Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Languages

Bachelor Thesis

Digital Marketing and Ways of Increasing the Brand Awareness of a Russian Textile Company

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

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Thesis title

Digital marketing and ways of increasing the brand awareness of a Russian textile company

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Objectives of thesis

The main aim of the bachelor thesis is to identify the way how the integration of digital advertising and related techniques can contribute to the development and growth of a small Russian firm specifying in the production of textile.

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.

The proposed extent of the thesis

30 – 40 pages

Keywords

digital advertising, textile, advert, indicators, revenue, public image, growth, public relations

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Declaration

I declare that I have worked on my bachelor thesis titled "Digital Marketing and Ways of Increasing the Brand Awareness of a Russian Textile 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 any copyrights.

In Prague on 15.03.2023 _____

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Digital Marketing and Ways of Increasing the Brand Awareness of a Russian Textile Company

Abstract

The main aim of the bachelor thesis is to identify the way how the integration of digital advertising and related techniques can contribute to the development and growth of a small Russian firm specifying in the production of textile. The bachelor thesis reaches the main goal described earlier by splitting the thesis into two parts - theoretical and practical. The theoretical part is based on the study of secondary sources. The empirical part is compiled on the basis of outputs from quantitative/qualitative research. In the empirical part, a digital marketing strategy is developed and implemented in the chosen company. As a result, the thesis reaches the following set of accomplishments: net profit of Basson textile increased by 30%; number of customers increased; accordingly, the strategy had a tremendous positive effect on the company performance; brand awareness of Basson was significantly increased among locals, but targeting cities in the vicinity of Bratsk was not so fruitful.

Keywords: digital advertising, textile, advert, indicators, revenue, public image, growth, public relations

Digitální marketing a způsoby zvyšování povědomí o značce ruské textilní společnosti

Abstrakt

Hlavním cílem bakalářské práce je identifikovat způsob, jakým může integrace digitální reklamy a souvisejících technik přispět k rozvoji a růstu malé ruské firmy zabývající se výrobou textilu. Bakalářská práce dosahuje výše popsaného hlavního cíle rozdělením práce na dvě části - teoretickou a praktickou. Teoretická část je založena na studiu sekundárních zdrojů. Empirická část je sestavena na základě výstupů z kvantitativního/kvalitativního výzkumu. V empirické části je vypracována a implementována strategie digitálního marketingu ve vybrané společnosti. Výsledkem je, že práce dosahuje následujících úspěchů: čistý zisk Textilu Basson se zvýšil o 30%; počet zákazníků se zvýšil; strategie měla tedy obrovský pozitivní vliv na výkon společnosti; povědomí o značce Basson se mezi místními obyvateli výrazně zvýšilo, ale cílení na města v okolí Bratska nebylo tak plodné.

Klíčová slova: digitální reklama, textil, inzerát, ukazatele, příjmy, veřejný obraz, růst, public relations

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1 Introduction

When discussing the post-Soviet environment, it is quite reasonable to suggest that the overwhelming majority of local small and medium sized ones are not at all integrated into the information society that their countries are slowly becoming. This is especially true for those businesses that have less than 100 employees. As a direct result of this, it is not uncommon to find a store or even an entire network of small merchants that does not physically have any kind of presence on the internet. On the other hand, it is interesting if whether or not this marketing presence, which was carried out in the form of digital marketing, would have any substantial influence on the level of brand recognition as well as the overall performance of the organization.

In order to achieve this goal, the decision to conduct research in Siberia was made, which is the coldest area in all of Russia and is also behind the European portion of the nation in terms of its level of digitization. Choosing a textile company was an interesting idea due to the fact that businesses of this kind in Siberia rely solely on their physical store without any additional means of marketing, hoping in vain that a person walking by will set foot inside the store. This is the case because such businesses in Siberia have no other means of marketing available to them.

However, main opinion persisting is that the time for such businesses and strategies has long since passed, and that it is now the appropriate time to make a step forward and gradually transform those businesses into something that is significantly more contemporary, cutting-edge, and forward-thinking.

2 Objectives and Methodology

2.1 Objectives

The main aim of the bachelor thesis is to identify the way how the integration of digital advertising and related techniques can contribute to the development and growth of a small Russian firm specifying in the production of textile.

To fulfill the main objective, it was necessary to set sub-goals which lie in the evaluation of the current marketing strategy of the company and in the proposition of a new marketing strategy mainly focused on the digital segment, which ultimately helps the company to become more successful in the long-term perspective.

2.2 Methodology

The work consists of two parts - theoretical and practical. The theoretical part is based on the study of secondary sources. The empirical part is compiled on the basis of outputs from quantitative/qualitative research. In the practical part, the focus is paid on building a relevant budget for the suggested digital marketing strategy.

In addition to that, the bachelor thesis methodology also consists of a series of interpersonal interviews with the owner of the business before and after the strategy is implemented, which eventually helps to identify if the suggested strategy brought any significant benefit for the organization.

3 Literature Review

The given chapter focuses on the overview of the theoretical framework directly related to the topic of the bachelor thesis.

3.1 Brand awareness

First, it is necessary to emphasize that branding as such is a very figurative name for a whole direction in any marketing system and strategy. Consistent branding helps increase the visibility of any business, which ultimately helps to attract investors and increase the profitability of the company. In other words, branding is critical to the success of a business, and the most important element of branding is brand awareness. Brand awareness is a measure of the effectiveness of a marketing strategy, reflecting how well potential consumers recognize, notice or think about a brand at the stage of making a purchase decision. If the brand is well recognizable, then it is strong enough that people remember it every time before making a purchase. If the brand is poorly recognizable, then some consumers may not even be aware of its existence, so they do not think about it at the stage of making a purchase decision.

3.1.1 Concept

Essentially, brand awareness is the same metric as brand recognition. However, in this case, it is wise not to talk about general awareness, but about what the consumer remembers about the brand at the time of purchase. For example, a man has received a good bonus at his job and would like to buy a watch that will match his class and emphasize his wealth? Most likely it will be a Rolex or Hublot watch. If a person needs to find any information on the Internet, the first thing that comes to mind is Google. All of the brands listed above have gone far beyond random companies and have become household names. Many people know and remember these brands even if they have never used their products or services.

To ensure high brand visibility, people need to think of it as the best solution to their problem or need at the moment they make a purchase decision. The concept of brand awareness has a psychological foundation. A study by Jenny Romaniuk and Byron Sharp suggests that brand appeal is its tendency to be seen or remembered by people who want to make a purchase (Romaniuk, 2003). This means that the company must be able to attract the

attention of potential consumers and be memorable enough that the brand pops up in people's minds every time they buy something. Brand recognition is the ability of a consumer to remember a brand when they see the logo, the president, hear the tune, etc. For example, the combination of blue and yellow is clearly associated with the IKEA brand, the letter "M" is McDonald's. Successful recognition is when a consumer unconsciously remembers the visual and audio attributes of a brand. For example, the song in the Coca Cola commercial, during the New Year holidays, reminds us that "the holidays are coming." For this reason, the company invests a huge amount of time and money in finding its brands that are easy for consumers to consume (Blattberg, 1996).

In the marketing world of strategy, to develop systems that increase profitability and brand awareness, a well-designed brand strategy is important, which provides comprehensive answers to the following questions:

- What will be the created or updated brand?
- Who is it designed for?
- How to increase the engagement of the target audience?
- What will the brand look like in a month, six months, a year?
- What are the main and secondary goals?
- What actions need to be taken to achieve the goals?

Of course, it's important to note that there are many types of internal brand strategy and among all types of strategies it is necessary to highlight the three most important ones:

Brand communication strategy. Takes into account all aspects of interaction with the consumer. Its task and main essence are to provide the brand with information support, neutralize the negative, convey certain information both to the target audience as a whole and to its individual groups. Effective branding in modern consumer communication strategies is a key element for business success.

Brand marketing strategy. This is a long-term plan, the purpose of which is to promote a company, product, or service in the market. To solve this problem, research is carried out on the target audience, the competitive environment, and the market. Based on the information received, marketers create and launch advertising campaigns, work with pricing processes, and solve other problems associated with increasing market presence.

Brand strategy. Brand strategy is, first of all, study and analysis. Market trends, target audience, competitive environment, other critical parameters on the basis of which an insight is formulated (an unconscious but strong motive that makes choose a product of a certain brand) and a brand positioning strategy (Van Gelder, 2004).

Until recently, the development of a brand and its promotion strategy was ordered only by large companies that occupy a leading position on the Czech or world market. But gradually the importance of strategic branding was also appreciated by representatives of medium/small businesses. Today, this service is becoming increasingly popular with companies operating in the b2b (business to business) and b2c (business to consumer) segments (Iankova, 2019).

It is also important to highlight the objectives and goals of developing a brand strategy and its recognition, as they are important elements of the overall concept of this marketing direction. The objectives and goals of the brand strategy are closely related, since without solving one it is impossible to achieve the second. Moreover, it is important to note that for each goal a list of tasks is formed.

A task is a problematic situation that requires resolution in the foreseeable period and with the use of available means and tools for solving, with a clearly and predetermined goal.

Goals:

Increasing sales. Various tools help to achieve the goal. This includes work with a previously unreached target audience, and an increase in market share by attracting consumers who choose a product or service from competitors.

Promote a new product or service. To achieve this goal, a brand promotion strategy is developed, which can be considered an integral part of the overall brand strategy.

Formation of one's own identity. What kind of business? How does it differ from competitors? Why should a buyer choose it? This is a long-term goal. But as a result, the owner receives a brand that is characterized by a high degree of detuning from competing firms.

Tasks:

Comprehensive research. The market situation, trends, competitors' offers, customer preferences - both the listed characteristics and dozens of other criteria matters. With this information, it is possible to draw up not only an up-to-date market map, but also a forecast for a change in the situation.

Development of effective tools that solve the main tasks. The latter include the formation of a positive image, increasing consumer loyalty, creating a memorable image that will increase brand awareness.

Creation of tools. That is, means that ensure the uniqueness of a product or company, as well as their distancing from competitors. This includes tasks such as developing a brand's visual strategy, including identity, unique selling proposition, proper positioning, etc.

It is also important to distinguish between brand strategy and tactics. If the first is a long-term plan, then the second is a short-term one. Tactics answers the question of how to make money at the current moment. The strategy helps to create a brand that will work and make a profit all the time (Fournier, 2011).

Having learned the goals and objectives of the brand strategy, it is still necessary to figure out what the company can acquire. A brand is not only a corporate identity and pictures depicting the main elements of corporate symbols. This is a complex, comprehensive solution consisting of naming, design, and brand strategy. The latter determines the brand's image, its reaction to changes in the Czech and world market, and demand among the target audience. It is important to highlight that a professionally designed brand development strategy allows to:

Stand out from competitors. In modern conditions, when the market is overflowing with offers, it is very, very difficult to remain different from others. A brand strategy helps to analyze the external situation, find your own niche for your business, and differentiate yourself from competitors. And in the end, to be remembered by buyers.

Build an emotional connection with consumers. Effective interaction with customers and customers involves building relationships in which the latter not only use the product, but

also recommend it to their friends, spread information about the brand in social networks, on Internet forums, etc.

Increase the value of the company, product, or service to users. Creating a brand strategy and its subsequent implementation allows us to add value to products, make them more attractive and interesting for the end consumer (Rowley, 2004).

It is important to note that over time, even the best and most competent strategy ceases to meet the requirements of the external environment. For example, the original marketing strategy for the Pedigree dog food brand was to focus on the distinctive features of the product, emphasizing its functional benefits. For a long time, this allowed the brand to occupy a leading position in the market, but in the second half of the 2000s, there was a decline (Calkins, 2017). After research, it was decided to shift the focus to emotional contact with consumers. The company has launched a number of charitable projects, including helping animals from shelters find owners. According to Chris Mondzelewski, vice president of marketing, the company achieved a 50 percent increase in advertising effectiveness by moving away from direct product promotion and talking about brand values. So, a change in strategy and an appeal to emotions rather than reason helped bring back the hearts of dog breeders (Calkins, 2017).

But at this stage of the work, it is essential to ask a rhetorical question - why choose the direction of branding? If almost every market, almost every business is currently saturated with a huge number of brands, and it is important to note the presence of trading platforms that also have their own hierarchy of brands and companies that operate on these sites.

3.1.2 Benefits

Companies that think not only about today, but also about what will happen tomorrow will survive. Those who remain in the market will become even stronger and competition will intensify. This is the real truth of such a business, as one cannot relate and expect instant success or advancement. It is important to approach the creation of a business and a product consistently and not expect that at one moment, using all the elements and marketing strategies, the company will get an instant result. It is important to understand that this is not a sprint, but a marathon. In any case, branding gives the manufacturer a number of undoubted advantages, among which are (Huang, 2016):

1. **How does a brand encourage people to buy?**

The brand is often the deciding factor for consumers when making a purchasing decision. People admit that they are more likely to buy from brands they know or have a positive experience with. This is especially true for social media, as 89% of consumers say they will buy from a brand they follow (Leite, 2022). Having a recognizable brand gives a company an edge over its competitors. Customers feel more secure buying products from a brand they know.

2. **A brand gives your business a personality.**

With a brand as such, a business becomes more than just a company with a name. For example, if a brand communicates social responsibility, then it is important to understand that the brand will be associated with this concept.

3. **The brand distinguishes the company from its competitors in a saturated market.**

It is impossible to estimate exactly how many brands there are in the world, but there are definitely a lot of them. Branding helps the company stand out from the crowd and gain an advantage in this rather harsh market. If the brand is different from competitors, especially in industries where it is not easy to stand out because the business offers similar products. If the company has a unique personality but sells similar products, then the brand and reputation will complete the deal.

4. **Branding makes a business recognizable**

A strong brand makes a business memorable and recognizable to consumers. People quickly determine that the product being created and its packaging, colors, shape, anything that can distinguish one product from another that this company creates belongs to the company, especially if they see it on channels that do not belong to the company. Because this content corresponds to the special style of the created brand. Being memorable is useful when it comes to advertising spend. A memorable brand can allocate more resources to product promotion and less to brand awareness because consumers already know who it is. For example, Sony doesn't need to talk about its existence, because their brand has already received universal recognition. Instead, they focused their marketing efforts on advertising new technologies and improved products.

5. **Branding makes marketing easier**

If a company has consistent branding, chances are that the company will spend less time figuring out ways to present itself and more time on the high-quality content, products, and experiences that customers crave.

6. Branding builds credibility and trust

Inconsistency is confusing, and a strong brand does the opposite. Customers do not have to guess how and why the created brand and products are related to the business; everything is clear here. These builds trust because the company shows consumers that it keeps its word and does not do things that seem inconsistent with the culture and direction that the business preaches. When a brand is strengthened, trust in the business itself increases, which encourages a purchase. As mentioned above, a client is more likely to do business with a company they know and trust.

7. Branding Drives Customer Loyalty and Retention

Branding builds trust, and trust is the foundation of customer loyalty. The brand identity attracts customers because they can share with others what the brand stands for and it helps them feel connected to the brand. When customers feel connected to a business, they become more loyal to the business. Loyal customers increase revenue because they are more likely to make repeat purchases and bring new customers to the business.

3.1.3 Successful examples

LEGO is a company that is driven by its goal. This company makes it very clear that the objectives of the product are to encourage youngsters, to educate them to work together and solve problems, and to foster their creative potential. The acquisition of all of these talents

Figure 1: Lego Brand Logo

Source: Lego (2023)

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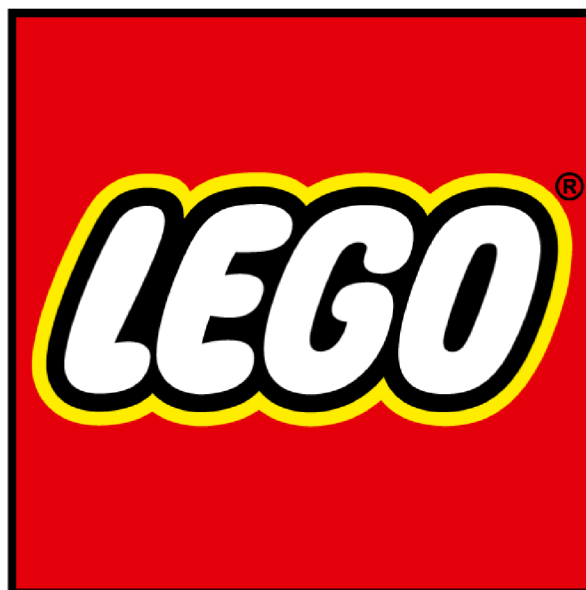
will assist in becoming more powerful and successful in the future. This potent weapon for influencing the audience in question is a reference to the importance of family and values.

The production of video content, such as movies, games, and material for YouTube channel, is an additional essential component of branding. In addition, LEGO helps visitors feel like they are a part of its universe by constructing enormous theme parks.

Because of this, the firm has become one of the most well-known toy makers in the entire globe. For the past several decades, the company's goods have experienced the same level of popularity with adults as they have with children. And that's a perfect example of good marketing and production progress through out the years so children and the adults can be interested in such a good product.

ZARA is an additional fantastic illustration of outstanding branding. As a result of the business's success in converting average customers into ardent advocates for the brand, it has emerged as one of the most well-known brands in the mass market. People are participating in the decision-making process, and this makes them feel like they are a part of the organization. The key is to do a comprehensive analysis of the audience that is being targeted.

Figure 2: Zara Brand Logo

Source: Zara (2023)

Zara's unconventional marketing strategy consists on not using standard forms of advertising. The store windows of successful businesses are becoming increasingly important as tools for advertising and communication. The retail establishment just lately

presented a brand-new logo, and it has typefaces with serifs and letters that are intertwined. Given that this design aesthetic is characteristic for the emblems of haute couture companies, it may be deduced that Zara's positioning purpose is to establish a connection to luxury.

The decision to do a more in-depth analysis was made for the following case study in order to illustrate the fundamental aspects of both branding and rebranding. One good example of this is **Airbnb**. What was initially a straightforward plan to rent out a space eventually developed into a massive marketplace for holiday rentals, which came dangerously close to obliterating the hotel industry. Airbnb gives travelers the opportunity to go to any nation and live like a native throughout their stay. At this point, it is essential to emphasize the difficulty that this service will eventually alleviate. Considering that this is one of the most essential components of any company strategy - namely, determining how a product addresses a specific issue - it is essential. In spite of the fact that the service has simplified life for hosts as well as visitors, many people still view it as nothing more than a less expensive alternative to hotels. As a result of launching offices in different parts of the world, the total number of possible places to stay on the website has climbed to 300,000. (Guttentag, 2019). However, in order for the corporation to keep its dominant position in the market and appeal to a younger demographic, specifically millennials, the service quality had to be significantly improved.

Airbnb takes great satisfaction in being one of the leading platforms that enables homeowners to throw up their doors to travelers in search of the best possible travel experience for themselves and their guests.

Figure 3: Airbnb Brand Logo Evolution

Source: WebDesign (2023)

The silhouette of a person, a heart, a geotag, and the word A are the components that come together to form the logo. It is a sign of the establishment of a community in which individuals may share their travel experiences with one another and feel a sense of belonging to that group (Figure 4). This concept is regularly disseminated via social media, blogs, and other online platforms by means of videos and other types of information.

Figure 4: Explaining of each letter in Brand Logo of Airbnb

Source: Airbnb (2022)

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However, the company ran into some difficulties when it was pointed out that the new design looked very similar to the logos of Automation Anywhere and Azuma Drive-in. Some others even suggested that it looked like a woman's genitalia. Because the proprietors of Automation Anywhere believed that this was really a coincidence, they chose not to protest about it even though they intended to alter their company logo.

One thing that may be taken away from this experience is the realization that, given the fact that there are thousands of logos in existence, it is always possible to create a design that is similar to another. Conduct research on the logos often used in any business and talk to a patent office or a lawyer about how to prevent these kinds of problems. Infringing on another company's trademark can do considerable damage to reputation of any brand. The former Airbnb website had a user-friendly and uncomplicated design, and it allowed hosts to modify many settings to better market their available rooms and apartments. When working on the new edition, the designers pursued the idea of telling tales in addition to selling rooms as their primary objective (Liedtka, 2011).

On the user interface were shown impressive visual photographs of the premises, sites were identified, and the cultural aspects of other nations were also portrayed. The information, including menus, calls to action, and social media links, is properly structured. Airbnb offers hosts a wealth of support resources and information on best practices for guests to follow while staying in their houses. This is another crucial aspect of the service (Guttentag, 2019).

In addition, users may find a comprehensive list of intriguing activities on the site, such as lessons in cooking and painting, as well as outdoor leisure activities that are arranged in nature, and select any of them to participate in. Users immediately indicate interest in a property, which enables companies and users to eliminate homes with poor ratings.

After all, Airbnb didn't formally begin operations until the middle of the crisis in 2008 (Guttentag, 2015). It was marketed to the traveling community as a low-cost option to stay in motels and as a means for travelers to form relationships with area residents. The public was forced to question whether or not Airbnb was adding to the housing problem as hosts increased the number of investment homes they offered on the platform and the company's

influence rose. Revenue reached $2.9 billion during the third quarter of 2022, a 46 percent rise over the previous year's level, while profits were $1.2 billion. According to the website, the number of booked nights and events organized by locals reached an all-time high of 99.7 million during the third quarter. The number of visitors that arrived shattered the previous record, surpassing 90 million individuals from all around the world (Washington Post, 2022).

3.2   Textile company

3.2.1   Key metrics

This chapter focuses mainly on the overview of the current metrics that can perfectly explain the effectiveness and the level of business operations in a given entity.

Perhaps it is important to mention that it is challenging to assess the applicability of the effectiveness of advertising and the funds invested in it when it comes to evaluating branding specifically in order to describe the efficacy and tools for evaluating a brand and its success and profitability. The success of a brand may be measured in a variety of ways. There are many well-known models out there, but those from David Aaker, Leslie de Cernatoni, Mark Sherrington, Scott Davis, and Michael Dunn stand out.

Identifying and managing touchpoints with the organization is one way to evaluate the success of brand management. The crux of this methodology is in delving into the data presented by the Brand Touchpoint Wheel below.

Figure 5: Scott Davis and Michael Dunn Brand Touchpoint wheel

Source: Vandervort (2013)

Points of contact are crucial because they are what customers term their interactions with a business before, during, and after a transaction. With the help of advertising, public relations, and promotional activities, consumers may become familiar with a brand long before making a major purchase decision.

In addition to achieving these primary objectives, this cluster of brand touchpoints also aims to achieve the following:

1. Establish a favorable impression of the business and high customer expectations;
2. With the goal of making the consumer aware of the product's primary features;
3. Get someone excited about the prospect of buying your goods.

It's critical for the firm to set the bar high at this point so that they can be held accountable for the quality of their products and services down the road. Otherwise, a poor buying or using experience would soon dash any hopes or anticipations. That eliminates any doubt about effectiveness. And right away, about future purchases.

The consumer's interactions with the brand during the purchasing process should all be good. The quality of service and the friendliness of the workers are not minor considerations. If this is a physical location, the customer service, marketing, and merchandise must be designed with the customer in mind. If the person views this as a pleasant experience, they will be more open to comparable decisions and even more options.

Making contact after making a purchase reflects satisfaction with the item or service purchased. Brand pleasure is the ultimate aim of these efforts. After-sale services, warranties, and client appreciation plans are crucial here (discount cards, offers for regular customers). In general, repeat business and referrals from satisfied clients are good indicators of the success of such efforts.

Putting the power of human branding into practice with a positive experience of any permutation is easy. The inverse is true when one is carrying around unwanted luggage. An indicator of how successful a brand is might be as simple as a customer's reaction to a single touchpoint with the brand. Within this framework, both macro and micro indicators are used to assess the status of a brand (Heijungs, 2010).

A variety of metrics are tracked in order to gauge the success of a brand's efforts to increase its visibility, attract new consumers, retain existing ones, increase sales, and inspire

brand devotion. They're essential for gauging the brand's influence over financial results. With an awareness of how branding affects growth inside an organization.

There are a number of different metrics that can be used to gauge the success of a brand:

- familiarity with the company

- familiarity with the characteristics of the enterprise

- degree of brand fit

- confidence in the brand

- promise fulfillment

- audience preference

- brand choice when given a choice

- brand influence on the purchase decision

- customer satisfaction, and recommendations to others (Hoffman, 2010).

They're essential for gauging the success of branding initiatives in tandem with the maturation of customers' encounters at infection hotspots.

By examining the KPIs (Key Performing Indicator), a buyer may quickly ascertain where the company excels and where it needs improvement, as well as what partnerships need to be fortified or tweaked.

Since there are three primary groups of indicators that characterize the advertising effect and effectiveness, it is important to note that branding and the very fact of evaluating the effectiveness of a brand is not an easy task. Because of this, it is important to note that it is not simple to determine whether or not a brand is effective. But there are some ways to reestablish and divide layers of branding:

- Economic: increased turnover and profit, the percentage of advertising expenses stated per customer, the total amount of advertising charges, etc., the number of people attracted through advertising;

- Non-economic: the number of people drawn via advertising, the number of purchases due to advertising, the number of advertisements published, the degree of attention attraction, the emotional influence, etc.;

- Indicators that might be utilized to provide a conditional evaluation of the effect that advertising has: the cost of bringing advertising to one individual from the target

group, the percentage of the target group of impact per unit of monetary costs, the number of people from among the surveyed buyers who named a specific type of advertising as a motive for buying, etc (Reimann, 2010).

Because branding is an ongoing process, its efficiency needs to be evaluated in the same manner, either continually or online; this enables the regulating system to be put into place (continuous control based on modern software and characterized by the possibility of obtaining preventive results).

As was said before, there are two distinct forms of cost-effectiveness that should be separated in relation to branding: economic and communicative. The ratio of the profit made from the increase in revenue gained as a result of branding to the costs of branding is the formula for calculating economic efficiency. The activity of advertising demonstrates that the calculation of economic efficiency is practically not feasible, as it is not possible to single out the effect of advertising or branding in the overall increase in revenue. This is due to the fact that it is not possible to distinguish between the two factors. Not only are advertising expenses a role in revenue, but so are a plethora of other elements, some of which are notoriously difficult to pin down. Additionally, in a market that is both steady and saturated, there may be no association at all between sales and the amount of money spent on advertising.

As a result of this, experts often have a greater degree of self-assurance when evaluating the communicative efficacy of branding and advertising. As a consequence of this, indications of communicative efficacy are utilized when defining goals for advertising. These indicators include a rise in the indicator of brand (brand) recognition as well as an increase in the number of consumers as a direct result of an advertising campaign (Keller, 2001).

At the same time, evaluating solely economic and communicative indicators is not at all sufficient for determining the efficacy of branding; this is something that absolutely must be done. In practice, it has been found that strategic marketing indicators, which include the dynamics of market share as well as customer satisfaction and loyalty, are the most important indicators to use when determining the efficacy of branding efforts. These indicators characterize the effectiveness of advertising investments over the long term. Because they

offer strategic (that is, long-term) competitive advantages in the market, these indicators are most frequently employed to define advertising goals.

It is also important to keep in mind that in highly competitive marketplaces, when several sellers are engaged in a fierce competition with one another, the expenses of advertising and branding may be calculated based on the principle of "no less than a competitor." In other words, there will be competition between advertising budgets, and as a result, the level of advertising spending will not be determined by indices of economic and communicative efficiency. Even if there is a negative impact on the company's bottom line as a result of the advertising spending, the company will maintain the same level of spending or even increase it. Brands like Coca-Cola, McDonald's, and Apple continue to produce commercials because of this reason, despite the fact that they are widely regarded as market leaders in the categories in which they operate.

3.2.2   Marketing of textile company

The marketing of any company by and large consists of the same directions and ways to increase the number of interested people in the company's product. But, as for such directions, which include changing trends, fashion trends or just subjective taste, then in this case it is harder to provide customers with what they may be interested in. In any case, it is important to take into account the fact that the textile industry is closely related to the fashion industry, which has a huge number of weighty product marketing methods. After all, it is important to take into account the fact that the fashion industry has its own large international media that write about fashion (ELLE, Marie Claire), the fact of publishing on their website or in a magazine increases the weight of the brand several times. Any mention of the company in the media - even in a small publication - affects recognition and inspires more confidence. The company is not obliged to work with all sites that write about fashion, life, art and business, since many sites are aimed at certain segments of a particular taste, style and trend. Such materials also contribute to the promotion because every business should have a "face". In this case, Instagram can also be used for marketing. All major companies produce their own content today. In the same way, Instagram can be an additional communication channel. For example, BMW has a separate Instagram account that is entirely dedicated to art and culture. Any additional communication channel is an expansion of the audience, the formation of a community. This does not mean that if a million people

read brand media, then all of them will buy the products of this company. But they come into contact with the brand, share its values.

In any case, many social networks can be used to form a marketing plan, which have now ceased to be purely communication networks, but have become something more and are often used to promote marketing ideas and plans. Without market analysis, a company will not be able to pick up an idea that will show even the most minimal result. The best marketing strategy always starts with following the basic principles of promotion:

- key business objectives are defined;

- promotion channels are selected;

- the target audience and its behavior are determined;

- ensuring competitive positioning;

- work on content;

- providing online interaction with customers.

The next element of marketing for a clothing company can be a beautiful or catchy slogan. For this example, the narrative can also highlight the following companies and their slogans.

Levi's is a style for every story - Realistic slogan. Everyone has a life story. While the client is talking about it, the listener roughly imagines the clothes, based on the situation. Some narrators even emphasize their clothing. Thus, each story corresponds to some style. Levi's exploited this fact and achieved success.

Diesel - be stupid. Doesn't sound like much at first, right? But such a slogan encourages us to know its roots and essence. Accordingly, it already draws attention to the brand. "Be Stupid" is a campaign that encourages consumers to take risks and go beyond the reasonable on the path of life. This is a catchy slogan, but this approach is only suitable for brands that constantly emphasize negative marketing.

Nothing gets past me and my Calvin's. Humorous slogan. But he notes the strength of the relationship between the consumer and things. The integrity and cleanliness of his wardrobe is very important to a person. If no one from outside influences, the "safety" of things

remains at the proper level. So, Calvin Klein reminded people how to treat their things and the CK brand in particular.

Lee is the jeans that built America. In this case, the brand is telling the world that their jeans were worn by everyone who once built one of today's greatest powers.

Also, recently, it was when social networks began to be used more and more often in marketing that such a direction as Giveaway campaigns was born. This approach has been trending for several years. It is especially popular in the fashion industry. The brand always has a lot of positions that can be presented to the consumer. The company never loses profits using this strategy. One of the tasks that such a campaign solves is to increase brand awareness. Creating viral advertising is very expensive. At the same time, telling people about the gift is very cheap. They are quick to respond to free stuff. It is important to understand that such a strategy does not bring instant results in increasing sales. The user needs to understand the value of the brand in order to return after the gift is received and buy something else.

This technique is most often used among brands that have just entered the market and are pursuing the idea of accelerating the recruitment of potential customers, so they can often see how this technique is used in companies that have not yet established their customer base or have not gained high popularity. At the moment, if a brand uses this technique through those communication channels that will be used in the practical part of the work, then it is important to mention that Giveaway campaigns can also include a set of actions that the client must do in order to participate in the giveaway, most often this includes subscribing to the brand and reposting the post with Giveaway, which is definitely a pretty smart move since it's free advertising and quite an interesting offer, and who doesn't love free stuff these days.

3.3 Marketing techniques

3.3.1 Instagram

Instagram marketing is a type of SMM that involves promoting a brand on Instagram. With this social platform, companies interact with a huge audience, increase brand

awareness, and increase sales. Instagram is the perfect channel to reach a huge audience. More than 1 billion people visit the social network every month (Smperth, 2023). On average, users spend 53 minutes a day on Instagram, making it one of the most visited social networks after Facebook. Instagram helps maintain relationships with customers and leads. People like to communicate with brands through this social network. Approximately 90% of users are subscribed to at least one company on Instagram (Veissi, 2017).

Instagram in its potential is an "untitled field" of various opportunities both for B2C brands (aimed at the end consumer) and for companies oriented towards a business audience (with a well-built business strategy). By the way, unlike the methods, the goals that can be achieved using the service are largely identical to those set in a standard social media marketing campaign, namely:

Recognition

Although there are no ads on Instagram, a brand can pinch off some of the fame from here: it is important to produce such content so that users themselves follow. The absence of a viral effect complicates everything since sharing (posting other people's posts in your feed) requires a special application.

Loyalty

It's such an interesting thing when people like a certain brand. Not products, not employees, but just a brand for what it is. Yes, not every online store of items is not as flashy as a screwdriver store, and it is unlikely that Apple will be able to repeat the success. But this can and should try to make a buyer fall in love with a brand, and here visual content can help. Today, when people have no time to read, communication through pictures can be considered the beginning of communication with a client.

Reputation management and feedback

Any impact on someone else's opinion gives rise to an instant reaction, as in Newton's mechanics. A company can make the most wonderful product, but there will still be critics. The company also needs to respond to bad reviews. Answer questions about the company, products and services and the ability to win over a potential client. The limited search

functionality on Instagram makes the process difficult. Here the principle of "hashtag or nothing" applies, which also gives good results.

Receiving targeted calls to the company

Let's start with the frustration: Selling directly from Instagram is hard enough. Of course, the service can indirectly present the product to a potential client, but the issue of switching to an order/purchase will have to be solved by indirect methods (a personal appeal to the account moderator, a call to visit the site, call back, etc.). The main difficulty is the inability to perform the target action directly from the service. Link clicks cannot be counted as such. Yes, and in principle, there is only one active link - in the description of the account in the profile. But no one bothers to sign under the photo that the product has appeared on the site or in any store, talk about the new model, etc (Veissi, 2017).

3.3.2   VK

It is important to note that Vkontakte is a Russian social network and can insanely resemble Facebook, since it was created based on all the advantages and aspects that Facebook included in the 2010s. As for marketing, compared to Instagram, Vkontakte currently has much more services and benefits for companies. For an organization or brand to promote on VKontakte, need to create a community. There are three types: public page, group, and meeting. Outwardly, they are similar, but they solve different tasks.

1. **The public page** is suitable for media and companies for which it is more important to convey information, rather than communicate with subscribers.
2. **A meeting** is suitable if brand is organizing an event. After it ends, the date of the event is postponed to the next year.
3. **A group** is a format suitable for any business. In the group, can talk about your products and services, communicate with subscribers, and create a community loyal to the brand.

Forms for collecting leads and orders that replace the site and mobile applications. Groups and public pages can connect applications approved by the social network or develop their own. Each community can have no more than three applications at the same time.

There are applications on VKontakte that accept applications, track the status of an order, make an appointment, and subscribe to community mailing lists. Now VKontakte has a "smart" feed - the social network itself decides to whom and when to show posts. Because of this, recommendations for the optimal publication time become irrelevant. It is necessary to conduct tests and select time intervals for the selected audience. For example, office employees go to work around 9 am, have lunch at 13-14 pm, and go home at 18-19 pm. During the session, students prepare for exams until the morning and go to VKontakte at 2-3 am. Company can try these intervals, but it's better to look at the statistics at what time more subscribers see certain posts (Baran, 2015). Vkontakte in this case provides enough opportunities. At the same time, it is important to point out that Vkontakte has all the same functions as Instagram, but the most important disadvantage in this case is that Instagram has a huge number of users, but VKontakte is still a social network of the CIS countries, and it is quite rare to meet a foreigner which uses vkontakte. But in any case, VKontakte has a huge number of functions and services that this work would like to touch on further.

Store creation

The opportunity to turn the VKontakte community into a full-fledged store has pleased many entrepreneurs. Convenience and no need to leave the site to make purchases have been appreciated by millions of users. The company can open a store in the group as an addition to the site. And, thanks to the wide audience of the most popular network in the CIS, a store in VK can completely replace the site.

Advertising exchange

Advertising posts can be placed in communities with a daily reach of 20,000 or more people. The procedure for finding a site and posting a post is very simple. The advertiser needs to go to his advertising account and go to the community's section. After creating an entry, need to select the topic of the group and filter out inappropriate communities (the choice can be made by gender, age, cost of placement). The application for posting will be reviewed by the group administrator, and thousands of people will see the ad. An entrepreneur has access to tools for managing records, finding suitable communities on the exchange, as well as advanced statistics to evaluate the effectiveness of a publication.

Advertising Tools

During the VK Digital Day, the most promising tools for business were identified, and new opportunities were announced. To maintain communication with the audience, companies no longer need to create separate accounts. All correspondence is available in one place. Chatbots work based on community messages. This feature has become popular with many users, and its capabilities are constantly expanding (Lavlinskaya, 2022).

Summing up, it is wise to note that marketing through social networks has become one of the most successful ways to promote a product, since that is why companies began to move away from the standard understanding of social networks and began to introduce many functions and methods of advertising, targeting and product promotion or brand.

4 Practical Part

The following chapter of the bachelor thesis focuses on the finding of the best fitting strategy for the company and also creating a budget for the proposed strategy, as well as evaluating its effect.

4.1 Case study "Basson Textile"

In order to increase the overall brand awareness of the chosen company, the thesis will propose a few changings in the digital marketing strategy of the company that will be implemented. The whole process is agreed with the business owners, and they are open to try something new in terms of manipulating with the brand awareness of the company.

Thus, the main domains chosen for implementing a digital marketing strategy will be explained and the goal to calculate the monthly budget needed to integrate this strategy into the company's business model is being pursued.

Given the specificity of the Russian segment of the world wide web, it is believed that out of all domains where the company can start promoting its service and increasing its brand awareness, there are only two that are worth being considered.

Despite the fact that as of the 28th of August, Instagram is banned on the territory of Russia, recent studies indicate that the overwhelming majority of audience still uses the network as before with just one exception – they are using VPN to access the media (citation). Thus, the first domain where the company will start increasing its presence and promote the goods and services sold by them will be Instagram. When it comes to Instagram, it is believed that it is a perfect platform for a similar kind of enterprise as the one currently researched, because Instagram helps such companies to reach out to their potential customers by directly showing the quality and the overall image of the goods being offered.

Surprisingly, the enterprise did not at all had an Instagram account related to the enterprise and the only mean of reaching out to customers was an advert posted on avito.ru, a popular service for placing advertisements related to almost anything in Russia. However, the problem with avito.ru, as the analysis identifies it, is the fact that the service is primarily

used by people selling already used products, so brand-new goods published there by the enterprise do not fit into the context of the website, so it is really believed that this platform is almost useless for the marketing purposes of a company related to the textile industry.

4.1.1 Instagram marketing strategy

Therefore, the decision to set up an account on Instagram dedicated to goods and services provided by the company was made, including posting of photos of the goods sold by the company. The logic behind going for a dedicated Instagram account is quite simple – nowadays, as it becomes more and more apparent, new generations tend to look for goods interesting for them on Instagram by directly typing the desired good in the search field. The Instagram algorithms work in such way, that accounts matching the original query the most are displayed first, and they are followed by ones that match the original query less. In addition to this, the overall popularity of the account also matters, so these two aspects are taken into consideration when setting up an account for the enterprise.

Figure 6; First step - setting an account
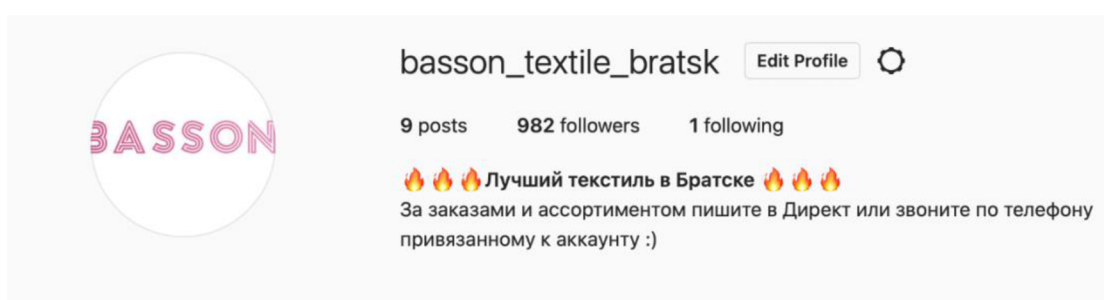
Source: Own processing

The logic relies on the assumption that potential customers will be surfing the platform searching for an enterprise offering textile goods, so it was made sure that the account description will match a potential search as much as it is possible. Hence, the decision to put "The best textile in Bratsk" in the profile description is made. By putting this, the area is localized (Bratsk), the specificity of the good is also put (textile) and the unique value proportion is also described (the best).

Then, it is worth considering the content that will be published by the enterprise. There is a suggestion that the enterprise will hire a professional photographer that will take a few

quick photos of the variety of textile sold by the enterprise. Clearly, the quality of the photo directly influences the image of the company and in addition to this, it is one of the most significant factors impacting the brand awareness of the company. No enterprise wants to be remembered as the one having downright ugly pictures in their business account.

Finally, the very final step of setting up an Instagram account is increasing its popularity. Based on the general tendency persisting in the eastern part of the world and Russia, the majority of small-size business that do not offer an extremely popular product amount younger generations tends to increase the number of followers artificially since the Instagram does not promptly block such accounts. In addition to this, there are currently numerous services in Russia offering a service for increasing the number of followers and likes artificially.

Undoubtedly, there is a condemnation for such practices for personal accounts, but it is a useful tool to quickly increase the company's presence on the Internet and also increase the brand awareness due to the fact that the company's Instagram account will become more visible to potential customers. After all, it is not at all likely that a given customer would like to buy something from the company having just 10 followers on Instagram. Hence, the choice of one popular service for artificial increase of followers on Instagram – vk.mix is made. In addition to this, it is wise to suggest that an approximate value of 1000 followers and 30 likes left on each publication is somewhat an acceptable level to be perceived by a large part of active audience.

The final result of the processing is available on figure below.

Figure 7: Instagram account
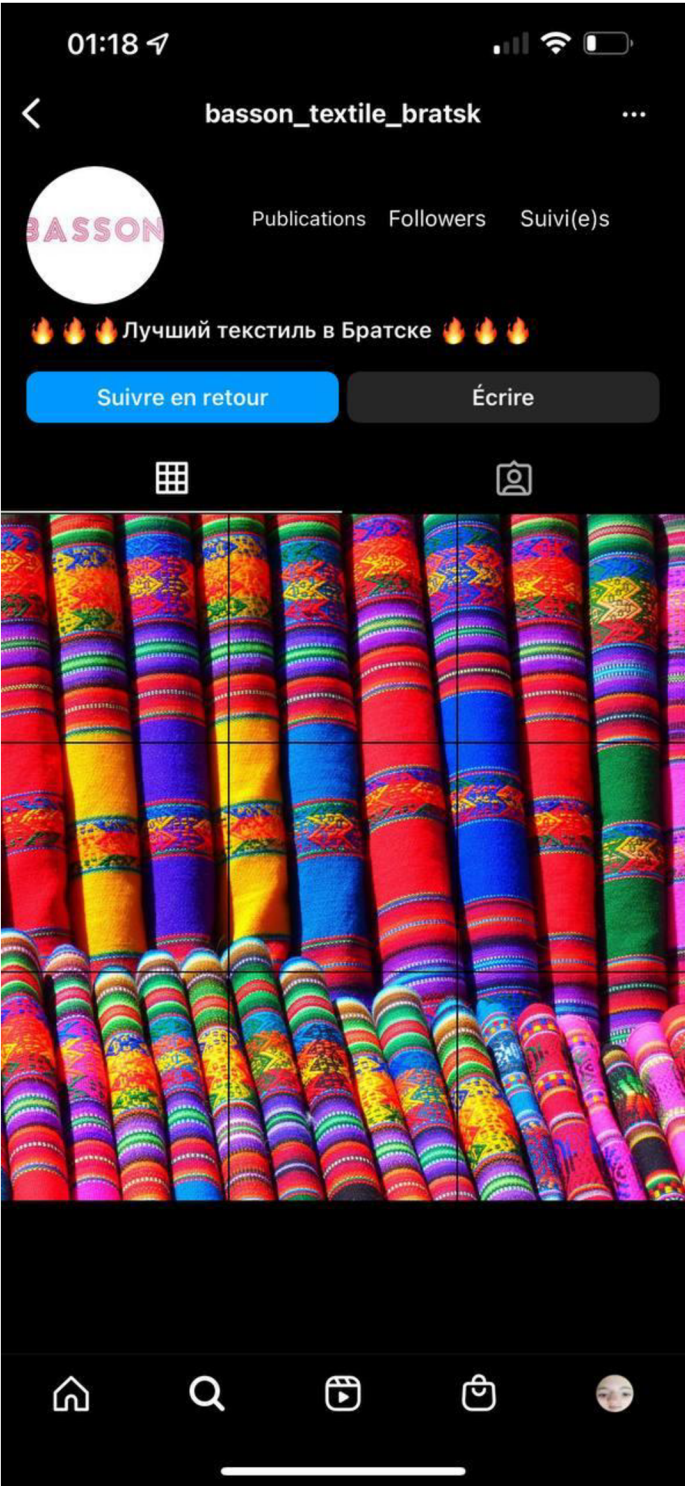
Source: Own processing

In addition to this, the following table breaks down the budget needed for setting the Instagram campaign described by the narrative:

Table 1: Setting an account on instagram

Description	Price
1000 followers	1 500 RUB
30 likes on 9 publications	500 RUB

Source: Own processing

4.1.2 VK marketing strategy

Then, the second marketing realm that will be explored by the company will be Vkontakte, which is the most popular social network in Russia. As was mentioned in the theoretical section of the work, VK currently offers a series of interesting marketing options that can be explored by the researched textile company.

To begin, the thesis acknowledges that it is absolutely necessary to focus on the population that is located in and around Brask as the primary audience. Given the size of Russia and the challenges associated with logistics, it is completely pointless to focus on customers living in Moscow, Saint-Petersburg, or any of the other major cities in Russia. This is because there is almost no chance that these customers will focus on purchasing textiles from someone based in Bratsk, which is located in excess of thousands of kilometers away from them.

As a result, de the decision to focus on certain communities on VK that are associated with the cities that are spread around Bratsk (within 300 km reach of the city) is made. These cities are Ulan-Ude, Ust-Ilyimsk, Krasnoyarsk, and Irkutsk. As a result, the tables that follow provide a list of communities from whom the business will purchase promoted posts as well as the costs associated with the service and the description of the community (2 posts over the course of 2 weeks in each)

Table 2: Breakdown of chosen communities

Name	Description and Audience	Total Cost
Типичный Братск (Typical Bratsk)	News and events of Bratsk **40 000 people.**	15 000 RUB
Подслушано Братск (Overheard in Bratsk)	Interesting facts and recent news of Bratsk **38 000 people.**	10 000 RUB
Барахолка Братск (Flea market Bratsk)	Flea market of Bratsk **28 000 people.**	7000 RUB
Подслушано в Усть-Ильимске (Overheard in Ust-Ilyimsk)	Interesting facts and recent news of Ust-Ilyimsk **28 000 people.**	8000 RUB
Красноярск live (Krasnoyarsk live)	News and events of Krasnoyarsk **352 600 people.**	15 000 RUB
Подслушано Иркутск (Overheard in Irkutsk)	Interesting facts and recent news of Irkutsk **215 500 people.**	12 000 RUB

Source: Own processing

It is also important to make a suggestion that the firm would employ the VK business option, which enables businesses to post their advertisements on a pay-per-click basis. This would be another alternative suggested in the thesis. As a result, this will contribute to the diversification of the marketing, as well as the reaching of the company's brand-awareness goals by growing the number of active consumers. Additionally, this choice is appropriate for targeting individuals with lower levels of social interaction, namely those who do not actively engage in any communities. The following is the necessary expenditure budget that had been established for the second marketing choice on VK.

Table 3: PPC price breakdown

Number of Clicks	Price
1000	500 RUB
5000	2 500 RUB
10 000	5 000 RUB
50 000 (chosen option)	25 000 RUB

Source: Own processing

Overall, the total amount that is required for any of these two choices (Instagram and VK) is 92 000 RUB or 1 590 USD, as of the 25th of September. The current level of 150 000 RUB in net profit makes it abundantly clear that this marketing expense appears to be quite acceptable, and the implementation of the strategy will not in any way damage the company's operations or bring them to the brink of extinction.

4.2   Interpersonal interviews

Interpersonal conversation with the company's proprietor, which took place one month after carrying out and putting into action the marketing plan defined and detailed in the prior chapter. This interview represents the second half of the practical analysis that was carried out.

In order to analyze and evaluate the impact of the marketing plan, the interview was included into the thesis. Sadly, given the setting of a tiny Russian company headquartered in Siberia, this is the only method to evaluate the improvements that were suggested in the narrative.

The whole transcript of the interview may be found in the appendix part of the thesis that is going to be presented now. However, it is also was to provide a brief summary of the proprietor's comments and reorganizes them into the table that can be seen below. This table highlights the most significant insights that were gained.

Table 4: Breakdown of the interview

Metric	Before	After
Number of customers	Approximately 150 customers per month	Approximately 200 customers per month
Inquiries	Around 10 on a daily basis.	Around 15 on a daily basis.
How do customers usually come across the shop	Avito/Physical Shop.	VK and Instagram.
Profit	150 000 RUB per month	210 000 – 230 000 RUB per month
Brand Awareness	Acceptable level	Relatively high

Source: Own processing

5 Results and Discussion

The given chapter provides an overview of the results of the practical part and also focuses on the comparison of the results made in the bachelor thesis with the results of other authors.

5.1 Evaluation

To begin with, it is worth saying that based on the interview taken with the owner of the firm, whose breakdown is available in Table 4 in the previous chapter, the thesis did actually succeed in improving the overall performance of the given business entity. As the owner mentions it in the middle of the interview by answering the question "**How would you describe the overall effect of the chosen strategy?** in the following manner - *Well, I would say that the effect that this strategy had could had not anyhow been expected. At first, I was quite skeptical about the idea, but it did actually improve the way how matters stand, so I am happy with the new marketing strategy, and I would like to continue improving and increasing my company's brand awareness it even further.*

It has been discovered that digital marketing is, in fact, an effective instrument that may assist smaller businesses in achieving quick expansion in a very short amount of time (2 months in the case of Basson). That a consequence, the thesis arrived at the same conclusion as the other researcher did when they investigated the effects of digital marketing in Jordan (Al-azzam, 2021). In addition to this, it is appropriate to place emphasis on the specific enhancements that the strategy that was selected has brought about in the company. According to the proprietor, as a consequence of this, the monthly profit during the first month after the strategy was implemented was reaching the values of more than 200,000 RUB, whereas prior to the implementation of the digital marketing strategy, it had been struggling to reach even 150,000 RUB. To put it another way, the business saw an increase in its net profit of about more than 30 percent during the last year. According to the findings of Riyadi, S.'s research, using Instagram as a marketing tool results in a significant increase in profit for almost any organization, regardless of the sector in which it operates. The results of this research coincide with the author of the case study on the travel agency in Indonesia (Riyadi, 2019).

Yet, it is fair to mention the domain where the thesis did not actually succeed. As it was described in the second chapter of the practical part, it was suggested that targeting communities dedicated to cities lying in the physical vicinity of Bratsk would also improve brand awareness of the company in other cities and help them to build a stable relationship with non-local customers. However, as the owner mentioned it by saying: *To be honest, the number of inquiries from other cities did not really increase, but the overall number of inquiries did manage to improve – from 10 per day to around 15 nowadays,* it becomes quite evident that the strategy did not really succeed in that aspect.

Nevertheless, the overall result of the approach is gratifying from both a scientific and an economic point of view, notwithstanding a little disagreement with the original premise regarding extending the scope of the commercial activity. In point of fact, what is of far greater significance is the fact that the proprietor of the company is extremely content, and he has every intention of continuing to implement the strategy even after the law of diminishing returns begins to take effect and the benefits of the strategy are outweighed by its expenses. To sum everything up, as of right now, it is very necessary for the organization to continue expanding both its audience and the client base.

5.2   Effectiveness

Nevertheless, the primary objective of the task was to determine whether or not the use of a digital marketing strategy would, in the long run, result in an increase in the level of brand recognition enjoyed by the specified company. When everything is taken into consideration, there is a wealth of data to support the premise that digital marketing does actually have a beneficial effect on the brand recognition of the firm that experiences its first instance of going "viral." The response of the owner to the question regarding his general attitude towards the strategy that was implemented and regarding his opinion on the strategy that will be used in the future is the piece of evidence that provides the clearest and most direct support for the assertion that the positive way in which the brand awareness was increased can be identified.

Despite this, it is essential to draw attention to a very significant facet that may be the key to understanding the game-changing effectiveness of the approach on the Basson textile in Bratsk. As the other academics mentioned it in his work about the assessment of digital

marketing strategies on small firms, such a tremendously rapid effect can only be achieved with companies that had not previously been present in the digital world at all. This is something that he mentioned in his work about the assessment of digital marketing strategies on small firms (Ritz, 2019). Therefore, this indicates that in order for Basson to continue developing their business and acquiring an increasing number of new clients, the following plan will need to undergo major revisions in order to achieve a successful outcome.

6 Conclusion

All in all, it is possible to conclude the following at the end of the bachelor thesis: the marketing strategy implemented (Vkontakte and Instagram) had a tremendous positive effect on the company with the number of customers per month rose by 30% as a consequence of the strategy.

The net profit of the organization also rose more than by 30% and targeting smaller communities around the headquarter city did not significantly contribute to increasing the brand awareness outside of the main city, which is a crucial observation.

The owner of the business is extremely happy with the strategy and he will keep on using it for the nearest future until the effect of it will not be overweighting the cost of the strategy. Brand awareness of Basson textile in the city of Bratsk was successfully increased as a consequence of the suggested strategy.

Finally, it can be concluded with confidence that digital marketing is a good tool to improve the brand awareness of small firms in Russia that previous had not had any presence on social media, so the recommendation would be going digital for all small companies who face a similar situation as Basson textile.

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8 List of Pictures, Tables and Abbreviations

8.1 List of pictures

8.2 List of tables

8.3 List of abbreviations

PPC………Pay per click

USD………United States Dollar

RUB………Russian Ruble

VPN………Virtual Private Network

9 Appendix

9.1 Questionnaire

1. **Has the number of customers increased since the strategy was adopted?**

   - *I would probably say yes, because we used to have around 150 customers before the strategy and around 200 after the implementing it.*

2. **Have you started receiving more inquiries from other cities around Bratsk after the strategy was adopted than before?**

   - *To be honest, the number of inquiries from other cities did not really increase, but the overall number of inquiries did manage to improve – from 10 per day to around 15 nowadays.*

3. **What was the most frequent platform for users to find your company?**

   - *Initially, Avito, but lately we found out that more and more people come across the account on Instagram or find us on VK.*

4. **How did the profit improve after adopting the strategy?**

   - *Not significantly, but it did improve. I think that we have been earning around 150 000 RUB per month and now we earn somewhere around 210-230 000 RUB per month.*

5. **How would you describe the overall effect of the chosen strategy?**

   - *Well, I would say that the effect that this strategy had could had not anyhow been expected. At first, I was quite skeptical about the idea, but it did actually improve the way how matters stand, so I am happy with the new marketing strategy, and I would like to continue improving and increasing my company's brand awareness it even further.*

6. **Would you like to continue following the same marketing strategy as before or you will stick to the new one?**

   - *The new one is obviously better. I think that we will follow it for 4-5 months until the brand awareness and popularity increase even more and then we will probably return to the old one.*

7. **Would you personally say that the brand awareness of your company has improved significantly after implementing the strategy?**

   - *It definitely did.*

Source: Own processing