Czech University of Life Sciences Prague

Faculty of Economics and Management

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Bachelor Thesis

Digital marketing and Ways of Increasing Brand Awareness of Clothing Brand Online

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Digital marketing and ways of increasing brand awareness of clothing brand online

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The main aim of the bachelor thesis is to identify ways to increase the awareness of the clothing brand "Attrattivo" using social networks and online space.

Methodology

The work consists of two parts – theoretical and practical. The theoretical part will be based on the study of secondary sources. The empirical part will be compiled on the basis of outputs from quantitative/qualitative research.

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Recommended information sources

GLENISTER G., Influencer Marketing Strategy: How to Create Successful Influencer Marketing, Kogan Page; 1st edition (March 30, 2021), ISBN 978-1789667257

KRUG S., Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability, New Riders; 3rd edition (December 24, 2013), ISBN 978-0321965516

LEVIN A., Influencer Marketing for Brands: What YouTube and Instagram Can Teach You About the Future of Digital Advertising, Apress; 1st ed. edition (December 1, 2019), ISBN 978-1484255025

MILLER D., Building a StoryBrand: Clarify Your Message So Customers Will Listen, HarperCollins Leadership; Illustrated edition (October 10, 2017), ISBN 978-0718033323

RIES A. L., The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand, HarperCollins e-books; 1st edition (October 6, 2009), ISBN 0061983675

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Declaration

I declare that I have worked on my bachelor thesis titled "Digital Marketing and Ways of Increasing Brand Awareness of Clothing Brand Online" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 15.03.2023   _____

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Digital marketing and Ways of Increasing Brand Awareness of Clothing Brand Online

Abstract

The main aim of the bachelor thesis is to identify ways to increase the awareness of the clothing brand "Attrattivo" using social networks and online space. The work consists of two parts - theoretical and practical. The theoretical part is on the study of secondary sources. The empirical part is compiled on the basis of outputs from quantitative/qualitative research.

Ultimately, the author believes that improving their online presentation on Facebook, as well as focusing on improving the interface of Attrattivo's e-commerce platform is a crucial component that will help the company to target women form other cities, such as Pilsen, Brno and Ostrava will help the company to increase the brand awareness and, as a consequence, it will also help the company to increase the number of sales and it will eventually help Attrattivo to strengthen their positions in the Czech market and stay buoyant. Also, the author believes that a cooperation with Czech domestic influencers is something that will additionally help the company to increase its reach.

Keywords: marketing, influencer, influencer marketing, social networks, marketing communication, communication strategy, promotion, Instagram, Facebook, Brand DNA

Digitální marketing a způsoby zvyšování povědomí o značce oblečení Online

Abstrakt

Hlavním cílem bakalářské práce je identifikovat způsoby, jak zvýšit povědomí o oděvní značce "Attrattivo" pomocí sociálních sítí a online prostoru. Práce se skládá ze dvou částí-teoretické a praktické. Teoretická část je založena na studiu sekundárních zdrojů. Empirická část je sestavena na základě výstupů z kvantitativního/kvalitativního výzkumu.

V konečném důsledku se autor domnívá, že zlepšení jejich online prezentace na Facebook, stejně jako zaměření na zlepšení rozhraní e-commerce platformy Attrattivo je klíčovou složkou, která pomůže společnosti cílit na ženy z jiných měst, jako je Plzeň, Brno a Ostrava, pomůže společnosti zvýšit povědomí o značce a v důsledku toho také pomůže společnosti zvýšit počet prodejů, a nakonec pomůže Attrattivo posílit své pozice na českém trhu a zůstat na vzestupu. Také autor věří, že spolupráce s českými tuzemskými influencery je něco, co firmě navíc pomůže zvýšit její dosah.

Klíčová slova: marketing, influencer, influencer marketing, sociální sítě, Marketingová komunikace, komunikační strategie, propagace, Instagram, Facebook, DNA značky

Table of contents

1 Introduction

To begin with, it is worth starting the work by explaining the main motivation behind choosing such an interesting topic as a topic for the author's bachelor thesis. As anyone else on this planet, the author is a consumer who always wants her needs to be satisfied by products that she is buying. In the era of the Internet and e-commerce, it is not a surprise that the author had an idea of opening her own online store. Clearly, it does not come as a surprise that the author wants to research the main factors and aspects that influence the brand awareness of a shop based online specializing in the retail of clothing.

All in all, this very subject will be researched and scrutinized in this very work using a series of quantitative and qualitative methods based on the author's selection. The author believes that her research can shed a fundamental light on the way how online shops operating in the clothing domain increase the brand awareness using methods of digital marketing.

2 Objectives and Methodology

2.1 Objectives

The main objective of the following work lies in assessing the marketing strategy of a chosen online-based retailer of clothing, as well as identifying main factors that contribute to the formation of brand awareness in the eyes of general public. Ultimately, the author ultimately summarizes all findings and suggests a particular strategy of increasing brand awareness online.

2.2 Methodology

The main methodology of the work is represented by 2 primary approaches – quantitative and qualitative. Quantitative approach is represented by the descriptive analysis of fundamental metrics and comparison of those metrics throughout the years of operations. Furthermore, the author conducts a series of interpersonal interviews with both customers and the owners of the chosen shop to better illustrate the current situation.

3 Literature Review

3.1 Digital Marketing

3.1.1 Definition and Concept

It is really challenging to picture real world without a significant number of today's most cutting-edge market sectors and advertising strategies. Simply by itself, marketing started moving in the direction that it will go for the next ten years, which is to rely only on an increasing number of new chances and the separation of the market into sectors. In addition, a common topic of conversation in recent times has been the digitization of anything and everything, as well as the application of digital technology in marketing. What really is digital marketing in simple words?

It is worthwhile to investigate the human environment in major urban centers in order to provide an answer to this topic. In today's world, individuals make use of a variety of devices, each of which, when connected to the Internet, enables the company to communicate with the device's owner. Obviously, cellphones are the most common example here, but there are many other wearable and not very gadgets. Tablets, smart watches and bracelets, smart speakers, smart TVs, smartphones, and so on are all examples of such devices.

Because of the emergence of the Internet and the commencement of its usage on such a scale that includes practically every aspect of people lives, gadgets are now used as a starting point for making purchases and receiving services. This is due to the fact that the Internet became widely used at an early stage. Users can find many helpful applications for navigating the city, country, and world on any user's smartphone. These applications can also help individuals make financial transactions, place orders in cafes and restaurants and pay for them without waiting for the bill from the waiters, order food at home while controlling where the courier is and communicate and get in touch from anywhere in the world.

Therefore, digitalization has a respectable resource pocket, where numerous techniques of advertising a product or service, in addition to digital marketing, are being created (Terras, 2012). In a nutshell, digital marketing means for companies to communicate with their

clients or customers through the personal gadgets that those clients or consumers use. The primary objective of digital communications is, without a doubt, to increase customer expenditures on products and services offered by the business (Glover, 2010). Digital marketer: a person who works to bring in new consumers and keep the ones they already have in the digital world. In the following sections, the author will familiarize the reader with the functions and duties associated with this profession in greater depth (Bala, 2018). The author of the same content found out what comprises digital marketing and what aspects of it are included in digital marketing.

Since the emergence and creation of new methods of presenting information with the Internet and television is growing, the number of different types of marketing has now surpassed dozens. This is because, as is the case in any science, new methods of presenting information are continually being developed. In order to demonstrate how profoundly marketing has permeated the Internet and the infostructure, the author will discuss one of the methods of marketing that is most analogous to digital marketing (Cominelli, 2012).

One of these forms of marketing is known as content marketing, and it refers to the practice of informing customers about a product in order to raise their awareness of the brand (Järvinen, 2016). Writing blog articles and listicles is no longer sufficient for video content marketing since new formats are being developed every day and the format's popularity is growing. Creating content that is both original and instructive is now at the center of many digital marketing efforts due to the significant advantages it provides (Stoller, 2002). Consistently producing high-quality content brings about improved brand recognition, which in turn can bring in new consumers. It also brings about high positions in search engines, a desire on the part of the user to connect with the brand, and a rise in the product's intangible worth. There is no evidence of digital marketing slowing down or halting, despite the fact that it is one of the most effective components of the marketing communications mix in the modern day. As a result, the most successful businesses and their marketing departments are concentrating their efforts on the establishment of digital interactions with the customers they serve (Correia, 2014). What do modern businesses gain from utilizing digital marketing? The next chapter will provide the author's discussion of this topic.

3.1.2 Practical Use

Digital marketing is currently one of the most successful components of the marketing communications mix, and it shows no indications of slowing down or halting in the foreseeable future (Muhammedrisaevna, 2021). As a result, the most successful businesses and their marketing departments are concentrating their efforts on the establishment of digital interactions with the customers they serve. What do modern businesses gain from utilizing digital marketing?

The ability to maximize the result at optimal cost is the primary benefit of using digital communications in marketing (Bakos, 1991). This benefit is provided by the advertiser's ability to control interest in their products and services by counting the number of visits to the site, counting the ways to go to the site and the same purchases, and counting the products that potential buyers add to their shopping carts. Therefore, digital marketing necessitates a high level of logic because it is now feasible to disseminate information to a greater number of individuals in a shorter amount of time (Xie, 2021). Traditional marketing tactics still include a significant degree of expenditures, however digital marketing enables for outcomes to be achieved at the lowest possible cost. Additionally, there are occasions when the only expense associated with digital marketing is time (Olson, 2021). Owing to the fact that this is one of the most vital resources that, in point of fact, does not fall under the purview of businesses. Since digital marketing is one of those strategies that one can just buy as a service from a marketing firm and expect a consistent and progressive development in earnings, only the passage of time will demonstrate whether or not the digital marketing strategy that was selected was successful (Dayal, 1999). Despite the vast number of opportunities and the expansive scope offered by digital marketing, there are also certain drawbacks. But do they really come with any drawbacks? To begin, the purpose of this article is to outline the components that make up digital marketing as well as the customer demographics that it targets.

Today, the possibilities of digital marketing include not only social networks but also digital information and communication technologies (Tiago, 2014). These technologies include network technologies, digital television, advanced mobile communication technologies, geolocation technologies, multimedia data transmission technologies, and a great deal of other types as well. At the moment, there is not a single mobile app anywhere in the globe that does not incorporate at least some of the fundamental features of a social

network. By the year 2022, the most popular social media platforms will include Facebook, YouTube, Twitter, TikTok, Instagram, and two instant messengers such as WhatsApp or Telegram (Obermayer, 2022). One of the most recent social networks to emerge was TikTok, which by 2022 had amassed a user base of more than one billion individuals every month. This represented around 20% of the entire number of people who used the internet, which was approximately 4.8 billion at the time (Barta, 2022). In the next chapter, author will go over in greater depth the many platforms that are utilized in the formulation and execution of a digital marketing plan.

The idea of market involvement may be developed primarily via the use of digital marketing as the primary technique. At this time, it is not feasible to do so without the instruments of digital marketing, which include doing an evaluation of the market environment, analyzing the competitive environment, analyzing the target audience, and analyzing the brand and product.

It is the instruments of digital marketing that contribute to the formulation of a creative idea of involvement in social networks in order to promote the brand, as well as the production and promotion of video content, key performance indicators, and the justification of the marketing budget. The primary objective of digital marketing is to boost sales through the use of the internet, which may be seen as the movement of customers from traditional offline channels into digital ones.

The primary objectives of digital marketing are, first, to demonstrate that it is beneficial to take part in the target segments of the B2B and B2C e-commerce markets; second, to develop and optimize advertising content while taking into account the degree to which the advertising space can be personalized; and third, to demonstrate that digital marketing is a viable alternative to traditional marketing methods (Kurdi, 2022). Naturally, author can also mention the satiation of demand for new kinds of goods and services, as well as the preparation of the concept of advertising targeting for the purpose of displaying goods and services to a specific audience, which includes an analysis of the behavior of internet users. Both of these things are important in the advertising industry. It is also one of the most significant duties to allocate lucrative media channels in order to develop a portfolio of orders, as well as to produce an appealing corporate assortment. This is one of the many responsibilities that fall under this category. Therefore, the author of this work would like to

summarize the target functions of digital marketing, and it consists in concentrating marketing efforts on the effective use of information technologies, services as a result of timely return on investment (return on investment - ROI) and obtaining the intended profit (Mehralian, 2022). In other words, digital marketing focuses marketing efforts on the effective use of information technologies, services as a result of timely return on investment.

The digital marketing model, which is a holistic set of interrelated economic, social, legal, organizational, and cultural relations in the field of e-commerce, services, and online search, and is built on the use of digital information and communication technologies, is, of course, an important thing to take into consideration. The primary components of the model are as follows:

1. the topics of the virtual market;
2. the instruments of digital marketing;
3. the information field, with consideration given to the effect of geoeconomic and geopolitical issues as well as factors of the digital environment (Ardon, 2022).

3.1.3 Platforms

It is necessary to break these tools down into subcategories in order to provide an accurate description of all the tools that are included in the category of those that assist in the analysis of the results obtained during digital marketing. This is due to the fact that this chapter will cover several different types of digital marketing. All of these different kinds are, in point of fact, platforms that serve to focus attention on particular parts of the Internet or sorts of promotion that may be included in a marketing strategy (Fahmi, 2022).

The initial platform that will be developed as part of this project will have the objective of attaining outcomes via the use of social networks; in general, one may refer to it as a social media marketing tool. The goal of connecting with an audience on social media platforms is to establish a brand, boost website traffic, and increase sales. Social media marketing is the use of social media platforms by businesses to achieve this goal. Over the course of time, businesses have developed a variety of tools and platforms in order to shorten the process and make it easier to complete. Programs like ContentCal, Falcon, and Sendible fall under the umbrella of this form of marketing.

When it comes to ContentCal, one may think of it as a visual calendar. The company's marketing staff is responsible for planning forthcoming social posts and adding them to the calendar; both the image and the description need to be readable. The current approval status of posts is indicated by the color that they are highlighted in. It provides thorough data, and businesses who want even more in-depth information can buy an add-on module called Advanced Analytics. Because ContentCal is integrated with Zapier, it is possible to link it to any one of the thousands of other applications available .

Figure 1, Website of ContentCal

Source:

The following one is called Falcon, and it is a platform that can be used for listening, publishing, advertising, measuring, and managing client data from social media. It comes with a single calendar that displays all of the material that is planned to be published. Falcon's Campaign Planner provides marketers with a means through which they can plan, brief, launch, and collaborate on campaigns across all social networks. In addition to that, Falcon comes with a single inbox that allows marketing team to merge the feeds from Facebook, Twitter, Instagram, LinkedIn, WhatsApp, and YouTube accounts. Marketers will be able to monitor over 600 different KPIs thanks to Falcon's powerful analytics capabilities. Any

marketer may construct their own dashboard to track the indications that are most relevant to them by using this platform as well.

Figure 2, Falcon Website page
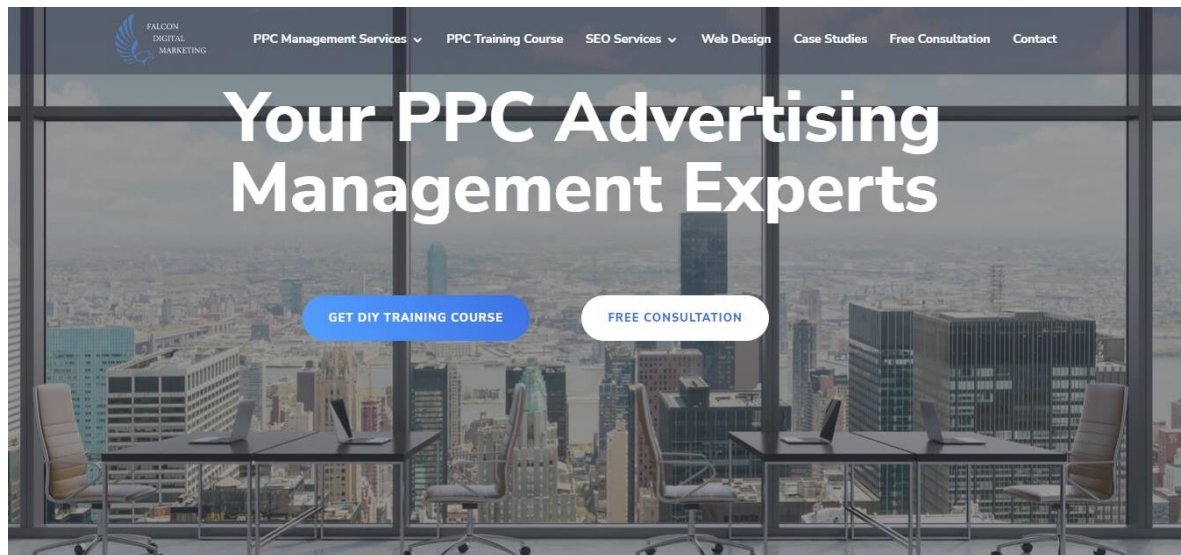
Source:

Sandible is the most recent example of a social media platform. In addition to social media management, it stands apart from the majority of other tools because of its unique features. They make use of the Services, which may be thought of as channels or profiles within the Sendible account that are created by the marketing team. The social platform's functionalities are available for marketers to pick and select as they see fit. They are able to prepare and schedule material for all social networks individually as well as in bulk, incorporating photographs and videos where suitable. Sendible enables users to share material that will stand the test of time by utilizing Smart Queues. Sendible will pull content items from the Smart Queue at the particular moment that the marketing team determines, and then it will post those items to the social accounts that are associated with the firm.

Figure 3, Sendible Website page
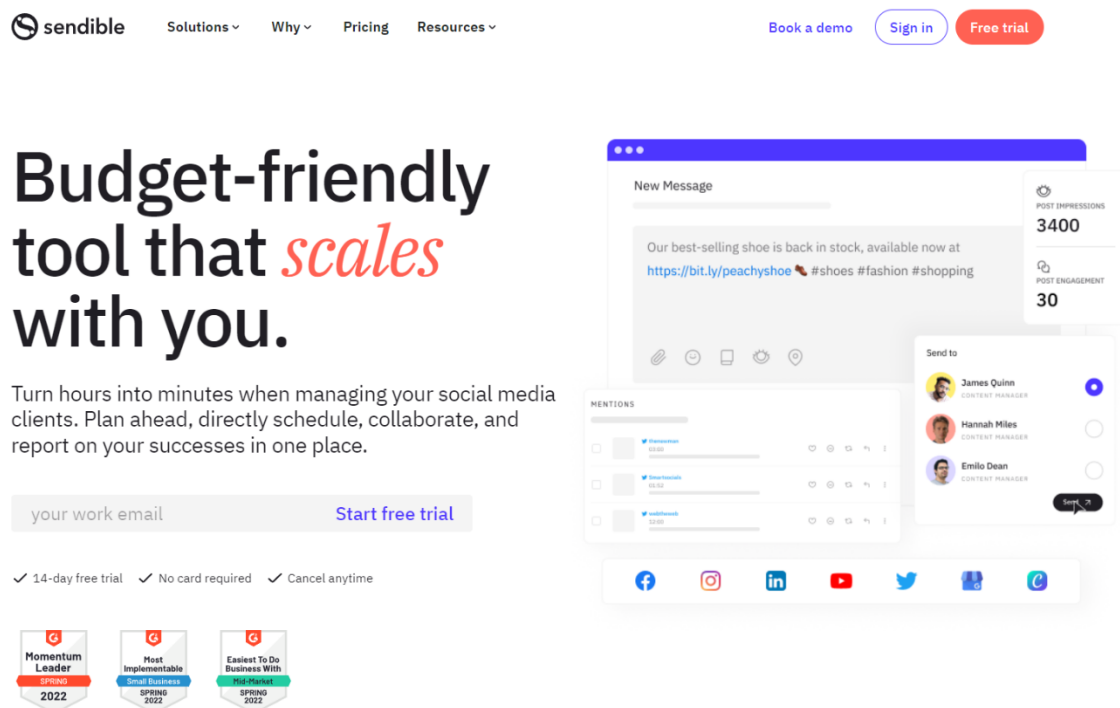
Source:

The platforms that are primarily focused on email marketing are the next type of platform for marketing. Over 333 billion emails are sent every day. Because almost everyone who uses the internet has their own email account, email marketing has the potential to be an effective method. However, a marketing team cannot just open up Gmail and expect to be able to send mass emails to its prospective clients. In order for the organization to provide this kind of service, it has to have access to specialist software for email marketing.

ConvertKit is one example of this type of software; it provides a solution for email marketing that is geared toward the needs of ecommerce marketers and bloggers. In addition to that, it features options for subscriber administration and segmentation, the creation of forms, and a fundamental email editor. It makes it simple to modify a list of email addresses that has been previously saved. The marketing staff is able to label individuals, organize those persons into sections, and then send emails that are especially geared toward that group. It includes powerful automation options that make it easy to send emails to a variety of different audiences. Marketers have the ability to label their followers depending on their activities and preferences.

Figure 4, ConvertKit Website page
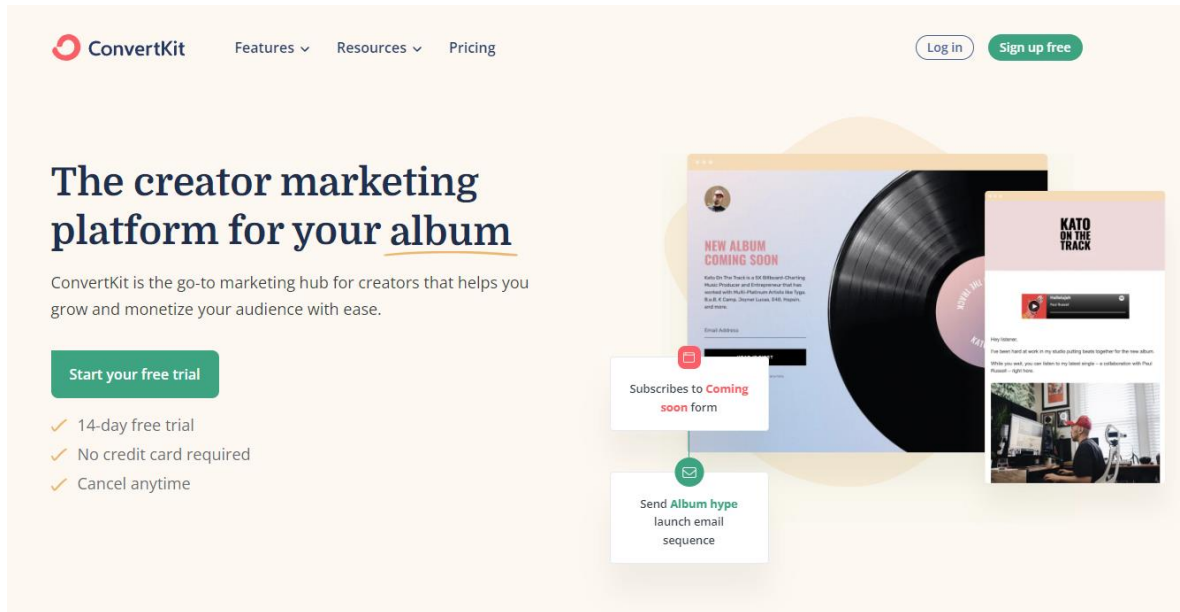
Source:

EmailOctopus is an additional tool that falls under this category. It is designed to cater to the needs of self-publishing authors, bloggers, charities, internet shops, and everyone in between. It comes with a landing page builder, which frees from having to deal with the extensive code required by WordPress. It provides a range of pre-made templates that may be edited after being selected. Company are able to create emails using EmailOctopus by using an editor that utilizes a drag and drop interface. It provides automated workflows and marketing activities.

The next platform is those marketing systems that include pay per click (PPC). With pay-per-click (PPC) marketing, companies pay a fee every time someone clicks on one of their ads online. The most common places to find PPC marketing are search engines like Google Ads, high profile marketplaces like Amazon, and social media like Facebook and Instagram.

Figure 5, EmailOctopus Website page
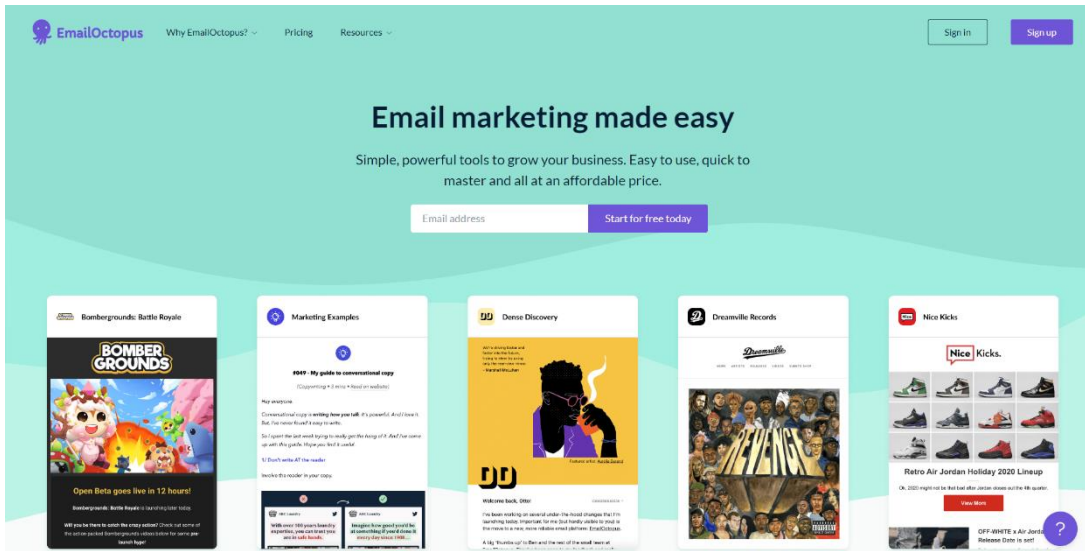
Source:

In this section, the author of this bachelor thesis will focus on a single illustration to illustrate their point. And here is Google Ads Editor, the official and free Google program that can download to personal computer and use offline to make changes to Google Ads in bulk that are simple and straightforward to implement. A marketer may make updates to all of their accounts simultaneously and fast with the help of this tool. Additionally, it has the ability to search and replace text, rearrange items, undo or redo changes made across several campaigns, and more. The marketing team is able to track critical campaign data using Google Ads Editor. These metrics include clicks, cost, position, and conversion statistics.

**Figure 6, Google Ads Website page**
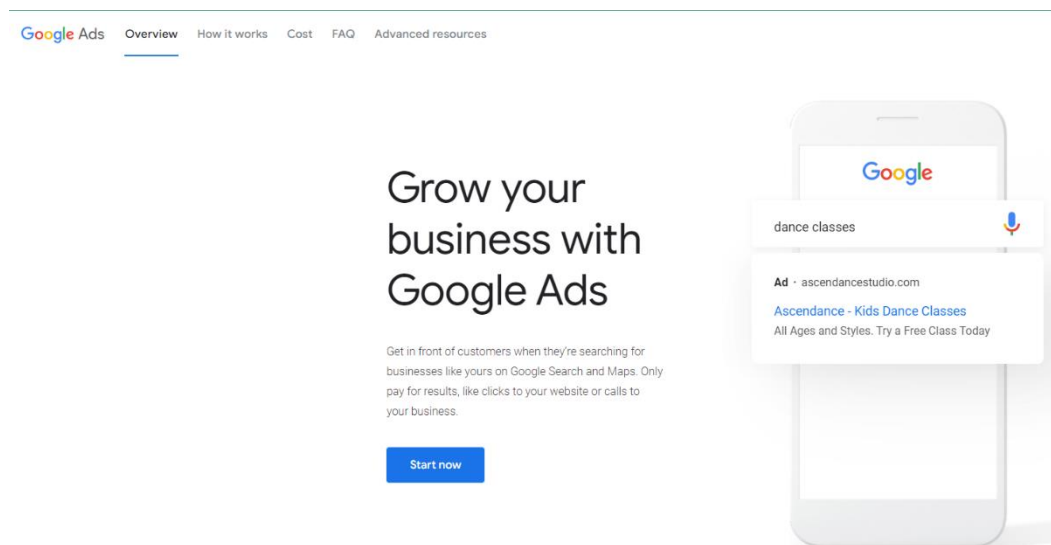
Source:

Another channel that has gained some traction recently is content marketing. Content marketing is the process of creating and distributing online content, such as videos, blogs, and social media posts, that does not directly promote a brand but rather caters to the requirements of the target audience and piques their interest in the products or services offered by that brand. The term "content marketing" refers to a wide range of activities, some of which are also included under "social media marketing," "influencer marketing," and "email marketing." Content marketing is a pretty broad field. Company will have access to a variety of tools that can assist in the process of content creation and distribution (Varadarajan, 2022).

Cameo is an example that has received a lot of attention and is quite well-known. On this platform, regular people pay celebrities to appear in short movies and answer any question that is posed to them. However, celebrities have the right to refuse to participate in activities that either do not align with their personal brand or violate the standards they have set for themselves. Cameo users are in charge of setting their own prices, and the platform gets a 25 percent cut of each and every sale. Cameo also provides users with the ability to send private messages, create corporate cameos, and participate in 10-minute Zoom sessions.Another channel that has gained some traction recently is content marketing.

Figure 7, Cameo Website page
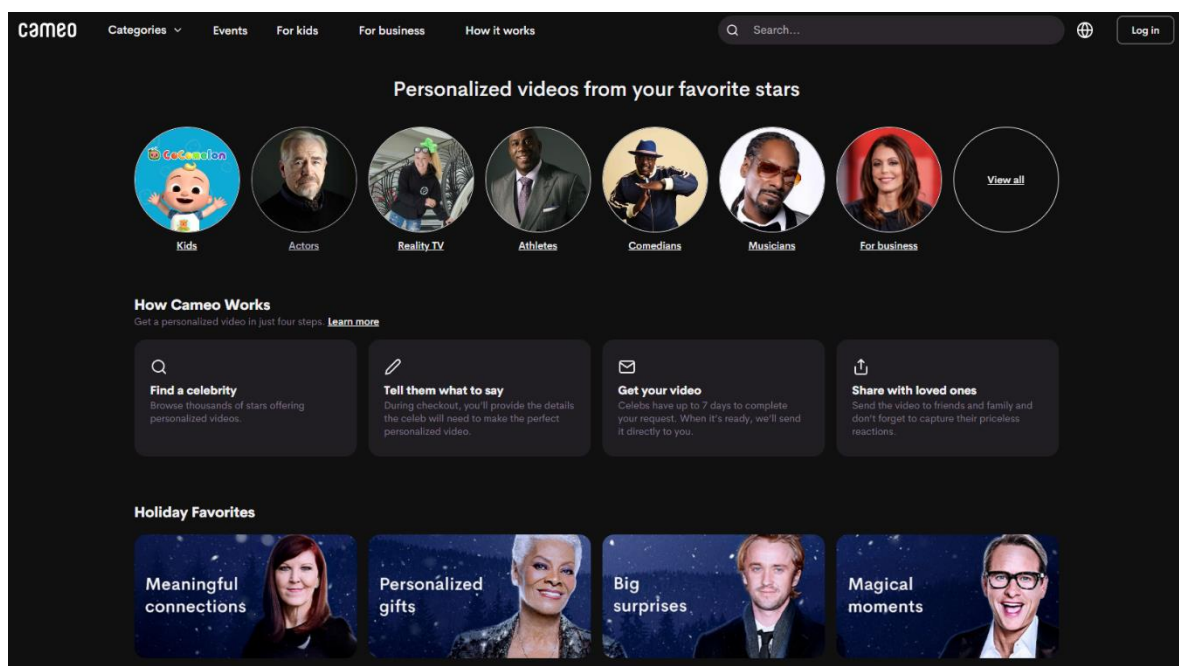
Source:

Since the earlier section featured an example from Google, this section will focus on the Google Search Console, which is a free service developed by Google to assist businesses in optimizing their websites for search. It supplies a great deal of the data that is necessary for efficient SEO. It alerts users about potential problems with their websites, such as crawl mistakes and penalties from Google. The Google Search Console Performance report houses a significant amount of the vital information that search engine optimization (SEO) must rely on. For instance, it provides a list of queries, which are the terms for which the website of the firm and the pages it maintains are rated.

3.2 Clothing Industry

When it comes to the fashion industry, practically all its revenue comes from the sale of women's apparel, and only those businesses that have advanced to an appropriate degree may produce collections geared at males. Because of its propensity to undergo consistent transformations in look, it is challenging to characterize this company based on its complete width; as a result, author will concentrate on the most significant aspect of the company, which is women's clothes. One of the industries that is consistently ranked among the most prominent and sought after all over the world is the retail industry for women's apparel franchises. To begin, it is important to emphasize the facet of franchising, which can be defined as a system of partnerships that are advantageous to both the seller and the buyer of a franchise. These partnerships are formed when a franchise is sold. The vendors and the purchasers in this system each have their own unique names (Vanacker, 2022).

To put it more simply, a franchisor (also known as a seller) is a firm that already has a well-known brand, years of expertise in the business world, a good reputation, and a substantial number of customers (Farida, 2022).

A firm or a private entrepreneur who has acquired the right to work under another person's brand is referred to as a franchisee (sometimes spelled "buyer"). A license to utilize a brand, management system, or business technology may be granted as part of the partnership, along with joint duties and benefits for its operation.

The intense level of competition in the women's apparel industry compels many manufacturers to initiate retail network development initiatives as well as franchising programs to break into new markets. Additionally, starting a store that is a part of a franchise

offers the chance to run a business that is both engaging and intelligible while benefiting from the expertise of fashion industry experts.

More than 45 different franchise ideas can be found in the Czech Republic, all of which are offered by chain firms that focus only on selling women's clothes. These concepts range in price from budget to upscale. Because of the significant cash flows required for this kind of business, company will need at least two hundred thousand crowns to launch company own apparel store. They are necessary in the first place for making purchases of items and stocking the shop, as well as for making repairs to the location and placing orders for industrial machinery. This does not consider any additional expenditures that may be linked with renting premises, paying for advertising, or making an advance payment for the provision of collections for the upcoming seasons, among other potential expenses.

The franchisers have charted a course for regional development, and as a result, they are actively modifying their businesses to operate in the smaller cities and towns in the Czech Republic. Almost all of today's franchise opportunities in the women's apparel industry come equipped with formats and formats for premises of varying sizes and patency, in addition to concepts that have been designed specifically for smaller communities (Hála, 2022).

Internationally renowned clothing companies are rapidly expanding their presence in the Czech Republic through the opening of franchisees. Domestic franchisors still command a sizeable portion of the market for women's clothing, but to fend off the challenges posed by foreign rivals, they have no choice but to learn from the practices of Western businesses and enhance their operational procedures to make their franchises more appealing to prospective purchasers. Some franchisors in the Czech Republic base their business on the concept pioneered by the Spanish Mango, which pays its employees depending on the amount of merchandise they move. There is typically a higher degree of assistance available for international franchisees. There are some franchisors that not only manage the opening of a partner store but also the ongoing inventory management of that store. These franchisors provide the goods, pick up any leftovers, monitor the timely replenishment of the assortment, evaluate sales statistics, and adjust the assortment matrix.

Large corporations are continually adding new brands to their portfolios, which means that the franchise opportunities that they can provide to local business owners are constantly

expanding to meet the demands of the marketplace. At the same time, the deal may include of women's apparel brands that fall into the same price range as one another, in addition to brands that are complementary to one another. For instance, the portfolio of The Denim Star Project now includes franchises for the well-known Italian women's apparel labels Miss Sixty, Stefanel, and Farnarina. And Melon Fashion Group, in addition to providing franchisees for Love Republic and Zarina, can provide franchise opportunities for BeFree shops that sell apparel for both women and men, Women'Secret stores that sell lingerie and home wear, and Co&Beauty stores that sell accessories.

There has been a noteworthy rise in the amount of advertising activity over the last year, in addition to a tendency toward the revision of concepts and rebranding, both of which are popular practices among franchisors in many different countries. It is interesting that franchisors, to attract attention to the brand and the network, have begun to use other promotion methods in addition to their traditional advertising in glossy magazines and on the Internet. These new methods include advertising on television, attracting famous people to create collections, and opening new stores.

3.3   Brand Awareness

Before moving on to discuss the structure and core of brand awareness, it is first required to establish what exactly is meant by "brand awareness." The capacity of the target audience to recall and identify the brand in a variety of contexts is referred to as "brand awareness." This refers to the amount of awareness that the target audience has towards the firm. The subject of why and how to assess brand awareness may come up at some point. No matter what stage a company is in throughout its development, raising awareness of its brand is of the utmost importance. The extent to which the target demographic is able to recall the brand has a direct role in determining the volume of sales. Awareness of a brand has an effect on a company's competitiveness and helps customers to select the company's products from among a large number of similar options (Ismael, 2022).

Not every customer has a strong preference for a certain brand because of its history or its attributes. The majority of consumers go for brands that they are already familiar with. Recognition fosters increased loyalty, builds the audience's trust, contributes to the formation of a favorable image of the firm, and plays a role in the marketing of the company.

If the purchaser is able to recall the company's trademark when it is required, then the business has successfully constructed the required associative array. In the same vein, the fact that customers are able to differentiate between different manufacturers is a clear indication that the marketing approach that is currently being used is successful. Nevertheless, levels of brand awareness vary. In the next section, the author of this work will discuss the many kinds of brand awareness.

The impact of recognition on sales is not necessarily favorable in all cases. It may be an indication that the company's positioning was not well thought out or was done incorrectly in some circumstances. It is imperative that each of the several sorts of recognition that the author of this book listed be analyzed based on their essence and the way in which they are worded in order to have a deeper comprehension of how this is even feasible (Reingoldt, 2022).

The original brand. Customers are likely to think of a certain business when they hear a type of product category being discussed. This kind of awareness demonstrates that consumers have a favorable perception of the brand's dominant position in the market overall. Customers will link the firm with the product category if the level of this indication is more than or equal to fifty percent.

Spontaneous recognition. The target audience will identify the brand together with other market representatives when the product category in question is brought up. On the other hand, there is no requirement to present prospective purchasers with a demonstration of the qualities of the organization, its logo, or any other facts. Consumers' unprompted recognition of the brand indicates that they consider it to be among the industry's top contenders in their thoughts.

Recognition with an accompanying clue. Customers are only likely to remember a brand if it was mentioned to them, if they saw the brand's emblem on the product's packaging, or if the product itself was memorable. This kind of recognition may be seen in newly established brands as well as in low-cost consumer goods. If the company's items become more expensive or if the selection is altered, customers may choose to purchase products manufactured by more well-known companies instead.

It is an indication of successful brand positioning and the efficiency of the marketing plan if the target audience is able to recall the firm and the characteristics it possesses to a high degree. If people aren't aware of something, that level of awareness needs to be raised. People also are learning about a number of different strategies to raise this signal in the next section.

At this point, it is also essential to specify how to enhance brand awareness as well as what it is that it impacts and what approaches it is possible to incorporate. Companies work to raise awareness in order to bolster both their position in the market and their connection with customers. Utilizing a variety of tools and communication channels concurrently is proven to be the most efficient method for increasing awareness. This will result in a greater number of members of the target audience having access to the content, which in turn will assist to enhance the picture that customers have of the brand. Examine the means by which company could accomplish the objectives that have set for themselves.

The practice of marketing inside social networks. It entails the production of advertising, contests, and freebies, as well as the production of material that can become viral. A social media marketing plan that has been given sufficient consideration may assist in the launch of word of mouth, the rise of brand recognition and the number of subscribers, as well as the conversion of leads and the increase of sales.

Sales promotion. This strategy includes offering promotions and discounts at points of sale, as well as sampling, competitions, and other such activities. Visit the blog to learn more about the many types of sales promotions that are available to you.

ATL advertisement. This can be attributed to an increase in awareness brought about by the media, including radio, television, outdoor advertising, and other traditional forms of persuasion aimed at the target demographic.

Marketing based on influencers. It requires communication with influential figures and market leaders in the business. Businesses frequently attract people whose opinions are influential to the audience they are trying to reach, such as bloggers, actors, subject matter experts, and others. Company may discover how to use influencer marketing into their plan by reading the article that is linked here.

Programs that reward loyalty. Increasing brand recognition may be accomplished through the use of rewards such as bonuses, discounts, and promotions. Companies are able to develop long-term connections with customers and cultivate brand ambassadors with the assistance of these individuals. In this post, important to learn how to construct an efficient customer loyalty program. It's called direct marketing. Increasing a consumer's awareness of a brand may be accomplished through the transmission of information concerning the goods and services offered by the firm to the consumer in question. Email, text messaging, online push, messenger marketing, and social media marketing are all examples of direct marketing tactics. Sign up for SendPulse and get started developing successful marketing campaigns right now if company aren't already using them into marketing plan.

To achieve the level of recognition that is desired, the design of the logo and packaging, the creation of an unforgettable brand legend, the provision of high-quality service, and the existence of other factors that play a part in the formation of the appropriate image in the minds of customers are all extremely important. Next, important to get an understanding of the instruments that may be utilized in order to gauge the level of awareness possessed by the intended audience.

At this point, it is time to move on to the primary topic, which is how to quantify consumers' familiarity with a brand.

There are several methods available for determining how well a brand is known. Investigate some other approaches and instruments (Graham, 2022).

Keeping an eye on various social networks. Marketers are able to measure audience reach and mentions of their brands on social media platforms such as Facebook, Instagram, and TikTok. With the information that author have acquired, company are able to determine how customers feel about the firm and the things that it sells. Monitoring social media gives marketing team the ability to provide fast comments, find solutions to contentious topics, and establish communication channels. "Google Alerts" and "Mention" are two of the most used tools for tracking mentions of brands in relation to keywords and phrases.

Analytics provided by Google. Keep an eye on the primary traffic channels on the website and investigate both the demographics and the level of interaction of the users. Conduct research on the search terms that prospective buyers are using on the internet to get information about a certain brand.

Reviews. Examine the ratings and comments made about the organization and the items it sells on specialist websites such as IRecommend. Build a lead magnet on company website and invite customers to respond to a few questions on the brand in return for a bonus or a present that is related to the brand. This will make it possible for company to learn the opinions of customers and provide with important information that may help one better marketing plan.

Questionnaires and surveys. Place an order for market research to determine the quantifiable techniques of measuring brand awareness. Marketing team will find out the amount of ad recall, the number of delighted consumers, and a great deal more thanks to the precise analytics that they receive.

Marketers make advantage of the many tools available to assess brand awareness in combination with one another to get a better overall picture of performance and make improvements. For the purpose of making management choices, it is essential to do routine monitoring of search engine metrics, assess the efficiency of advertising campaigns, and even create a customer relationship management system (CRM) and set up end-to-end analytics. The most important thing to keep in mind is that increasing brand awareness is one of the primary indications that has to be controlled in order to enhance market positions and increase sales, but it is not the only sign (Jasin, 2022).

4 Practical Part

4.1 Attrattivo

Attrattivo in the Czech Republic is a branch of the franchise that has its roots in Greece. As the brand describes itself, it is more a cultural movement rather than just a simple brand that is focused on the production of clothes and clothing apparel. The company was established in the late 80s, in the period where Greece was opening its doors to internationals and different cultures. As a consequence of this cultural change and transition, the owners of Attrattivo, being under the influence of the new wave of change took a great inspiration in everything that was happening with their country and they decided to establish a brand, whose geography stretches all over the Southern Balkan region and for some time already, the company is also present in the Czech Republic.

The company is aimed at creative women, as the company describes its mission, who are not afraid of changes and who are willing to embrace something new in their lives. As of 2023, the company produces brand clothing related to almost every domain, such as jeans, t-shirts, jerseys and other accessories exclusively for women, i.e., the main target audience of the brand are women who are in their 20s and 30s, as the style of the brand is relatively progressive and modern.

Figure 8, Attrattivo physical store in Flora

Source: Attrattivo, 2022

In addition to the main information, it is also wise to mention that the company currently has two physical stores in the Czech Republic – in Flora mall and also in Novy Smichov mall. Overall, the company is just starting its journey in the Czech Republic, do it is expected that the number of stores will even go higher.

4.2. Current Online Presence and Strategy in the Czech Republic

Nevertheless, the main goal of the author is to evaluate the current marketing strategy and propose potential improvements that will help the company to significantly increase its brand awareness. To begin with, it is worth to provide a brief summary of online presence of the selected company. In the table below, the author of this bachelor thesis presents all platforms used by Attrattivo in the Czech Republic that were identified by her and also the total number of active users following the page.

Table 1, online presence of Attrattivo in the Czech Republic

Platform	Number of Followers
Youtube Channel	616 followers
Instagram Account	1,617 followers for the Czech accounting and 115,000 followers for the main account
Facebook	5,900 followers and 6,000 likes
Dedicated website for online shopping	No followers, used for making orders

Source: own research

Then, in addition to the collection of primary data reflecting online presence of the company in the Czech Segment, the author also briefly comments on the current strategy used by company on each of the mentioned platforms in **Table 1**.

Figure 9, the company's Youtube channel
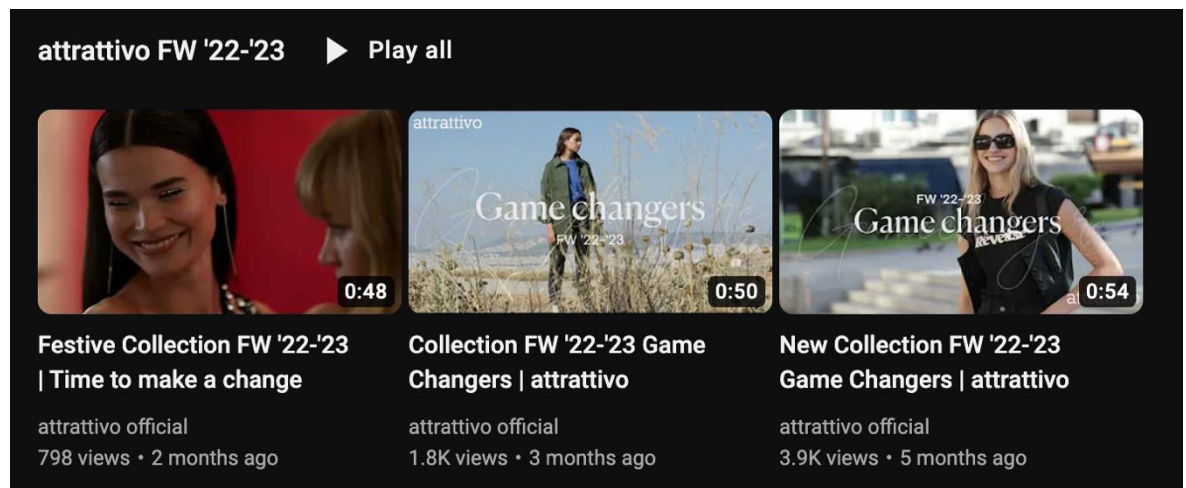
Source: own research

First, the author starts with the brief analysis of the company's Youtube channel, which is equally used for all countries where Attrattivo is present. Clearly, when it comes to the company's channel on Youtube, it can be suggested that the company does not really pursue any marketing strategy on the selected platform, but uses the channel as some kind of representation or simply as a tool that will underpin high degree of professionalism of the company. In addition to that, the author believes that one of the main goals of having such a Youtube channel is related to targeting and market positioning in general. The company clearly does not want to be classified as some kind of ordinary mass market fashion brand and in order to be different from them and position itself as an independent producer and distributor of fashionable products that are suitable not just for people trying to find

something for an ordinary occasion, but also for those who want to attend much more serious venues and events.

Figure 10, a snapshot of Attrattivo's Instagram account
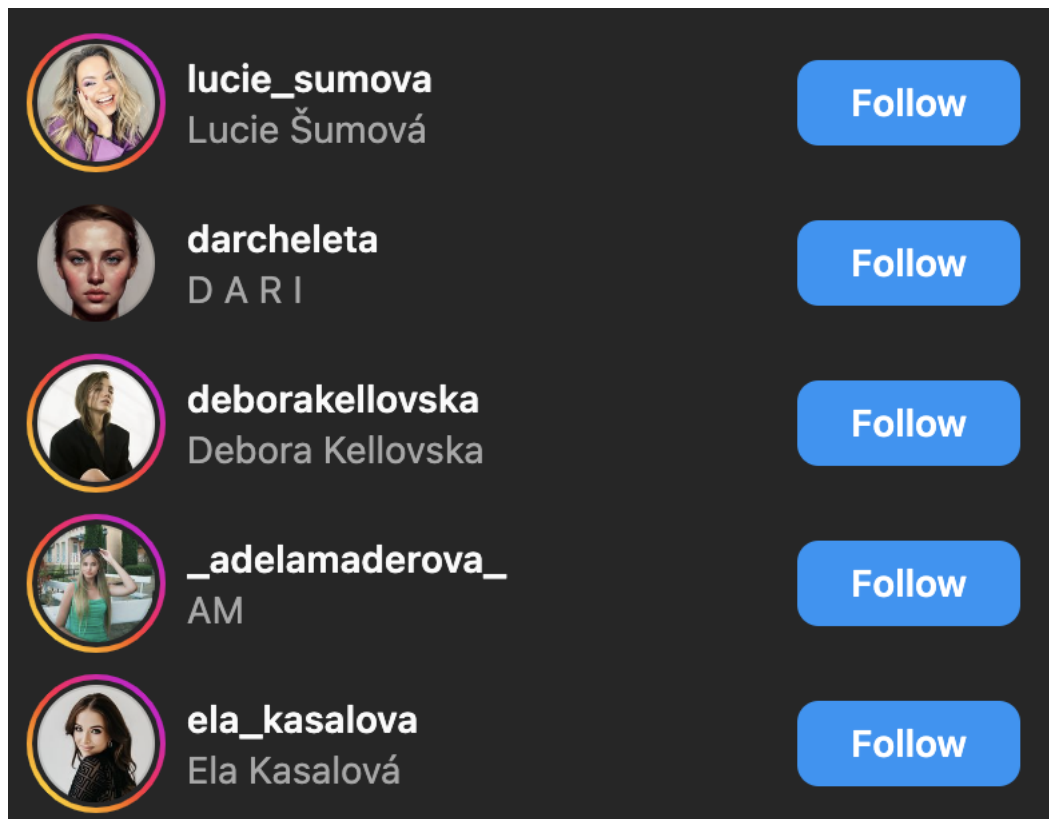

Source: own research

Then, continuing to Instagram, it can be said that the overall situation with Attrattivo's account for the Czech Republic could be better as the total number of just 1,617 followers is definitely not something that add additional confidence to potential consumers and target audiences. Yet, when comparing the brand's Instagram account to the Youtube channel mentioned earlier, it becomes evident that the company somewhat considers Instagram as an essential tool and based on the general analysis of publications made by Attrattivo, they focus to use Instagram in three different fields, which are mentioned below:

1) Instagram as a tool of targeting larger audiences. According to the author, this becomes obvious due to the frequency of publications and the brand's activity on the social media platform with numerous stories being published on a daily basis. In addition to that, it can be assumed that the company is focused on collaborating with more or less big influencers or famous people from the Czech Republic as the company's account follows a given number of rather prominent and known persona related to the world of fashion of the Czech Republic and especially those leaving in Prague, see the figure below.

Figure 11, persona followed by Attrattivo Czech Republic on Instagram

Source: own research

2) Instagram as a tool used for better visualization of the company's products. This becomes obvious as the company is really focused on presenting their goods in the best possible way by engaging professional photographers and famous Czech models.

3) Instagram as a tool for communication with followers and people interested in the brand. This becomes obvious as the brand often communicates important messages through the social media platform. The author suggests that the company fully understands numerous opportunities that can be provided by Instagram and tries to get the most from this social media platform.

Figure 12, a snapshot of the company's Facebook account
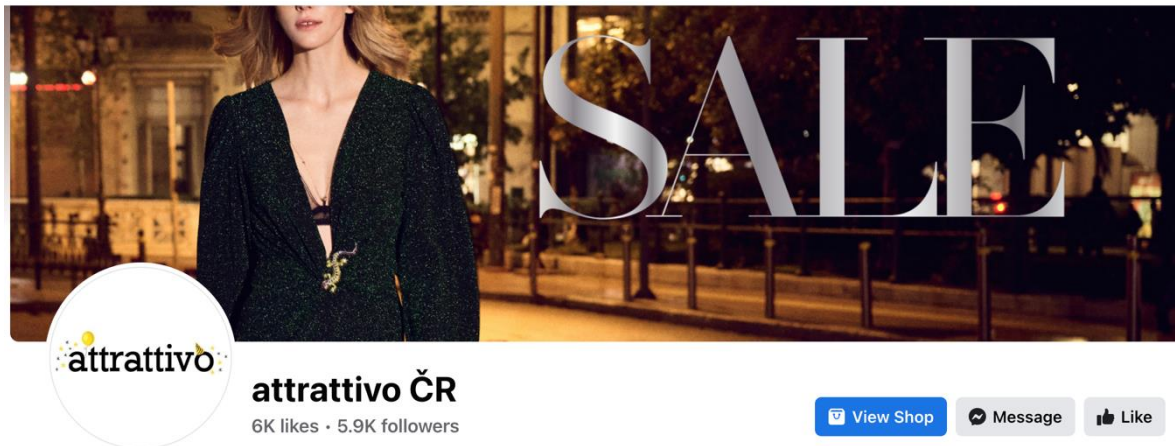
Source: own research

When it comes to the company's Facebook account dedicated to the Czech Republic domain, the author believes that the brand tries to pursue two main strategies. First, the brand uses Facebook as an e-commerce platform for selling its merchandise and products, while the second goal of using Facebook is primarily related to increasing brand awareness but targeted on slightly different people. Due to the fact that Facebook is one of the most popular social media platforms in the Czech Republic, it is wise to suggest that by having presence on the two largest platforms – Instagram and Facebook, the company manages to properly target all potential customers – younger women in their early twenties, who are more prone to use Instagram and slightly older women in their late twenties and early thirties, who are more prone to use Facebook as the main social media platform. Yet, the author also wants to highlight the fact that compared to the brand's Instagram account, the activity of followers on Facebook is far from being perfect as publications of Attrattivo usually get 2 or 3 likes at maximum, which is not a good result, especially when comparing it to higher figures on Instagram (around 10 and 20 for some of the brand's publications).

Figure 13, snapshot of the company's dedicated e-commerce platform
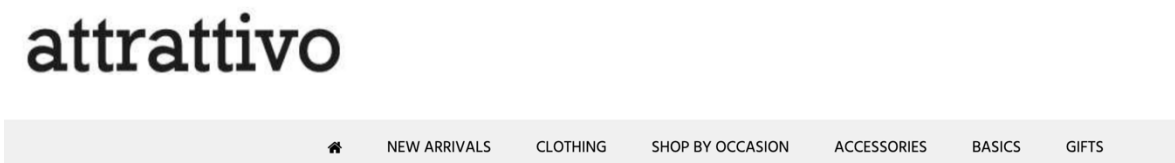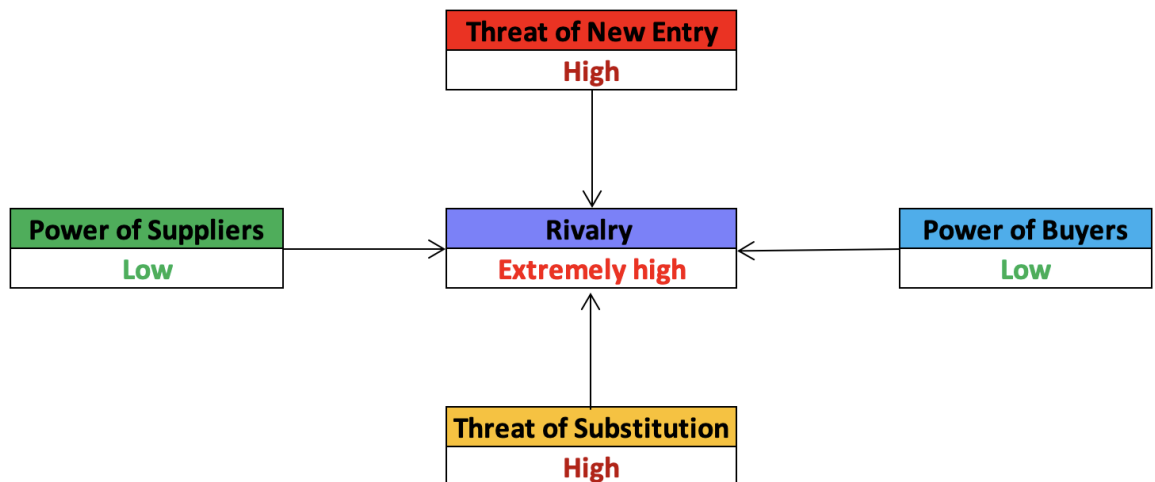

Source: own research

Finally, continuing to the e-commerce platform of Attrattivo, the author believes that this is probably the weakest point of the company, as it becomes evident from the very first

look thrown at the platform that it is based on some kind of a very corny and common template, presumably the standard one offered by Word Press. Nevertheless, this suggests that the company is not really focused on its e-commerce aspect thus preferring personal distribution and sale of products, which is quite common for a brand of such size.

4.3. Porter's Five Forces Analysis

In order to correctly provide a set of recommendations that will inevitably help the company to increase its brand awareness, the author needs to evaluate the business environment of the company, and for this purpose, she uses Porter's Five Forces or Porter's Five Diamonds, a techniques of strategic evaluation that had been invented by one prominent Harward professor in the late years of the 20th century, but which is still relevant for modern firms, especially the ones of the same size as Attrattivo, which is the author's main focus for her bachelor thesis.

Figure 14, Porter's Five Forces

Source: own research

- **Threat of New Entry**

The author believes that the fashion industry, especially on the level on which Attrattivo is based, is extremely vulnerable to the problem of new entry. In a sense, the fact that Attrattivo decided to focus on the Czech Republic was itself a new entry, so the companies like Attrattivo and other brands, especially the domestic ones, are not protected from similar

cases where a large brand based on some neighboring EU country will decide to start a franchise and open a branch in the Czech Republic, so the threat of new entry is high.

- **Threat of Substitution**

The fact that e-commerce is rising and in addition to all that, the Internet helps customers and fashion lovers all over the world to order literally anything from an entirely different corner of the world, helps the author to draw a bottom line, which suggests that the threat of substitution is high and especially. The company is primarily focused on physical stores and physical distribution, so this kind of companies is extremely vulnerable to problems that might arise from the growing presence of e-commerce, so the company definitely needs to improve in that aspect, or it can be simply substituted by countless retailers from China or any other country where the e-commerce is extremely strong and powerful.

- **Power of Suppliers**

Based on the information provided by Attrattivo themselves, the company is mostly focused on working with domestic designers of Greece and the Czech Republic, but the author believes that it is also fair to believe that the company is also buying cheap merchandise from countries like Turkey or other similar hubs famous for textile and clothing. Based on this, it can be said that all those suppliers can be easily substituted, and they are not in the position to negotiate prices and set trade on their terms, while Attrattivo is in a much better position in that regard. Henceforth, the author believes that the power of suppliers is astonishingly low.

- **Power of Customers**

The same applies to customers – the audience, which is targeted by Attracttivo is a really large one and what is more, it can be easily substituted by women from neighboring countries that often go for shopping in Prague. Henceforth, the author believes that the power of customers is low and there are no threats coming from that domain.

- **Rivalry within the Industry**

Given the scale of the business and the target audience, it is wise to say that the rivalry between firms specializing in the same kind of market segment is incredibly high with more than 50 different firms competing with each other, so the position of Attrattivo is extremely volatile and the company is vulnerable to problems related to their competitors.

4.4. SWOT Analysis

Then, the author evaluates the current marketing strategy of Attrattivo with regard to their goal of increasing brand awareness. The table below offers an overview of the SWOT analysis created by the author.

Table 2, SWOT analysis

	Strengths	Weaknesses
Internal	High presence on all platforms	No real focus on something particular and not significant effect as of now
	Threats	Opportunities
External	Rise of e-commerce	Potential for cooperation with influencers
	Entry of new competitors	

Source: own research

5 Results and Discussion

5.1 Current Status

To begin, the author is in a position to draw the conclusion that, based on the evaluation of Attrattivo's current marketing strategy, the company is taking the appropriate steps in order to eventually increase brand awareness. However, the author believes that these steps are not sufficient to achieve significant results and eventually conquer the Czech market entirely, as the company has only managed to achieve approximately 7,000 followers during its two years of presence in the Czech Republic. When compared to the number of followers for the main account, which surpasses the threshold of 100,000 followers for only one Instagram account, the disparity between the two numbers becomes even more glaring. In addition to this, the author is of the opinion that the company's use of Facebook and an e-commerce platform does not really help matters for the business. This is due to the fact that the author believes that the marketing strategy that was implemented for these two areas could have been carried out in a significantly more effective manner. The author believes that the first thing that comes to the minds of potential customers is the fact that publications of the brand on Facebook get only about 2-3 likes, which does not really improve the situation with brand awareness or even makes it worse. In effect, the author believes that this is the first thing that comes to the minds of potential customers. It is safe to conclude, based on the recent moves and activities of the firm, that the company is focused on establishing itself above fast-fashion and mass-market brands. However, at the same time, the brand performs an even poorer job of presenting itself to prospective consumers than those other companies do.

Without a shadow of a doubt, everything boils down to the possibility that the firm does not have adequate cash to carry out an effective marketing plan whose primary focus is on the elevation of brand awareness. However, taking into account the fact that the company is only in the process of initiating its operations in the Czech Republic and that it is still in the very early stages of its existence, the fact that the company has not yet achieved an extraordinary level of success is not in the least bit surprising. However, at the same time, the author is of the opinion that business operations could have been a great deal more successful. This is due to the fact that

even the choice of malls in which to base their shops in the Czech Republic is not ideal, as Flora is not the best mall in terms of the number of customers who shop there and the number of people who are truly interested in fashion.

Finally, the author believes that it is important to emphasize that the brand's efforts to collaborate with fashion influencers and fashion bloggers appear to be a really good idea, which may increase the sales of the brand to a high level and also attract potential followers who will, later on, spread the word about Attrattivo themselves. The author thinks that it is wise to highlight this fact because it may boost the sales of the brand. Due to the very high level of rivalry that exists within the business as well as the significant risk posed by new entrants, the author is of the opinion that it is absolutely necessary to advance to marketing strategies that are more successful. It is expected that other similar firms with the primary focus on either environment will try to venture into the Czech Republic. If the positions of Attrattivo are not strong enough, the author believes that the days of the brand in the Czech Republic are numbered, and their prospects are rather dim.

5.2 Recommendations

The author believes that the best thing that Attrattivo can do in 2023 in order to stay buoyant and increase its brand awareness would be cooperating with local influencers even on a paid basis. This is the case in the event that those local influencers will not be willing to cooperate based on terms that are mutually beneficial, such as barter. Effectively, something that is lacking in the company is a loyal customer base, who will be constantly returning to the brand, so focusing on the influencer domain is one of the best ideas due to the fact that the audiences of influencers are typically interested in accurately perceiving information, and they are also interested in believing this information and following the suggestions of their favorite bloggers. In short, the company lacks a loyal customer base, which will be constantly returning to the brand.

Because the presence of the brand on this platform can be characterized as being really low and even off-putting at some points, the author believes that another good idea would be investing more money into social media marketing and, in particular, into Facebook promotion. This is because the presence of the brand on this platform

can be described as being really low. The same reasoning may be applied to the specialized platform that the organization has. PPC (pay-per-click) and other strategies offered directly by Google and other search engines are options that could be pursued by the company; however, the author is of the opinion that these efforts will be fruitless so long as the website in question possesses nothing more than a fundamental interface that can be obtained from a standard template provided by World Press. It is interesting to note that the company does not appear to underestimate the power of strong visualization, as evidenced by the fact that they do not hesitate to hire a variety of photographers, directors, and models, all of whom assist the brand in producing good content that is also really beautiful. The fact that they did not actually manage to conceive of a better user interface for their e-commerce platform is genuinely astonishing, but the author feels that it is not too late to modify it even though it is obvious that this is the case.

The author believes that concentrating on physical distribution is not always the best choice since the Czech Republic is not simply restricted to Prague and the surrounding areas. This is in addition to all that has been said before. It is not debatable that Prague is the economic capital of the Czech Republic; in fact, it is possible to classify Prague as the economic capital of the entire Central European Region. Despite this possibility, it is still a good idea to avoid limiting oneself to just a few geographical boundaries and instead to explore smaller cities such as Ostrava, Brno, and Pilsen. Prague is unquestionably an important economic center in the Czech Republic. She believes that focusing on a better online presence is something that will help to also target those cities, and it will result in a higher number of sales with almost no additional operating expenses. Although it is obvious that the author does not recommend that the brand immediately open shops in those cities, she does believe that this is something that will help to target those cities.

6 Conclusion

In conclusion, if a firm is having trouble competing successfully in the market, adopting an efficient marketing plan may be absolutely necessary. The author has identified crucial components of a successful marketing strategy for the case of the company selected for this bachelor thesis. The components used by the author in her analysis include market research, identifying target groups, providing recommendations on how to build a strong brand identity, and leveraging multiple marketing platforms to reach clients. A business that is having trouble making sales may improve its brand recognition, customer engagement, and eventually, its sales by putting these ideas into action, such as the case of Attrattivo. It is essential for the organization to do consistent analysis and make necessary adjustments to their marketing plan in order to guarantee the strategy's efficiency and continued relevance in the market.

Thus, the author believes that improving their online presentation on Facebook, as well as focusing on improving the interface of Attrattivo's e-commerce platform is a crucial component that will help the company to target women form other cities, such as Pilsen, Brno and Ostrava will help the company to increase the brand awareness and, as a consequence, it will also help the company to increase the number of sales and it will eventually help Attrattivo to strengthen their positions in the Czech market and stay buoyant. Also, the author believes that a cooperation with Czech domestic influencers is something that will additionally help the company to increase its reach.

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8   Recommendations

8.1   List of Pictures

8.2   List of Tables

8.3   List of Abbreviations

PPC … Pay per Click

B2B … Business to Business

B2C … Business to Customer

CRM … Customer Relations Management

KPI … Key Performance Indicator