Czech University of Life Sciences Prague

Faculty of Economics and Management

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Bachelor Thesis

Online advertising: a case study of a company

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Faculty of Economics and Management

BACHELOR THESIS ASSIGNMENT

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Business Administration

Thesis title

Online advertising: a case study of a company

Objectives of thesis

The purpose of this thesis is to study the trends, nuances and technologies in the field of advertising in social networks and the Internet. The main goal of the thesis is to propose a social media advertising campaign for a selected business.

Partial goals of the thesis are such as:
- to make an overview of the theoretical foundations of doing business in the Internet environment;
- to examine details of the online advertising market with specific focus on social networks;
- to design and evaluate the proposed social media advertising campaign;

Methodology

Methodology of the thesis is based on study of resources, field study and practical part. In the practical part, the theoretical foundations of doing business in the Internet environment will be considered and also advertisement market will be examined. The proposal will be created based on studying impacts of advertising of similar companies. The evaluation of the proposed campaign will be done according to the analytics data. As an outcome, final conclusions and recommendations will be formulated.

The proposed extent of the thesis

30 – 40 pages

Keywords

Business promotion, Internet, social networks, web-sites, marketing, Vkontakte, You Tube, Facebook, advertising.

Recommended information sources

IBM Redbooks:B2B e-commerce with WebSphere Commerce Business Edition V5.4 Patterns for e-business Series.ISBN 9780738427416,available at:https://ebookcentral-proquest-com.infozdroje.czu.cz/lib/cz

Marketing to the Social Web: How Digital Customer Communities Build Your Business, 2nd Edition.Larry Weber, 2004.

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Online Promotions: Winning Strategies and Tactics. Bill Carmody.April, 2001. Available at:http://bookre.org/reader?file=1043392&pg=1

Open Forum.[online] ,available at:https://www.americanexpress.com/us/small-business/openforum/explore/?linknav=us-openforum-global-header-logo

Public Relations on the Net,2nd edition.Holtz, Shel.Availiable at:https://ebookcentral-proquest-com.infozdroje.czu.cz

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Declaration

I declare that I have worked on my bachelor thesis titled "Online advertising: a case study of a company" 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 copyrights of any their person.

In Prague on 13th of March   _____

                                                                    Ekaterina Kichneva

Acknowledgement

Online advertising: a case study of a company

Abstract

Aim of this bachelor thesis is to develop an advertising campaign in social networks for beauty Studio "My ideal". The thesis consists of two parts: theoretical and practical. The first part of the work is based on literary research. It is focused on the basic concepts of marketing, online marketing, its pros and cons for business. Various types of advertising on the Internet and also social networks in which it is possible to place advertising was analysed. Based on the theoretical part the tests were carried out in the practical part to identify the strengths and weaknesses of the business using SWOT and PESTLE. During the research statistics in social networks before and after the advertising campaign were analysed. In this part of the work, goals were set that must be achieved in the end of the work. After the theoretical and practical part follow results and discussion and conclusion in which the results of the work will be summed up.

Keywords: Business promotion, Internet, social networks, web-sites, marketing, Vkontakte, You Tube, Facebook, advertising

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1   Introduction

It is known that it is not enough to produce a good product, to determine its price and to bring it to market. For its successful existence on the market, some necessary steps are needed to be made, for example, good promotion would play a huge role. Moreover, it is quite simple to promote the product via the Internet. Nowadays, there is no need to find out the location of advertising agencies, to waste time on searching for them and on visits, waiting for production, approval of advertising media, paying, often, unnecessarily expensive, technical means associated with other types of advertising. The consumer would only spend a little amount of time on the appointment to make a deal and sign a contract. But the main thing is the effectiveness of advertising on the Internet, stunning speed, convenience, and coverage area.

Thanks to the many possibilities, that are presented on the Internet, the effectiveness of advertising on the Internet is in many ways much more efficient than the advertising on transport, media, poster advertising, etc. This is especially evident for companies and firms, enterprises and organizations that are not interested in limiting the area of promotion of goods and services settlement of their location.

 It is in the interests of the seller and the client that makes e-business so attractive for companies. Winning buyers is a huge selection of assortment, quality, consumer characteristics and prices. A well-designed ad can help with the implementation of services provided by the enterprise, since the main purpose is to attract new customers, establish new business contracts, which increases the demand for the product, increases demand, and increases supply.

The present work is devoted to the topic of advertising and promotion of goods and services on the Internet. It was proved by the study of Proctor & Gamble and Information Resources, Inc. (IRI) that online advertising can boost offline sales. It was concluded that households that were influenced by the online advertising bought 19% more products than the others. Furthermore, the households that saw the advertises more frequent consumed even more amounts of the products. Moreover, it was proved that online advertising affects brand awareness. Therefore, this thesis aims to explore factors influencing success of an online campaign. After that, a new online advertising campaign will be proposed to demonstrate the efficiency of online advertising (Song, 2001).

2 Objectives and Methodology

2.1 Objectives

The purpose of this thesis is to study the trends, nuances and technologies in the field of advertising in social networks and the Internet. The main goal of the thesis is to propose an online advertising campaign for beauty studio "My Ideal which located in the Czech Republic in Prague.

Partial goals of the thesis are the following:

- To make an overview of the theoretical foundations of doing business in the Internet environment. (In the theoretical part of the work describes the basic concepts of online advertising and online marketing, ways of promoting Internet advertising and social networks, methods of analysis of the effectiveness of online campaigns.)

- To examine details of the online advertising market with specific focus on social networks. (In work tests will show the effectiveness of advertising in attracting new customers.)

- To design and evaluate the proposed online campaign. (In the practical part of the work will be developed advertising campaign for service, which should attract new customers.)

2.2 Methodology

Methodology of the thesis is based on study of resources, field study and practical part. In the practical part, the theoretical foundations of doing business in the Internet environment will be considered and also advertisement market will be examined.

The proposal will be created based on studying impacts of advertising of similar companies. The evaluation of the proposed campaign will be done according to the analytics data by analyses such as SWOT, PESTLE, competitor analysis, analysis of public statistics Vkontakte, Instagram Insights. As an outcome, final conclusions and recommendations will be formulated.

3   Literature Review

This work aimed to study the advertising and promotion of online business in social networks such as YouTube, Vkontakte, Instagram on example of beauty studio "My Ideal".

3.1   Marketing

Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is "meeting needs profitably."

 When eBay recognized that people were unable to locate some of the items they desired most, it created an online auction clearinghouse.

When IKEA noticed that people wanted good furnishings at substantially lower prices, it created knockdown furniture. These two firms demonstrated marketing savvy and turned a private or social need into a profitable business opportunity. (Kotler, 2011)

3.2   Marketing mix

McCarthy classified various marketing activities into marketing-mix tools of four broad kinds, which he called the four Ps of marketing: product, price, place, and promotion. (Kotler, 2011)

Product	Price	Place	Promotion
Functionality	List price	Channel members	Advertising
Appearance	Discount	Channel motivation	Personal selling
Quality	Allowances	Market coverage	Public relations
Packaging	Financing	Locations	Message
Brand	Leasing options	Logistics	Media
Warrantly		Service levels	Budget
Service/Support			

Figure 1 Four Ps of marketing

Source: (Kotler, 2011)

3.3   Online marketing

Online or digital marketing pertains to achieving marketing objectives with the aforementioned marketing variables over the Internet. In other words, to support each

of four Ps, online marketing involves the usage of digital tools based on Internet technologies. Online advertising and PR reside at the intersection of the promotion function and digital marketing tools. (Klapdor, 2013)

3.3.1 Overview of advantages and disadvantages of Internet advertising

Since many consumers spend time shopping online for everything from groceries and clothing to electronics and cleaning supplies, many businesses include online advertising in their marketing strategies. While the benefits of advertising online include the potential to reach a large market and the ability to measure results, online advertising also presents some disadvantages.

A huge number of people use the Internet in daily life and work, of course. Like any channel for promotion of any product, the Internet has certain advantages over other methods of advertising.

3.4 Advantages of online marketing

• Targeting and Reaching Your Audience

• High efficiency

• Research

• Cost and unlimited in time (Virin, 2012)

3.4.1 Targeting and Reaching the audience

Active Internet users don't read Newspapers, don't watch TV, listen to radio. All that they need, they can get over the Internet. It would be easier, and faster.

3.4.2 High efficiency

Launching a test marketing campaign, a few hours be known, how it is effective. This cannot be done using conventional advertising - new communications, where the first response must wait at least days and often weeks. For example, if conduct a survey of the target audience on the Internet, prior the results, unlike the use of traditional methods, will be obtained almost immediately. (Virin, 2012)

3.4.3 Research

The Internet created the excellent system of analysis that give an accurate forecast of the future of advertising effectiveness, identify problem areas, measure the results of each separate marketing activity. In addition, based on the analysis of user behaviour of the created system, allowing you to show ads based on user interests, their socio-demographic characteristics and so on. A man who does not fall within the target audience, is just not going to see her. Such analysis tools offline are not necessary even to dream of. Precision in the control of advertising on the Internet is far superior precision in the control of advertising in any other media.

3.4.4 Cost and unlimited in time

In the Internet all costs are web hosting, servers and their administration, if not to count the cost of those marketing actions, but the cost of them are online and offline. Therefore, the cost of communication on the Internet is always less than the cost of offline. Even if communication via the Internet requires the participation of the employee (answers to queries, requests, just messages coming from the company website, creation of orders, etc.), and in this case saves the time of employees. When there is no need to communicate with each client personally, it is possible also to speak immediately with several or even all of that, of course, takes much less time. (Virin, 2012)

3.5 Disadvantages

Unfortunately, online advertising does not have only advantages, but there are also some disadvantages. The disadvantage of online advertising, versus purchased list of supporters, is typically the cost. Campaigns may spend between 2$ and 10$(or more) per qualified supporter attached through online ad buys. (Semiatin, 2013)

3.6 The different types of Internet Advertising

Ways to promote their products or services on the Internet are many, and they are constantly evolving. The development and appearance of new types of Internet advertising is associated not only with a high level of competition in this field, but also with the improvement of technologies.

The latter are not only allowed to invent new ways to deliver information to users, but also enable the latter to get rid of annoying advertising. As a result, the channels of advertising, which until recently had been effective and yielding the result, become useless and outdated.

Below will cover the areas of product promotion on the Internet that are relevant and effective at the moment. (Unknown, 2018)

3.6.1 Banner Ads

Typically a rectangular graphic advertising the modules contain static or animated advertising image. Banners today occupy about one-third of advertising budgets in all world. The basic technology of making animated baners is flash, non-animated banners are made in the form of GIF or JPEG images. Generally, the banners are the main carrier of visual emotional information, which plays a very important role in advertising. Using banners for branding, or product advertising is often designed for contact with the target audience of the banner and not the website, which is available after clicking on the banner. Therefore, the visual range of the banner is self-promotional video. (Virin, 2012)

3.6.2 PPC (Pay Per Click Advertising)- Contextual advertising

Advertising, that is advertising a particular and limited trade offers. It is aimed at people who came close to buying, that is why it is so effective compared to other advertising media. PPC advertising paid to click on a link in the ad unit to the advertiser's website. In the search results or on the website theme is multiple ads, their ranking is based on the principle of an auction is higher is that the owner pays more per click. The advantage of contextual advertising – immediate results. Change if the number of calls to the company can be seen almost immediately. In addition, context is not required such careful planning, the media, and does not require special skills to create commercials. (Virin, 2012)

3.6.3 Retargeting

Retargeting – showing additional specially prepared banner for those users that have been advertised on the website, but have not made a desired action, such as has not acquired anything or not filled the questionnaire. For these customers, the banner is displayed-a reminder. (Virin, 2012)

3.6.4 Search Engine Optimization (SEO)

SEO is a kind of internet advertising, which consists in the fact that special work is carried out on the site of the company to attract visitors from search engines. This kind of Internet advertising has several advantages. The website advertised not for everybody but only those who are really interested in the product or service, and interested right now. This is achieved by proper selection of key phrases.

3.6.5 Pop-up ads or pop-ups

A Pop-up ad is an ad that appears in its own window when the user opens or closes Web page. The window in which the ad appears does not include the usual browser control. The only one way to dismiss the ad is to find and click a small, often hard-to-identify, close a button or link that might appear anywhere in the window. Many users find pop-up ads extremely annoying. (Schneider, 7 May 2014)

3.6.6 Email advertising

Industry analysts have a severely criticized some companies for sending email messages to customers or potential customers. (Schneider, 7 May 2014)

3.6.7 Social Network Advertising

"Social Network Advertising" is the term of choice used to describe online advertising that exclusively focused on social networking sites. One of the major benefits of advertising on social networking sites; advertisers can take advantage of the users' demographic information and target their ads appropriately. (Masterson)

3.7 Overview of the most popular social networks and websites for advertising

Social networking is one of the most used types of resources used by specialists in the field of marketing. Huge attendance of these projects, as well as opportunities in distribution of any information, allow to carry out an effective advertising campaign.

3.7.1 Facebook

In February 2004 Mr. Zuckerberg launched "The Facebook", as it was originally known. Users can now give gifts to friends, post free classified advertisements and even develop their own applications - graffiti and Scrabble are particularly popular. (Sarah, July 25, 2007)

The largest social network in the world is the best platform for B2C-marketing. Thematic groups and strong business pages make B2B-marketing quite simple and effective here. In addition to traditional ways of carrying out advertising campaigns in social networks - promotion of publications, pages, Facebook also offers advertisers a promotion to get "likes". Thus, depending on the purpose, an advertiser pays for "like", or for impressions or for.

Targets that can be used in Facebook:

- Custom audiences and lookalike audiences – include/exclude current customers, or people like them
- Gender, age
- Detailed targeting – choose demographics, interests or behaviors
- Connection
- Language (Helpdesk, 2017)

Facebook currently offers customers 5 advertising format:

1. Photo

2. Video

3.   Carousel

4.   Slideshows

5.   Canvas

1. Photo

Whatever your business goals are, a photo advert on Facebook or Instagram is a great way to increase awareness of who you are and what you do. A photo advert gives you a clean, simple format to use with inspiring imagery and engaging copy.

2. Video

Videos appear directly in the news feed, they cannot be overlooked, so this is becoming more and more popular among brands and retailers. In fact, 50% of people entering daily on Facebook, watch at least one video a day.

Storytelling with video draws audiences in to learn about your business's product or services. Better to make the video as short as possible and clearly represented your product or service.

3. Carousel

The carousel format allows user to showcase up to ten images or videos within a single ad, each with its own link. he ad format can be used by any business to accomplish a variety of ad objectives.

4. Slideshows

Facebook slideshow adverts are video-like adverts that use motion, sound and text to tell the story beautifully across devices and at every connection speed. User can create a slideshow advert in minutes from desktop or mobile and use it to tell a story that develops over time. User can even create a slideshow advert out of stock images available in the advert creation process or use an existing video.

5. Canvas

A Canvas is just that – a blank space to tell user's business story. Facebook Canvas adverts are made of full-screen video and images, text and call-to-action buttons – it's up to user. With Canvas, people can swipe through, tilt and zoom in on images, making them feel immersed in the story. (Advert formats, 2017)

3.7.2 **Vkontakte**

"VKontakte" is the one of the 5 visiting social network in the world. There are averagely 95 millions of visits monthly. Using this platform, companies and individuals can get access to millions of registered members. VKontakte is a social network for quick and easy communication between people around the world.

Goal of Vkontakte — at any given moment to be the most modern, fast and attractive way to communicate on the network. (Vkontakte, VK.About company, 2017b)

Listening Full text search provides the ability to monitor brand mentions:

•Content, trend and location filters

•Syntax support

•Hashtags and photo search

Communities Brand representation on VK to stay in touch with your audience.

•any kind of content: branded illustrations, video, etc.

•appears in users´ newsfeed;

•feedback;

•statistics. (Vkontakte, VK.Advertising, 2017a)

Create your App in VK Opportunity to reach huge VK audience:

•Develop promotional site inside VK;

•from questionnaire to online shop;

•on-site notifications;

•CRM integration (Customer Relationship Management).

Find your audience Promote your web page, community or mobile App:

•Different formats for each goal;

•More than 20 targetings available;

•Retargeting: pixel and CRM (Vkontakte, VK.Advertising, 2017a)

3.7.3 Instagram

Free application for sharing photos and videos with elements of social network that allows you to take pictures and videos, apply filters, and distribute them through your service and a number of other social networks. Instagram ads appear in a bold, linear format at the centre of visual inspiration.

Instagram currently offers customers 4 advertising format:

• Photo Ads (In this case, you need to very carefully pick a picture of their products. The frame must be rich and vivid. In order to be able to attract more potential customers.)

• Video Ads (While there is a video, the user will be able to read information underneath or click on the link indicated there. Interesting and creative product presentation is the main condition of success of advertising.)

• Carousel Ads (The idea is to fit in the text of the ad several photos that follow one another - spinning, providing memorability of advertising or brand, this format of advertising is in demand among large companies.)

• Stories Ads (Complement your feed content with ads on Instagram Stories. Connect with the 150M+ people using stories daily.) (Instagram, 2017)

Targets that can be used in Instagram:

• Location (Target people based in specific locations like states, provinces, cities or countries).

• Interests (Reach people based on interests like apps they use, ads they click and accounts they follow.)

• Custom Audiences (Run ads to customers you already know based on their email addresses or phone numbers.)

• Automated Targeting (We help you quickly create an audience who might be interested in your business using a variety of signals including location, demographics and interests.)

• Demographics (Narrow your audience based on information like age, gender and languages.)

- Behaviors (Define your audience by activities they do on and off of Instagram and Facebook.)

- Lookalike Audiences (Find new people who will be similar to your existing customers.) (BUILD YOUR BUSINESS ON INSTAGRAM, n.d.)

3.7.4 YouTube

Launched in May 2005, YouTube is a global video hosting service that provides its users with services for storage, shipment, demonstration video. YouTube is a Google company. (About You Tube, 2017)

4 Reasons You Should Use YouTube Advertising:

1.   Lots of volume (YouTube is the No. 2 search engine in the world and gets over 6 billion hours viewed per month—and that number will only increase.)

2.   Low costs (With YouTube ads, in some cases you're only paying a few cents per view for the in-stream or in-display ads. That's a big bargain for generating brand awareness. Even better: You're not charged for a view unless the viewer watches 30 seconds of the video or finishes the video, whichever comes first.)

3.   Sales (In my experience, YouTube ads can generate sales for you at a cost-effective price—even better than other more widely used channels like Facebook or the standard Google AdWords.)

4.   Saturation is lower (The time to get into YouTube ads is now. Scalable channels like this tend to get saturated fairly quickly, and that means costs will probably go up in the next year or two.) (Siu, 2014)

Advertising on YouTube: 4 types of advertisements to promote your brand:

1.   TrueView Advertisements

2.   Sponsored Cards

3.   Masthead Format

4.   YouTube Advertisements for Mobiles

TrueView Advertisements

Display ads

Appear to the right of the preview window above the list of recommended videos, and if the player is a big – under the preview window. Can only be seen on desktops.

Overlay Ads

Translucent overlays appear at the bottom (20%) of the preview window. Only for desktops.

Skippable Video Ads

The viewer can skip these ads after 5 seconds of playing them. Appear before the main video, after or in the middle. Can be viewed on desktops, mobile devices, televisions and video game consoles.

Non-Skippable Video Ads

It's an advertisement, which the viewer must watch before viewing the video. The duration of the video ad can reach 30 seconds. Appear at the beginning, middle or end of the video. Can be seen on desktops and mobile devices. (Skaf, n.d.)

Bumper ads

These six-second commercials without the ability to skip that are placed before the video. Can be seen on desktops and mobile devices.

Sponsored Cards

Advertising tips contain information associated with the video, such as information about the mentioned products. For a few seconds, displays the teaser, then the audience can click on the icon in the upper right corner of the video to view the tip.

These are the types of Cards available:

• Sponsored Cards during Video Playback- Sponsored Cards in Search Results

These types of online advertising appear when a video is played and are located in the upper right part of the screen. They are not seen in the home page.

Can only be seen on desktops.

- Sponsored Cards for Mobiles

This type differ from two another the fact that the advertisements appear in YouTube's Home Page and also in the search results.

Can only be seen on mobile devices. (Skaf, n.d.)

Masthead Format

Advertisement on YouTube also offers you Masthead format to promote your brand Multimedia banner masthead - is completely customizable ad unit size of 970 x 250 pixels, which is shown on the YouTube' Home page of the site for the computers.

Masthead for Home Pages

This is a possibility to reserve, for 24 hours, the space for banners that appears in the upper part of YouTube's Home Page in order to promote your brand, service or products.

Masthead Expandable

Like in the previous case, this is a possibility to reserve, for 24 hours, the upper part of YouTube's Home Page. The only difference between Masthead Standard and this one is that the user can expand it by clicking so it to be shown in 970×500 px.

Masthead Lite

Like in the previous cases, this is a possibility to reserve, for 24 hours, the upper part of YouTube's Home Page.

Masthead Video

It allows advertisers to reserve the upper portion of YouTube's Home Page for 24 hours, but in this case, it is a video that plays automatically for 30 seconds. To quit watching, users must push the option "Click here to continue".

YouTube Advertisements for Mobiles

These are advertising formats for YouTube especially designed to function on mobile devices. These are the available types that you can choose from:

1. Roadblock for Mobile

This class of advertisements can be seen on YouTube's home page, in searches carried out on m.youtube.com and while exploring videos. Additionally, they provide you information on how many users have seen the advertisement on YouTube for mobiles throughout each day.

2. In-Stream Video Ads

They are video advertisements that are automatically played for 15 seconds before the main video starts. They are shown when people play a video of a premium inventory partner in the YouTube for Android application and on m.youtube.com.

3. YouTube Brand Channels for Mobiles

This is a possibility for creating channels exclusively for the mobile version of YouTube. Its huge benefit is that it permits increasing the video's visualization and deepens the relation between the brand and Android and iOS users (remember more and more people connect to the Internet through their mobiles). (Skaf, n.d.)

3.8 SWOT analysis

SWOT is the popular four-box strategy analysis and strategy development framework. Structure of SWOT:

•Strengths

•Weakness

•Opportunities

•Threats

It is used by industry, commerce, and charitable and voluntary organizations. SWOT is often in the curriculum of business studies and strategy training courses. If you have ever applied for a business studies and strategy training courses.

3.8.1 SWOT quadrants

Strengths - are internal and helpful in respect of the SWOT objective. Strengths are factors that support an Opportunity or overcome a Treat.

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Strengths might include:

- Financial strengths: robust balance sheet, cash flow, credit rating.

- Technological advantages: plant, machines, know-how.

- Customer services: in marketing, sales, service, reputation.

- People: talented, dedicated, skilled, well-trained.

Weakness-are internal and harmful in respect of the SWOT objective. Weaknesses are factors that results in being unable to take advantage of an opportunity or are vulnerable to a Threat.

Weaknesses might include:

- Financial weaknesses such as a high debt-liquidity ratio.

- Old or inflexible technology or processes.

- Customer service weaknesses.

- Skills shortages or poor employee morale.

Opportunities-are external and helpful factors over which you have no control but could be helpful. Opportunities arise from many sources, for example:

- Competitors withdrawing from, or entering, the market.

- New social trends.

- Technological innovations.

- Restrictive legislation which can be viewed as on opportunity if it is a threat to competition.

Opportunity can be tangible, such as new products, or intangible such as enhanced reputation.

Threats-are external and harmful factors over which are impossible to control. Threats are also tangible are intangible. A tangible threat could be a hostile takeover bid, new competitors, or theft. Intangible threats include, potential loss of reputation or brand damaging factors.

3.8.2 Advantages and disadvantages of SWOT

Advantages:

• SWOT is easy to understand-a simple diagram and no mathematics.

• It is applicable to many levels in an organization (individual, a team, business and corporate strategy.

• SWOT can be applied at different depths.

• High vision, consequently easy to communicate to other stakeholders.

As every kind of analysis SWOT has several disadvantages.

Disadvantages:

• Using poor quality data including anecdotes, hearsay, and factors expressed as generalizations.

• Using data which is based on perceptions, beliefs, personality types and preferences.

• Not separating the analysis elements of data collection, its evaluation, and the consequent decision-making.

• It is easy to ignore the underlying principles which leads to factors being assigned to the wrong area of analysis. (Sarsby, 2016)

According to Sarsby factor is relevant data or information. SWOT is predominantly a data and information gathering framework which records input factors. On diagram 10 in appendix distinguish between the factors are possible to control, and those factors which are not possible to control. Internal factors- are the factors what are under control. External factors-are those what are not under control. Helpful factors - are those factors that assist to success. Strengths and Opportunity are helpful. Harmful factors- are factors that block success. (Sarsby, 2016)

3.9   **PESTLE**

The analysis was given the name PESTLE in reference to the acronym formed by six categories of macroeconomics variables included in the model:

- Political

- Economic

- Social

- Technological

- Legal

- Environmental.

The model allows managers to identify the macroeconomic variables to take into consideration for the development of the business for which realization remains relativity uncertain. The model can initiate conceptualization of different scenarios based on these uncertain variables to better predict the future and make the right decisions today in the interest of the future. (50MINUTES.COM, 2015)

An organization should use this type of analysis in situation when they are launching a new product or service, entering a new region or country. Considering a new route to market and working as a part of a strategic project team.
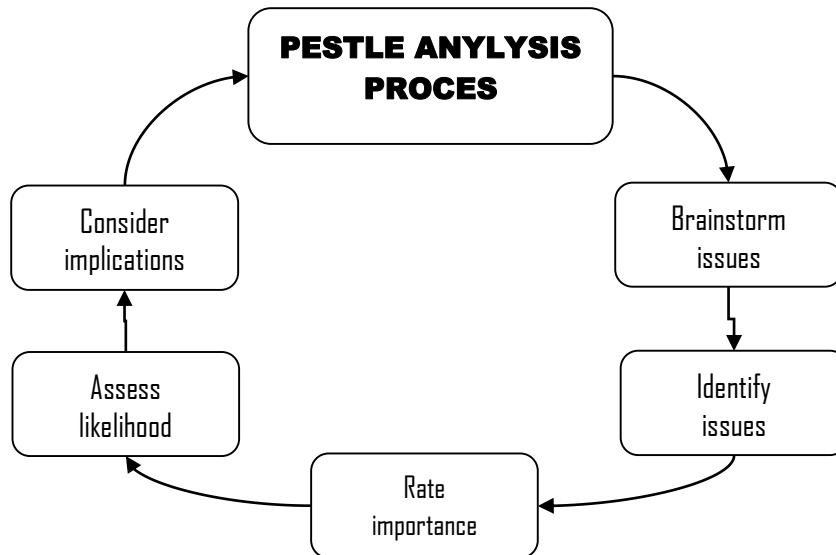
3.9.1 **PESTLE analysis process:**

Figure 2 PESTLE analysis process

Source: own according to 50minutes.com

Description of 6 variables of analysis:

Political:

The political trends in a country (government pressure, monetary policy, etc.) significantly influence the company that chooses to establish itself there: established public authorities are making more and more decisions that can have a direct impact on daily operations and the prospects of a company's financial and social aspects. Other elements, such as conflict, the level of corruption, or the degree of state intervention should also be considered. (50MINUTES.COM, 2015)

Economical:

In terms of operational efficiency manager has to consider such a factors as unemployment, skills levels, availability of expertise, wage patterns, working practices, and labour cost trends. Organization seek to create strategies that can be modified to fit changes in the economic situation and in particular the financial aspects of the macro-economic situation. This would include such things as the impact of globalization, taxation issues, and potential implications of profitability, as well as any trade tariffs or embargoes. An economy with rising inflation would have adverse

effect on pricing and the purchasing power of customer. The rate of growth or the market's confidence in the economy could also be significant factors for organization. Official economic indicators, most of which are available online, such as GDP (Gross Domestic Product), GNP (Gross National Product), and consumer-based indices often highlight areas where more detailed information is required. In your PESTLE Analysis such indicators would only be highlighted so that further investigation could take place before a conclusion could be drawn.

Social:

Social factors that need to be considered are those that have an impact on your market(Age distribution, population growth rate, employment levels, income statistics, education and career trends, religious beliefs, cultural and social conventions).Social factors and cross-cultural communication play a critical role in international and global markets, and success will depend on the depth of research in this area.

Technological:

This factor has become a key factor for organizations on assessing and listing issues that could have a potential impact on its operations and could be critical to its long-term future. The place of change in technology is becoming more rapid, and often changes that impact your market come from unexpected sources. Technological factors can be broadly divided into two areas: manufacture and infrastructure. Organizations that fail to keep up with technological advances leave opportunities for a smaller producer or new entrant to enter their market.

Legal:

Legal factors include current and impending legislation that may affect the industry in areas such as employment in other countries that could affect business. PESTLE Analysis should consider the impact of national laws as well as those originating in their countries that could affect business.

Environmental:

Environmental factors include infrastructure, cyclical weather, disposal of materials, energy availability and cost, and the ecological consequences of production processes.

3.9.2　Advantages of PESTLE analysis

Provides a simple and easy-to-use framework.

Involves cross-functional skills and expertise.

Helps to reduce the impact and effects of potential threats to organization.

Provides a mechanism that enables organization to identify and exploit new opportunities.

3.9.3　Disadvantages of PESTLE analysis

User can oversimplify the information that is used for making decisions. The process has to be conducted regularly to be effective and often organizations don't make this investment. Users' access to quality external information is often restricted because of the cost and time needed to collate it. (Pestle Analysis Strategy Skills, 2017)

3.10　Instagram Insights

Instagram Insights provide information on who followers are, when they're online and more. It possible view insights for specific posts and stories that were created to see how each performed and how people are engaging with them. Possibility to view insights on posts, stories and overall account.

Account

Impressions - The number of times ads were on-screen.

Reach - Number of unique accounts who viewed posts and stories

Website Clicks - The number of clicks to links account has included in business profile description

Profile Views - The number of unique accounts who've visited selected business profile

Actions

The Actions section of post insights shows to user how many actions were taken on his profile from his post. Actions are counted when people view post, visit user's

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business profile, then take perform an action. For example, someone may see user's post in their feed, visit his profile, then follow his account.

Profile Visits: The number of times selected profile was viewed

Follows: The number of accounts that started following profile

Website Clicks: The number of clicks to links user has included in his business profile description (helpdesk, 2018)

Discovery

The Discovery section of user 's post insights shows where his post was seen the most % of accounts that saw post and aren't following him.

Reach: The number of unique accounts who saw his post

Impressions (by surface): The total number of times user 's post has been seen from a particular surface, including:

Home

Home shows a feed of photos posted by user and his friends. He can like and comment on photos in his feed.

Search & Explore - Through Search & Explore user can find photos and videos that he might like from accounts he doesn't yet follow. He may also see curated topics that we think the Instagram community will enjoy.

Profile - Profile shows bio and Instagram posts. It's also where user can edit his profile info and adjust his Account Settings

Location - Location pages show public photos and videos that were shared with the corresponding location.

Hashtags - Hashtag pages show public photos and videos that were shared with the corresponding hashtag. (helpdesk, 2018)

3.11 Vkontakte statistical analysis

Unique visitors and page views

In the first tab, "Attendance" shows statistics of the community and its individual sections. At the top it shows the average number of unique visitors of the community during the day, based on data for the last 30 days, and the total number of unique visitors over the past month.

Gender/Age

Data by age and sex is presented in two types: bar charts and graphics. The diagram allows you to quickly assess the community audience over the last week or month, and the schedule displays detailed demographic statistics of visitors to the community.

Geography

Data on the geography of users is presented in chart form, the usual list with a top or schedule. Changing time intervals, it is possible to track trends of growth or decline in visitors from various places.

Devices

Diagram of the device shows watched visitors to the community page from your computer or mobile devices.

Referral sources

Graph shows that funnel users into the community. There are more than ten sources, including direct links, search engines, news sections, recommendations and groups, user pages and search Vkontakte.

Participants

This graph shows the number of daily users subscribe or unsubscribe from the community is one of the main figures in the statistics community. (Proklov, 2017)

4 Practical Part

The analysis will be carried out using different methods of analysis such as SWOT, PESTLE, analysis of public statistics Vkontakte, Google Trends.

4.1 Description of a company

Beauty Studio "My Ideal" was opened on March 3, 2014 in the Czech Republic in Prague. The Studio is specialized in cosmetology, hair removal and massages. A leading specialist and owner of the studio is Olga Kritsina - beautician with medical education, working in beauty industry 16 years.

In 2000 she graduated courses of cosmetology and massage (body). Worked in the salons of VIP class. In 2005- 2010 she had her own studio of beauty and massage over the body in Moscow.

The Studio provides a wide range of treatments. To each client is an individual approach and prices in the Studio are acceptable. The most important goal is to provide customers with a comprehensive range of services, assistance, and the selection of the right care that the patient requires for a given period of time. Every year specialists of "My ideal" improve their skills attending various training and workshops in different countries.

Specializes in:

- Cleansing, acne treatment, laser cosmetology - facial rejuvenation!

- Laser hair removal - remove hair permanently

- Lip augmentation, contouring, face modelling, mesotherapy, biorevitalization, thread, Botox

For 2017 in the Studio there are two cosmetologist and massage therapist. In the near future is planned expansion of services and staff. The Studio can be found in social networks such as Vkontakte, Facebook, Instagram and in the beginning 2017 Olga Kritsina opened its own channel on YouTube, which for the current period followed by 6.5 thousand viewers.

4.2 SWOT ANALYSIS

Legend of SWOT analysis of beauty studio "My Ideal"

1-Irrelevant level of attractiveness. 2-Medium level of attractiveness. 3-Very relevant level of attractiveness.

Legend: 1 - Irrelevant; 2 - Medium relevance; 3 - Very relevant		Level of attractiveness	Strengths				Weaknesses			Score of attractiveness
			Broad audience coverage	Narrow the focus of the proposed services	Real reviews after the procedure	Real photo of the work performed	Small circle of stakeholders	Language barrier	Prices	
Level of attractiveness			1	3	2	3	1	2	3	
Opportunities	Attracting customers through hashtags	2	X	X						4
	The possibility of cooperation with different cosmetic brands	3	X		X	X		X		12
Threats	Changes in the economic situation in the currency market	3					X		X	6
	The emergence of competitors with lower prices of the services provided	2		X			X	X	X	8
	Change in visa conditions	1	X				X	X	X	4
Score of attractiveness			3	6	2	3	3	6	9	

Figure 3SWOT Analyses table
Source : Author

Strenghts

1.Broad audience coverage

By advertising in various social networks is increasing the audience coverage.

2.Narrow the focus of the proposed services

Advertising a particular service is higher demand for it and thus attracting new potential customers.

3.Real reviews after the procedure

Customer reviews increase the credibility of a beauty salon, due to which there is increasing demand for services.

4.Real photo of the work performed

Due to the fact that published the real pictures after the procedure, there is a rise of customer confidence.

Weaknesses

1.Small circle of stakeholders

Interest in advertising is lost because of the small number of customers interested in the service.

2.Language barrier

Due to fact that big number of customers and employees are Russian speaker, it can serve as an obstacle for business promotion.

3.Prices

The beauty salon uses only high quality professional products, so prices can be inflated and is not available to all customers.

Opportunities

1.Attracting customers through hashtags.

Due to the fact that in ads used hashtags, it expands the audience and promotes a social networking account.

2. The possibility of cooperation with different cosmetic brands

Threats

Changes in the economic situation in the currency market

Due to the fact that the target audience is Russian-speaking clients, who get money mostly from CIS countries, any fluctuations in the currency market can affect the demand for services.

2.The emergence of competitors with lower prices of the services provided

Today, the beauty industry in Prague is growing and developing, and therefore open more beauty salons that want to attract customers with low prices, which could trigger a decline of interest to this beauty studio.

3.Changes in visa conditions

Most customers live in the Czech Republic on the basis of a visa, so any changes in the visa regime can affect the work and profit.

4. The foreign network is blocked in Russia

In the case of the adoption of the law banning the use of foreign social networks in Russia, possibilities of attracting customers through Instagram and Facebook will be lost.

4.3 **PESTLE**

PESTLE categories	What specific trends or factors are likely to affect the organisation?	What are the implications for the organisation?	Impact?	Strength (High, Medium, Low)
Political	1. Changes in visa conditions 2. Changing laws on employment of foreigners	1. The reduction in the number of customers 2. Problems with recruiting staff	- -	H H
Economic	1. Increasing taxes on the profit. 2. Rent increases 3. The possibility of cooperation with different cosmetic brands 4. Changes in the economic situation in the currency market 5. The emergence of competitors with lower prices of the services provided	1. The increase in cost of services 2. Cost allocation. 3. Attracting customers through new brands of cosmetics available to customers with different incomes 4. The fall in demand for services 5. Small profit	- - + - -	M M
Social	1. The fall in demand for beauty injections. 2. More people prefer homemade skin care	1. The reduction of demand for injections. 2. Reducing the number of customers.	- -	H L
Technolo-gical	1. The foreign network is blocked in Russia and Russian networks in the Czech Republic. 2. The promotion of expensive new laser machines 3. Attracting customers through hashtags	1. The impossibility of informing customers about services. 2. The need of buying new equipment 3. Increasing demand for a particular type of service.	- - +	H M
Legal	1. Mandatory medical education to provide services.	1. The reduction of competition.	-	L M
Environ-mental	1. The demand for environmentally friendly products.	1. The decrease in the efficiency of the service.	+	M

Table 1 PESTLE ANALYSIS
Source: Author

4.4   Chosen audience and goals

4.4.1   Audience

During the research the target audience of the beauty Studio "My Ideal" was revealed, which is the main focus on the promotion of business. During creation of the advertising campaign were taken into account age, gender, location, interests of the audience.

With the help of statistical data and a survey of clients revealed that the main customers and followers in different social networks are girls aged 18 to 34 years. It shows figures 11 and 12.

Most of the respondents resides in the territory of the Czech Republic (about 70%), then profile follow followers from Russia, Ukraine, Kazakhstan and Belarus.
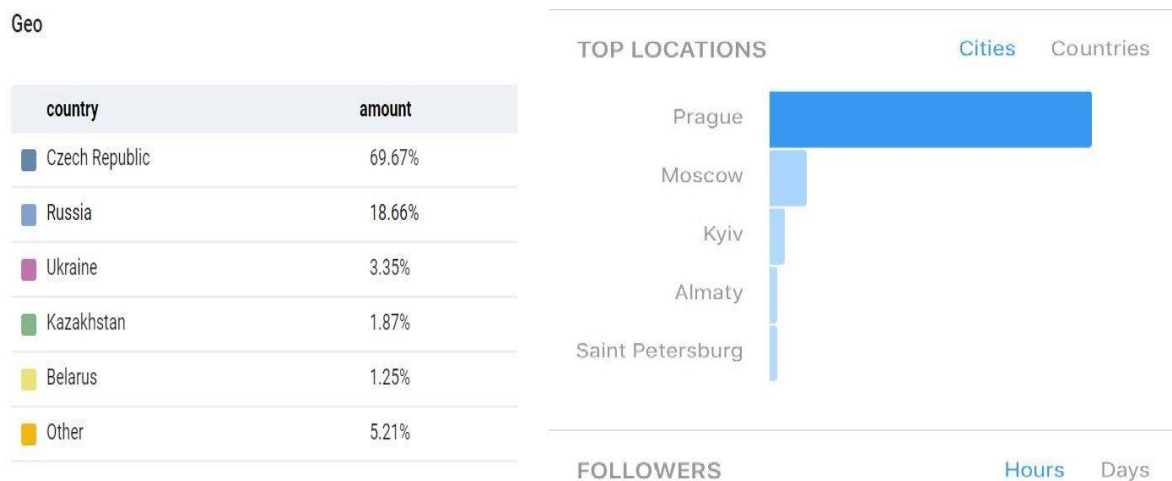
Figure 4Main location of followers
Source: Author, according to statistical data of social networks

The figure 17 shows number of people, who visited community in social network Vkontakte. It shows how increase number of audience during 3 months since August till October. In the beginning of the research, the maximum number of community visitors in the last three months (August to October) was 498 visitors per week.

Figure 5Number of followers in social networks Vkontakte and Instagram
Source: Author according to statistical data of social networks

The figure 5 above shows the number of followers in social networks at the time of the research. At the end of October, in the community "My ideal" in Vkontakte were 1,775 followers. At the beginning of November, the profile in Instagram was followed by 2082 people.

4.4.2   Goals

1.   To increase demand for the procedure due to the actions.

2.   To increase number of customers through advertising campaigns

3.   To increase number of followers on various social networks

4.   To increase profits of the beauty studio "My Ideal" by at least 30%

4.5   Template for online campaign

The main characteristics of the advertising campaign:

Criterion	Name
Purpose	1. To increase demand for the procedure due to the actions. 2. To increase number of customers through advertising campaigns 3. To increase number of followers on various social networks 4. To increase profits of the beauty studio "My Ideal" by at least 30%

Coverage area	Prague,Czech Republic
Time line	11.2017-02.2018
Direction	Specific target audience

Table 2Characteristics of advertising campaign

Source: Author

To achieve the set goals in the market of cosmetic services need to have advertising strategy. When creating an advertising strategy should take into account that: the main qualities when choosing beauty Studio is an individual approach to each client and highly qualified professionals, quality service.

When you create an ad, consider the following: advertising services should give information to the client, which will be able to change his perception of the beauty studio and will be able to encourage the client to attend studio. Advertisement "My ideal" will be published in two social networks: Vkontakte and Instagram.

The structure of the advertisement:

Picture

To attract customers, using real photos taken during the service. This helps to attract the confidence of the person concerned. Photography is the main element of attraction. It should be connected directly with the service that the person looking at, could imagine in his head process what is happening on the photo. For greater demand for service as images can be represented by the results of previous procedures. In the pictures there is the logo of the company.

Text

The text is the second main element of attracting new customers or encouraging customers to action. The text contains:

a) the name of the services

b) brief description

c)cost

d)contact information and address

The main element to attract the attention of customers in this ad - the promotion, as reported in big letters at the beginning of the description.

Hashtags

Adding hashtags to the end of the text attract attention. With hashtag's help goes: promotion of a page, attract attention of users of social networks.

This template can be considered universal for advertising in social networks.

Figure 6Template for ad in Instagram
Source: Author

The figure above shows the template what can be used for free advertising and also for paid advertising.

4.6   How to run ads on Instagram

Below represented the figure 7 how to promote advertising on Instagram. On this figure depicted steps for advertising for post that has already existed.

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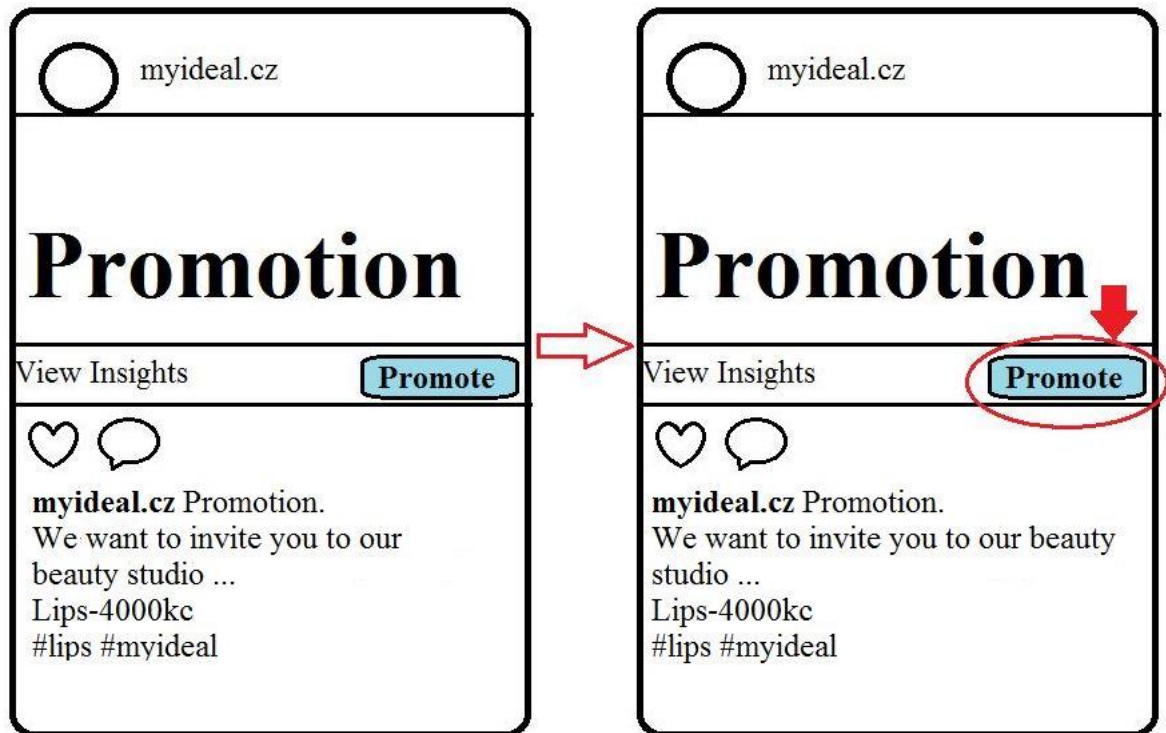
Figure 7Promotion on instagram step1
Source: Author

After click "Promote" there is the main scheme for two types of advertising (free and paid) how to attract customers to business. This scheme works for already existed and for new posts. Instagram will connect user with his Facebook account which connected with Instagram profile. Facebook will offer to user choose different options for his business what he wants to receive with advertise. For current work it was chosen to increase traffic. After businessman has to account country, currency and time zone.

The figure 13 represent possibilities for user, he can choose common audience sorted by location, age and gender and also person has to choose budget per day and schedule.

On the figure 14 it possible to see options for creation advertising, if user wants to create a new post on Instagram or on Facebook. He has to connect his Facebook page and add his Instagram account. After that user has to choose format of advertising, who will look his post. It could be: Carousel, Single image, Single video, Slideshow or Collection. (Figure 15)

When person chose the format, he has to add the text to his picture and push the bottom "Confirm" and his advertising will appear. (Figure 16)

4.7   Cost of advertising

For promoting advertisement will be used two ways: 1. Free (the campaign to visit) and 2. Paid (will be made with the functions of promotion page). As most clients know about the firm through Instagram, it was decided to run targeted ads in the feed Instagram in Stories. Targeted advertising is an advertisement where there is the opportunity to choose what audience it will be presented. At least 2 times a week during the selected period, free advertising (a post that agitated clients to perform the procedure) was published. At the beginning and at the end of the advertising campaign was published paid advertising in the social network Instagram.

The cost of the first advertisement-100kc.

The cost of the second advertisement-250kc.

The paid campaign was created to attract attention of customers to the service of lip augmentation with injections. The cost of this service without regard to promotion which was carried out in a given period of time, 4500kc.

Expenses	Price
Advertising	350kc
Filler (1 ml)	2500kc
Revenues	
Service	4000kc-4500kc

Table 3Main costs
Source:Author

The table 4 represent that 95 girls used the service, of whom 39 were clients of the salon, 36 learned about the Studio from Instagram and 20 of them came on a second or third procedure.

Date	Units of goods sold	Sales price	Expenses	Profit
Aug-17	17	4500	2500	74000
Sep-17	21	4500	2500	92000
Oct-17	16	4500	2500	69500
Nov-17	31	4000	2500	121500
Dec-17	34	4000	2500	133500
Jan-18	30	4000	2500	117500

Table 4Revenue from service
Source: Author

The results obtained after the campaign are a good indicator that the campaign was successful. Regular price 4500 per injection. In an average per month 18 clients use the service. Our campaign has attracted an average of 28-30 clients per month. That shows a good effectiveness of the campaign.

5 Results and discussion

5.1 The growth of demand for the service

The figure 8 below shows the results of two paid advertisements in the social network Instagram. The first one was posted on 6.11.2017 in the beginning of advertising campaign. It represents that 12 people click on link to visit website, which was placed in the right-hand side of advertisement and 27 users start to follow the profile.

At the end of promotion 11.01.2018 was posted second advertisement, which one was much more successful than first one. It can be seen due to clicks on links to website,32 users visited website, what is 20 people more than it was in the beginning of promotion. Increased the number of people who viewed promotion for 768 users, 16 more people began to follow the account. Due to this statistical data can be said that the demand for the procedure increased and increased the number of followers.
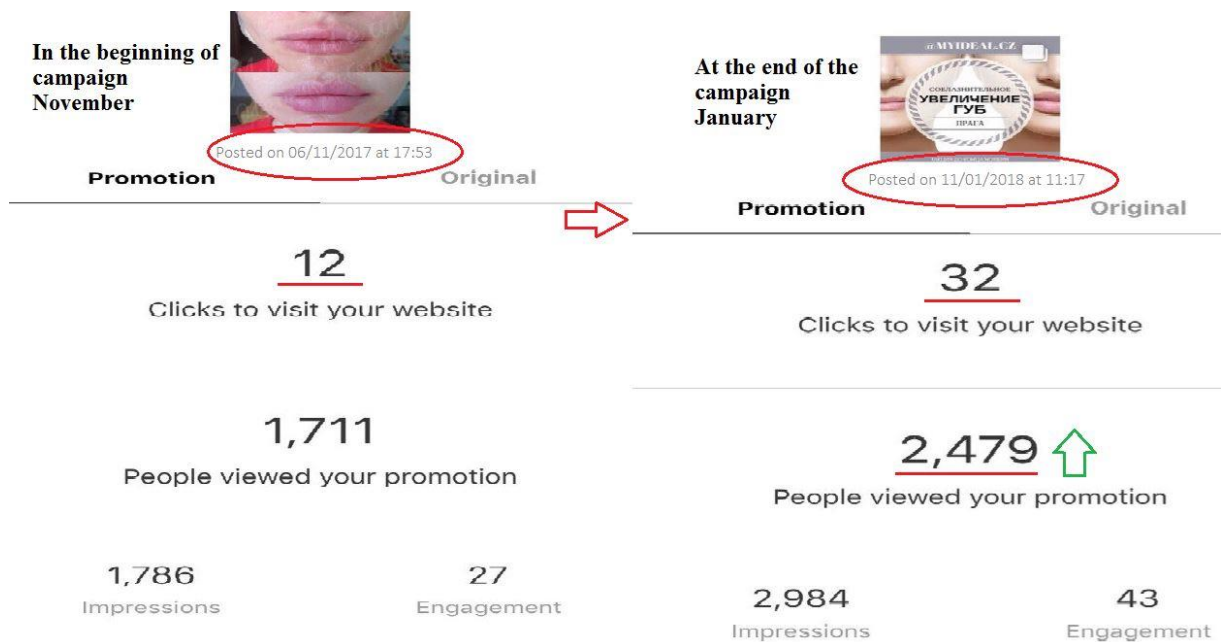
Figure 8Effectiveness of campaign
Source: Author

5.2   Changes in the number of followers

The figure 9 shows changes in the number of followers in social networks Vkontakte and Instagram. Statistical data of Vkontakte allows user to see the changes on the chart during the period from the beginning of the promotion to the end, statistical data of Instagram represent only changes in last 7 days, but the figure 8 shows the number of followers in the beginning of campaign. The number of followers in the public community of beauty studio in Vkontakte increased by 360 users (according to figure 8). Approximately similar statistics were obtained from the social network Instagram. On Instagram it increased by 372 users. Should be mentioned that paid advertisement was placed only on Instagram, in the public community was placed only free advertisement. The set goal was achieved.

Figure 9Number of followers at the end of campaign
Source: Author

5.3 Profit gained from the advertising campaign

The table 5 shows profit after expenses for advertising and profit after taxation (Net profit). The table shows an example of tax deduction for one type of service. In the table is shown that profit after taxation approximately increased by about one and a half times.

	Date	Revenues	Expenses	Profit	Tax 15%	Net Profit
Before campaign	31.8.2017	Kč74 000	Kč0	Kč74 000	Kč11 100	Kč62 900
	30.9.2017	Kč92 000	Kč0	Kč92 000	Kč13 800	Kč78 200
	31.10.2017	Kč69 500	Kč0	Kč69 500	Kč10 425	Kč59 075
After campaign	30.11.2017	Kč121 500	Kč100	Kč121 400	Kč18 210	Kč103 190
	31.12.2017	Kč133 500	Kč0	Kč133 500	Kč20 025	Kč113 475
	31.1.2018	Kč117 500	Kč250	Kč117 250	Kč17 588	Kč99 663

Table 5Profit and Net profit
Source: Author

Based on profit, it possible to trace the dynamics of demand for the service and the growth in the number of customers, which represented on the figure 18. The growth of demand for the service lasted from November to December, in December the service reached the highest point and later the demand fell slightly. The slight decline is caused by the fact that in December there are major holidays - Christmas and New Year-and customers are preparing for the holidays, and the service can be a gift. After the holidays, people use less services that are not urgent due to lack of funds.

5.4 The impact of advertising campaign on other companies

After the work done and the goals achieved, it can be safely said that this type of advertising is effective for the promotion of business accounts in social networks and business development. The results of the research prove that with minimal advertising costs, the company's profit almost increased by 137000kc or 60%. (According to table 6). If the company will carry out paid advertising every two weeks, the result will not take long. In the work done, paid advertising was used only on Instagram. If the

company wants to increase the customer base faster, it should distribute advertising in other social networks, as well as not forget about free advertising. The concept of the chosen advertising campaign is more suitable for existing companies with a basic customer base and a more advanced profile in social networks. Little-known firms should refrain from paid advertising, if advertising does not offer customers to get a product or procedure with discount.

6   Conclusion

Summing up the results of the study, the main goal of the work was to propose an online advertising campaign for beauty studio "My Ideal". Throughout the work, the theoretical and practical foundations of online advertising and online marketing were studied, as well as trends, nuances and technologies in the field of advertising in social networks, which helped to develop campaign.

In the practical part were carried out the analyses, that helped to identify the strengths and weaknesses of the business. In the future, during the management of the commercial account in social networks the results of analyses will be take into account.

The results of the goals set in the practical part of the work are summarized: the profit of the beauty studio was increased, the number of customers increased, the demand for the service increased, the number of followers in social networks increased significantly.

After the carried research, it possible to say that the creation of such online advertising in social networks promotes business.

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8 Appendix
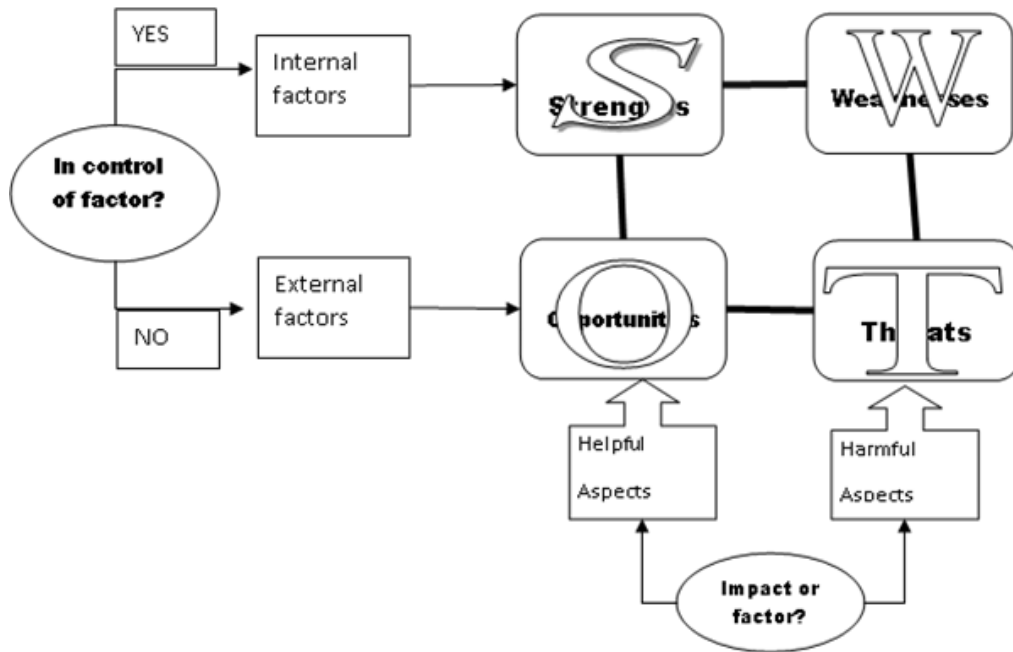
Figure 10The basic SWOT diagram
Source: own according to Sarsby
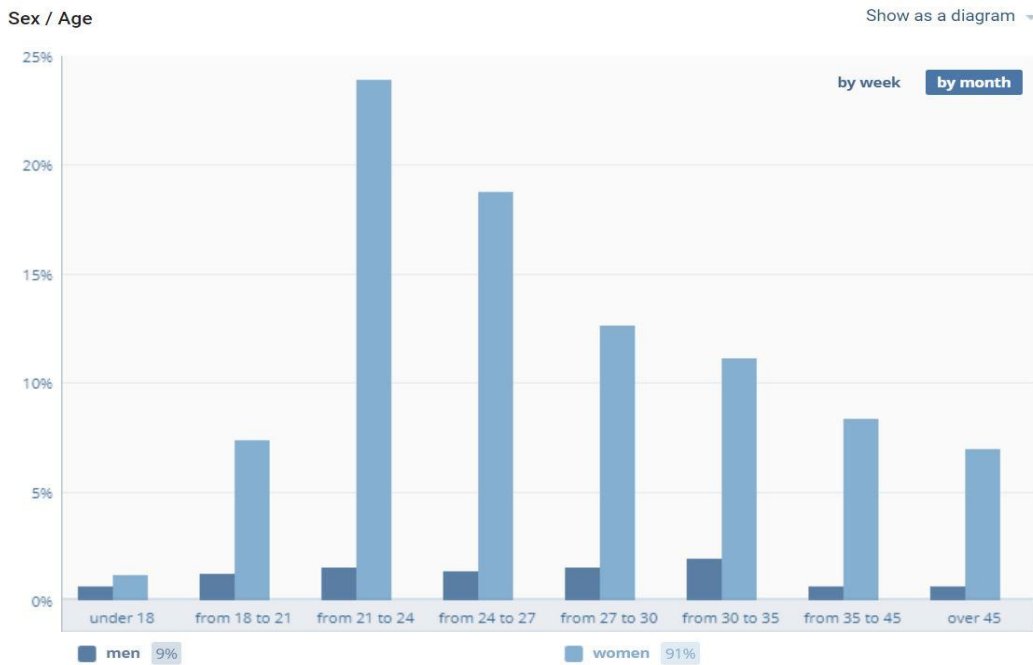
Figure 11Vkontakte gender statistic in the beginning of research
Source: Author; according to statistical data of social networks
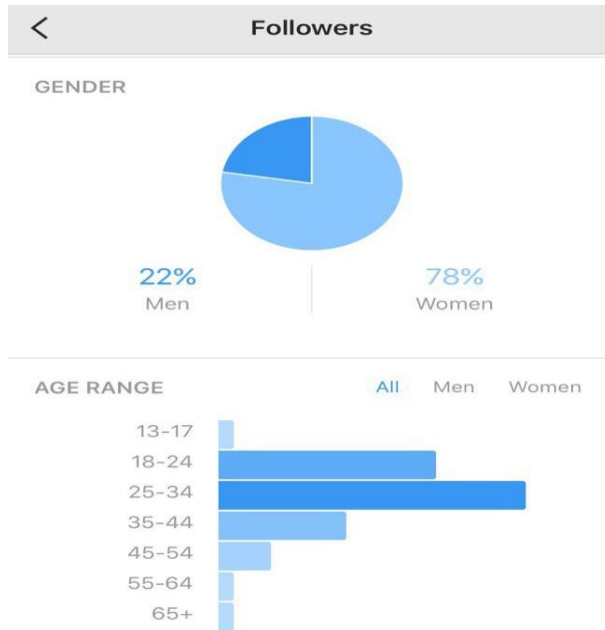
Figure 12Instagram gender statistic in the beginning of research
Source: Author

Figure 13Promotion on instagram step2 and 3
Source: Author
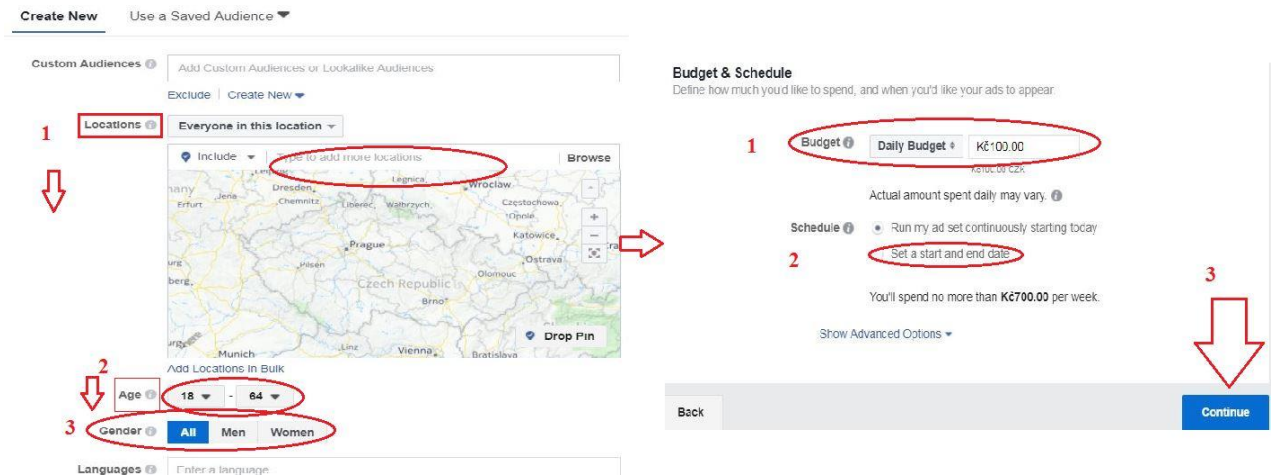
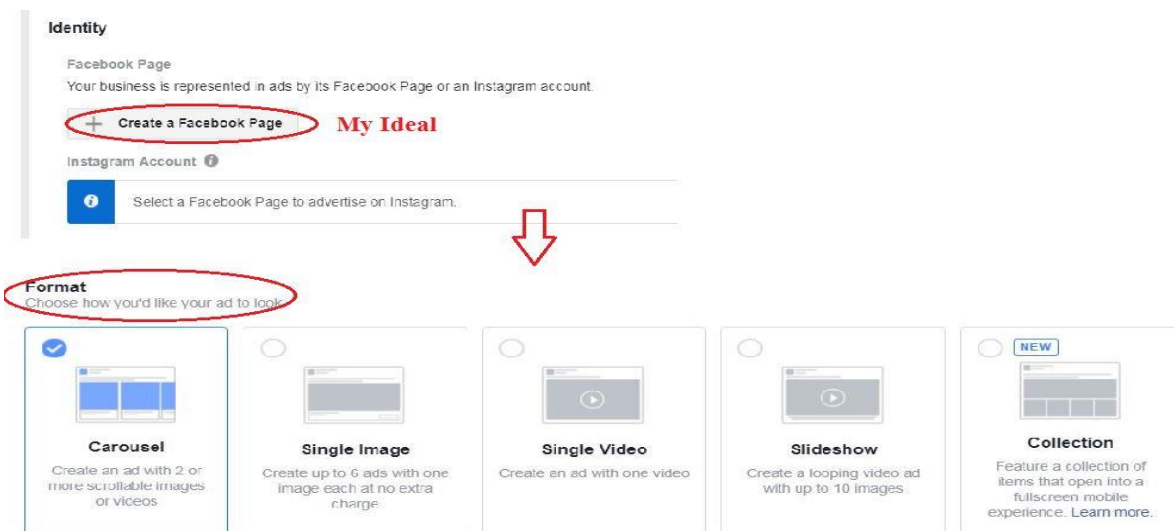**Figure 14Promotion on instagram step 4 and 5**
Source: Author

Figure 15Promotion on instagram step 6 and 7
Source: Author

Figure 16Promotion on instagram step 8 and 9
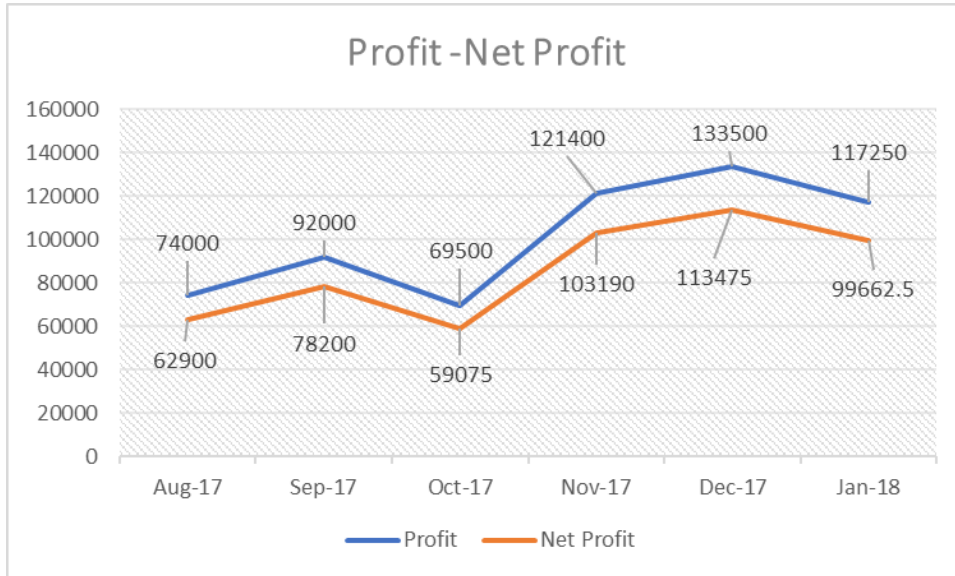Source: Author

Figure 17Audience in VK before campaign
Source: Author

Figure 18Profit Chart
Source:Author