

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Management**



**Diploma Thesis**

**Online Marketing Strategy for Diva Paris**

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## DIPLOMA THESIS ASSIGNMENT

Bc. Marek Jileček

Economics and Management

Thesis title

**Online marketing strategy for Diva Paris**

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### Objectives of thesis

The aim of this thesis is to design an online marketing strategy for the chosen company. The main objective is the choice of online marketing channels and proposing their detailed strategy that is actually applicable for future use of the selected company.

### Methodology

The methodology of the thesis is based on a study of primary and secondary information sources. The theoretical and practical part is partly based on the author's practical experience with online communication channels. The work is divided into a theoretical and practical part. Given the rapidly evolving Internet environment and Internet marketing with regard to keeping information current, author often uses specialized Internet resources.

The theoretical part deals with an analysis of selected online marketing tools and their capabilities. For a description of each tool, program documentation was used. Marketing terms are described with use of classic and online documents available. The basis of the theory is summarized in the practical section which analyzes current online marketing strategy that is subsequently evaluated. The work presents Internet marketing tools and concrete proposals for their use in the new strategy. The part of the strategy is implemented in practice, namely the Pay per click (PPC) advertising in the search, which the author himself created and managed. The thesis describes the process of creation, PPC campaign and captures actual results, which were achieved. They are presented as outputs from Adwords PPC system. Next part of the thesis is a proposal of procedures for other internet marketing tools, which you can then implement. The conclusions of the work are formulated on the basis of a synthesis of theoretical knowledge and the practical part.

## The proposed extent of the thesis

60 – 80 stran

## Keywords

Marketing, online marketing, PPC, SEO, SEM, e-mail, Czech Republic, Google, Google analytic, Google Ad-words,

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## Recommended information sources

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## Declaration

I declare that I have worked on my diploma thesis titled "Online Marketing Strategy for Diva Paris" 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 copyrights of any other person.

In Prague on 31. 3. 2017

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## **Acknowledgement**

I would like to thank to Ing. Ladislav Pilař, MBA, Ph.D. for his advice and support throughout my work on this diploma thesis.

# Online marketingová strategie pro společnost Diva Paris

## **Souhrn:**

Diplomová práce je zaměřena na internetový marketing a jeho možnosti, které by mohly být použity pro e-shop Diva Paris. Teoretická část analyzuje základy internetového marketingu, hlavní pozornost je zaměřena především na vlastnosti různých internetových marketingových nástrojů a výhody jejich použití. V praktické části této práce je provedena analýza současného marketingu firmy a jejího postavení na trhu. Hlavní část práce je zaměřena na analýzu nově zavedené e-commerce platformy, kterou autor zavedl a optimalizoval. Dílčím cílem je navrhnout doporučení pro budoucí použití online marketingových nástrojů. Závěr shrnuje výsledky nových kampaní a návrh pro další marketingové aktivity, které mohou zvýšit počet návštěv, objednávek a obrát.

**Klíčová slova:** Marketing, online marketing, PPC, SEO, SEM, e-mail, Czech Republic, Google, Google analytic, Google AdWords

# **Online Marketing Strategy for Diva Paris**

## **Summary:**

Diploma thesis is focused on the Internet marketing and its options that could be used by e-shop called Diva Paris. The theoretical part analyses the basics of Internet marketing. Main attention is focused mainly on the characteristics of different Internet marketing tools and advantages of their use. In practical part of this thesis the analysis of company current marketing and position on market is done. The main part of thesis is focused on the analysis of newly launched e-commerce platform that was implemented and optimized by the author. Partial aim is to propose recommendations for future which online marketing tools to use. The conclusion summarizes the results of new campaigns and suggestion for other marketing activities that can increase the number of orders, turnover or sessions.

**Keywords:** Marketing, online marketing, PPC, SEO, SEM, e-mail, Czech Republic, Google, Google analytic, Google AdWords

## Table of content

<b>1</b>	<b>Introduction</b>	<b>9</b>
<b>2</b>	<b>Objectives and Methodology</b>	<b>10</b>
2.1	Objectives	10
2.2	Methodology	10
<b>3</b>	<b>Literature Review</b>	<b>12</b>
3.1	Online marketing	12
3.2	Internet users in Czech Republic	13
3.3	Internet search engines	15
3.3.1	Crawling	16
3.3.2	Indexing	16
3.3.3	Serving results	16
3.4	Search engine marketing	16
3.4.1	SEO	17
3.4.2	Pay Per Click system	20
3.4.3	Quality Score	24
3.4.4	Remarketing	25
3.4.5	Display advertisement	26
3.5	Social media	27
3.5.1	Facebook	28
3.5.2	Instagram	29
3.5.3	Blog	29
3.6	Direct marketing	30
3.6.1	E-mail	31
3.7	Evaluation of marketing activities	32
3.7.1	Google Analytics	32
<b>4</b>	<b>Practical Part</b>	<b>34</b>
4.1	Characteristics of company	34
4.1.1	E-commerce platform	36
4.1.2	Characteristics of products	37
4.1.3	Position on market	37
4.1.4	Average visitor	37
4.2	Marketing strategy of Diva Paris	40
4.2.1	E-mail	40
4.2.2	PPC marketing	42



4.2.3	SEO and organic search .....	43
4.2.4	PR articles and content marketing .....	43
4.3	Market research .....	43
4.3.1	Market analysis .....	43
4.3.2	Competition analysis.....	44
4.3.3	Analysis of key words.....	44
4.3.4	Customer analysis .....	47
4.3.5	Results of market research .....	49
4.4	Draft of new marketing .....	49
4.4.1	PPC .....	50
4.4.2	Social media marketing .....	50
4.4.3	Content marketing.....	51
4.4.4	SEO.....	52
4.4.5	Company identity and website.....	52
4.5	Partial implementation of marketing strategy .....	52
4.6	Remodelling the website .....	53
4.6.1	Decision on question how to change website .....	53
4.6.2	Preparation of migration .....	54
4.6.3	Revision of business processes .....	55
4.6.4	Communication with client.....	55
4.6.5	Implementing new website .....	55
4.6.6	SEO .....	56
4.6.7	PPC .....	58
4.6.8	Social media.....	64
4.6.9	PR articles .....	65
4.6.10	Blog.....	66
4.6.11	E-mail.....	67
4.7	Results of partial testing.....	68
4.7.1	Google AdWords - PPC.....	69
4.7.2	Content marketing.....	73
4.7.3	E-mail communication.....	75
4.7.4	E-commerce redesign .....	75
<b>5</b>	<b>Conclusion.....</b>	<b>77</b>
<b>6</b>	<b>Recommendations .....</b>	<b>78</b>
<b>7</b>	<b>References .....</b>	<b>80</b>
<b>8</b>	<b>Appendix.....</b>	<b>82</b>

## List of graphs

Graph 1 - Internet and households in Czech Republic .....	13
Graph 2 – Internet use in mobile devices by age groups in Czech Republic .....	14
Graph 3 - Individuals purchasing on-line in age 16+ in Czech Republic.....	15
Graph 4 - Sales without VAT of Diva Paris .....	35
Graph 5 - Number of visitors at site www.damske-obleceni.com.....	35
Graph 6 - Visitors of Diva Paris divided by age.....	38
Graph 7 - Visitors of Diva Paris divided by gender .....	40
Graph 8 - Number of visitors at site www.damske-obleceni.com.....	41
Graph 9 - Number of visitors on website Diva Paris .....	42
Graph 10 - PPC advertisement click throughs .....	70
Graph 11 - Number of advertisement impression.....	71
Graph 12 - Bounce rate of PPC advertisement.....	72
Graph 13 - Traffic to Diva Paris from PR article .....	74
Graph 14 - Number of sessions after launching new platform.....	76
Graph 15 - bounce rate after launching new platform .....	76

## List of tables

Table 1 - PPC benefits and disadvantages .....	22
Table 2 - Terms connected to PPC advertising.....	23
Table 3 - Basic keywords for Diva Paris .....	45
Table 4 - results of google SERP for specific keywords .....	46
Table 5 - Visualization of PPC advertisement.....	59
Table 6 - Keywords for advertisement winter coats and jackets .....	59
Table 7 - Negative keywords for advertisement winter coats and jackets.....	61
Table 8 - Visualisation of PPC advertisement .....	62
Table 9 - Keywords for advertisement evening dresses .....	62
Table 10 - Negative keywords for advertisement evening dresses.....	64
Table 11 - Decision making table for sale .....	66
Table 12 - PPC advertisement results .....	69
Table 13 - Top 20 keywords for PPC advertisement.....	73
Table 14 - overview of online marketing strategy .....	78
Table 15 - Cost and revenue of marketing strategy .....	79

## List of figures

Figure 1 - Visitors of Diva Paris divided by geographic location .....	38
Figure 2 - Total population divided by geolocation .....	39

# 1 Introduction

Internet plays a very important role in our lives, especially for companies which benefit from online marketing. The number of companies gaining a competitive advantage using the Internet both for direct sale and communication with suppliers, customers, creditors, partners, shareholders and competitors who operate on global level is constantly increasing. Czech Republic belongs to the world number one in electronic trading on the population. Because of this fact, companies are forced to implement online marketing, which becomes a very important factor that can influence the success or failure of the business.

E-commerce nowadays allows companies to sell their products and services online, promote products, buy supplies, eliminate paperwork and finally share information. The competition is now very high, because of low initial investment and simplicity to implement and manage e-commerce.

Advertising as a tool for promotion and marketing continues to evolve and affect our daily activities. It is basically a form of communication with the customer, and the better quality this communication takes place, the more the company has a chance to succeed in today's competitive environment.

From the moment when a person opens the internet browser to the moment they leave it, they are surrounded by numerous advertisements with countless shapes and forms, from company websites to promotional e-mails, viral videos, popup advertisement, display advertisement, advertisement in search engine result pages, etc. On each website, there is at least some form of promotion. It requires a lot of attention to success and not to drop behind the competition in environment that is changing on monthly basis.

Internet marketing basics are the same as classic marketing, even some activities are identical or at least similar. Advantage of online marketing is the swift communication between customer and company. The biggest advantages of internet marketing are clear measurability and performance. Other advantages can be seen in flexibility, precise targeting options, but also in affordability.

## **2 Objectives and Methodology**

### **2.1 Objectives**

The aim of this thesis is to design an online marketing strategy for the chosen company. The main objective is the selection of online marketing channels and proposing their detailed strategy that is actually applicable for future use by the selected company.

### **2.2 Methodology**

The methodology of the thesis is based on a study of primary and secondary information sources. The work is divided into theoretical and practical part. The theoretical part is partly based on the author's practical experience with pay per click systems and online marketing. Internet environment and Internet marketing is rapidly evolving and to keep up with it and to keep information current, author often uses specialized Internet resources.

The theoretical part deals with analysis of selected online marketing tools and their capabilities. This part is very focused on what is needed to prevent presenting any irrelevant terms and definitions. The technical characteristics of each instrument were described with help of respective documentation from available literature in classic and online form. The basis of the theory is used in the practical section.

Practical part analyses current online marketing strategy of company Diva Paris and evaluates it. Then the current state of the company and its position on the market is studied. Before the actual creation of new marketing strategy, a research was done, which involved analysis of competitors, markets and customers. The work presents Internet marketing tools and concrete proposals for their use. The strategy involves utilizing the social media, SEO, launching new e-commerce platform, content marketing and creating company identity. Part of the plan was realized in practice, namely the Pay per click (PPC) advertising in the search, which the author himself implemented and managed. Also, PR articles were published and new e-mail communication was implemented. New external employee was also hired during preparation of this thesis to work as a copywriter. All results are presented as outputs from AdWords PPC system and Google Analytics. These are analysed before creating the

recommendation for company, which marketing tool to use, which to use later and which to omit for a longer period of time. The conclusions of the work are formulated based on theoretical knowledge and the result of the practical part.

### **3 Literature Review**

To understand the use of Internet marketing it is especially necessary to understand marketing as itself first, including the use of its opportunities on the Internet. Equally important is the area of social networks and their potential for use in business and also understanding that Internet marketing is not only a visible advertisement.

#### **3.1 Online marketing**

As Mr. Kotler says, marketing greatly affects our normal behaviour and activity, marketing is everywhere also on the Internet (Kotler, et al., 2007). Chaffey defined internet marketing as achieving marketing objectives by using of digital technology (CHAFFEY, et al., 2009). There is a lot of definitions of the internet marketing in literature and its name also varies. Kotler talks about Internet marketing as an e-marketing, a very important part of direct marketing (Kotler, et al., 2007).

The beginning of trading on the Internet or e-commerce meant a fundamental change in the way of making business. For marketers, but also the entrepreneurs themselves, the expansion in the field of internet marketing was a way to increase their business activities. Over time, companies began to realize the importance of the Internet marketing and integrated Internet marketing into their marketing strategies. Kotler said that "e-marketing is still expanding and will surely prove to be an important tool for building customer relationships, increase revenues, disseminating information about the company and its products and more effective and efficient delivery of products and services." (Kotler, et al., 2007).

Thanks to the Internet, advertisers nowadays have a simple option to target advertising campaigns precisely on target groups that they need. It can of course vary from campaign to campaign, so it is possible to adapt a particular campaign to the advertiser needs. Targeting varies from communication channels we use (talking about text ads on search engines and advertising on the content network). Online marketing campaigns offer efficient and precise measures. Advertisers and companies that run advertising campaigns are able to find out the customer's behaviour on Internet. Internet marketing has many advantages compared to conventional marketing. Among the most crucial are:

Measurability and monitoring - online marketing provides a very accurate measurement of large volumes of data.

Complexity - an advertiser can choose several ways to reach customers.

Availability - marketing on the Internet is available 24 hours a day, 7 days a week.

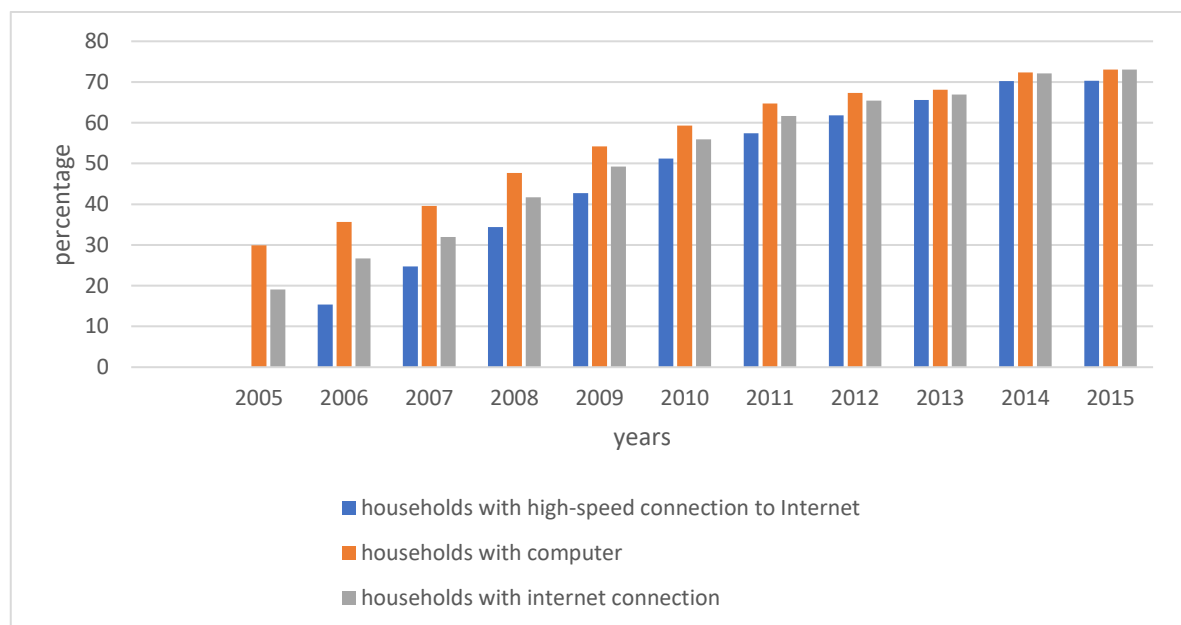
Individual approach - based on a selection of different criteria, it is possible to target customers approached differently.

Dynamism - the offer can be changed continuously (Pelsmacker, et al., 2003).

### 3.2 Internet users in Czech Republic

Internet as a medium has an increasing role. The number of users grows every year, both globally and in the Czech Republic, which is also supported by the following data. According to the Czech Statistical Office, 73% of households in the Czech Republic, have a high-speed internet access. In 2006 it was only 19% of households. Therefore, it is a 54% increase (Hilský, 2015).

**Graph 1 - Internet and households in Czech Republic**

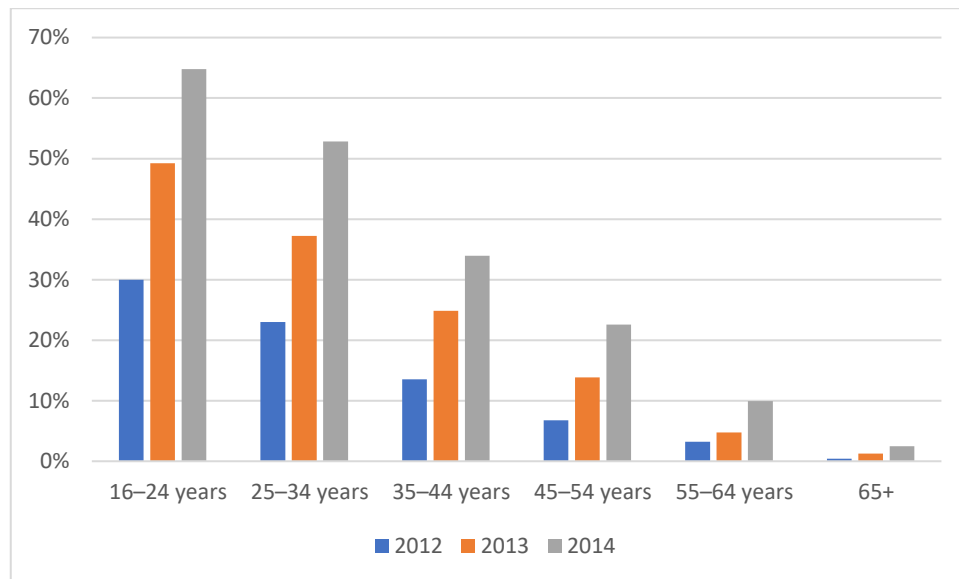


Source: czso.cz (2016), own processing



In the next graph we can see that that smartphones and Internet in portable devices is getting more and more attention throughout all age groups. The percentage did more than doubled from year 2012 to 2014 and we can expect it to still increase (Veřejná databáze, 2016).

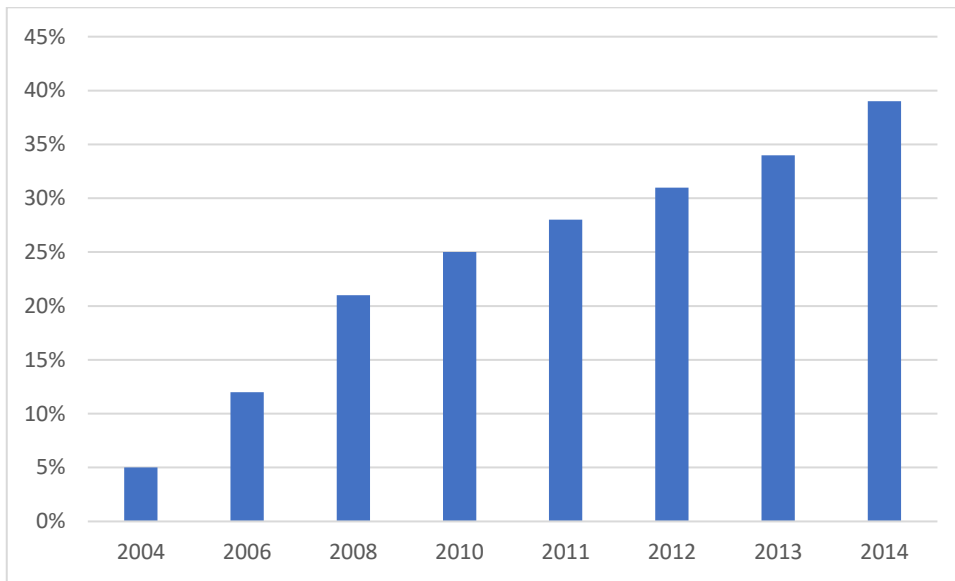
**Graph 2 – Internet use in mobile devices by age groups in Czech Republic**



Source: czso.cz (2016), own processing

Graph below shows on-line purchases in all industries in percentages over year 2004 to 2014. From what we can see the trend grows and still has a reserve if we compare it to percentages in graph 1 and 2. The difference between owning computer with Internet connection or using Internet in mobile devices is around 30%. That can mean that on-line purchasing still has a gap to fill.

**Graph 3 - Individuals purchasing on-line in age 16+ in Czech Republic**



Source: czso.cz (2016), own processing

### **3.3 Internet search engines**

Search engine is a website allowing users to search the Internet websites based on their search queries. The world's largest search engine Google search engine.

Internet search engines search the contents of websites that are indexed in their database.

Indexing means downloading text content to the search engine. Search engine will store the contents of Web pages in its database and thus can offer users search results without having to re-crawl all the pages on the Internet network.

Search engines should provide relevant results in the form of Web links that are sorted in the search results. They are also known as SERP - Search engine result page (Bruce, 2013).

Search engines are generally divided into two types - the catalog and full-text search engine. Catalog search function is relatively simple, based on the registration of a particular web page in the catalog. In Czech Republic this service is offered for example by Seznam.cz, Centrum.cz and Atlas.cz.

Full-text search engines are a little more complicated, but the results are usually highly relevant. Seek throughout the site and they are eg. Google, Yahoo ! or Bing (Kelly, 2008).

### **3.3.1 Crawling**

Crawling is the process by which robots discover new and updated pages to be added to the index.

Everyday billions of pages are crawled through. The program that does the fetching is called robot also known as a bot or spider. Robots use an algorithmic process: computer programs to determine which sites to crawl, how often, and how many pages to fetch from each site (Google, 2016).

### **3.3.2 Indexing**

Robot processes each of the pages it crawls in order to compile a file called index of all the words it sees and where they are located on the page. Additionally, the robot also uses special attributes on each web page such as meta title, meta description, meta keywords and alt tags. These are markup tags used in creation of web pages (Google, 2016).

### **3.3.3 Serving results**

When user enters a query, search engines look through the index for matching pages and return the results that should be the most relevant to the user. Relevancy is decided by a lot of factors and the main one is probably PageRank for a given page. PageRank is the measure of the importance of a page based on the incoming links from other pages. In simple terms, each link to a page on your site from another site adds to your site's PageRank. (Google, 2016).

## **3.4 Search engine marketing**

Search engine marketing or shortly SEM, is marketing through search engine. It refers to marketing activities that are associated with searching on the Internet. For the Czech Republic, it primarily concerns Google.cz or Seznam.cz. We can also include possible other portals and services such Heureka.cz or zbozi.cz (Enge, et al., 2012).

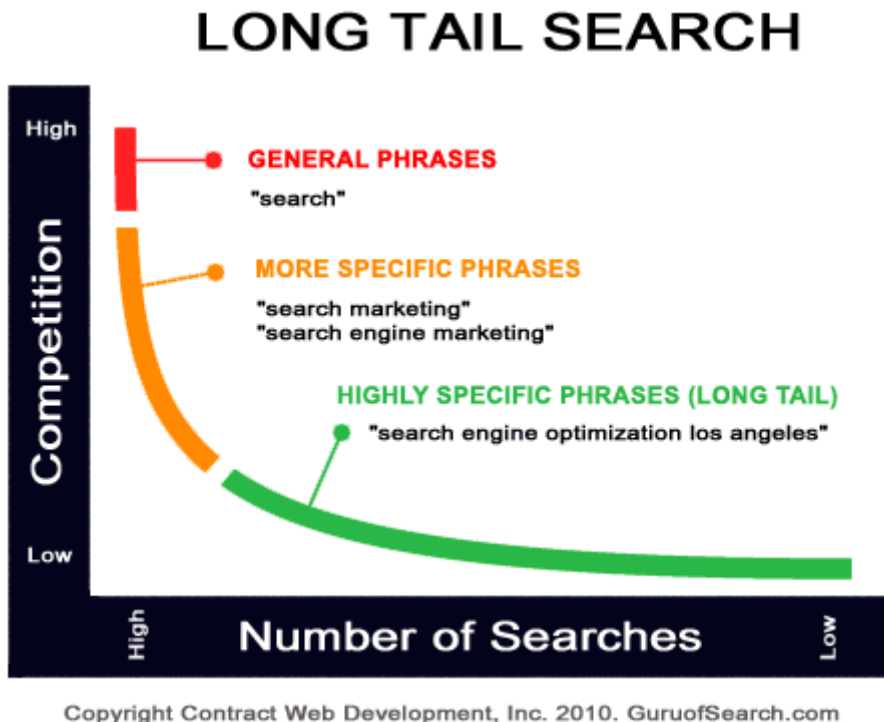
SEM can be divided into two groups, by the focus on type of result. First is Search engine optimization or shortly SEO that focuses on organic results. Other type is Search engine advertising or shortly SEA, which is advertisement in full-text search queries that shows above organic search, bellow organic search or on the right side of search result. SEA is paid system commonly known as Pay per click system or shortly PPC, which is also the most standard system (Ramos, et al., 2009).

### **3.4.1 SEO**

The main aim of SEO is to increase positions in SERP. Merely increasing positions in search engines is not the best strategy, because positions for differs for every keyword and is the primary metric for assessing the quality optimization. SEO is targeting certain keywords or phrases (Levene, 2010).

Search engine optimization can be also described as increasing the volume of traffic to a website from search queries. It is a long process that is associated with the partial modifying the technical attributes of web pages, creating content and getting backlinks from other thematically linked website (link building). SEO can be divided into so-called. On-page and off-page factors. As the name implies, the on-page factors deal with changes to the Web site and off-page optimization outside the site vice versa. The goal of SEO is to get the search engines to the top of unpaid search for relevant queries and increase website traffic (Dholakia, Fritz, & Mundorf, 2002).

Picture 1 - Long tail principle in SEO



Source: Guruofsearch.com, 2010, (<https://www.shoutmeloud.com/wp-content/uploads/2010/11/Long-Tail-Keywords.png>)

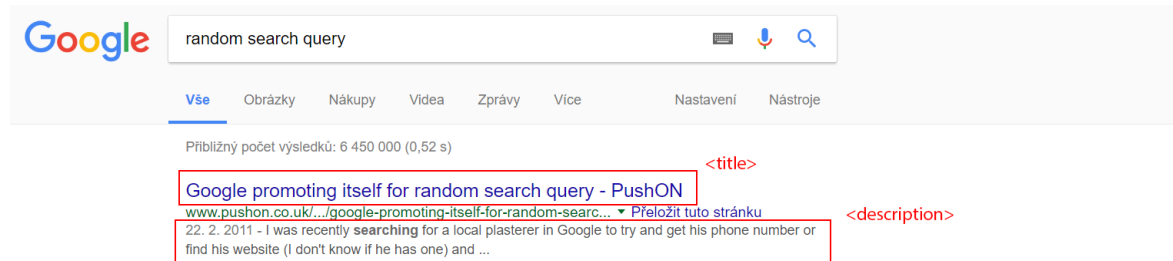
#### 3.4.1.1 On page factors

On page factors are directly associated with the page content and influence the location of the page in search results. On-page factors are related to your keywords and phrases. They also fall into two categories and that are **metadata** and **page content**:

Metadata are hidden from visitors. They serve for robots and tells them what is exactly on each web page. Metadata are hidden in head part of webpage. List of meta tags:

- **<title>** The most important tag in head of web page. Visible at the very top of browser in the tab window.
- **<description>** Content of meta description is shown in the full text search as we can see in the picture bellow. Length of description should not be longer than 160 characters.
- **<keywords>** As the title suggests, keyword tag works for robots to see what is web page about and what keywords are relevant to it (Bruce, 2013).

## Picture 2 - view of meta tags



Source: Google.cz, own processing, 2017

**Page content** focuses on what is visible on the web page to visitor. Crawler friendly architecture is what one is trying to achieve. Web page that is optimized contains several things that are needed:

- **<H1>** - **<H6>** tags, placed on through web page tells visitor what is web page about and creates architecture of web page similar to diploma thesis. Each web page should contain only one H1 tag but can contain more of H2 – H6 tags. In the H1 tag should be mentioned at least one keyword from meta keywords part.
- **<p>** tags, or in another word written paragraph that should be unique and relevant to the page title. Correctly written paragraph should contain several keywords for which we want the page to get high ranking.
- **URL** structure or uniform resource locator. The intention of URL is that it shows visitor where he is on the website, so the URL shouldn't be long and incomprehensible.
- **<alt>** tags. Robots cant recognize rich media such as pictures, videos, etc., so the use of alt tag is for crawlers to see what the image or video is about. Also server to visitor if for some reason image did not load and he can atleast see what rich media wanted to show him or her (Redish, 2007).

### 3.4.1.2 Off page factors

Off-page factors are not on the page and cannot be completely influenced. In other words, this is called backlink building, which is accomplished by two ways **natural way** or **PR articles** on others websites. In these days, it backlinks affect performance a lot, especially

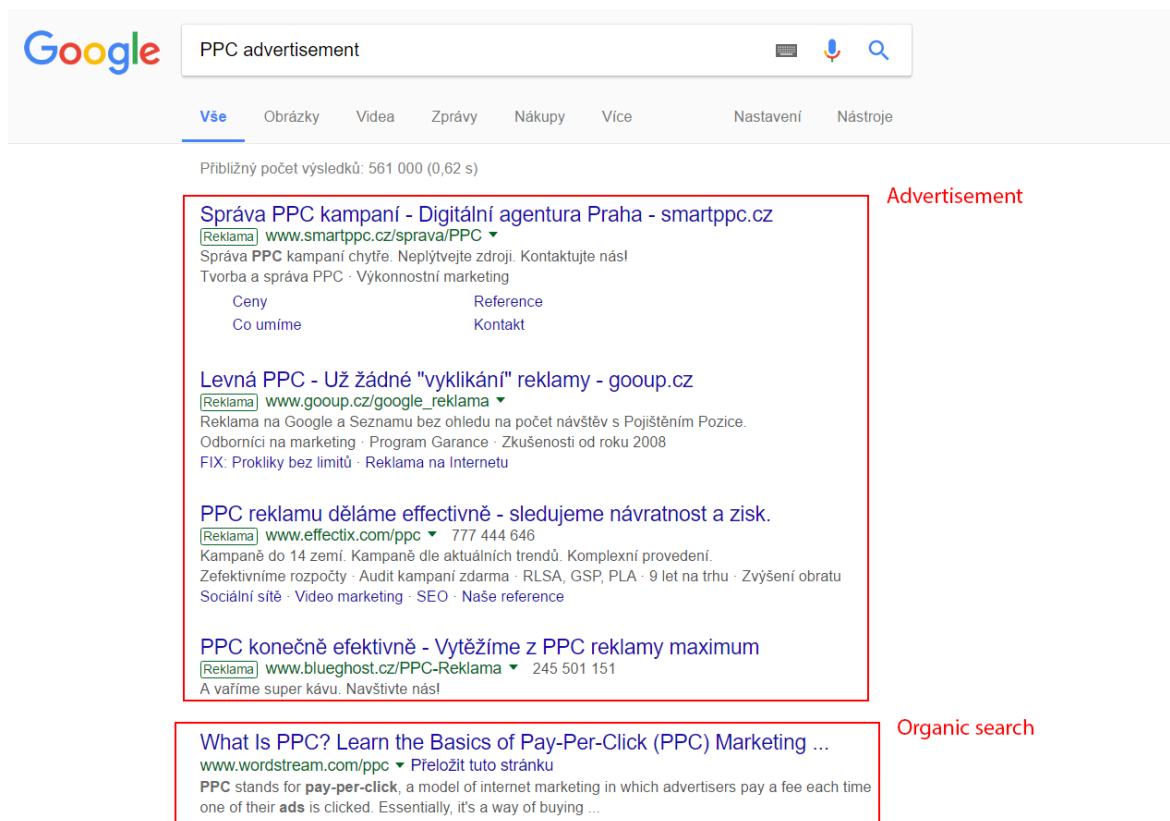
Google gives backlinks a big weight in ranking. Also, the backlinks should be on relevant websites with same or similar focus as the original website is.

Natural way is sharing website content by third person which enjoys the content and want to share it from their own initiative with other people through their own website or social media. PR articles that are published on the relevant websites. Mostly paid channels published by third person, but not from their own initiative (Kennedy & Hauksson, 2012).

### **3.4.2 Pay Per Click system**

Pay per click or shortly PPC is probably right now the most powerful tool that online marketers have. Search is one of the most common activities of Internet users. If the user wants to find anything on the Internet, he/she has to usually use a search engine. Search engines are a great opportunity for companies that can reach their customers and offer them the right content. This system of marketing works as the name suggest, therefore marketer pays not for showing advertisement, but after person clicks on it. PPC is the most common form of a full text and banner advertisement. There are also other systems like cost per impression or shortly CPI which is cost for every display of advertisement. This index is no longer used because of the huge number of advertisement around Internet network and CPM index is used instead, which is cost per thousand impressions (Lee, 2009).

Picture 3 - View of PPC advertisement



Source: Google.cz, own processing, 2017

The picture above shows advertisement at Google search engine. It can be seen that first 4 results from search queries are advertisement. Also in some queries the right panel shows up with additional advertisement and also last 4 results are paid advertisement also. PPC brings a lot of benefits to marketers, but also has some disadvantages:



**Table 1 - PPC benefits and disadvantages**

PPC	
Advantages	Disadvantages
relatively low prize because of payment only for click	Complexity to create successful campaign
very high efficiency	Need for constant control
possibility of very precise targeting	Focusing on behaviour of all channels not just PPC.
constant control over campaigns	
precise evaluation of the benefits	

Source: (Ramos, et al., 2009), own processing

From what we can see PPC main benefit is their instant and precise measurability, comparing to the advertisement in classic media. If properly set and targeted they can also be very efficient. Control over campaigns means that campaign can be stopped or modified any time marketer wants to. Creating a PPC full text campaign can get a bit complex because of getting the target on the right group, also the text of campaign does influence people in different way (Bruce, 2013).

Explaining main terms connected to PPC is crucial to fully understand this problematic and to get bigger image of how this system operates (Domes, 2012).

**Table 2 - Terms connected to PPC advertising**

Term	Explanation
Campaign	It's generally what you first set-up when you advertise. It divides and organizes your advertising efforts. You can run multiple campaigns at any time. Campaign has its own budget, target, geographic location, etc.
Ad groups	Ad groups are a set of keywords, budget and targeting methods for an objective within the same campaign. If you want to advertise clothes, it will be your Ad group, you can divide it by focus on online purchase, women clothes and men clothes.
Keyword	They are the words or word phrases you select for your ads, and they will help to control where and when your advertisement will appear.
Quality score	A quality score is the measurement based on the relevancy of your ad headline, description, keywords and destination URL to your potential customer seeing your ad. A higher Quality Score can get you better ad placement and lower costs.
CPC	Cost per click is the most popular bidding strategy that search engines use. Marketers set their maximum CPC in the process, which means that marketers won't pay more for a click.
CTR	Click through rate is a metric in the analysis of advertising campaigns that shows how many percent of people actually clicked on a marketer's advertisement after seeing it.
Conversion	Metric that is set by a marketer, for e-shops it is standardly placing an order but it can also be calling a company, filling in a form or subscribing to a newsletter. Generally, it is the number of how many visitors completed a desired action from all visitors.

Source: (Beck, 2009), own processing

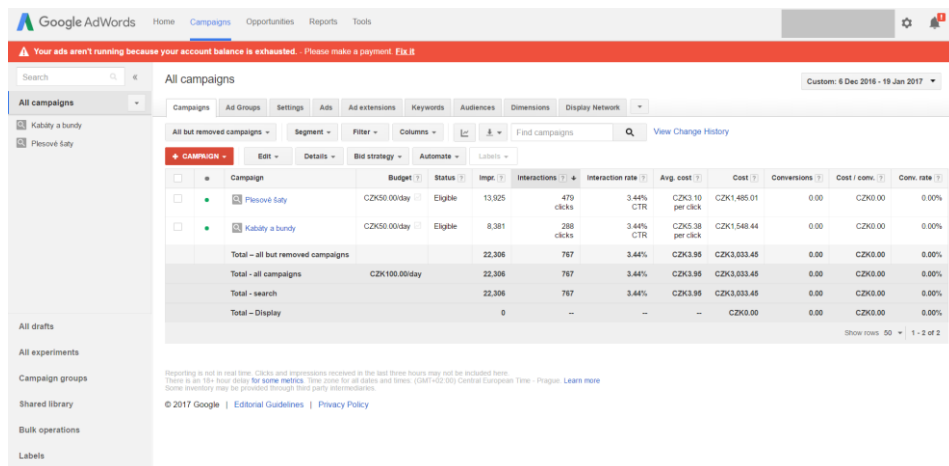
### 3.4.2.1 Google AdWords

Google AdWords PPC is the most widely used system in the world. Established in 2002 and it is probably one of the most advanced tools for PPC advertising at all. AdWords is one of the main sources of income Google. When you enter a search query into the Google search bar will display two types of results - AdWords ads and organic search results. Paid search results are always marked with advertisement label (Beck, 2009).

Recently Google reworked their placement of full text advertisement. Firstly, Google abolished the right column with advertisement, increased number of top advertisement from 3 to 4, but the bottom advertisement is staying at same number 3.

Using Google AdWords is not charged, the advertiser only pays for credit which can be recharged payment order or credit card and the money is then deducted from the account according to actual spending. Advertisers enter the auction based on selected keywords for which they want to show their advertising messages. Google does not favour only the highest bid, but taking into account the so-called Quality Score (Lee, 2009).

### Picture 4 - AdWords environment



The screenshot shows the Google AdWords interface. At the top, there is a navigation bar with 'Home', 'Campaigns', 'Opportunities', 'Reports', and 'Tools'. Below this is a red banner with a warning: 'Your ads aren't running because your account balance is exhausted. Please make a payment. Fix it'. A search bar and a date range selector ('Custom: 8 Dec 2016 - 19 Jan 2017') are also visible. The main content area is titled 'All campaigns' and features a table with the following columns: Campaign, Budget, Status, Impr., Interactions, Interaction rate, Avg. cost, Cost, Conversions, Cost / conv., and Conv. rate. The table lists three campaigns: 'Plesové Saty', 'Kabaty a bundy', and a 'Total - all but removed campaigns' row. The 'Plesové Saty' campaign has a budget of CZK50.00/day, is 'Eligible', and has 13,925 impressions, 479 clicks, and a 3.44% CTR. The 'Kabaty a bundy' campaign has a budget of CZK50.00/day, is 'Eligible', and has 8,381 impressions, 288 clicks, and a 3.44% CTR. The 'Total - all but removed campaigns' row shows a total budget of CZK100.00/day, 22,306 impressions, 767 clicks, and a 3.44% CTR. The 'Total - all campaigns' row shows a total budget of CZK100.00/day, 22,306 impressions, 767 clicks, and a 3.44% CTR. The 'Total - search' row shows 22,306 impressions, 767 clicks, and a 3.44% CTR. The 'Total - Display' row shows 0 impressions and 0 clicks. At the bottom of the table, there is a note: 'Reporting is not in real time. Clicks and impressions recorded in the last three hours may not be included here. There is an 8h-hour delay for some reports. This page lists all status and errors. (GMT+02:00 Central European Time - Prague) Learn more'. Below the table, there is a copyright notice: '© 2017 Google | Editorial Guidelines | Privacy Policy'.

Campaign	Budget	Status	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate
Plesové Saty	CZK50.00/day	Eligible	13,925	479 clicks	3.44% CTR	CZK3.10 per click	CZK1,485.01	0.00	CZK0.00	0.00%
Kabaty a bundy	CZK50.00/day	Eligible	8,381	288 clicks	3.44% CTR	CZK3.38 per click	CZK1,548.44	0.00	CZK0.00	0.00%
Total - all but removed campaigns			22,306	767	3.44%	CZK3.95	CZK3,033.45	0.00	CZK0.00	0.00%
Total - all campaigns	CZK100.00/day		22,306	767	3.44%	CZK3.95	CZK3,033.45	0.00	CZK0.00	0.00%
Total - search			22,306	767	3.44%	CZK3.95	CZK3,033.45	0.00	CZK0.00	0.00%
Total - Display			0	--	--	--	CZK0.00	0.00	CZK0.00	0.00%

Source: Google AdWords, 2017, own processing

### 3.4.3 Quality Score

Quality Score is a reaction to irrelevant ads that appear on Google searches, and involves various aspects, which attaches different weights for ad ranking. Quality score is intended to

give marketer overall idea about quality of created advertisement. Quality score is a numerical value on a scale 1 to 10 Quality Score is influenced by several factors. Among them are expected CTR, ad relevance and quality of landing pages, ad relevance and historical account performance. It is not known exactly which factor has the greatest impact, but there is evidence that higher Quality Scores lead to lower CPCs. How much is not exactly clear and it differs, but quality score above 5 has a decreasing CPC and quality score under 5 has a rising prize of CPC (Google, 2016).

### Picture 5 - Quality score in AdWords campaign

Keyword: **kabáty dámské**

Displaying ads right now?  
**No** • This campaign is not currently enabled.

Quality Score - [Learn more](#)  
**7/10** Expected click-through rate: **Above average**  
Ad relevance: **Average**  
Landing page experience: **Average**

[Ad Preview and Diagnosis](#)

Source: Google AdWords, 2017, own processing

#### 3.4.4 Remarketing

Remarketing or retargeting is a technique that aims to bring users back to the site they have visited before, but did not make the desired action. Remarketing works based on cookies. Cookies are micro files that a website stores in the browser and the user's device and can be identified by them and target advertising based on them. The maximum duration of a cookie in the system Google AdWords is up to 540 days. Typically, it may be visitors for the last 7, 14, 30 days, or for visitors who created a shopping cart in the past 30 days. Such audience usually has a higher conversion rate than others. This method of targeted internet advertising was developed by Google and the launch occurred at the beginning of 2010 in the AdWords system (Penn, 2017).

Remarketing is mainly used for selling purposes, but can also serve as brand awareness tool or increasing loyal customers base. Remarketing has four basic uses:

- **Unfinished purchase**

This is the case when a visitor is already considering the purchase of goods in the shop and the goods have been put in a basket. In this case, this segment convinces visitors to complete purchase. Reminding about abandoned shopping cart through display ad.

- **Complementary products**

Customers who have previously purchased goods in a specific category (e.g. clothes) may be targeted by remarketing approached with a variety of accessories (handbags, scarfs, matching clothes etc.).

- **Indecisive customers**

Remarketing for indecisive customer can be used. For example, when potential customer is taking too long picking out expensive product. Reminding customer about your website and product is an appropriate way for brand building.

- **Addressing existing customers**

Customers who have already purchased in a shop, have a higher potential that they will purchase again. These customers can reach by a range of products on sale, discounts or offering new products, etc. (Penn, 2017).

### **3.4.5 Display advertisement**

Google and other search engines allow their advertisers to target the potential customers through display banners on website throughout Internet. The big advantage is their huge hit. Use of the content network can target up to 90% of Internet users in general. On the content network, advertiser can use text ads and both static and dynamic banners. Individual systems offer different options for targeting ads. In both systems, it can be targeted according to location, keyword, interest in buying, topics, interests and gender. Target by location means that it is possible to choose a specific web page where you want the advertising messages appear. Target by keyword targeting to sites that display the keywords defined by the advertiser, also known as contextual targeting.

Interested in purchasing targets based on the data to identify the user and thus potential customers who are interested in buying. Targeting by topic provides users with banners on

websites that deal with a particular topic. Interest targeting lets you reach people who are currently interested in a particular subject area.

Google also offers its advertisers targeting according to email addresses. It can therefore take advantage of e-mailing lists of current customers. One of the most powerful tools for targeting on the content network is called. Retargeting. (Penn, 2017)

### **Picture 6 -First display advertisement**



Source: Marketinginsidergroup.com, 2015, (<https://marketinginsidergroup.com/wp-content/uploads/2015/07/Screen-Shot-2015-11-18-at-11.26.44-AM.png>)

## **3.5 Social media**

Currently social media is very popular, it is therefore not surprising that in the past few years, social networking has become another way to generate income. At the peak of popularity is mainly Facebook, Twitter and LinkedIn. Thanks to social networks, companies can get very close to their target audience and achieve effective results can be achieved without high investments (Tuten, 2008).

Social media is based on the relationships of users, companies and their mutual trust. If users trust company, they will get themselves involved in the distribution and content creation. Effective involvement of social networking into the marketing mix brings benefits in terms of increasing brand awareness among users of social networks that belong to the target group of the company, and generally increases the effectiveness of advertising on the Internet.

Among social media are Facebook, YouTube, Twitter, Instagram, LinkedIn, Foursquare, Google+, Flickr, etc. The advantage of marketing on social networks is accurate targeting, which means that all investments in brand promotion are focused on desired target group. Communication takes place only with users who are interested in a particular company's

portfolio of products and services. The advantage of social media is also in viral propagation, in which a communication is shared from user to user (Close, 2012).

### **3.5.1 Facebook**

The largest social network in the world, the number of companies that use this network to communicate with their existing or potential customers continues to grow. In recent years, Facebook has also become a tool suitable for online marketing.

According to the Czech Statistical Office as of the end of 2015, Facebook daily users got over 39% of all internet users in Czech Republic (Hilský, 2015).

Facebook is capable of two types of promotions that are free of charge (active and passive). Active promotion is associated with the activities of the company on a social network, Facebook page of the company to which the company communicates with customers. Passive promotions are user activity on the site like click "Like", share links, etc. and distribution of content, information or communication between users called viral marketing. Correctly created Facebook page can help company to effectively use as one of their marketing and PR channels. Among the advantages of social networking is included the possibility of using bi-directional communication with customers, the collection of personal data on existing or potential customers and branding the products or services (Dědiček, 2010).

#### **3.5.1.1 Facebook advertisement**

Facebook allows advertisers to pinpoint who they want to hit. It uses the data that the users themselves leave. Facebook provides advertisers user data regardless of whether they have on their profile hidden to the public or not. It is possible to target users by gender, age - such information is based on information provided to the user before Facebook when creating a profile (Dholakia, Fritz, & Mundorf, 2002).

Another option is targeting by location where the user is located. Geographically, it is possible to target cities in the Czech Republic and identify areas of kilometres around these towns as far as advertising should reach people. The advertiser can also choose to exclude

some locations. Then the ad in that area will not be displayed. This information Facebook obtains from several sources. These are the places of residence, which tagged on your profile, IP address from which connected to the Internet, data from mobile devices or aggregated information about the location of user friends (Pelsmacker, Geuens, & Bergh, 2003).

### **3.5.2 Instagram**

Instagram is an application designed for mobile platforms iOS (Apple), Android and Windows Mobile enabling adjustment and subsequent sharing of photos and short (15s) videos. Application was created in 2010 initially released for iOS and in 2012 expanded to other mobile platforms. In 2012 he became the acquisition of Facebook for the price of 1 billion USD (Waters, 2015).

Instagram, more than any other social media benefits from its visual nature and its users much more responsive to images, rather than text itself in description. Instagram builds on the popularity of instant retro Polaroid photos and until recently allowed sharing Only photos in a typical square format. The user has the option of editing photos using pre-set filters and basic editing functions, then share it on profile, but also on other social networks that you connect to your Instagram account. The user can watch the other profiles similar to other networks. When Instagram distinguish between "followers" - the people who watch our profile and "Following" - Users who are watching us.

The rate of interaction or so called engagement of fans with content at Instagram is around 2.61 % of the total number of followers, compared to engagement on Facebook, where the value is around 0.55 % from the number of fans of the page. It is interesting that the Instagram has more frequent sharing contributions (Waters, 2015).

### **3.5.3 Blog**

The word weblog (later shortened to blog) was founded in 1997. Really, however, larger scale began using in 2000. Nowadays blogs dedicated Articles in major newspapers and magazines. Recently they arrived on benefits not only blogs individuals and companies. Thanks to blogs nowadays commercial organizations can use unimaginable and very



important opportunity to communicate with customers. Corporate blog website is a hard to decide whatever it is social media or not. As a social media works as a two-way street blog has to allow comments to become social site. If the comments are blocked the site becomes only publishing platform. Main positive is that if creation of content is highly relevant and blog is part of website it can improve SEO of website rather well and get website higher ranking in some searches which would end up in higher traffic and potentially in higher number of conversions (Flynn, 2006).

Blogs is quickly gaining popularity as a relatively cheap and surprisingly effective marketing tool. At the same time, they play a very important role in public relations and customer services (Byron, et al., 2008).

Companies are thanks to blogs more visible and increase the number of potential customers. The advantage is also in a "Google-friendly" architecture blogs where internet search engines will be able to easily monitor all information that the company blog published. Blogs are a revolutionary technology because of the ease of use. During information overload, readers can particularly appreciate that the text is concise, actual and comprehensible. The trend is also searching for answers to questions via the Internet search engines. Due to the simple structure of the targeted blogs and search engines, it is easily find information in the blog than a traditional web site (Byron, et al., 2008).

### **3.6 Direct marketing**

Method of direct communication with carefully selected individual customers, with the aim of immediate response and building long-term relationships with customers. Direct marketing focuses on a narrowly defined group of existing and potential customers, who should be key for the company and important elements. Thanks to narrow specialization offers a personal approach. These behaviours include telemarketing, direct mail and newsletter (Chaffey, Chadvick, & Johnson, 2009).

Direct marketing strengthens customer loyalty to the company and the customer is in a convenient option that they can address everything from home. Among the advantages of this type of marketing we can be included in addition to the already mentioned website also convenient are simplicity and privacy eventual purchases, greater access to a wider choice

of goods, interactivity - offering not only communication from the company to the customer, but also the communication from the customer to the company, immediate reaction and measurability (Mullen, et al., 2011).

### 3.6.1 E-mail

Direct mailing is divided into the electronic and printed. The advantage of direct mail is easy to create feedback, and can automatically measure the effectiveness of communication. The basis for quality direct mailing is database of relevant people. The success rate of direct mailing campaigns plays a big role right choice of target groups and creative development of forms of direct mail. Direct mail should include a personalized cover letter and a promotional message must adopt and must determine a way to have recipients to respond (Mullen, et al., 2011).

Emails can be divided into a several categories:

**Direct e-mail** is useful when a company wants to highlight its current or potential customers about their products or services. This is a message sent directly to those people whose contacts are either rented from database to another company, or is establishing a list of e-mail addresses its own collection of contacts

**Newsletter** form is regularly sent by e-mail without advertising. The aim is not to force the customer to buy or make registration, the goal is to create, respectively strengthened long-term customer relations. The difference between newsletters and promotional e-mail is in the form of a particular content. The key is therefore the choice of topic contained in the newsletter that the recipient must take.

**Permission e-mail** is e-mail for subscribers, the company uses this type of e-mail, entitled expected to send a relevant message to people who want to receive it. The essence of permission marketing is an activity from the customer to the company, based on previous communication customer knows what to expect. Customer interest is based on the completion of the questionnaire, which determines not only the information that the user is interested, but his tastes and preferences. Therefore, they expect to be provided with adequate relevant information, products and services (Mullen & Daniels, 2011).

## **3.7 Evaluation of marketing activities**

Important part of Internet marketing is also its evaluation using analytical tools. There is a lot of options on the market. The most frequently used, however, Google Analytics, which is free and offers for most websites wide range of options is the most common to use. Internet marketing uses even other tools for analysis such as Screaming frog, that analyses SERP and Mouse flow which analyses what customers does on website in real time and many more other analysis tools.

### **3.7.1 Google Analytics**

Google Analytics is an online service that provides detailed information on websites online stores, through which the company (e-shops) can better optimize your site. Google Analytics includes usage reports Web site traffic sources, survey of visitors and content. It is possible to determine the number of visits, page views, the approximate time spent on site, bounce rate - percentage of visits that were enjoyed by only a landing page or the average number of pages viewed per visit. With Google Analytics, you can also check the sources of traffic so as to identify the most beneficial marketing channels. All data can be segmented as needed. This allows to obtain data on the various ongoing campaigns or for example mobile traffic. This data can be used to further develop the site or in deciding on further investments in individual marketing channels. Google Analytics is a web analytics tool, which allows owners of websites and mobile applications comprehensively analyse the traffic and the objectives of the site.

Google Analytics tracks visitors by JavaScript code that needs to be implemented to code of each web page and it also can be customized based on purpose of each webpage (Ledford, Teixeira, & Tyler, 2011).

## Picture 7 - Google Analytics JavaScript code

### Website tracking

This is the Universal Analytics tracking code for this property.

To get all the benefits of Universal Analytics for this property, copy and paste this code into every web page that you want to track.

```
<script>
(function(i,s,o,g,r,a,m){['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-11839154-1', 'auto');
ga('send', 'pageview');

</script>
```

Source: Google Analytics, 2017

## 4 Practical Part

Practical part is focused on online marketing of chosen company Diva Paris. Firstly, the analysis of current marketing is done, after that proposal of new wider multi-channel marketing strategy and partial testing of it. All above is summarized in the recommendations for company how to improve their marketing. Marketing strategy is divided in different areas of online marketing - advertising on Facebook, PPC search advertising, e-mailing, PR articles and SEO.

The fundamental part is the proposal of a new marketing strategy for the online environment in all the above areas. Although online marketing provides much more possible online marketing activities, they are not currently considered. This is due to the financial and time possibilities of company.

### 4.1 Characteristics of company

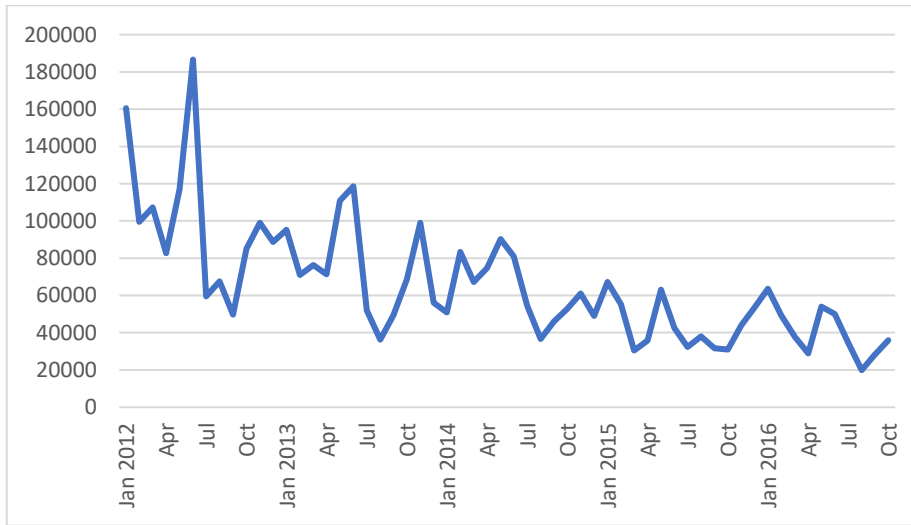
Picture 8 - Logo of Diva Paris



Source: Diva Paris, 2017

Diva Paris e-shop has been launched in year 2009, as a family business that offers and sells clothes for women made in Italy, France and England. Company is owned and run by married couple without any other employees. E-shop can be found on website [www.damskebleceni.com](http://www.damskebleceni.com). Diva Paris also has small showroom for customers to help customers with shopping. From the graphs bellow, it can be seen that the E-shop traffic and sales goes steadily down. The company Diva Paris is operated by company Zen Cart, Ltd., which currently manages only this e-shop with ladies' fashion.

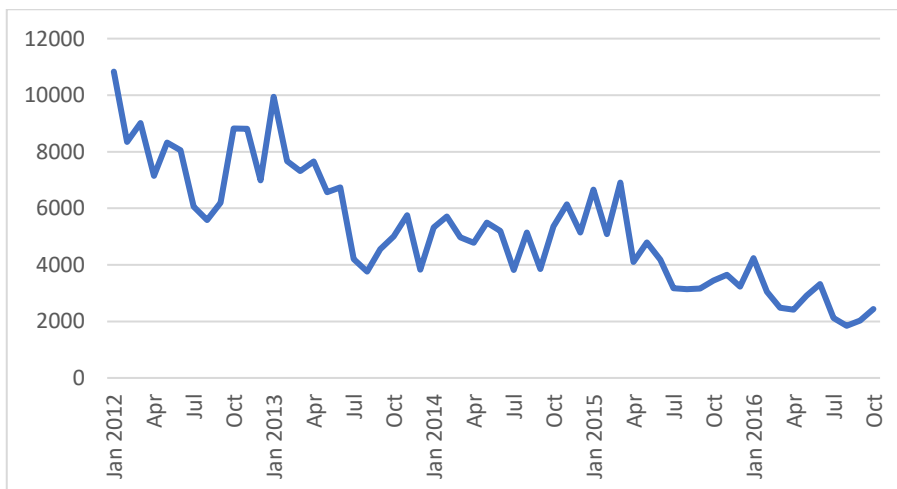
**Graph 4 - Sales without VAT of Diva Paris**



Source: Diva Paris, 2017, own processing

The graph above shows us amount of sales every month from 1. 1. 2012 to 30. 10. 2016. We can see that over the time month sales went down almost by 75%. That is incredible drop that is probably caused by increasing competition and uninterested owners in the marketing and no further developing of website. From the graph bellow we can see the number of customers which is in similar way going down and the total drop is almost at 80%. Reasons are probably the same.

**Graph 5 - Number of visitors at site [www.damske-obleceni.com](http://www.damske-obleceni.com)**



Source: Diva Paris, 2017, own processing

#### 4.1.1 E-commerce platform

Diva Paris used originally as ecommerce platform Zen cart version 1.3.8.a which is ecommerce platform released 19 May 2008. That is already almost ten years old now. Zen Cart platform is free to use with modifications that comes mainly from community. Owners used this version from beginning up until now. Platform itself is running smoothly but, uses old version of PHP and CSS coding and did not minify them. Also, the compilation of each web page was complicated and banner of website is using Flash technology which is not recommended anymore. Another point is disordered file placing on web server, hard to orient and similarly problematic to change SEO on page factors. Zen Cart started to lose its market share in Czech Republic few years later when Prestashop and others platforms stepped in and made customers shift from Zen Cart. This caused further Zen Cart customization less easy. Diva Paris never upgraded to newer version or did not change front end of website, resulting in non-responsive design and low rating from Google search over time.

Picture 9 - Visualization of website Diva Paris



Source: Diva Paris, 2016

#### **4.1.2 Characteristics of products**

Diva Paris focuses on selling women's fashion for women aged from 24 to 60 years, which is focused on clothes for every occasion. Diva Paris offers social and prom fashion. Featured products include dresses, tunics, boleros, pants, shirts, tops, scarves, handbags, coats, jackets and some other seasonal products.

With products is surely connected delivery of them. Diva Paris deliver only through Czech Post, at prizes 98 CZK with cash on delivery and 49 CZK with payment in advance.

#### **4.1.3 Position on market**

On the Internet, there are at least ten e-shops with a similar focus, goods and target group such as e-commerce Diva Paris and countless other e-shops offering women's fashion. In this very competitive environment Diva Paris is steadily losing its market position and is not able to acquire new customers. Reason behind this is that the company did not follow new trends in e-commerce. The main objective will therefore be present new online marketing strategy that will suit owners and will be possible to uphold it for at least two years to keep up with trends and needs of customers.

#### **4.1.4 Average visitor**

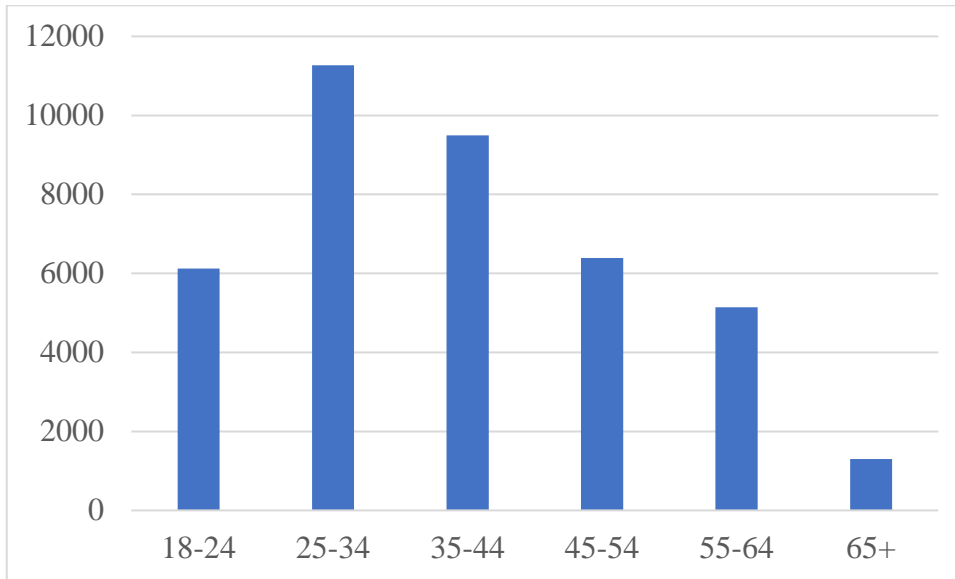
Visitors distribution graphs and figures comes from Google Analytics that collected data for the last few years. As we can see from graph bellow main part of customers are women that are aged from 25 to 65 years.

From figure of distribution of visitors by regions and density of population in Czech Republic we can see that it corresponds so there is no privileged region or part of Czech Republic that visits e-shop more or less.

To determine average customer is impossible due to bad settings of Google Analytics not setting up what is conversion. Because of this we cannot focus on more specific group that could probably bring more revenue with same amount of traffic.



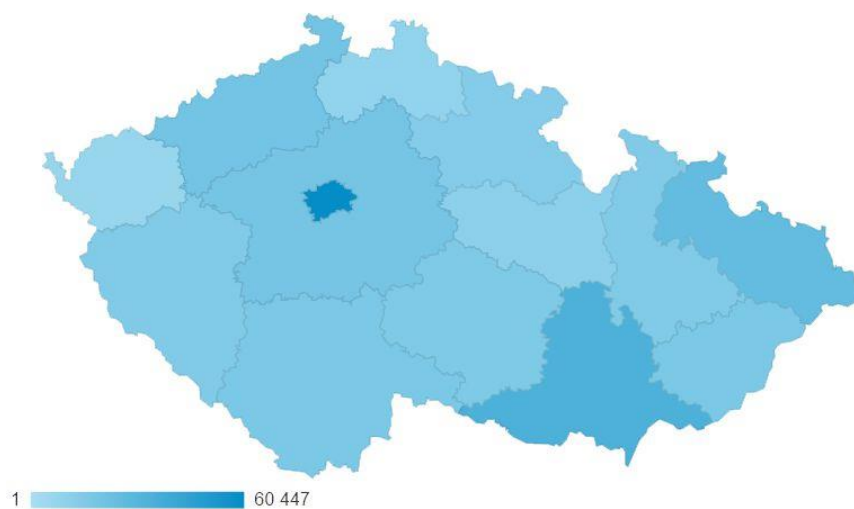
**Graph 6 - Visitors of Diva Paris divided by age**



Source: Diva Paris, data range: 1. 1. 2012 – 30. 10. 2016

Graph above shows us that the main part of visitors are adults from age 18 – 64, but the product portfolio is aimed for women from age 30 to 50. This graph correspond with the graph that Czech statistical office published in literature overview except the age group 18 – 24. In age of visitors there are not any “abnormalities” like some age group would be at very low level.

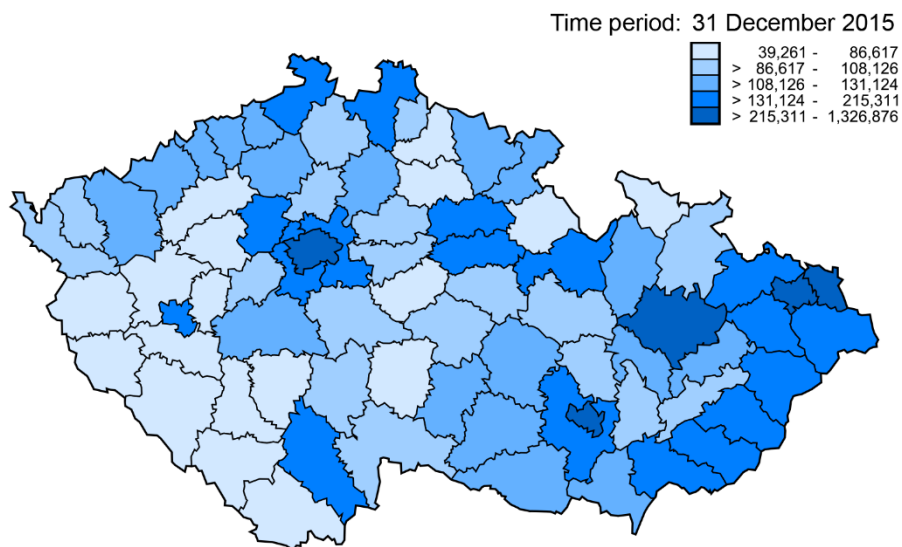
**Figure 1 - Visitors of Diva Paris divided by geographic location**



Source: Diva Paris, data range: 1. 1. 2012 – 30. 10. 2016

There is nothing much to say to this graph above but comparing it to the bellow graph can show us that even geolocation corresponds to eachother. Only one part on east called Šumperk shows significant difference and a reason behind is unclear.

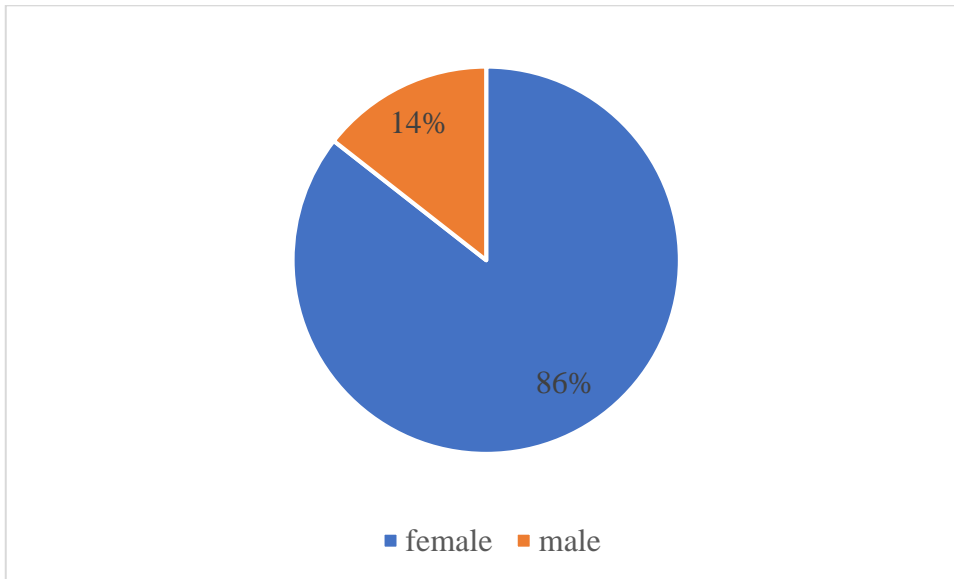
**Figure 2 - Total population divided by geolocation**



Source: czso.cz, 2017, ([https://vdb.czso.cz/vdbvo2/faces/index.jsf?page=vystup-objekt&z=T&f=TABULKA&katalog=30847&pvo=ZUR08&c=v3~8\\_\\_RP2015](https://vdb.czso.cz/vdbvo2/faces/index.jsf?page=vystup-objekt&z=T&f=TABULKA&katalog=30847&pvo=ZUR08&c=v3~8__RP2015))

On the last graph bellow we can see visitors divided by gender. The percental number of women visitors is very high, which is good for company selling women clothes. Even from that 14% of male visitors we can expect to be some of them women. From example when wife is using husband computer etc.

**Graph 7 - Visitors of Diva Paris divided by gender**



Source: Diva Paris, data range: 1. 1. 2012 – 30. 10. 2016

## **4.2 Marketing strategy of Diva Paris**

The marketing up to now consisted mainly of e-mail marketing, which was based on newsletter every week that were sent to registered customers. Recently there were tendencies to start using PPC campaigns but nothing never actually happened because of limited budget and inexperience of owners. Also, there is problem of management of advertisement and content creation which caused complete denial of social network advertisement.

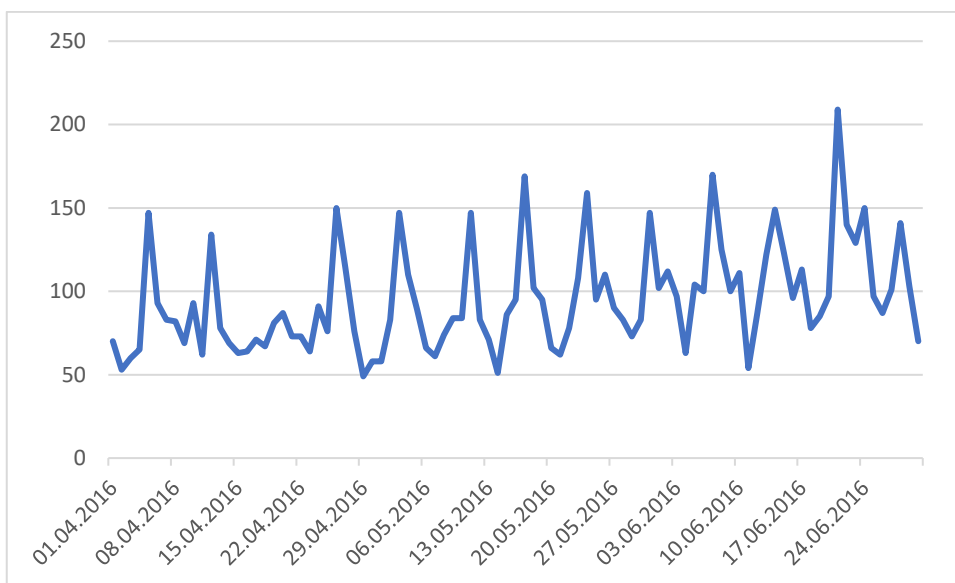
Other promotion that company uses is free delivery on order with total prize over 1,199 CZK.

### **4.2.1 E-mail**

E-mail newsletter that is main tool that is being used for the last few years. Newsletter is delivered to the customers that are signed into e-shop database and signed up to receive newsletters. This kind of marketing is quite basic, but is actually creating traffic. From data that can be seen bellow we can see that newsletter was send every week in Monday morning which creates spikes in number of visitors. How much actual conversion or orders it creates is immeasurable because of not properly set metrics. Email newsletter was send every

Monday for about 4 years right now, addressing customers to visit website to see new products. Graph below shows number of visitors from 1. 4. 2016 to 30. 6. 2016. On a daily basis. We can see that the number of visitor grew up a lot every week that the newsletter was sent. Newsletters were at beginning sent in the evening, but that did not have that much impact as sending them in morning hours around 10am.

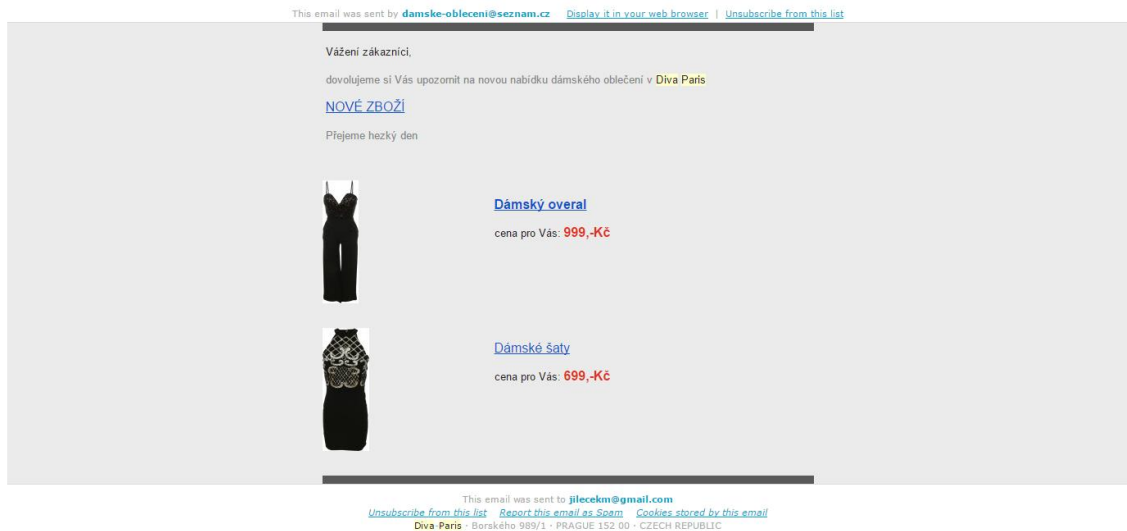
**Graph 8 - Number of visitors at site [www.damske-obleceni.com](http://www.damske-obleceni.com)**



Source: Diva Paris, data range: 1. 4. 2016 – 30. 6. 2016

Bellow we can see visualization of newsletter that company was sending through email every week to subscribers. The email does not look really appealing just from view. Grey background with grey text, blue links, images with white background doesn't fit in, no punchy headline, also not pushing subscribers to make action. The emails were created in online mailing system mail kitchen ([www.mailkitchen.com](http://www.mailkitchen.com)).

## Picture 10 - Visualization of email

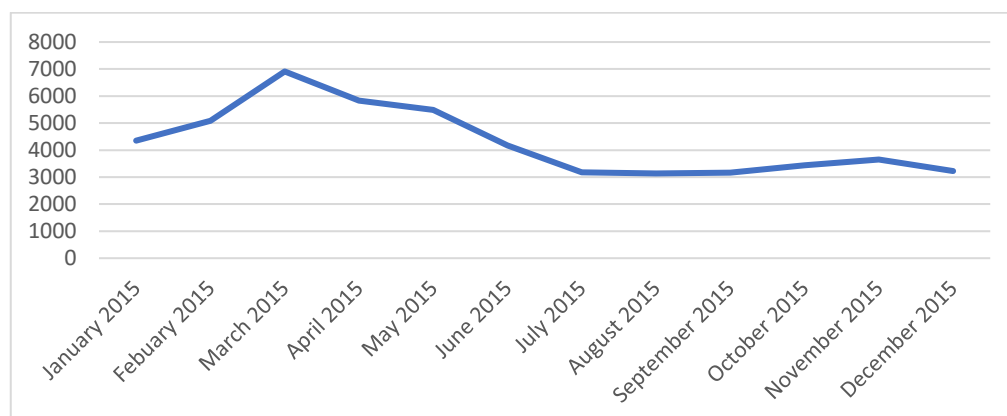


Source: Diva Paris

### 4.2.2 PPC marketing

From year 2015 when sales went down there started first tendencies to promote a company at least a little bit more. First setups were created by owners in that year but the only result is increased number of visitor that can be seen in graph. Advertisement was created on separate account to which no one knows login information anymore. From interview with owner it was quite non-profit and short term act without any long-term optimization.

#### Graph 9 - Number of visitors on website Diva Paris



Source: Diva Paris, data range: 1. 1. 2015 – 31. 12. 2015

### **4.2.3 SEO and organic search**

SEO was never changed since the launching of website and some near after launch optimization. Mainly through mass back link building through catalogue registration which is now considered to be bad practice and is also probably part of problem with decreasing number of visitors. Reason behind this is that search engines now has black list of these catalogues and penalize websites that are registered in. Of course, this does not concern all catalogues. Zen Cart platform was responsible for all on-page SEO factors.

### **4.2.4 PR articles and content marketing**

Diva Paris used to do content marketing as well published few PR articles. Content marketing was also done by description of each product with length around 400 elements, but somewhere through time owners decided that it is no longer needed and stopped creation of them.

## **4.3 Market research**

In many cases the market research is omitted ending in the failure of whole project. The market research consists of competition, customers and market analysis. Competition analysis is done through keyword searching, and customer analysis by creating two precise personas.

### **4.3.1 Market analysis**

The situation on the fashion market in the country is constantly changing. Fashion trends are ever changing and so is demand for specific products. During the communist regime, the offer of clothes was rather limited. At that time, affording western clothes was close to impossible and demand exceeded supply. With increasing competition in 1989 market supply began gradually meeting demand. The Czech market was further influenced mainly by Czech Republic's accession to the EU when many consumers reacted to news of more

expensive clothes. After the Czech market calmed down a bit, big companies started to push prices lower and lower, and removing small traders from market.

#### **4.3.2 Competition analysis**

Given the size of the clothing market in the Czech Republic it is difficult to do perfect analysis of competition. The market has more than huge number of big brands fashion retailers and dozens of online stores. Since this diploma thesis is draft of new online marketing strategy that s will be used for e-shop selling women clothing, work will be focused only onto internet environment, primarily for purposes of this work compared two largest competing Internet companies. Competitors will be discussed in terms of their marketing mix, i.e. activities on the Internet, for example. Firms quality website content website presence in social networks. Doing examining competition behaviour also includes Target group competition Strengths Weaknesses competition.

The first step of the analysis of the competition is to identify them. Identifying competitors will be done with the help of full-text search engines and directories. Before making identification of competitors, it is important to determine what words potential customers look for women clothing in search engines. For this analysis, it will be use Google keyword planner.

#### **4.3.3 Analysis of key words**

The basic objective analysis of keywords is to find as many words and phrases that people associate with a certain topic and it will need to choose words that are best suited for the company. Keywords should be relevant (to best describe the contents and destination site) and must have the highest frequency of searches and also important factor is the degree of competitiveness. In the first stage of analysis it was selected as many words and phrases as possible. The basis is to choose one words or phrase that describes content of the site the best. As a base word, women clothing was chosen. You also need to look for synonyms or lateral words that mean the same thing, but somehow related to the topic. For creation of synonyms, will be used online tool Google AdWords Keyword Suggestions. The table will

be shown the found keyword competitiveness in its meaning as a word search (if the word is much wanted, is also a highly competitive) and its search volume in the Czech Republic during the month. With the help of this tool was searched the word clothing for several synonyms. **Table. 1** shows some of the key phrases that were searched after entering the verbal phrases women clothing.

**Table 3 - Basic keywords for Diva Paris**

Keyword	Avg. Monthly Searches (exact match only)	Competition
Dámské oblečení Women clothes	1 000 – 10 000	High
Dámské sako Women jacket	1 000 – 10 000	High
Dámská halenka Women blouse	100 – 1 000	High
Dámské bolerko Women bolero	10–100	High
Dámská italská móda Women Italian fashion	10–100	High
Dámské bundy Women coat	1 000 – 10 000	High
Dámská kabelka Women handbag	1 000 – 10 000	High
Dámské kalhoty Women pants	100 – 1 000	High
Dámské topy Women Tops	100 – 1 000	High
Dámské šátky Women scarf	100 – 1 000	High

Source: Google AdWords, 2017, own processing



We can see that all basic terms connected to women's clothing has high competition and quite a lot of monthly search. If company could get at least 2% of this traffic it would be change to better a lot. In next table, keywords with high traffic will be put in the Google search engine to see which companies are at top in SERP.

**Table 4 - results of google SERP for specific keywords**

Keyword	PPC advertising websites
Dámské oblečení Women clothes	www.kintari.org
	www.thetaptap.cz
	www.bpwcr.cz
dámské sako Women jacket	www.thetaptap.cz
	www.bpwcr.cz
	www.answear.cz
Dámské bundy Women coat	www.zoot.cz
	www.strops.cz
	www.sportisimo.cz
dámská kabelka Women handbag	www.luxurybags.cz
	www.filcovekabelky.cz
	www.shopalike.cz

Source: Google.cz, 2017

We can see from table above that competitors are very diverse and there is no main player in the PPC advertising, but what was found out is that e-shop [www.glami.cz](http://www.glami.cz), which pops up on every keyword in the top 3 results for organic search. Other companies from analysis that cover same or offer similar products are [www.zoot.cz](http://www.zoot.cz) and [www.answear.cz](http://www.answear.cz). Except for [glami.cz](http://glami.cz), all other website has responsive design. Other relevant factors such as clean URL, participation in social media, quick and easy process of placing order, easy to find contact information and huge range of products.

To re-enter the top of online clothing e-shops Diva Paris needs to change fundamentally and embrace new selling strategies and marketing.

#### **4.3.4 Customer analysis**

Good understanding of primary and secondary target group is very important for company. Primarily to understand customers need. Owners never tried to observe who is average customer and to try push products their way. It was defined following target groups:

Western Fashion enthusiast

Young women looking for fashion change

Women working in office

Women that

press-people, bloggers, etc. (won't buy product but can help with brand awareness).

People that will recommend products to others

##### **4.3.4.1 Creating customer personas**

Model site visitor or persona is a potential site visitor, which the company artificially defined on the basis of the target group. The more realistic persona, then more customer oriented web site you can create. The primary objective is to make the most of artificial customer approach and its context while using the site. Persona, according to the author should have the following characteristics:

- Name
- Age
- Address
- Education
- Marital status
- Hobbies
- Income
- Relationship to products
- Reason why customer visits website

##### **Persona #1 – Western fashion enthusiast**

- Eva
- 40

- Cheb
- Married
- Shopping, fashion, reading,
- 29000 CZK a month

• Eva needs to have every new fashion trend style that comes out and wants to keep lifestyle of western Europe culture. Eva also doesn't have that much options to go to much shops because she lives in rural area and doesn't trust general stores and wants quality imported products.

**Eva goals:**

- Quickly navigate in current offer of the latest fashion, prizing and quality
- Find accessories to outfits like handbags, scarfs and belts
- Find products on internet, order products and have them delivered to address
- Stay in touch to receive news by email, blog post and visit website periodically

**Company goals:**

- Re-sale fashion products
- Registration for the mailing list (send out regular newsletters, promotions, discounts etc.).

**Persona #2 – Office worker**

- Jana
- 30
- České Budějovice
- Single
- Party attender, literature reader, recreational photographer
- 35000 CZK a month

• Jana needs to change her fashion style after entering office job to more sophisticated and representative fashion. Meeting everyday with people in suits, and formal clothing Jana needs to change her wardrobe equipment to be more suitable, but still wants to keep outfits for parties and more casual outfits.

### **Jana goals**

- Quickly find out what is appropriate fashion into office, its pricing and quality.
- Find out if the outfit will exactly fit Jana
- Search for products online, get better price on clothes, order products and have them delivered to Jana address
- Get involved in customer loyalty program, because she doesn't want to spend so much time with researching online
- Get recommendation what products to combine together to get best look

### **Company goals**

- Hand over information's about registration in customer loyalty program
- Recommend products and accessories that will make complete outfit

### **4.3.5 Results of market research**

The goals that come out of customer analysis is to improve e-mail communication with customer, also to implement few new marketing tools such as remarketing, cross selling and customer loyalty program. Another critical part that is missing is description of product. That consist of table of size, verbal description of product and measures of product. The goals that comes out of competitor's analysis is cleaning out URL, making responsive design, improvement of SEO because company is not included in SERP first page, involving company in social media and changing the many steps of placing order. From market analysis and literature review it is visible that there is still place to growth into and get proper share from market.

### **4.4 Draft of new marketing**

Draft will be mainly focused on sustainable development and optimization for Diva Paris so it isn't too complicated and large-scaled and it can be achieved with circumstances that are in company now. The new online marketing plan will mainly involve introduction of social media and search engine marketing which will contain improvement of SEO to increase

organic search and also giving general outline how to use pay per click systems properly in future and optimize them. Probably the biggest part of diploma thesis was migration to different e-commerce engine, with new modern design, clean coding and also has bigger customer base and easier to optimize without knowledge of coding.

#### **4.4.1 PPC**

Pay per click systems allows advertising in full text search. Google as well offers display advertisement on websites that uses advertisement banners from Google. In the Czech Republic, there are two main search engines that are in use. First is Google and second is Seznam website which was a long-time head runner in search volume in Czech Republic, but over last few years Google got ahead and is still increasing difference. That also concerns Diva Paris. Especially in the last half of year the visitors 6,5: 3,5 for Google. The focus then will be on Google and Seznam search engine will be omitted.

#### **4.4.2 Social media marketing**

Owners are absolutely unfamiliar with social media, how to manage them and what is hit on the Internet right now, also they are fully busy and got no spare time to oversee and manage social media. The solution here is to find responsible person, that will manage social media, create content, communicate with customers and will be on spot what are actual trends.

##### **4.4.2.1 Blog**

Corporate blog website is a hard to decide whatever it is social media or not. As a social media works as a two-way street blog has to allow comments to become social site. If the comments are blocked the site becomes only publishing platform. Main positive is that if creation of content is highly relevant blog as a part of website is that it can improve SEO of website rather well and get website higher ranking in some searches which would end up in higher traffic and potentially in higher number of conversions.

#### 4.4.2.2 Facebook

The reason behind using Facebook as social media channel is simply in the number of users worldwide and also in Czech Republic. For this social media site, there was site created at [www.facebook.com/DivaParis](http://www.facebook.com/DivaParis) which corresponds with company name. The Facebook feed will cover new offers, special sales, links to blog article and other possible promotions.

#### 4.4.2.3 Instagram

This particular site using as a main medium photos and short videos is a possible channel that company can use for its promotions. Especially if the company makes their own product photos. For this social medium, there is reserved profile [divaparis.cz](https://www.instagram.com/divaparis.cz). Other positive about this site that young people are moving to this social media site and it is steadily growing in the number of users.

### **4.4.3 Content marketing**

Content marketing is what Diva Paris probably needs the most right now. Missing description of products, almost no information at website, except terms and condition, no PR articles around Internet network and poor e-mail communication. These shortcomings need to be fix and these standards has to be stick to. The most pressuring one is quality description of products, that can help customer to decide to buy product or not. Things like if the product is slim or loose, if the colour really corresponds with the image and so on. Other purpose of description of products is close connection to on-page SEO factor in a way of original content for each webpage. This also includes meta description, title and so on. Also, e-mail communication needs to get on better level visually, technically and from content as well. These one sentence email with no call to action are not satisfying in this time.

#### **4.4.4 SEO**

From on-page SEO view the website needs to get proper content and improving out semantic of code, link building inside website, and mobile friendly version which now Google classifies as very important. Also, things like getting rid of flash technology, improving overall coding of website and implementing responsive design.

Off-page SEO factors needs to get rid of all mass back link building done in past, because Google is steadily improving their black list of mass directories and catalogues with no additional content. Next step should be to create new highly relevant backlinks network. It can be done by social media, PR articles or registering into catalogues but only relevant ones that Google is alright with.

#### **4.4.5 Company identity and website**

Company never promoted their brand Diva Paris, even though it does bring at least some of visitors that shows quite a good result as in bounce rates, making an order or customer loyalty. Diva Paris logo never appeared anywhere as well as one style communication, remarketing and other stuff that helps to build brand awareness. As we can see at beginning of the chapter 4, at least logo was made by author to get some attention. Logo is not perfect, because the latest trends in logotype are that actual name of company is logo creatively designed.

### **4.5 Partial implementation of marketing strategy**

Partial implementation consists of all actual work done by author. Main part is changing the whole e-commerce platform and its optimization and improving after. Smaller parts are getting at least few PR articles published, creating Google PPC advertisement, creating profiles at social media, hiring copywriter to create original quality content, publish it on the website and social media. Step by step of implementation is below.

## **4.6 Remodelling the website**

Remodelling the web design was something decided based on analysis of Google Analytics and Google AdWords. Another reason was not responsive design on old Zen Cart version that is so much needed today with increasing number of smartphone users. Responsive design deals with different resolution of screen. Other possible solution to deal with this problem is to create special version website adjusted for smartphones and tablets, which is quite time and money consuming. Creating whole new website optimized for smartphones and tablets was not appropriate. Next issue was SEO, that was in old version Zen Cart hard to do and took a lot coding knowledge to do. After original programmer left the company and wasn't replaced, no one was able to do some optimization on website. Next matter was usage of Adobe Flash as a part coding, which is dead technique right now and most browsers do not support this anymore. That could also cause decrease of traffic over time. Also, longstanding version of Zen Cart used old version of HTML, PHP and CSS coding. Overall idea is to make new website more user friendly, with clean design and easy to orientate around.

### **4.6.1 Decision on question how to change website**

First part was to decide what e-commerce engine to use. There were three ways which we could go. First one was to upgrade to newer version of Zen Cart and second one was to migrate to another e-commerce engine. Third one is most expensive and used by big companies and that is to create e-shop from scratch to suit the needs best. The third option was out of question because of high cost around 0.5 million to 1,5 million of Czech crowns. First solution to upgrade to newer version of Zen Cart was done just on local server to try if new version brings in any so needed upgrades. This should have been the easiest way to remodel the web site. After try out, it was found that Zen Cart did not move forward with changing trends and needs. Front office of website used same themes, design was same, only thing was that it was that paid templates were responsive. Back office of Zen Cart remained the same with no new features, no easier user experience and also number of add-ons was very limited. Overall the customer base, support and problem solving database was pretty



weak. So, it was decided to change whole e-commerce platform to another one. As in case of new version of Zen art, e-commerce engines were tried at local server host. Few e-commerce engines were tested, what will suit the company, namely: Woocommerce as a e-shop module into Wordpress, Magneto e-commerce, Wix, Prestashop and Shopify. Shopify was out of question immediately because they do not support self-hosting. Next to try was Wix e-commerce with a result that it is more suited to blog websites and one page business. Woocommerce seemed as a good way but has totally different back office that owners of e-shop weren't happy with. Also, most of add-ons weren't free. Therefore, only left were Magneto and Prestashop. Magneto as the biggest e-commerce engine that power even big companies, has huge customer base worldwide, very user friendly administration and good looking front office. Only problem is that in Czech Republic Magneto e-commerce does not have that much support. After presenting to owners the Prestashop engine that was fully in Czech language, had easy to orient back office, came with responsive design and was completely free. Also, the e-commerce has probably the biggest customer base in Czech Republic, compared to other e-commerce engines. Prestashop also features vast variety of free modules and add-ons. Prestashop as well fulfils all conditions that owners needed from a new e-commerce. It was decided, the old Diva Paris with historic non-responsive design will finally change to new site which may compete with others.

#### **4.6.2 Preparation of migration**

Next step of migration was to rework existing database so it could be uploaded to Prestashop. On the Internet, there is few companies that will transfer all your data to new engine, but the prize goes up to ten thousand Czech crowns. Database migration was made by author of work. Migration of databases were split to three parts. Products database, user database and orders database. Product database consisted of all product prizes, quantity, meta name, meta description, meta keywords, standard prize, prize after sale, amount of sale and categories that products belong into. This part was quite easy no needed of some special skills just a bit of excel functions to reposition and calculations. Importing products into Prestashop is quite easy through administration. Importing customers got a bit more problematic because of different Address format, passwords hashed with salt and different phone format. Reworking

address and phone format was possible in excel, but password hashed with salt that works as one way encryption. MD5 hash with salt is outdated, has some security gaps, but it should be alright. SHA-1 or SHA-2 hash would be better hashing but recoding this process requires large knowledge of PHP coding. In the end the preparation of customers was done without importing user's passwords. All customers were informed about need of updating their password through email communication. Last part was migrating history of orders which did not happen in the end, because of not actual need to import data.

#### **4.6.3 Revision of business processes**

The business process for Diva Paris e-shop means that process of ordering goods from e-shop. This process got a lot easier with a new engine that allows you to order in one page order where you do not even need to create account just fill in address information to order a product or classic way to create account.

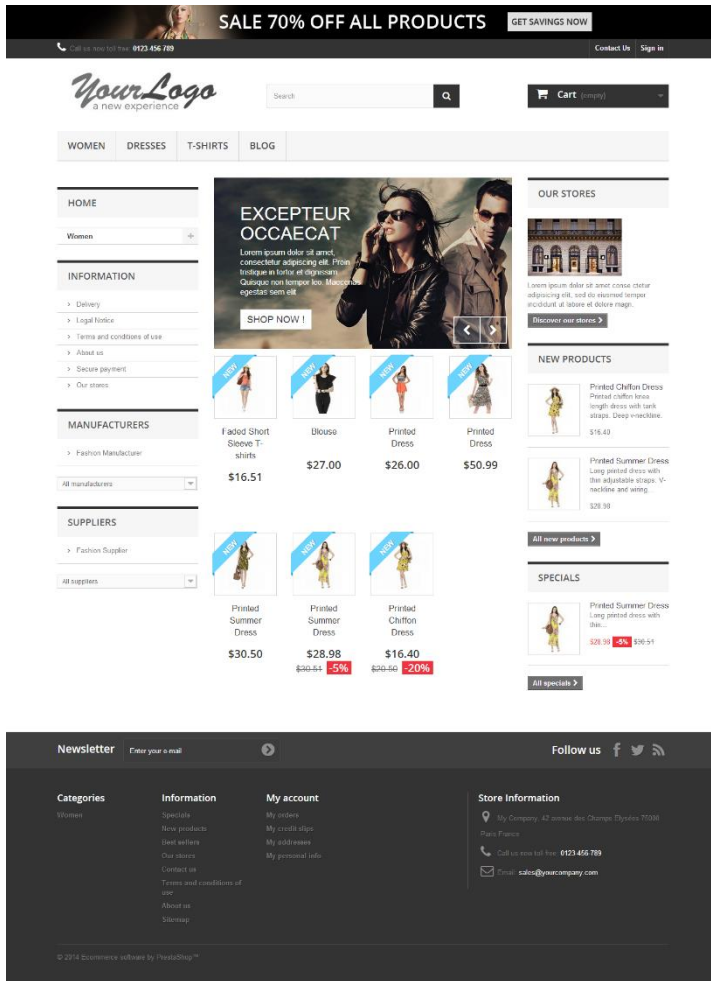
#### **4.6.4 Communication with client**

The communication with client got much easier also, Prestashop is implemented with e-mail communication, live chat which will be started later on around May. Another bonus is new email design that is clean, easy to customize and has additional features that comply with new EU laws such as sending terms and conditions in the moment of placing order.

#### **4.6.5 Implementing new website**

Start of new e-commerce was decided to take place at 24. 12. 2016 – 26. 12. 2016 over Christmas holydays when people are really inactive and sales were at rock bottom last years. The date of implementation of new e-commerce was roughly a week after decision that new engine will be Prestashop. That is pretty tight time frame considering how much of work had to be done to make e-shop fully working and some basic CSS customization, to differ a bit from default theme at least. In two days, it was managed to make fully working just basics, like method of payment, choosing delivery options, importing database of products and customers. CSS layout of website is changing on live site continuously.

## Picture 11 - Visualization of website after implementation of new e-commerce

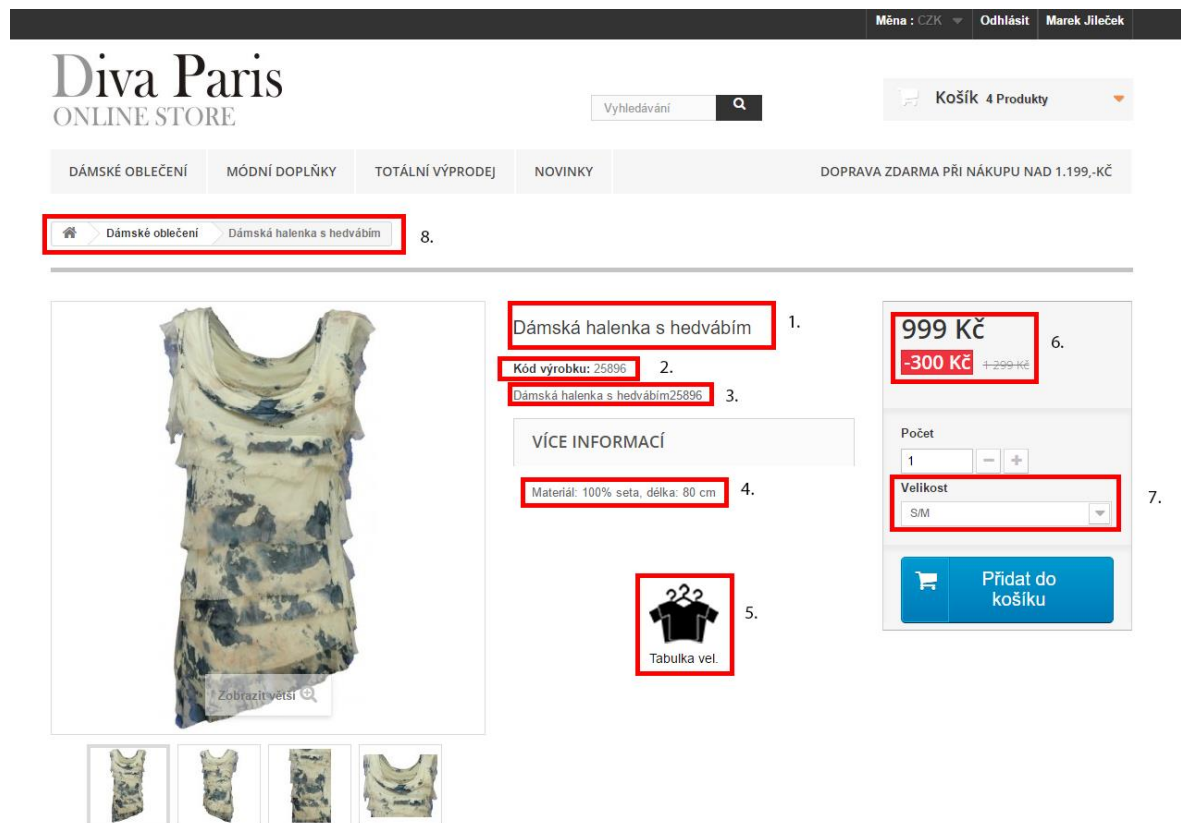


Source: Diva Paris, 2016

### 4.6.6 SEO

On page factors, should focus on proper semantics of website, link building inside the website and. In each of category and subcategory needs to complete full labels – title, description and link building. That is absolute basic that needs to be done to have competitive website.

Picture 12 - Product page visualization



Source: Diva Paris, 2017

- **Name of product** written by `<h1>` tag for right semantic of post. For later optimization, the Name of product should be longer and more specific. For example: grey luxurious women blouse with blue pattern. Also, whole Name should be more visible and placed more on the top.
- **ID of product** has no value for customer whatsoever so it should be placed somewhere where customer doesn't see it as a first thing after reading name of product.
- **Short description of product** is momentarily just product name + id of product, this is part where copywriter should step in and describe product a bit more specific.
- **Product composition** is quite well done just the header over it is a bit irrelevant and the text as well as all others is a bit small and blend.

- **Size table** is in stage of developing, so the same table is shown for every single piece of clothing that is offered. For future development, there should be better size table customized for each product.

- **Prize** shows prize before sale after sale and how much the sale is. The most important factor for customer. Prize is visible enough and not blending with other information. Just a red frame that shows how much the sales is only disturbing element and it seems like that customer will get sale another 300 CZK on the 999 CZK prize. This can get a bit confusing and needs to get sorted out.

- **List with a selection of sizes** is at a right place near the button add to cart, so customer can't over see it and order a wrong size of product. Also for future colour combinations are in discussion.

#### 4.6.7 PPC

There are no results from before to compare it with the partial testing. The partial testing was started 6.12.2016 and ended at 19.1.2017. Due that PPC is actually quite money spending and without proper optimization which takes long time. The process of optimization mainly consists of changing keywords and using negative keywords to increase accuracy focus on target group. There were created 2 advertisement campaigns that covered actual seasonal clothes. First was for winter coats and jackets and second one was for evening dresses and dresses for ball, proms etc. Setup of campaigns can be seen bellow.

Each campaign had initially one ad group. Later in testing the keywords were sorted out into relevant groups to fit to each other and actual advertisement. Every set has key words in various similarities and three advertisements. Campaigns were created only for two categories of products, despite the fact that e-shop offers a lot more. For keywords, there were used some self-made keywords and some were created through Google keyword planner.

All of the keywords are translated to English language in appendix for better understanding.

Set up for advertisement winter coats and jackets:

- Type of campaign – search network only
- Network - Google search, search partners

- Device - All
- Area – Czech Republic
- Language - Czech
- Bidding strategy - manual CPC
- Budget – 50 CZK/day
- Ad rotation - Target search page location (Coats and jackets - Target search page location)

**Table 5 - Visualization of PPC advertisement**

<p>Zimní kabáty a bundy z Evropy  Slevy až 20% na kolekci 2016  <a href="https://damske-obleceni.com/Novinky/Kabaty_a_saka">damske-obleceni.com/Novinky/Kabaty_a_saka</a>  Objednejte si nový kabát a užívejte si zimních radovánek. Poštovné pouze 49 Kč.</p>
<p>Zimní kabáty a bundy z Evropy  Slevy až 20% na kolekci 2016  <a href="https://damske-obleceni.com/Novinky/Kabaty_a_saka">damske-obleceni.com/Novinky/Kabaty_a_saka</a>  Objednejte si nový kabát a užívejte si zimních radovánek. Poštovné pouze 49 Kč.</p>
<p>Dámské módní kabáty  Zimní kolekce 2016 Diva Paris  <a href="https://damske-obleceni.com/Novinky/Kabaty">damske-obleceni.com/Novinky/Kabaty</a>  Široký výběr kabátů z letošní kolekce. Kabáty z Anglie, Francie a Itálie</p>

Source: Google AdWords, 2017

Campaign winter coats and jackets had 3 different advertisements with different texts but same landing page to see which words pulls potential customer. There was as well mentioned free shipping or very low shipping cost. Also, the keywords were used in text of campaign to increase its relativity.

Keywords used for advertisement group winter coats and jackets for all 3 advertisements:

**Table 6 - Keywords for advertisement winter coats and jackets**

výprodej dámských zimních bund	dámské kabáty
bundy dámské	zimní dámské bundy
kabáty na zimu	výprodej dámských bund

kabát dámský	zimní kabát dámský
pěřový kabát	dámské bundy
zimní bundy výprodej	dámské kabáty
módní zimní kabáty	výprodej dámských bund
dámský kabát	výprodej dámských zimních kabátů
dámský kabát zimní	módní zimní kabáty
dámský kabát	módní zimní bundy
dámské bundy	zimní bundy dámské
kabát dámský	zimní bundy výprodej
dámský kabát	zimní kabát
dámský kabát zimní	výprodej dámských kabátů
výprodej dámských zimních bund	dámské zimní bundy
bundy dámské	zimní kabát dámský
zimní kabát	módní zimní bundy
kabáty	výprodej dámských zimních kabátů
zimní dámské bundy	kabáty dámské
kabáty dámské	zimní bundy dámské
dámský zimní kabát	pěřový kabát
výprodej dámských kabátů	bundy na zimu
dámský zimní kabát	dámské zimní bundy

Source: Google AdWords, 2017

Keywords set were set as a broad match to see what people do search on the internet and what kind of keywords does in Czech Republic when looking for product to buy.

These negative keywords were added during the campaign to lower no relevant clicks and lower expenditures onto campaign. These negative keywords come directly from search queries that will be analysed later on in chapter results and discussion. Negative keywords in this advertising campaign show that people who came to Diva Paris e-shop were looking for something different, but still it had some kind of relevance but very low and customers were expecting a different search result. Main part with low relevance was with people which

were looking for specific company clothes. Because of daily updates of negative keywords this kind of traffic was limited for each query to 1 or 2. Negative keywords used for campaign winter coats and jackets for all 3 advertisements:

**Table 7 - Negative keywords for advertisement winter coats and jackets**

[ceny bund takko]	[fox kabát]
[khaki kabaty com]	[zimní bundy v c&a č most praha]
[japan oblečení]	[móda pro těhotné praha prodejny]
[promod kabaty 2016]	[gate zimní budny]
[altisport bundy]	[zimni bunda frozen]
[www giga sport cz damske bundy]	[kabáty pánské zimní]
[bunda moncler]	[zimní bundy dámska za deset tisíc]
[riflova bunda]	[kabát dámský woxo ventus urban chica varianta anthracite]
[dámská zimní bunda vero moda]	[funstorm oblečení]
[vojenský kabát dámský]	[slevomat zimní bundy]
[zimní bunda neverest]	[new yorker zimní bundy]
[damske mysliveckr oblečení decathlon]	[riflova bunda]
[zimní bunda annapolis]	[bunda moncler]
[www zimni bundy damske]	[gate zimní budny]
[zimní bundy pro baculky]	[japan oblečení]
[zimní bunda bazar]	[vojenský kabát dámský]
[guess kabát harper multicolor]	[www giga sport cz damske bundy]
[poradte kde koupit levne zimni bundy]	[zimni bunda frozen]
[new yorker zimní bundy]	[slevomat zimní bundy]
[promod kabaty 2016]	[ceny bund takko]
[zimní bunda annapolis]	[zimní bundy dámska za deset tisíc]

Source: Google AdWords, 2017

Set up for advertisement evening dresses:

- Type of campaign – search network only



- Network - Google search, search partners
- Device - All
- Area – Czech Republic
- Language - Czech
- Bidding strategy - manual CPC
- Budget – 50 CZK/day
- Ad rotation - Target search page location (Coats and jackets - Target search page location)

Set up for advertisement group evening dresses:

**Table 8 - Visualisation of PPC advertisement**

<p>Společenské a plesové šaty  Slevy až 20% na kolekci 2016  damske-obleceni.com/Společenské/a_plesové_šaty  Velký výběr všech společenských a plesových šatů.  Dopravné 49 Kč.</p>
<p>Dámské společenské šaty  Módní kolekce 2016 Diva Paris  damske-obleceni.com/Společenské/a_plesové_šaty  Garance doručení před vánoci. Při nákupu nad  1199 Kč doprava zdarma.</p>
<p>Společenské a plesové Šaty  Garance doručení před vánoci  damske-obleceni.com/Novinky/Plesové_Šaty  Objednejte si společenské šaty za nejnižší ceny.  Dopravné 49 Kč. Sleva až 20%.</p>

Source: Google AdWords, 2017

Advertisement text is very similar to the winter jackets and coats, to test if they can achieve similar results even if they are for absolutely different products. This should give a hint about how to create text of advertisement and if eye catching phrases have same effect.

Keywords used in advertisement group evening dresses:

**Table 9 - Keywords for advertisement evening dresses**

šaty na maturitní ples	šaty online
plesové šaty levně	dámské šaty
koktejlové šaty levně	malé černé šaty

plesové šaty výprodej	šaty na ples krátké
šaty levně	společenské šaty výprodej
Dámské dlouhé společenské šaty	zavinovací šaty
společenské šaty e shop	krátké šaty
Dámské společenské pouzdrové šaty	Dámské dlouhé plesové šaty
luxusní šaty	černé krajkové šaty
šaty koktejlky	šaty
šaty společenské	šaty eshop
Dámské společenské šaty na ramínka	šaty plesové
společenské šaty	dámské plesové šaty
koktejlkové šaty	dámské společenské šaty
krátké společenské šaty	šaty na ples
šaty do tanečních	plesové šaty
dlouhé společenské šaty	pouzdrové šaty
dlouhé šaty	levné šaty
bílé šaty	korzetové šaty
krátké plesové šaty	Dámské společenské šaty
šaty dámské	Dámské společenské šaty s pajetkami
společenské šaty na svatbu	dlouhé letní šaty
večerní šaty	dlouhé plesové šaty
plesové šaty dlouhé	večerní šaty levně
šaty na maturák	krásné šaty

Source: Google AdWords, 2017

Keywords in advertisement of evening dresses were also used as a broad match to get general idea about what customers look for and on the idea of long tail, how much actually specified keywords should be and what can be gained from these shorter phrases in the broad match.

Negative keywords used in advertisement group evening dresses:

**Table 10 - Negative keywords for advertisement evening dresses**

[půjčovny šatů]	[orsay šaty]
[dětské šaty]	[společenské oblečení]
[plesove saty tesco]	[svatební šaty]
[damske body pod šaty]	svatební šaty
[spolecenske saty liberec]	[společenské šaty olomouc]
[půjčovna šatů]	[pánské šaty]
půjčovna svatebních šatů	[spodničky pod šaty]
[plesové saty praha]	[půjčovna šatů ústí nad labem]
[prodej spolecenskyh satu ostrava]	[koženkové šaty]
[business oblečení pro ženy]	[společenské šaty olomouc butik]
[dětské společenské obleky]	[šaty firmy coma]
[plesové šaty tábor]	[líčení na ples cena]
[šaty plzen]	[společenské šaty znojmo]
[štolu na saty k zapujceni]	[lindy bop pl]
půjčovna maturitních šatů	[dívčí šaty s dlouhým rukávem]
[plesové šaty bazar]	[šaty ze slovenska]
[společenské šaty půjčovna zlín]	[plesove saty do 12let levně]
[společenské šaty na míru]	[černo bílé oděvy]
[gothic šaty]	[prodej společenských šatů liberec]
[společenské šaty liberec]	[co na ples]
[šaty press]	[spokecenske saty vel 46]
[plesové šaty fantasim]	

Source: Google AdWords, 2017

#### 4.6.8 Social media

Social media, PR articles and blog will be done by the external copywriter. The reason behind this is that owners themselves don't have a time to focus on this part of marketing and as well don't have appropriate skills. Copywriter was chosen on the preliminary work in

the tender, that consisted of creation of two blog articles: one for new products that diva Paris offers and second one was free topic that has to be connected to fashion. Second part was creation of short description of two products. Over 20 job candidates, contacted the company. After decision with owners based on quality of texts and prize, we picked one of job candidate. Up to date copywriter did not start publishing on social media except blog, which can be shown below. The start of social media marketing is planned to first half of April.

#### 4.6.9 PR articles

PR articles are one of important off-pages SEO factors. Company published few articles in the past, but in printed catalogues, which is irrelevant for online marketing. Author of thesis contacted few Czech bloggers focused on fashion with a demand for creation and publishing them. After communication, with few was made a deal that they will receive few of Diva Paris products for free, write a PR article and publish them on their blogs. As an additional bonus, bloggers received a code for 20% on order. Code was not unique or one time usable so readers of bloggers could use it multiple times or redistribute it. Up to this date only one article was published and on third side blog. Visualization can be seen bellow.

Picture 13 - PR article at website [www.goodmoda.blog.cz](http://www.goodmoda.blog.cz)



Source: [goodmoda.blog.cz](http://goodmoda.blog.cz), 2017

Another issue was wherever give promocode in a form of free delivery or percentage sale on whole order. Table below shows decision about what is more appealing for customer.

**Table 11 - Decision making table for sale**

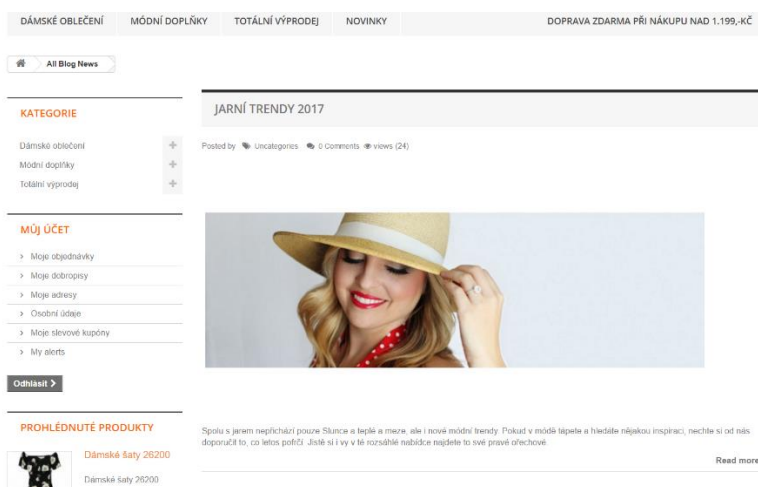
Type of discount	Value of order	Absolute value of discount
Free delivery	299 CZK	49 or 98 CZ
	Over 1 199 CZK	Free delivery even without discount
20% discount	299 CZK	60 CZK
	Over 1 199 CZK	239 CZK and free delivery

Source: Diva Paris, 2017

#### 4.6.10 Blog

Blog was made through module in Prestashop and implemented into website at [www.danmske-obleceni.com/blog](http://www.danmske-obleceni.com/blog). External copywriter will create 3 posts per week of length around one page + relevant images. Blog will work as a corner stone for publishing onto other social media. Blog should as well improve position in Google SERP, because lately Google likes original content a lot. Below we can see first posts onto Diva Paris blog. Article content needs to have links onto Diva Paris and as well provide relevant and exciting information for visitors, to make them share the article.

**Picture 14 - Blog article at site Diva Paris**



Source: Diva Paris, 2017

#### **4.6.11 E-mail**

The rework of e-mail communication was much needed just from the visual point of view. Another problem is that the emailing client (Mail kitchen) did not properly show any results of email campaign. Author created new email system. Dividing customers into four groups which was not done before the four categories are

Customers from old website that did not visit new website and didn't make an order on old website.

Customers from new site that registered but didn't make a purchase.

Customers from old website that didn't visit new site but made purchase on an old site.

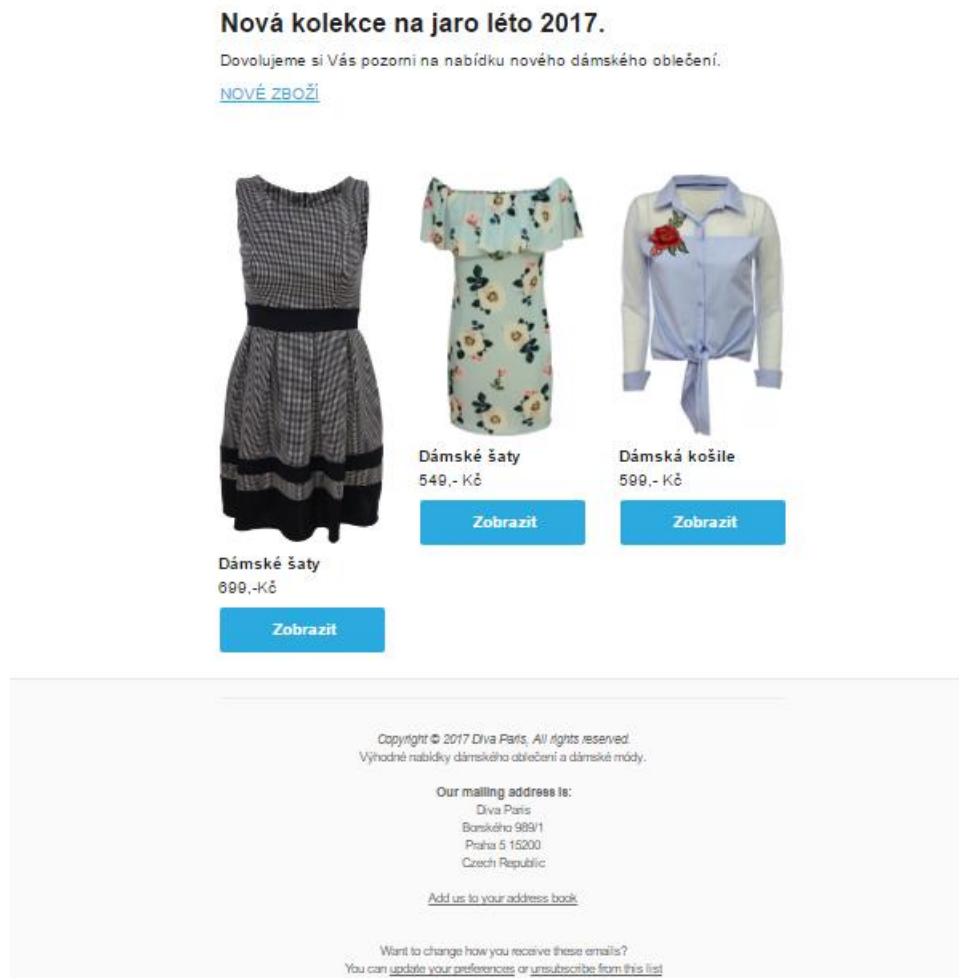
Customers registered in new site that did not make an order.

These four categories are quite basic but should cover all of the visitors and customers and can be personalised enough, so that email delivers to the right audience.

Another part of email communication is changing the email provider from Mail kitchen to Mail chimp that is much more widely used and has better personalisation, layout and analytic part.

Underneath we can see the visualization of new newsletter that was send 20. 3. 2017. The actual email now has more visible and eye catching buttons to click through, images are bigger and better to see and also their background now corresponds with background of images. Whole email got new clean look, so it looks a bit more professionally. Of course, this new layout needs more developing but it is a huge jump forward.

## Picture 15 - New e-mail visualisation



Source: Diva Paris, 2017

## 4.7 Results of partial testing

The partially tested marketing activities such as blog articles, PR articles, PPC advertising new email communication and new website showed partial or complete results. Other marketing activities such as SEO improvement, part of social media that were not launched are not captivated in this part.

#### 4.7.1 Google AdWords - PPC

Below we can see quick overview of results which PPC advertisement achieved. The results show high bounce rate, average CTR and number of pages per 1 visit is not very high also. Number of clicks received a maximum possible clicks every day, taking into consideration quality score. PPC advertisement was active from 6. 12 .2016 to 19. 1. 2017. Budget of campaign which was set to 100 CZK/day overall. Campaigns consumed 3 000 CZK over a month period of time. Half of the budget Google gave away as a promo code so the company spending was 1 500 CZK on whole campaign. Advertisement created one conversion.

**Table 12 - PPC advertisement results**

Campaign	Number of clicks	Total cost in \$	Avg. CPC in \$	Bounce rate	Pages per 1 visit	Avg. CTR
Evening dresses	479	57.23	0.12	63.20%	3.14	3.44%
Winter jackets and coats	288	59.67	0.21	60.77%	2.66	3.44%

Source: Google AdWords, 2017, data range: 6. 12. 2016 – 19. 1. 2017

Below we can see chart of number of visitors at site Diva Paris, that came through PPC advertising. After first two days, it reached a maximum possible number of visitor limited by budget of campaign. Interesting part is a between date 20. 12. 2016 and 7. 1. 2017 that the number of visitors came to 0. PPC advertising was stopped during this time, because of changing the web site to the new e-commerce platform.



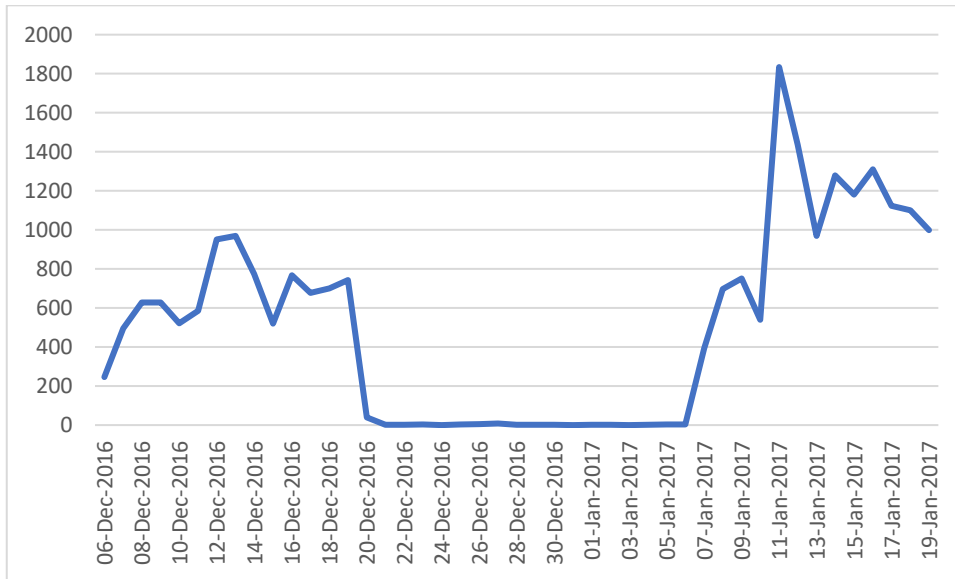
**Graph 10 - PPC advertisement click throughs**



Source: Google Analytics, 2017, data range: 6. 12. 2016 – 19. 1. 2017

Next graph show number of impressions that campaign achieved over time. The same drawdown can be as in the graph before and will be in all visible in all other graphs connected to PPC advertising. For some reason Google started to show our advertisement much more after remodeling the website. The reason can be that the CTR went down but advertisement did not change at all, so there should be no difference over time. The only explanation is increase in the quality score over time, which author did notice during the campaign.

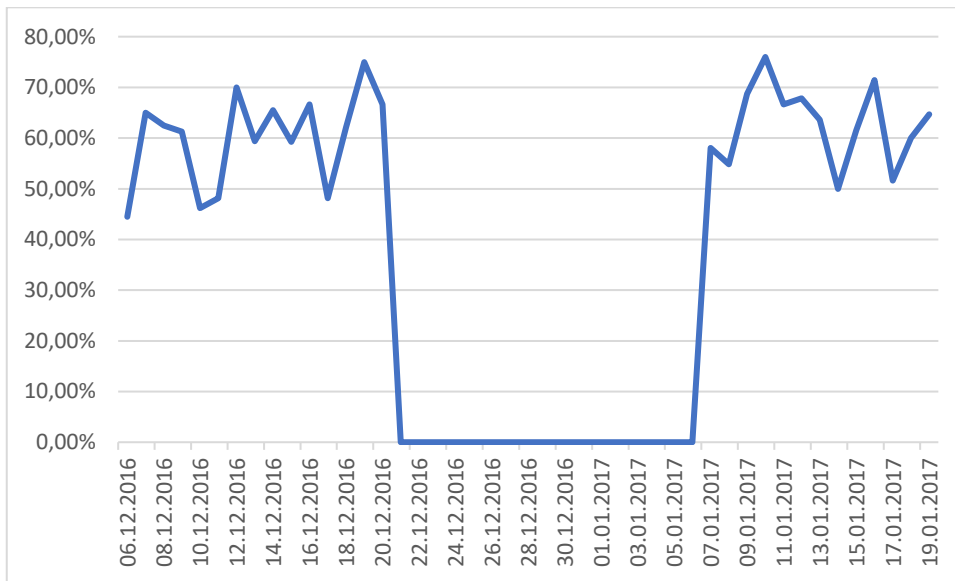
**Graph 11 - Number of advertisement impression**



Source: Google AdWords, 2017, data range: 6. 12. 2016 – 19. 1. 2017

Graphs above shows number of visitors during campaign. What can we see here that campaigns did bring as many visitors as was possible, only limit was the budget of campaign which was set to 100 CZK/day overall. Campaigns consumed 3,000 CZK over a month period of time. Probably the most interesting thing is what happened from 20. 12. 2016 – 7. 1. 2017. After going through detailed result of the first 2 weeks of campaign it was decided that the content, design and visualization of website is inadequate as it was in past. From this point owners of company decided to rebuild site.

**Graph 12 - Bounce rate of PPC advertisement**



Source: Google Analytics, 2017, data range: 6. 12. 2016 – 19. 1. 2017

We can see that bounce rate even after rebuilding the site stayed at very similar level. So, the main problem wasn't design of website, but the content and not properly optimized keywords for campaign. Other possible reason is that over such short time available it was not possible to prepare fully working new e-commerce and properly test it before launch. Below can be seen the top 20 keywords sorted out by number of interaction. What we can see is that quality score is above the average almost all of them is above 5. The average of CTR is around 3,4%. From this table company, should continue to enhance their keywords and phrases and make precise consistent sets that will create conversion for company. All keywords are translated to English in appendix.

**Table 13 - Top 20 keywords for PPC advertisement**

Keywords	Number of view	Number of interactions	CTR	Avg. Prize	Quality score
večerní šaty	5878	203	3,45 %	3,39	7
dámské bundy	3546	91	2,57 %	6,11	6
šaty plesové	2353	50	2,12 %	2,64	7
zimní bundy dámské	1564	44	2,81 %	5,30	6
dámské společenské šaty	924	39	4,22 %	3,34	8
šaty na ples	457	31	6,78 %	2,93	6
plesové šaty	1339	31	2,32 %	2,37	8
dámský kabát	411	28	6,81 %	4,71	5
Společenské šaty výprodej	270	23	8,52 %	2,91	--
společenské šaty	634	20	3,15 %	2,42	8
dámské zimní bundy	503	19	3,78 %	5,14	6
kabát dámský	165	17	10,30 %	5,54	6
bundy dámské	205	17	8,29 %	4,70	5
plesové šaty levně	311	17	5,47 %	3,00	6
dlouhé společenské šaty	410	16	3,90 %	3,02	5
večerní šaty levně	159	12	7,55 %	3,30	6
zimní bundy dámské	251	12	4,78 %	4,59	6
kabáty dámské	397	12	3,02 %	5,21	7
šaty společenské	138	9	6,52 %	3,38	8

Source: Google AdWords, 2017, data range: 6. 12. 2016 – 19. 1. 2017

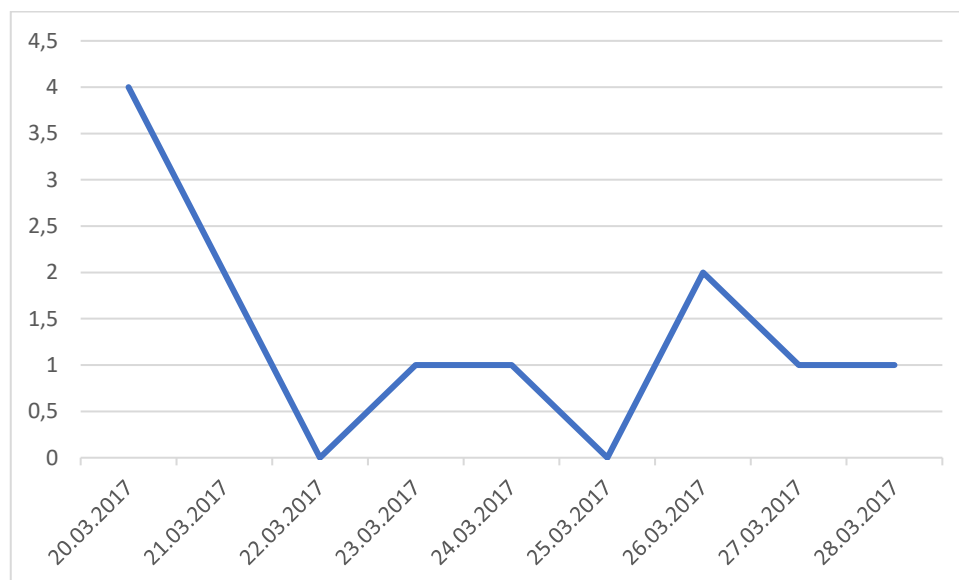
#### 4.7.2 Content marketing

After reaching agreement with external copywriter first description of products were added to product web page on website on April 22. Talking about benefit is probably too early, because the change happened just to the new products that were released. SEO improvement

is a long run operation. Hopefully the results will show themselves in two or three months, after more content will be created and Google will notice it and start to benefiting our site for it.

What shows at immediate result is published PR article on third site blog. Not in off-page SEO factors but as a referral channel creating traffic to website. Below, on the graph we can see how much of traffic PR article created. The article was published 20. 3. 2017 and the promo code for 20% discount is valid until 31. 3. 2017. In absolute numbers the PR article created 12 sessions with 41,67% bounce rate and 1 conversion. The prize for writing and publishing the article was few products that were sent to blogger.

**Graph 13 - Traffic to Diva Paris from PR article**



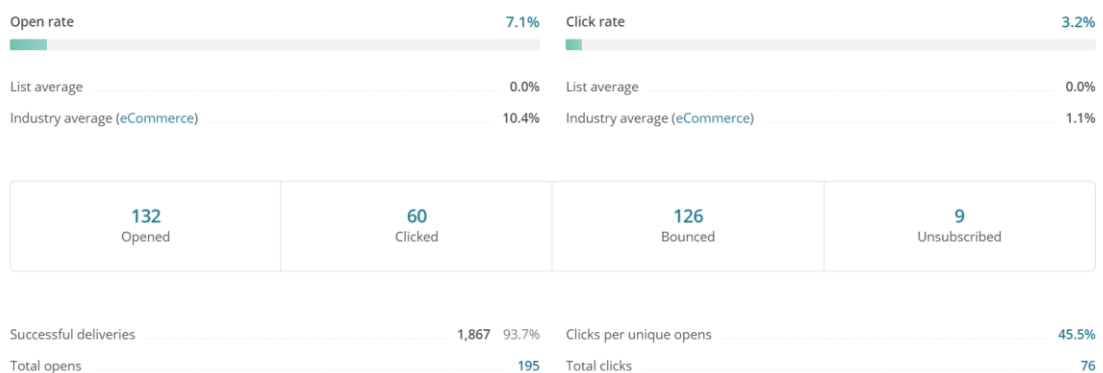
Source: Google Analytics, 2017, data range: 20. 3. 2017 – 28. 3. 2017

Last part from content marketing was implementation of blog module. Blog at this moment is not directly published on website, because it needs a bit of improvement in translation, system of labels and categories needs to be implemented and few more blog posts needs to be written so the blog doesn't look that empty.

### 4.7.3 E-mail communication

Database consist roughly around 2 000 unique email addresses that subscribes to newsletter. As we can see the new tool for e-mail communication shows even industry average. The issue is that Mail Chimp doesn't have fashion industry as an option so the general e-commerce was chosen. New email newsletter that was sent 20. 3. 2017, created 3.2% CTR which is three times above average based on what Mail Chimp is presenting. The open rate is 30% below average which should be improved through time with creation of more eye-catching subject of e-mail. E-mail addresses that bounced the newsletter will be remove from database. Unsubscribed customers don't need to be removed, because Mail Chimp is not going to send them any more messages automatically. Even through the newsletter did not create any conversion, company did not lose any funds, since the Mail Chimp is free in this small version.

**Picture 16 - E-mail newsletter results**



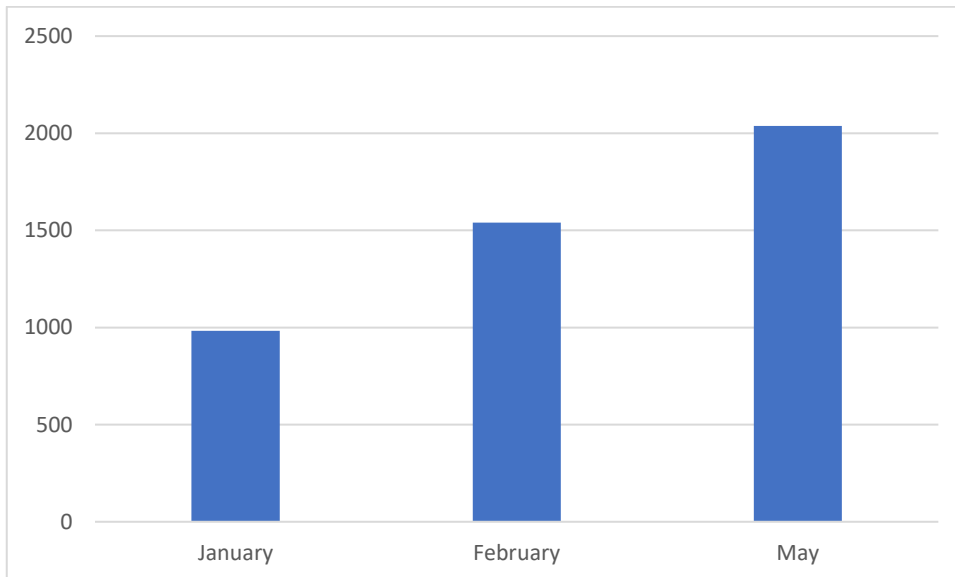
Source: Mail Chimp, 2017, data range: 20. 3. 2017 – 28. 3. 2017

### 4.7.4 E-commerce redesign

As it was said platform was replaced during Christmas time when the number of sessions drops very down and people are not active on Internet as during rest of the year. If we consider that the website is still going through large changes and optimizations, which are still not done perfectly. New platform still has a big gap to grow into, because many things are missing and SEO needs a big boost, hopefully new copywriter will be able to create

proper content to keep website growing. The graph below shows development of sessions after launching new platform.

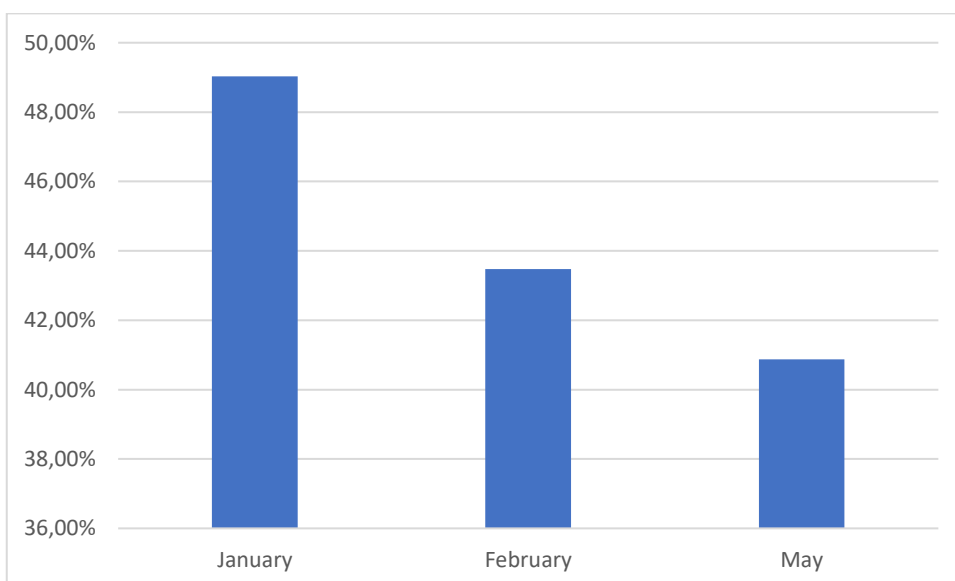
**Graph 14 - Number of sessions after launching new platform**



Source: Google Analytics, 2017, Data range: 1. 1. 2017 – 20. 3. 2017

What we can see is that the number of sessions is steadily growing. Another statistic shows bounce rate, which means how many people came to website and left without moving to next web page.

**Graph 15 - bounce rate after launching new platform**



Source: Google Analytics, 2017, data range: 1. 1. 2017 – 20. 3. 2017

What graph above shows us is that the bounce rate is on steady decrease and so we can hopefully say that focusing on the target group is going very well. Comparing the number of session with last platform is still not possible, because of not fully optimization.

## **5 Conclusion**

The aim was to design an online marketing strategy for a company that sells women clothing via e-shop. Internet is part of our daily activities and its emergence began to formulate new marketing opportunities and sales strategies. On the Internet, people have access to an enormous amount of data in a very short time. First part of the thesis analysed internet marketing and its tools. In thesis, there are also mentioned the benefits of these tools. In the Google PPC advertising are described principles of operation AdWords PPC system. Another chapter was devoted to search engines and search engine marketing to explain how the searching on Internet network works. The chapter on social media discusses social media how much they are used and who uses them. The last major theoretical chapter was devoted to e-mail marketing. Another part was analysing the Internet users in Czech Republic which company focuses on. Last chapter of literature overview shows how the Internet marketing analysis of results does work and which tool is used. In the practical part of the thesis, first chapter analyses the company to get a good view on how it stands in the market. Next chapter analyses current marketing strategy of Diva Paris to obtain as much as possible information about its success. Main part deals with the draft for new online marketing strategy that will be sustainable for current options of company. It consists of SEO improvement, implementation of social media, PPC advertisement at Google website, e-mail communication and PR articles. The main part of new strategy focuses on remodelling the website to improve business process, getting the responsive design and upgrading the visual part of website. In the last part of thesis, the marketing strategy is partially tested in a real environment and the results are presented in the final chapter.



## 6 Recommendations

This chapter summarizes the resulting data and selected indicators of effectiveness for the individual, above tested, marketing channels. Next table shows an overview of all channels that Diva Paris has used since 1. 1. 2017 until 20. 3. 2017. As we can see the top channel is the organic search that is dominates in all aspects that are monitored except the conversion rate. The leader in conversion rate is Social media which consist only of Facebook. Quick sharing was done by author just from friend to friend. As we can see the Paid search channel e.g. PPC advertisement has zero conversions during the time campaign was active and shows rather high bounce rate. On the other hand, it brought a large percentage of new visitors. Web site probably did not contain what visitors were looking for. Referral channel consist of visits, through clicking some button or accesses to e-shop from another website.

**Table 14 - overview of online marketing strategy**

Channel	Sessions	% New Sessions	Bounce Rate	Pages/Session	Conversion Rate
Organic Search	1651	58.93%	28.23%	11.78	1.88%
Referral	1104	48.46%	32.07%	8.11	0.82%
Paid Search	384	91.93%	52.24%	2.96	0.00%
(Other)	74	90.54%	39.19%	6.80	0.00%
Social	50	54.00%	50.00%	9.34	2.00%

Source: Google Analytics, 2017, data range: 1. 1. 2017 – 20. 3. 2017

As the table shows, the company should further focus on organic search, social media and referral channels, because they show the best results for now. For organic search channel, further development of SEO factors is recommended as it delivers best results over all. With development of page SEO factors, the improvement of other channels such as referral and social is very highly possible. After reaching satisfying level of conversion rate and number of sessions from channels with minimum costs, company should focus on other more expensive channels. Next step should be focusing on improving the PPC campaign to focus

on the right target group that is looking for products offered by Diva Paris. Below we can see table of costs for implemented part of strategy.

**Table 15 - Cost and revenue of marketing strategy**

Marketing medium	Cost	Revenue	Profit
Copywriter	80 CZK/ standard page	Doesn't directly create revenue	-
PR article	100 CZK	518 CZK	418 CZK
E-commerce platform	Free	Doesn't directly create revenue	-
E-mail	Free	447 CZK	447 CZK
PPC advertisement	1 500 CZK	998 CZK	-502 CZK
Sum	1 600 CZK	1963 CZK	363 CZK

Source: Google Analytics, 2017, data range: 1. 1. 2017 – 20. 3. 2017

Despite the losses on PPC advertisement, half of the total investments was refunded by Google, so it did not harm the company so much and other channels compensated for it. The copywriter wage is directly connected to what copywriter creates. The plan is that copywriter will supervise social media, create 3 blog articles every week and needed number of description of products. Each description is around 200 – 400 characters with spaces. There are around twenty products every week so the costs are reaching 960 CZK for blog posts and 1 600 CZK for description of products.

Conclusion of the partial testing is that the company should go on with what is set up right now, except the PPC advertisement, leaving it for now and focusing on SEO improvement and starting social media marketing.

Proposed online marketing strategy has a great potential, but will require more time to implement and optimize it completely.

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## 8 Appendix

### 8.1 Translation of table negative keywords for winter coats and jackets:

[denim jacket]	[Fashion for pregnant SALE]
[Promod coats 2016]	[Frozen winter jacket]
[Moncler jacket]	[Www winter jackets]
[Bund prices Takko]	[Winter jackets for ten thousand]
[Japan clothes]	[Slevomat winter jackets]
[Www giga sport en Jackets]	[New Yorker jackets]
[Altisport jackets]	[Winter jackets for Chubby]
[Khaki coats com]	[Coats men's winter]
[Women dressed mysliveckr decathlon]	[Winter jacket Annapolis]
[Winter jacket Bazaar]	[Funstorm dress]
[Winter jacket neverest]	[Military coat ladies]
[Winter jacket in the C & A no bridge ca]	[Ranking Where to buy cheap winter jackets]
[Gate winter Budny]	[Fox coat]
[Jacket ladies wOOx Ventus Urban Chic variant anthracite]	[Women's winter jacket vero moda]
	[Guess harper coat multicolor]

### 8.2 Translation of keywords for winter coats and jackets:

jackets for winter	sale of women's coats	Fashion winter jackets
women's coats	Winter Jackets	Coats
winter jackets women	women's jackets	Winter Jackets
winter jackets women	winter coat	women's coats
women coat	Sale of women's winter jackets	fashionable winter coats
Women's winter coat	coats for winter	feather coat
Fashion winter jackets	jackets	women's jackets
Women's winter coat	women coat	Women's winter coat
Sale ladies jackets	Sale of women's winter coats	jackets women
Sale of women's winter jackets	winter jackets sale	Women's coat
Jackets	jackets women	Women's winter coat
winter coat	Women's coat	winter jackets sale
fashionable winter coats		sale of women's coats
		Sale of ladies jackets.

### 8.3 Translation of negative keywords for evening dresses:

[Makeup for prom price]  
 [rental graduation gowns]  
 [Formal dress hire zlín]  
 [dress rental]  
 [Prom dress ca]  
 [Children's clothes]  
 [Petticoat under the dress]  
 [Dress Plzen]  
 [Girl's dress with long sleeves]  
 [Ball Gown Fantasia]  
 [Baby suits]  
 [wedding dress]  
 [Ladies body under her dress]  
 [Sell formal dresses Ostrava]  
 [Business attire for women]  
 [Dresses tailored]  
 [Evening dresses Liberec]  
 [Dress rentals]  
 [Clothes press]  
 [Leatherette dress]  
 [The prom]  
 [Prom dress cheaply to 12 years]

[Dresses Liberec]  
 [wedding dress]  
 [Ball Gown Bazaar]  
 [Ball Gown camp]  
 [Dress firm coma]  
 [Sell formal dresses Liberec]  
 [Formal dress boutique Olomouc]  
 [party dress]  
 [Lindy bop pl]  
 [Prom dress Tesco]  
 [Orsay dress]  
 [Spokecenske dress size 46]  
 [Dress rental Usti nad Labem]  
 [Black and white clothing]  
 [rent wedding dresses]  
 [men's clothes]  
 [Dresses znojmo]  
 [Dress from Slovakia]  
 [Gallery to dress for hire]  
 [Dresses Olomouc]  
 [Gothic dress]

#### 8.4 Translation of keywords for evening dresses:

cocktail dress	Long summer dresses	dress
White dress	cheap clothes	Prom Dress Sale
Little Black Dress	dress for prom	cocktail dresses
Short dresses	Women's dress with	inexpensive cocktail
Short prom dresses	spangle	dresses
long dress	Long ball gown	dress for prom
Long evening dresses	Ladies long ball gown	Ball Gown cheaply
formal dress sale	short dress	Prom dress short
gown	dress cheaply	Women's sheath dress
evening dress	black lace dress	Ladies long evening
evening dresses for	prom dress	dresses
wedding	prom dresses	evening dresses
Prom Dress Long	Prom dress	dress party
women's dress	corset dress	Women's clothes on
dress online	Women's Prom Dress	hangers
Women's clothes	sheath dress	formal dress shop
nice dress	women's evening	luxury dress
wrap dress	dresses	Dress to dance
evening dress cheaply	dress shop	

