google Search Console, SEMrush, Moz Pro etc.

- Get more customers through Pay-Per-Click (PPC): In this form of advertising, set a budget for the advertisement on a given platform, for example, Google or Facebook and then pay only for the clicks that are received. This is recommended as a new marketing strategy to GoldStar Shoes Company based on survey data. However, the company needs to understand what it is hoping to achieve through PPC, what is their budget and if it compares to their goals and competitors' budget. Also, if the company has a team to actively manage the PPC campaign especially during the first three to nine months.

- Active on social media platforms: Although GoldStar Shoes Company is doing well on social media platforms like Facebook and Instagram, the results of the Social Media

Marketing strategy must be monitored and measured on a regular basis in order to determine what is and is not working. Specific campaigns must also be evaluated and the effects of each post must be assessed. When measuring a company's return on investment, it's critical to have precise goals and concrete benchmarks. Therefore, before measuring the results, the company must have specified clear targets and analyse the baselines. Only then analytics tools can be employed which helps to track, evaluate, and improve the performance of social media. Some of the recommended social media analytics tools are: Sprout Social, HubSpot, TapInfluence, BuzzSumo, Google Analytics etc.

6.2 Further Implication

Future research is possible in the area of email marketing. To compliment this area of research, further research could be done on why email is least preferred to get awareness of brands as compared to other online marketing strategies. What factors cause people to use it less and how email can made as an effective means of marketing and communication.

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8. Appendices

Online marketing strategy

You are invited to participate in a research study entitled "Online Marketing Strategy". Your participation in the study will contribute to a better understanding of this research study. The purpose of this research is to study about online marketing strategies and provide practical recommendation on improving the strategies. The activity will take approximately 5-10 minutes to fill up the survey questionnaires and this survey is completely for educational purpose.

* Required

1. On average, how much do you spend your time on the Internet? *

    Mark only one oval.

    - Very low
    - Low
    - Moderate
    - High
    - Very high

2. Where do you spend your time most online? *

    Mark only one oval.

    - Social media platforms (Facebook, YouTube, Instagram, Twitter)
    - Searches (Google)
    - Reading content (Articles, blogs, news stories)
    - email/communications
    - Online shopping
    - Others

3. Do you rely on only one medium to get knowledge about any brand? *

    Mark only one oval.

    ◯ Yes

    ◯ No

4. Which source do you prefer the most to get awarness of various brands? For example, brand like GoldStar shoes. *

    Mark only one oval.

    ◯ Social media platforms

    ◯ emails

    ◯ website and blogs

    ◯ Google Ads

    ◯ In-store promotions

    ◯ Others

5. How effective do you think these online marketing activities are? *

    Mark only one oval per row.

	Not effective	Somewhat effective	Effective	Very effective
websites	◯	◯	◯	◯
Google ads	◯	◯	◯	◯
Social media	◯	◯	◯	◯
Email marketing	◯	◯	◯	◯
Content (Articles, blogs, news stories) marketing	◯	◯	◯	◯

6. Why do you think the popularity of online marketing is rising? *

Check all that apply.

- ☐ Stay informed
- ☐ Get updated
- ☐ Get access
- ☐ Interaction
- ☐ Others

7. What benefits does online marketing offer over the traditional marketing? *

Mark only one oval.

- ◯ Wide range of information
- ◯ Cost effective
- ◯ Saves time
- ◯ Easy shopping
- ◯ Convenient
- ◯ Others

8. Should companies use online activities in their marketing efforts? *

Mark only one oval.

- ◯ Agree
- ◯ Strongly agree
- ◯ No opinion
- ◯ Disagree
- ◯ Strongly disagree

9. Are you following GoldStar shoes brand in any one of the online medias? *

    Mark only one oval.

    ◯ Yes

    ◯ No

10. If you are following GoldStar shoes online, please rate the scales between 1 to 5 where 5 being the highest for the given current online marketing strategies practised by GoldStar company.

    Mark only one oval per row.

	1	2	3	4	5
Social media platforms (Facebook, Instragram, YouTube)	◯	◯	◯	◯	◯
Website	◯	◯	◯	◯	◯
Email marketing	◯	◯	◯	◯	◯
Content (Articles, blogs, news stories)	◯	◯	◯	◯	◯

11. If you are following GoldStar shoes online, please select option on what GoldStar shoes focus the most to improve its online marketing strategies?

    Mark only one oval per row.

	Least Important	Not Important	Important	Very Important
Run Google ads, facebook ads	◯	◯	◯	◯
Make mobile-friendly website and update content regularly	◯	◯	◯	◯
Active on email communication	◯	◯	◯	◯
Active presence on social media platforms	◯	◯	◯	◯

12.   Your age? *

   Mark only one oval.

   ⬭ 18-25

   ⬭ 25-35

   ⬭ 35-45

   ⬭ 45-55

   ⬭ 55-65

   ⬭ 65+

13.   What is your gender? *

   Mark only one oval.

   ⬭ Male

   ⬭ Female

14.   What is your occupation? *

   Mark only one oval.

   ⬭ Student

   ⬭ Employee (service)

   ⬭ Self-employed

   ⬭ Others

Thank You, for your precious time !

Google Forms