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Diploma Thesis

Online Marketing Audit

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DIPLOMA THESIS ASSIGNMENT

Bc. Anna Khrapach

European Agrarian Diplomacy

Thesis title

Online marketing audit

Objectives of thesis

The main aim of the diploma thesis is to make recommendations for the chosen company based on completed online marketing audit.

Methodology

Diploma thesis consists of two parts: theoretical and practical. Theoretical part contains review of related literature and relevant internet resources. Practical part consists of online marketing audit of the chosen company. There are web analysis, analysis of search engine optimization, analysis of keywords, email marketing analysis and social media analysis. Based on the obtained results, recommendations for the improvement of the internet marketing of the company are proposed.

The proposed extent of the thesis

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Keywords

marketing, marketing strategy, marketing mix, online marketing, online marketing audit, e-shop, search engine, pay-per-click advertising, email advertising, social media advertising

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HANNA, Richard C. Email marketing in a digital world: the basics and beyond First edition. New York, New York: Business Expert Press, 2016 ISBN 978-1-60649-993-1

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KOTLER, Philip, 2017. Marketing 4.0: moving from traditional to digital. Hoboken, New Jersey: Wiley, 184 p. ISBN 978-1-119-34120-8.

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Declaration

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

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Online marketing audit

Abstract

Analysis and evaluation of the effectiveness of marketing and advertising campaigns are one of the most important tasks for any marketing department. The diploma thesis analyzes online marketing and social media activities in Czech Beads Exclusive online shop of Czech beads and other supplies for handmade. The aim of the research is to evaluate the effectiveness of modern marketing tools for chosen e-shop and provide recommendations for further online marketing activities. Theoretical part consists of main definitions and description of the latest internet tools, which relates to online marketing. Practical part consists of a comprehensive analysis of all marketing tools of the chosen company – website, mailing, affiliate program, social media performance. During the analysis, several bottlenecks in marketing activity were discovered. All results of online marketing audit have explanations, comments and recommendations for improvement.

Keywords: marketing, marketing strategy, marketing mix, online marketing, online marketing audit, e-shop, search engine, pay-per-click advertising, email advertising, social media advertising

Online marketingový audit

Souhrn

Analýza a zhodnocení efektivnosti marketingových a reklamních kampaní je jedním z nejdůležitějších úkolů každého marketingového oddělení. Diplomová práce analyzuje online marketing a aktivity na sociálních médiích v Czech Beads Exclusive online shopu českých korálků a dalších potřeb pro ruční výrobu. Cílem výzkumu je zhodnotit efektivitu moderních marketingových nástrojů pro vybraný e-shop a poskytnout doporučení pro další online marketingové aktivity. Teoretická část obsahuje hlavní definice a popis nejnovějších internetových nástrojů, které se týkají online marketingu. Praktická část se skládá z komplexní analýzy všech marketingových nástrojů zvolené firmy - webové stránky, mailing, affiliate program, výkonnost sociálních médií. Během analýzy bylo zjištěno několik úzkých míst v marketingové činnosti. Všechny výsledky internetového marketingového auditu mají vysvětlení, připomínky a doporučení ke zlepšení.

Klíčová slova: marketing, marketingová strategie, marketingový mix, online marketing, online marketingový audit, e-shop, vyhledávač, inzerce s placením za proklik, reklama na e-mail, inzerce sociálních médií

Table of Content

1 Introduction.....	11
2 Objectives and Methodology	12
2.1 Objectives.....	12
2.2 Methodology	12
3 Literature review	14
3.1 Basic definitions of marketing concepts	14
3.1.1 Marketing.....	14
3.1.2 Marketing strategy.....	14
3.1.3 Marketing mix	15
3.1.4 Online marketing	16
3.1.5 Online marketing audit	17
3.2 SWOT Analysis	19
3.3 Web analysis	20
3.3.1 Search engine optimization	20
3.3.2 Pay-per-click search engine advertising.....	21
3.3.3 Blog	22
3.4 Viral marketing	22
3.5 Social media marketing.....	25
3.5.1 Facebook.....	26
3.5.2 Instagram	29
3.5.3 YouTube	30
3.5.4 Pinterest	30
3.5.5 Vkontakte	31
3.5.6 Twitter	31
3.5.7 LinkedIn	32
3.6 Affiliate marketing	32
3.7 Email marketing	33
4. Practical part	36
4.1 Basic information about Czech Beads Exclusive company.....	36
4.1.1 Profile of the Czech Beads Exclusive company.....	36
4.1.2 Marketing mix of the company	37

4.1.3 SWOT analysis	39
4.2 Analysis of current marketing activities	41
4.2.1 Web analysis.....	41
4.2.2 The structure of users/clients.....	45
4.2.3 Analysis of Google Search Engine.....	47
4.2.4 Google Ads.....	50
4.2.5 Email marketing	51
4.2.6 Affiliate marketing	59
4.3 Social media performance	59
4.3.1 Facebook.....	60
4.3.2 Instagram	62
4.3.3 YouTube	63
4.3.4 Pinterest	64
4.3.5 Vkontakte	65
4.3.6 Twitter	66
4.3.7 LinkedIn	66
5. Discussion of Results and Recommendations	67
5.1 Results and Recommendations	67
5.2 Discussion	70
6 Conclusion	71
7 References.....	73

List of figures

Figure 1: Marketing Strategy Process.....	15
Figure 2: Five major industry archetypes.....	18
Figure 3: The popularity of search engines	21
Figure 4: Network connections under Metcalfe's law.....	24
Figure 5: Facebook as a platform for marketing.....	27
Figure 6: Instagram purchase funnel	29
Figure 7: Logo of the company.....	36
Figure 8: Organizational structure of the company	39
Figure 9: Home page of the Czech Beads Exclusive Company	42

Figure 10: Desktop and Mobile Speed of czechbeadsexclusive.com website.....	43
Figure 11: Capturing email addresses marketing tool	45
Figure 12: The structure of clients by gender	45
Figure 13: The structure of clients by age	46
Figure 14: The structure of clients by geography	46
Figure 15: Organic and paid traffic for 1 year (from March 2018 to February 2019).....	47
Figure 16: Comparison the number of follow and unfollow links	48
Figure 17: Comparison of the number of different types of backlinks.....	48
Figure 18: Competitive positioning map	49
Figure 19: Display advertising examples.....	50
Figure 20: Czech Beads Exclusive email mailing example.....	53
Figure 21: The body of Czech Beads Exclusive mailing.....	54
Figure 22: The footer of Czech Beads Exclusive email campaign.....	55
Figure 23: An example of automatic email of Czech Beads Exclusive.....	56
Figure 24 : Artbeads and Bedaholique competitors newsletters.....	58
Figure 25: Czech Beads Exclusive mailing campaign.....	58
Figure 26: The effectiveness of Vkontakte campaigns.....	65

List of tables

Table 1 SWOT analysis strategies	20
Table 2 The advantages and disadvantages of using social media	26
Table 3 The effectiveness of set bid for specific keywords.....	51
Table 4 The effectiveness of email marketing campaigns, December 2018	57
Table 5 Efficiency of Czech Beads Exclusive e-mail campaign on January 29, 2019.....	59
Table 6 The effectiveness of Facebook marketing campaigns, Dec 2018.....	60
Table 7 The effectiveness of Facebook paid ads campaigns, June 2018 – Nov 2018.....	61
Table 8 The effectiveness of Instagram campaigns, December 2018	62
Table 9 The effectiveness of Instagram Stories campaigns, Jan 5 – Jan 19, 2019.....	63
Table 10 The effectiveness of YouTube videos, 2015 - 2018.....	64
Table 11 The effectiveness of Pinterest social media campaigns, December 2018	64
Table 12 Budget calculation for Google ads.....	69

1 Introduction

The sphere of marketing covers all aspects of the modern economy of all countries regardless of the level of economic development. At the same time, any stage of the company's activity has a direct or indirect connection with marketing activities.

The purpose of marketing is to improve the quality of goods and services, to improve the conditions for their acquisition, which, in turn, leads to an increase in the standard of living in the country and an increase in the quality of life.

Nowadays marketing is changing because the world is changing. New technologies like the Internet of Things and Artificial Intelligence are improving the old ways of doing things. Marketing is the art of making something that people want to talk about, producing something that people want to engage with. Therefore, marketers should move and develop in this direction.

These days, customers are more connected, more digitally perceptive and more demanding than ever. Customers also expect the seamless, personalized experience whenever and however they interact with brands. Their trust in business is low, they defy traditional demographics and their loyalty is fleeting.

Analysis and evaluation of marketing and advertising campaigns are one of the most important tasks for any marketing department. The diploma thesis analyzes online marketing and social media activities in Czech Beads Exclusive online shop of Czech beads and other supplies for handmade. The company uses online marketing for enlargement of the awareness about their activities, selling their products and communication with the clients. It is important to do a regular online marketing audit for selected e-shop because the methods and algorithms of different online marketing tools of social media are changing rapidly.

The diploma thesis is important for the chosen company. Online marketing audit will help the business owner and the marketer to assess to the state of internet marketing in the company and predict possible growth. It will also help to raise awareness and commit to the development of the e-shop.

2 Objectives and Methodology

This chapter contains the main objectives of the thesis and methodology for theoretical and practical part.

2.1 Objectives

The main aim of the diploma thesis is to define recommendations for the chosen company based on the completed online marketing audit. The next aims of this thesis are:

1. The study and analysis of the literature of the selected topic.
2. Providing suggestions for marketing strategies based on the estimation of strengths and weaknesses in the analyzed firm.
3. Evaluation of the effectiveness of online marketing tools that the company uses.

2.2 Methodology

The diploma thesis consists of two parts: theoretical and practical.

Theoretical part describes the basic concepts connected to marketing and online marketing to provide background for the practical part of the thesis. It based on the application of the knowledge of professional literature and available internet resources.

Practical part concerns the analysis of chosen e-shop. It consists of a comprehensive analysis of the existing tools of Internet marketing of the selected company. To collect the basic information about Czech Beads Exclusive company, auditor uses empirical methods such as observing and asking questions (interviews with the company's owner and employees). For the estimation of strengths and weaknesses, auditor observes day-to-day company's activities, ask questions and compare the company with its competitors. To complete opportunities and threads part of SWOT analysis, auditor uses Google Trends and the World Bank statistic data. In addition, auditor observes the company's website. To measure the speed of the website Google speed test (PageSpeed Insights) is used. Facebook Pixel Helper shows whether a Facebook Pixel installed on the website.

In the next section of the practical part, auditor studies the structure of users and clients of the website using internal statistic data of Czech Beads Exclusive Company. The analysis of Czech Beads Exclusive website starts with the domain overview for US Google. The auditor uses for this review SemRush service. The service allows analyzing the amount of organic and paid traffics; showing the website backlinks; analyzing website's keywords and their

effectiveness; comparing the domain with competitive domains; checking text ads and their effectiveness.

For email-marketing analysis, auditor uses such theoretical method as observation method. Auditor checks if Czech Beads Exclusive email campaign consists of all needed attributes. Also analyses statistical data provided by mailing template service. In addition, the auditor compares the company's mailing with competitors mailing and perform an experiment by adding "call to action" button to the regular mailing. At the end of this section, auditor studies affiliate program of the company.

To estimate the effectiveness of social media performance auditor analyses statistical data provided by Facebook Inc. Analytics, Instagram Insights, YouTube Analytics, Pinterest Analytics and Vkontakte Analytics.

3 Literature review

This chapter contains the main theoretical marketing and social media concepts from different points of view.

3.1 Basic definitions of marketing concepts

This chapter contains the basic definitions of marketing concepts as marketing, marketing strategy, marketing mix, online marketing and online marketing audit.

3.1.1 Marketing

In general, **marketing** is a way of finding and satisfying people's needs. For most cases, marketing is a powerful tool of commercial organization, which helps to sell goods and services fast and profitable (Kotler, 2016)

Another way to consider marketing as a tool for a specific market. Marketing is the ability to make supply and demand for a product respectively for the needs of a customer. Each product should provide an unforgettable experience and significant value for the customer. Recent years the importance of value has increased. Value is what an offer gives to a customer and what organization receives for that offer (Foret, 2008).

Taking into consideration another point of view, marketing is creating an interaction between the organization and customers. Marketing in an organization helps to make value and at the same time providing an exchange of this value (Varey, 2002).

Nowadays each organization compete for creating not only simple interaction between buyer and seller but engage all buyers in a strong profitable relationship (Kotler, 2018). The goal of this relationship that each deal between buyer and seller doesn't feel like selling. It is possible when customers think that they paid less than getting, in turn, organization earn more than it spends (Kotler, 2016).

3.1.2 Marketing strategy

Firstly, a condition of application of a successful marketing strategy is the definition of organization mission, vision and its long and short terms goals (Foret, 2008).

Figure 1: Marketing Strategy Process



Source: Foret, 2008

Company's mission – is a statement, which helps customers to understand the purpose and the way of providing the value to them. The mission statement helps employees to be aware of the company's aims. After considering the company's values, it is important to create a **vision** of the company's future. Having a vision helps to stay target and be aware of what business will look like at some point in a few years. It is necessary, that formulation of the vision associated with long-term business **goals** in different fields: finance, marketing, production etc. (Figure 1).

Then, it is necessary for each company to estimate available resources and consider the most effective way of its application. As it was mentioned before, each organization try to provide the biggest value for the customer. Obviously, that **marketing strategy** is about “how” to create and provide this value. In turn, a **marketing plan** – is a part of an overall business plan, which consists of all necessary activities for implementing a marketing strategy (Kotler, 2018)

3.1.3 Marketing mix

The most important tool in marketing management is **marketing mix**. It represents everything that an organization places on the market with a particular product (Foret, 2008).

To execute marketing strategy, it is necessary for each organization answer next questions: what kind of good meet all customer expectation; how to set affordable price, where to sell the product, how create maximum engagement with this product, how to communicate with potential buyers, and how to build relationship with them etc. (Winer, 2011)

Classical marketing mix consists of:

- **Product** is everything that an organization offers to the consumer on a particular market. This item should satisfy the customer's needs;

- **Price** is the amount of money, that the consumer will change for the right to own the product;
- **Place** is events that allow making a product accessible to the customers who are the part of the target audience;
- **Promotion** is the process of informing the target audience, its merits, encouraging consumers to make purchases (Horakova, 2003).

Currently, marketers propose to complement the marketing mix with such elements:

- **People** – personnel, customers, i.e. all who directly or indirectly involved in the process of providing services;
- **Process** – consistent actions to provide the service;
- **Physical evidence** – the situation and atmosphere in which an organization provides the service to the customer, informing consumers about the service and tangible items that help promote the service on the market.

Each component should bring a value to the customer. It is important to notice that recent years consumers have become active participants in all parts of the 7P performance.

3.1.4 Online marketing

Online marketing is a realization of marketing strategies through a global network. The key tools of online marketing are webpage of an organization, ads, newsletters, promo videos etc. (Kotler, 2018)

Most marketers work in online marketing 4.0. The essence of this marketing lies in the fact that a brand, company or organization is responsible for the entire journey of its client. They build a relationship from the moment a person meets a brand to the moment when a person has consumed a product or service. Furthermore, they track person feelings after this consumption and try to provide the best possible experience of their clients.

The main trends in online marketing today are:

- combining traditional marketing tools with digital;
- it is difficult for a company to influence what a person is looking for, but it can influence what he or she ultimately chooses.

Kotler distinguishes three focus groups for online marketing:

- **youth** (people that easily perceive all the news of the Internet, online advertising and social media relationships);
- **women** (mostly household managers responsible for the family's budget);
- **netizens** (individuals who are connecting people on the internet) (Kotler, 2017).

3.1.5 Online marketing audit

Online marketing audit is a review and evaluation of the results of implemented marketing strategies. Auditing helps to understand what strategy is successful. Digital marketing audit consists of checking the most important parts of a business performance. First of all, each organization should check if their website is working properly:

- ✓ the website is secure;
- ✓ the website is easy to navigate;
- ✓ the text is appropriate and well perceived;
- ✓ all pictures are visible;
- ✓ all links are clickable;
- ✓ all meta tags, alt tags and keywords are set;
- ✓ the website is suitable for mobiles;
- ✓ a blog presence.

It is also important to evaluate **the amount of traffic** that is coming to the website and how many **backlinks** are coming to this website. The more backlinks the website has a higher rank in the search engine results.

Next important part of digital marketing audit is social media marketing analysis. Firstly, it is important to determine **the customer path**. According to Kotler opinion, **five A** redefines a customer path:

- **Aware** (A1) – see the product on an ad;
- **Appeal** (A2) – press the button ‘to learn more’. ‘buy’, ‘shop’, etc. ;
- **Ask** (A3) – find additional facts about the product;
- **Act** (A4) – buy the product;
- **Advocate** (A5) – advising the product to someone.

Using these manifestations of consumer behavior, we can estimate two important indicators:

Purchase Action Ratio (PAR) shows the share of buying customers in the whole number of people who are aware of the company.

Brand Advocacy Ratio (BAR) shows the share of people who advocate for the company in the whole number of people who are aware of the company. To find a bottleneck in customer path it is necessary to make decomposition of brand advocacy ratio.

The equation of decomposition of brand advocacy ratio is:

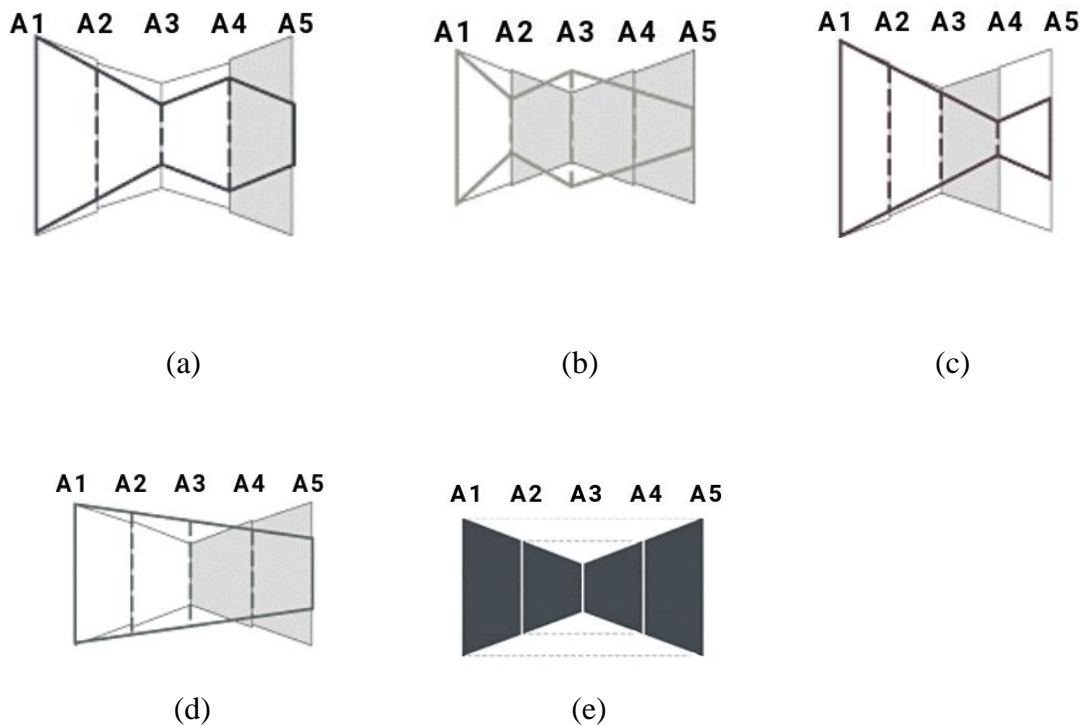
$$BAR = \frac{A2}{A1} \times \frac{A3}{A2} \times \frac{A4}{A3} \times \frac{A5}{A4}$$

where A1 is “aware”; A2 is “appeal”; A3 is “ask”; A4 is “act”; A5 is “advocate”.

Source: (Kotler, 2017)

Based on decomposition, there are several major industry archetypes (Figure 2).

Figure 2: Five major industry archetypes



Source: (Kotler, 2017)

- **Door Knob archetype** represents customers that have high commitment but low curiosity level - part (a) of the (Figure 2);
- **Goldfish archetype** is most common for a B2B business, customers usually more ask than appeal - part (b) of the (Figure 2);
- **Trumpet archetype** is suitable for luxury goods - part (c) of the (Figure 2);
- **Funnel archetype** is common for businesses where customers performing gradually - part (d) of the (Figure 2);
- **Bow Tie archetype** (for companies with perfect reputation) - part (e) of the (Figure 2);

All businesses that have first four archetypes should aim for Bow Tie type (Kotler, 2017).

3.2 SWOT Analysis

The study of the external environment in which the company operates allows us to create strategies for working effectively in this environment. In turn, analysis of internal weaknesses and strengths of an organization helps to improve its competitiveness.

Such an analysis is known as the **SWOT analysis**. SWOT is first letters of English words:

- Strengths
- Weaknesses
- Opportunities
- Threats

SWOT analysis is a basic estimation of the current state of an organization. It summarizing basic factors that have an impact on marketing activity. It also helps to create a logical framework of all strength and weaknesses of an organization, external opportunities and threads (Horakova, 2003). Any SWOT analysis basis on achievement or losses of recent time. The main goal of any SWOT analysis is maintaining of strengths and decreasing weaknesses appearance (Kotler, 2016).

After collecting all data, it is necessary to create strategies with the aim to decrease the number of weaknesses and escape the threats. Table 1 shows a possible combination of using strengths, weaknesses, opportunities and threads of the company.

Table 1 SWOT analysis strategies

	Opportunities	Threats
Strengths	<p><i>Strength-Opportunity strategies</i></p> <p>Strategies that allow using strengths of the company to increase the benefits of existing opportunities.</p>	<p><i>Strength-Threats strategies</i></p> <p>Strategies that allow escaping existing threats using the strengths of the company.</p>
Weaknesses	<p><i>Weakness-Opportunity strategies</i></p> <p>Strategies that allow reducing weaknesses to get maximum benefits of existing opportunities.</p>	<p><i>Weakness-Threats strategies</i></p> <p>Strategies that allow reducing weaknesses and escape existing threats of the company.</p>

Source: Table was compiled by author using book (Kotler, 2016) and (Horakova, 2003)

3.3 Web analysis

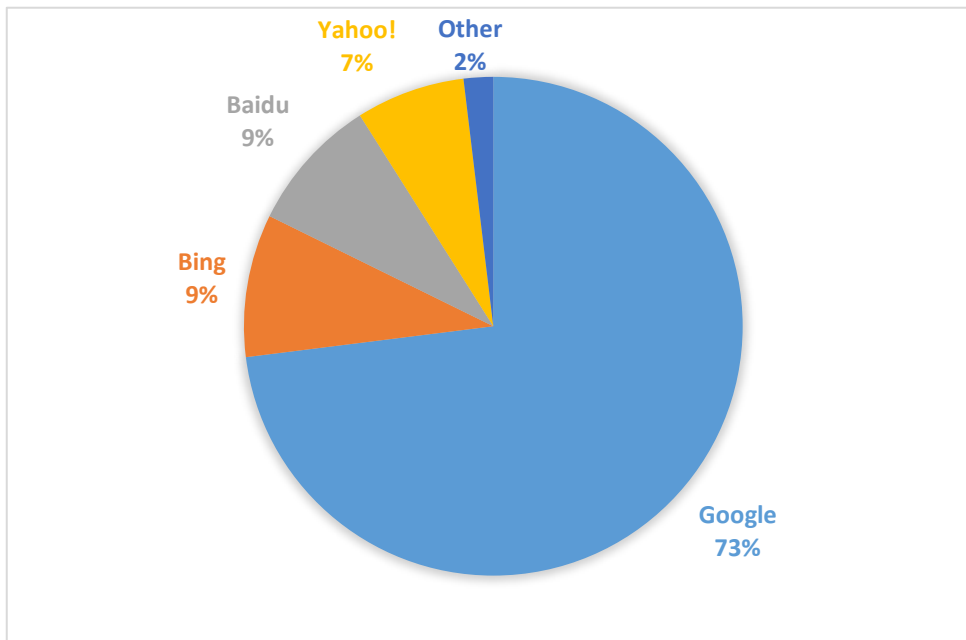
This chapter contains explanations of search engine optimization concept, pay-per-click search engine advertising and blog.

3.3.1 Search engine optimization

Search Engine is a web tool that allows finding the relevant information (text or graphical) using the right keywords.

Figure 3 represents the popularity of search engines in September 2016. There is a comparison of the utilization of the most famous search engines and received the next results: Google – 73 %; Bing – 9 %; Baidu – 9 %; Yahoo! – 7 %; Other – 2 %.

Figure 3: The popularity of search engines



Source: Halavais, 2018

The basic explanation of **SEO (Search Engine Optimization)** is the process of finding appropriate keywords for an organization. It is necessary to understand the tendency of customer keywords utilization. For instance, some products have common use in hot time.

SEO (Search Engine Optimization) is the development of web pages for implementation in the web search engines. Each page provides information to the internal system, which estimates **ranks** of the page in the web search engines. When a customer tries to find something, search engine proposes pages respectively their rank (Turban, 2006).

On the other hand, SEO: search engine optimization is the practice of raising the rank of pages of the website on Google. Top companies in Google ranking get more orders. To make the rank higher an organization supposed to use good quality texts with specific keywords, which are important for its customers (Kesley, 2017).

3.3.2 Pay-per-click search engine advertising

Among modern online advertising tools, 'pay-per-click' is gaining in popularity. Since a third of the global network's users are looking for various products and services in Google, Yahoo! etc. **Pay-per-click** is an auction where a number of companies compete with each other to appear first on the list of a search engine to get customers to see and buy their offered

product. That means that all companies have some kind of product or service, which they propose to customers who are looking for the product using a particular keyword.

In order to find the best ad for the user search engines estimates three major factors. Firstly, **the bid (money) per click** the advertiser is willing to pay for the particular keyword. The larger the amount for a keyword the more likely that the ad will be shown. Secondly, the search engine estimates **the applicability of the keywords** to the ad that is being seen. Thirdly, the search engine checks **the website-landing page** to confirm that the information on that page is significant to the keyword and to the ad.

As a result, when a user searches for the product with some words, the search engine estimates all advertisers who take part in the auction and all the mentioned factors. Then the search engine shows different ads to the users with **the most relevant and highest price ad on the top**. Top ads followed below by ads which pay less or less relevant or the combination of both.

Before creating any website, it is necessary to do keyword research, which a process of searching the right keywords with the aim to rank organically in search engines. This action allows company to consistently get traffic brings to the website without paying (Kotler, 2016).

3.3.3 Blog

A **blog** is an online day-to-day diary, which consists of regularly added notes of different events. Blog pages usually presented in an interactive form: bright titles, pictures and videos. A blog is a great communication tool. A company, which provide interesting **content** that allows reaching people's attention, always, get feedback in forms of comments, shares and clicking links. To make a successful blog, companies should understand what interests has their audience. For some people, a blog is a way to find new friends, for others it is entertainment. All those people are the company's potential customers (Kotler, 2018).

3.4 Viral marketing

Viral marketing is another online marketing tool, which is a spreading information about a company, brand, product, service by their audience (users/visitors) through social media networks. People share information about the subject of marketing concisely or unconsciously. Customer's actions create **awareness**, increase visibility and allow growing

exponentially. Viral marketing helps a company to create the company's identity, to build credibility for the goods and services associated with the company. The popularity of viral marketing tends to increase in the last couple of years. Nowadays customers well informed and more demanding than ever. Customers also expect the seamless, personalized experience whenever and however they interact with brands and they are willing to share this experience. That is why all social media services make the sharing process easy. The advantage of viral marketing that real people share company's content, which causes more confidence. Also, viral marketing is cost-effective. Another advantage that it creates a strong relationship among the company's audience (Kotler, 2018).

In 1997, Jurvetson and Draper said that viral marketing is **online word-of-mouth**, which is used in social networks. What is more viral marketing is a choice of marketing strategy to create specific information with consist of a message that a company is willing to pass to their audience. The aim of marketers is providing such content, which attracts customers to spread at ease. The most attractive information for customers are:

- entertaining (for example post in social media network with a joke);
- material or financial benefits (giveaways, contests etc.).

The most effective way to use viral marketing tool is to tell a unique innovative story, provide a surprise or shock information, involve for engagement. In turn, the most useful **types of viral marketing are:**

- articles and blog posts;
- interactive content: games, quizzes;
- videos and audios;
- infographics.

The main rule for marketers who are going to establish the viral marketing strategy is to stay in touch with their customers, show them care, and concern. The best way for that can be using email-marketing tools, for instance, no-commerce letters once a week or leveraging Facebook marketing, which will be described in the next part. Obviously, the marketer choose the way of staying in touch with customers depend on the field of business, the scale of this business and other factors. For some business, it could be useful to send a "thank you card" to show enough care to customers. A marketer can check customers Facebook profiles

and find additional information (important dates and events). Therefore, social media can be useful for improving communication between business and customer.

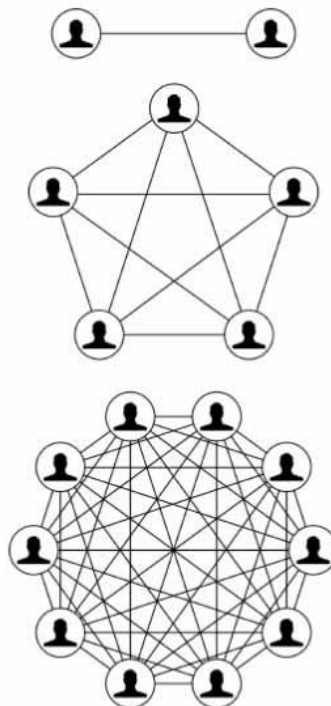
The relationship between viral marketing and social network describes **Metcalf's law**. This law states that the usefulness of a network equals the square of the number of users, which represent the viral marketing results from social media performance. The equation for calculating the usefulness of a network is:

$$\frac{n(n-1)}{2} \approx \frac{n^2}{2},$$

where n is the number of nodes (can be expressed mathematically as the triangular number $\frac{n(n-1)}{2}$) and n^2 is the number of connected users of the system (Petrescu, 2014).

This type of growth is exponential growth (Figure 4). This indicator can be a useful tool to determine the network effect of its goods or services on the population. The main disadvantage of such principles is that it can't be measured (Metcalf's law measures only the potential number of contacts).

Figure 4: Network connections under Metcalfe's law



Source: Petrescu, 2014

Needless to say, that Metcalfe's law is still a current law as the rapid growth of social networks such as Facebook, Instagram, YouTube, Twitter etc. (Petrescu, 2014).

3.5 Social media marketing

Recently, we can see a total change in the social environment. People's behavior changes due to the development of Internet technologies and socialization. In the Internet environment, new social communities appear, as well as entire "countries". For instance, Kotler describes the emergence of such a state as Facebook, where there are laws, behavior rules, where you can buy and sell goods, get acquainted, exchange opinions, make friends etc.

In turn, journalists are also in competition with ordinary people. A few years ago, the journalist was the first who had access to the news. Now information has become available through the publication in for example Twitter. A few lines, in a few seconds, and any person became a source of fresh news or gossip. The most interesting thing is that the majority of people trust such news more than verified publications of famous media figures. We can also observe that YouTube has practically supplanted classical television. Hollywood celebrities have become less popular than YouTubers.

Social media erased geographic and demographic barriers. The opinion of one person is determined by f-factors, such as - friends, family, fans and followers. Consumers have become more horizontally oriented (Kotler, 2017). **Social media** is a relatively new global network phenomenon, where people gathered with the aim of self-expression, a contribution of their thoughts and socializing. It is also important to notice that social groups and the opinion of the majority became stronger than the opinions of individuals. Social groups that are consumer groups talk more and express their point of view (Kotler, 2018).

Using social media has both advantages and challenges. On the one hand, social media focuses on individual attitudes and convictions, which help organizations to make very personal targeted content. On the other hand, many companies don't have a strategy for social media, they post and hope for engagement. The advantages and disadvantages of using social media are presented in the table (Table 2).

Table 2 The advantages and disadvantages of using social media

Advantages	Disadvantages
Social media campaigns are interactive and fun.	Delayed results. It is possible to estimate the result from 3 to 6 month later.
Ability to create immediate and timely social media campaigns	Many users ignore social networks of companies because of their advertising orientation.
Social media campaigns relate to real-time marketing.	Hard to estimate the results of a social media campaign.
Social media campaigns are cost effective.	Customer precisely checks and control the company's social media.
Social media campaigns involve many people and have sharing ability.	Hard to deal with the consequences of failures in a social media campaign.

Source: The author compiled the table using the book (Armstrong, 2018).

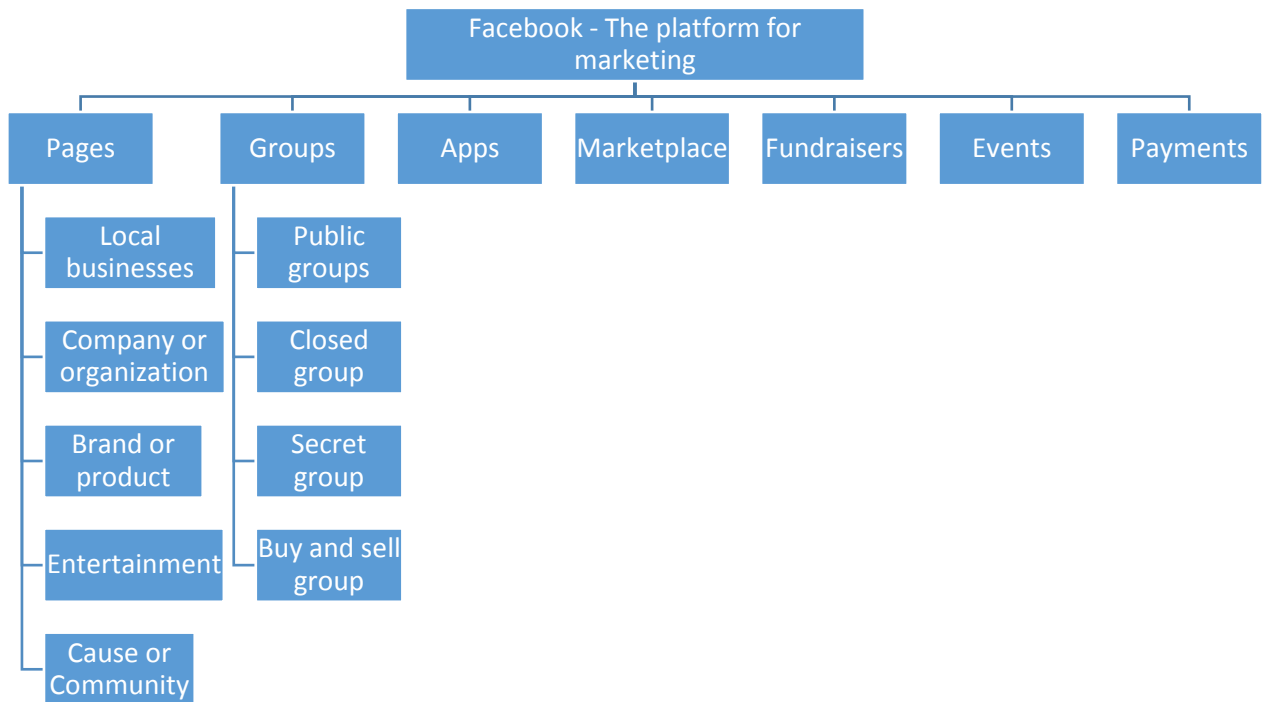
3.5.1 Facebook

Facebook is a social media and social networking service company, which provide many abilities for online marketing. There are three main places for businesses to get engagement with their existing customers and potential customers.

- **Pages** are one of the main ways of using Facebook to promote a business or an individual.
- **Groups** may be also useful for business because all members of a group get notifications if something happens in this group. In case, of a page, business should make additional efforts to get people engaged.
- **Apps** are used by businesses to run contests, to build interact or games.

A simple figure can illustrate all the possibilities of using Facebook as a platform for marketing. Figure 5 shows that the main places where companies can obtain low-cost traffic are Facebook pages, groups, apps and Marketplace. They can also create fundraisers, events or/and participate in it. Facebook provides the ability to make different kinds of payments (Facebook Inc., 2018).

Figure 5: Facebook as a platform for marketing



Source: Author compiled figure by using web source (Facebook Inc., 2018).

Facebook statistic tells that there are 2 billion users visit Facebook monthly; 20 % time that people in the US spend on devices is on Facebook or Instagram; half of million users upload their app daily. The most useful feature of Facebook is finding the ‘right’ people simply. For an organization, these people are target audience according to their gender, geolocation, actions, family, friend etc. An organization can reach the Facebook user with the Facebook attractive ad. An effect of the ad campaign is reporting that represents the number of people who responded to the ad (Facebook, Inc., 2018)

Facebook Pixel allows following actions on the company’s website people take after seeing ads. This way it is easier to evaluate all results of the ad. This tool also helps to create lookalike audiences to make the advertisement process more effective (Facebook, Inc., 2018).

Facebook provides the ability to create an ad with any budget. There is ad auction every time when the ad can be shown to a user from a selected target audience. A Facebook auction is

different from the traditional one, as advertising wins not with the highest bid, but with the highest total value. In turn, total value consists of:

- Bid (automatic, manual);
- Quality and evaluation of the relevance of advertising;
 - Negative feedback (hiding from the news feed; clicking "Hide ad");
 - Positive feedback (installing the application; clicks; video views) (Facebook, Inc., 2018).

The newest Facebook algorithm significantly limited organic reach for a business. In 2018, Facebook gives preference to the content with high-quality sources and information that encourage communication between friends and family.

There are two concepts use to describe the efficiency of the content.

Impressions are the number of times a post from a page is displayed.

Engagement includes all reactions, comments and shares on the original post and any shared instances. Interactions that have been changed or deleted are counted towards the total. For instance, changing a reaction from love to like counts as two interactions.

There are several signs to determine successful content:

1. View
2. Reacting
3. Comments
4. Sharing
5. Click

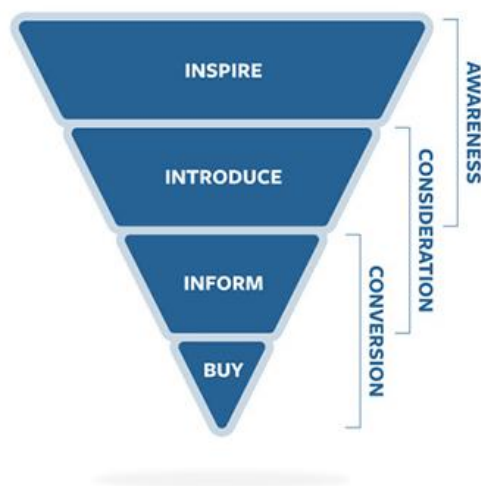
Furthermore, an organization can use other tools to reach its customer: make a live video, make an event, make an offer, make a poll etc. According to the recent survey on all the most popular content on social media: 25 % - inspiring or educational; 17 % - funny; 15 % - entertaining (Facebook, Inc., 2018).

3.5.2 Instagram

Instagram is a social networking service intended for a picture and video sharing. Instagram can be very useful for an organization in exercising of its marketing goals. During recent years, Instagram turns to a huge global social network. Nowadays it gathered over ½ billion people and over 1/3 billion people use it on a daily basis. Instagram is a place of both self-expression and reaching new people and find out new stories.

The main rule for any organization that has aimed to reach more customers is to provide important and relevant to her target audience. This action will further people through the Instagram purchase funnel (Figure 6).

Figure 6: Instagram purchase funnel



Source: Facebook Inc., 2018

Instagram has a similar algorithm and way of setting ads as Facebook (Facebook, Inc., 2018).

According to the Instagram statistical data **hashtag (#)** is one of the best ways of Instagram promotion for free. A sign (#) plus a company's relevant keyword allows a customer to find and connect the company. A marketer can check the popularity of a hashtag using search line. In cases when the hashtag is too popular (1 million or more) it is recommended to use a word that is more precise.

3.5.3 YouTube

YouTube – is a social media network, which provides the ability of free video sharing and watching to all users. YouTube has almost two billion people that use it monthly. Recent the number of business users increased two times (YouTube, 2018). YouTube has a powerful advertisement tool, which is called TrueView ads. These ads help to find an audience and pay only for engagement.

For any marketer that works with YouTube TrueView ads is important to withstand ‘the shippable world’s five-second challenge’. In other words, to create an ad which viewer will not skip in 5 seconds. According to YouTube analysis, people usually do not skip ads, which contains stories, human faces and some sort of animation (YouTube, 2018).

3.5.4 Pinterest

Pinterest is a social media network, which provides many creative ideas from the different fields of human activities. All information presented in **pins** (photo, chart, table, figure etc.) which added by individuals or businesses. Each user can save any a pin to the personal collections (boards). Many potential customers use Pinterest on a daily basis; they are looking for interesting ideas, motivation and self-expression. Almost any business can reach new clients there (Pinterest, 2018).

Each pin has a link which shows where it came from. People like to save useful pins to their board, which cause an increase of pin’s popularity. The more useful and popular company’s pin, the more organic traffic it will bring back through the added link. Each user with a Pinterest account also has access to Pinterest Analytics. It shows all the metrics (impressions, saves and clicks) of a specific day from each post (Pinterest, 2018). Using an auction allows to provide value to both Pinners and advertising partners. More specifically, the primary goals of the auction are to:

1. Showing ads at the most appropriate time and provide the best possible experience for users.
2. Optimize business results for the advertising partners (Pinterest, 2018).

3.5.5 Vkontakte

VKontakte is the most popular social media network in post-Soviet Union countries. According to the data provided by the company, approximately 97 million people visit VKontakte every month. Doing business through this social media is very popular in Russia and other post-soviet countries. 400 thousand companies doing business VKontakte and receive 40 million applications from customers every day (VKontakte, 2018).

VKontakte has many advertising possibilities. As well as Facebook, this social media network allows to choose a target audience, point to its interests, behavior and preferences. Also, each user can decide how much to spend on advertising.

VKontakte also provides such advertising tools as retargeting, which allows interacting with people who are already familiar with the business. It offers dynamic advertisements, which automatic generate ads with products from the site. Business may create and run ads with video.

Setting and running ads in this social media network are very convenient. Any user can set the time of ads on days of week and hours. VKontakte saves all those who responded to the particular ad (VKontakte, 2018).

3.5.6 Twitter

Twitter is a social media network, which allows people to share their thought in current time as well as to know other people opinion about world, local and individual events. The most important feature of Twitter is the specific structure of each message “twit”. Unlike other social media networks, Twitter allows posting in one twit only 140 characters. Therefore, each message should be very accurate and provide basic, the most important information (Twitter, 2018).

As Facebook and VKontakte, Twitter provides ads according to the company’s budget and desirable audience. Twits can bring a potential customer to the website. For those businesses, which don’t have a lot of time for advertisement, Twitter also created Twitter Promote Mode. This tool makes all advertisement processes automatic. Twitter is a perfect place for agencies. It allows to combine advertisement expenses for several companies in one payment and pay less (Twitter, 2018).

3.5.7 LinkedIn

LinkedIn is the world's largest professional network with more than 562 million users in more than 200 countries and territories worldwide. This network helps people to share opportunities every day. This social media network allow people to build their careers by developing their personal profiles. Also to maintain professional relationships in case of for example work or geographical migration.

LinkedIn allows joining professional groups to share personal experience, ask questions, and solve issues. LinkedIn is useful for businesses because it allows customers to get know new information about a company and job openings. The company is also can start a conversation with their current or future clients, which, in turn, can like and share the company's messages.

In addition, this network provides convenient analytical tools, where companies can check, who is interested in their profile. As other social media, LinkedIn provide advertising possibility in one place – Campaign Manager. They offer a feed, message, text (PPC or CPM desktop) ads (LinkedIn, 2018).

3.6 Affiliate marketing

All businesses need a lot of targeted traffic, which goes to their website every day. One of the most efficient way to get it is through free content that is going to attract the company's ideal customer (YouTube videos, a blog post etc.). The main advantage of such content is that it stays there forever and will create sales for many more years. A company is able to provide engaging content, which is associated with the goods. It is possible to create if by herself or to find external sources.

Affiliate marketing is one of the most popular ways of online marketing. Its essence lies in the fact that the company selects representatives of its product or service among influential people of media life. These people are influencers and potential customers trust them. Influencers can be experts in the company's field, as well as they can be just ordinary famous people who have their own trusted audience.

The process of affiliate marketing is that the influencers work either by barter or by a percentage of each sale. Barter is a marketing activity when a company sends its product free or allows using a certain service in exchange for a review of this product.

Another way, an affiliate receives a link that he or she places where it can be reached by potential customers. For example, in a description box under the video, or in the text or comments of the blog. If a potential client clicks the link and this action ends with the purchase of a product or ordering service, the partner of the company receives a certain percentage. Usually, if a product or service of a company of good quality, and an affiliate has a trusting and real audience, the deal is beneficial to both parties (Kotler, 2018).

3.7 Email marketing

Emails are electronic letters, which allow creating one-to-one communication between a company and a customer. Such a type of communication determines direct mail advertisement. In other words, email marketing is the ability to reach a customer directly, create personal communication by sending a letter. In turn, direct email can motivate people to click, read or buy. Email is cost-efficient and beneficial; it is cheap compared to other marketing tools. In addition, it is possible and easy to reach people on mobile devices (Hanna, 2015).

Email marketing is another effective way of how to reach new and maintain old clients. Weekly or even more often mailing allows reminding clients about existing goods or services or present new products and beneficial offers (Kotler, 2018). Another type of email is email, which sent to the customer after certain action that he/she has been done. For example, when the customer left products in the cart of the online store without making a purchase. In such a case, an email will be sent automatable to notify the customer about the products.

From the very beginning, the marketer needs clearly express the idea of why the client received this particular letter. In other words, the marketer should prove that this letter is not spam and that this letter can be trusted. The content of the letter is the basis of all email marketing. Each letter consists of the following components:

1. Date and time: it is important to indicate the time when marketer sends the letter.

2. Header: encloses the “to” and “from” message. The “from” part could be the company’s name, or marketer name etc. It is extremely important to put in this line the true information to not get into “spam basket”.
3. A subject line is an exact stage where a person decide whether to open this email or not. This line measures the level of attractiveness and importance of the essence of the message for each customer. In addition, text in the subject of the letter should not consist of the symbols like “!” or many capital letters, etc., because, it can cause spam email automatically.
4. The primary message is commonly placed under the subject line and it is the first message which person see after he or she opened the email. It is necessary that the primary message reflect the subject line and complement its essence.
5. Body is the most important part of the email consist of all pictures and text.
6. Call to action – this part where a marketer can to reach more engagement and get traffic to the website, they usually write phrases as “read more”, “visit the website now”, “get it now” etc.
7. The footer is the closing part of the email, which contains data about the sender. It is also important to include the possibility to refuse the subscription (Hanna, 2015).

Each letter should contain an accurate message, which provokes a customer visit the website to find out more. For that purpose, companies use graphics components, pictures and bright fonts. It is important to remember that for some users there is a possible error with a download of pictures, or emails from the mailing list automatically get into the spam folder and pictures become blocked. In this case, it is necessary to keep track of the size of all the sent images, as well as write "alternative text" for each picture in the appropriate field. In addition, e-mail should have a direct link to the website. On the other side, an email can be dangerous for a company, because there are a lot of email services, which search and block spamming mailing (Kotler, 2018).

When it comes to measuring the effectiveness of email, marketing campaigns there are several indexes. Firstly, ‘opens’ which shows the number of people who opened the letter. This means that the customer doesn’t put this letter into the trash, but at the same time that cannot indicate that the customer is aware of the contents of the letter. The second indicator is ‘clicks’, which shows the number of people, who click on some part of the email to find

out more. Consequently, there is ‘click-through rate’ or CRT, which is a ratio of the number of click and total email list, size (Hanna, 2015).

Unfortunately, there is no universal approach to email marketing. This question is individual for different businesses. The marketer will never know what content the client is expecting from him. To deal with this issue, in marketing, as well as in other areas marketers conduct tests. In email marketing, the most common type of testing is the A/B test. The essence of this test is that the entire mailing list is divided into two groups, Group A and Group B. Groups A and B should not be significantly different. In this letter, only one element allowed to change, for example, “call to action” element. It is important that the letters differed only in one small component. The marketer compares results from both mailings (for example open rates, click-to-open, etc.) (Hanna, 2015).

4. Practical part

This chapter contains the analysis of current marketing activities and social media performance of Czech Beads Exclusive Company.

4.1 Basic information about Czech Beads Exclusive Company

This chapter contains a Czech Beads Exclusive company introduction, basic information about its products and services, its strategy and aims. To collect data for this chapter auditor interviewed the company's owner and employees.

4.1.1 Profile of the Czech Beads Exclusive company

Czech Beads Exclusive is a Czech company, which successfully operates since 2013. It sells online high-quality Czech glass beads, findings and other products for handmade crafts and hobbies (CzechBeadsExclusive, 2018). Now there are about 9,097 different goods on the website. The company offers excellent quality, pricing and super-fast delivery via Priority AVIA post with tracking number. The company operates worldwide and sends an average of 200 orders per day.

Logo increases awareness of the company and meets the basic requirements. It informs customers about the direction of the company's performance. Logo of the company contains circle, which represent the most common shape of bead and as well as the castle's silhouette to underline belonging to the old Bohemian tradition of glass production (Figure 7).

Figure 7: Logo of the company



Source: (CzechBeadsExclusive, 2019)

The philosophy of Czech Beads Exclusive Company basis on “win-win deal”. In general, this statement means a result that is good for everyone who is involved in a situation. This approach applies to employees of the organization, its partners and customers. For example, for workers, it is flexible working hours. In addition, the company shares profits from each transaction that it concludes with the help of its partner. For customers, the company provides the best buying experience.

Company’s mission is selling only genuine, exclusive and rare Czech glass beads to help artisans produce unique and well-selling jewelry.

Company’s vision is a great community of people interested in Czech beads and other craft products.

There are the main *company’s goals* for the 5-year period: increase profit margin, increase efficiency, capture a bigger market share, develop social media communication, provide better customer service etc.

The marketing strategy of the company is increasing sales by attracting new customers and get existing customers to buy more. The company plan to achieve these goals by expanding the range of products so that customers could make a complete set of products needed to create their own handmade designs.

4.1.2 Marketing mix of the company

The marketing mix of the company is as follows.

Product – Czech glass beads, findings and other supplies for jewelry making and other craft projects. There are several different categories on the website: Beads, Buttons, Stones, Beading supplies, Hobby & craft, DIY kits and Other. Also, the company offers two box subscriptions. The first is Czech Beads Exclusive Bead Box – the box with exclusive Czech beads and findings. Each month the company changes the content of the box according to the current theme of the bead box. In other words, the company offers its customers to receive an unknown and surprising selection of beads and findings every month. BohemStyle DIY Jewelry Box – the box with materials for jewelry making. With each box, a subscriber, receive two jewelry kits to make two pieces of jewelry and a link to the video tutorial for those using materials.

The company uses different strategies to set a price for each product. For some products, it is 'Pricing at a Premium' - the price of rare beads. For example, the company created a unique limited collection of Anissa Picasso seed beads and set a price that is higher than the price for the regular seed beads. For most the other products especially for beads and beading supplies, the company *uses target-pricing business strategy*. The company set the selling price of an item considering a particular gain generated from invested money for a particular output. For the DIY kits, the company uses a *value-based pricing strategy* whereby pricing a product depend on the value of the specific good for the buyer and not on expenses or any other aspect. There is also a Bead Outlet with discounted items up to 45 %, which updates every Friday. These discounts are accessible for one week only. There is always a flat rate shipping cost is \$4.47 per order. If a customer order is \$100 or more, the company provides free shipping.

The price for subscription boxes: Czech Beads Exclusive Bead Box is \$22 plus \$ 4.47 for worldwide shipping. The price for BohemStyle DIY Jewelry Box is \$24.99 for the first box and \$29.99 for the next boxes; shipping costs are \$5 worldwide.

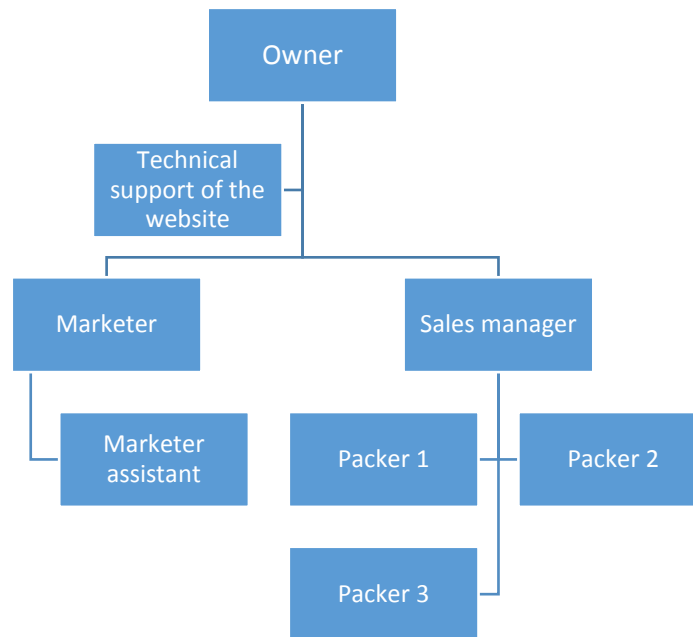
The company provides access to its products on its website. There are also Facebook and Instagram shop, Etsy shop. It is also possible to buy its goods on the Amazon platform. Buyer has the ability to pay by PayPal, credit card or via bank wire transfer. The company develops other payments methods.

For the promotion of the products, the company implements many modern marketing strategies, for example, SEO keywords, pay per click advertising, email marketing, affiliate marketing, social media marketing etc.

The company has a linear organization structure (Figure 8). At the head of the enterprise is the chief executive officer, who has all the powers and sole leadership of the employees. At the company, the owner concentrates all the functions of management. The owner gives the order to the marketer and the sales manager about the main directions of development of the company. In addition, the owner chooses and orders a new product from manufacturers. The entrepreneur also cooperates with an outsourcing company to provide technical support for the company's online store. In turn, the marketer is responsible for preparing, planning and oversee marketing campaigns to promote the company's products. The marketer assistant makes updates on the website, works with social media network, negotiating with partners

and sends a mailing. Sales manager manages all sales activities for the company, communicates with packers and oversees the day-to-day sending orders. The duties of packer are packing the right product, pack well, send to the right person, and choose the right postal service.

Figure 8: Organizational structure of the company



Source: Author’s own compilation based on Czech Beads Exclusive company data, 2018

The process as a part of 7P concept includes the following steps: product selection from the manufacturer, making a deal with a supplier of goods, adding a new product to the website, creating a marketing campaign for the product, selling the product on the website and other platforms.

Customers can see physical evidence on the main page of the website as customer reviews, on the social media in the comments section etc.

4.1.3 SWOT analysis

SWOT analysis was created to find more information about the external and internal environment in which the company operates. The auditor collected data for this analysis of strengths and weaknesses using observation and interviewing methods. To complete opportunities and threats part auditor used Google Trends and the World Bank statistic data.

Strengths

- Availability of exclusive goods and wide product portfolio allows continually increase the number of customers;
- An ability of the company to ship worldwide allows meeting the needs of customers from different countries;
- Availability of own warehouse allows sending orders within 48 hours or less;
- E-shop located in the Czech Republic, near to the beads production which satisfies quick access to the newest Czech glass beads novelties;
- Affordable prices (compared the company's prices of similar beads with Artbeads.com, Firemountaingems.com and Fusionbeads.com) provide a competitive advantage and attracting new customers with lower prices than competitors;
- Flat rate shipping cost simplifies making purchasing decisions for customers and improves the buying experience.

Weaknesses

- Lack of some popular products - it is necessary to introduce such products as *Swarovski crystals* and *Toho seed beads* into the product portfolio;
- Lack of retail shop and showroom - opening a retail store would increase interest in the products of local customers as well as foreign visitors. Also such action contributed to the development of the customer community;
- Often the e-shop is far from the buyer which extend the delivery time - continuous monitoring of new delivery services and price reduction opportunities per delivery are required;
- Losses during transportation of goods require of new delivery services and develop parcels insurance policies;
- Errors in the assembly orders - development of training programs for collecting orders. Improving the system of control and fines;
- Auto-translate of the website requires search and hire translators to translate a website into German, Spanish, Italian, French and Russian;
- Limited time of employees - developing a quick training program for part-time employees hired in busy seasons;

- Lack of live communication with customers - development and implementation of online tools for live communication in the global network such as Facebook, Instagram and YouTube live.

Opportunities

- According to Google Trends data – the growing popularity of DIY projects which prompts the development of DIY direction of the company's activity;
- New products from Czech beads producers – a necessary of monitoring novelties of the main Czech beads producer Preciosa;
- A favorable economic and political environment for running a small business (according to the World Bank statistics, the Czech Republic is number 1 in trading across borders ranking).

Threats

- Competitors have similar products - the necessity to create unique beads and findings.
- The availability of cheaper Chinese substitutes of Czech glass beads, for example, Chinese beads from Aliexpress.com - the necessity to create unique beads and findings.

Source: Author's own compilation based on Czech Beads Exclusive Company, Google Trends and the World Bank statistic data, 2019

4.2 Analysis of current marketing activities

This chapter consists of an analysis of the company's activities. It is important to notice from the beginning that for Czech Beads Exclusive Company it is the first complex online marketing audit for the company.

4.2.1 Web analysis

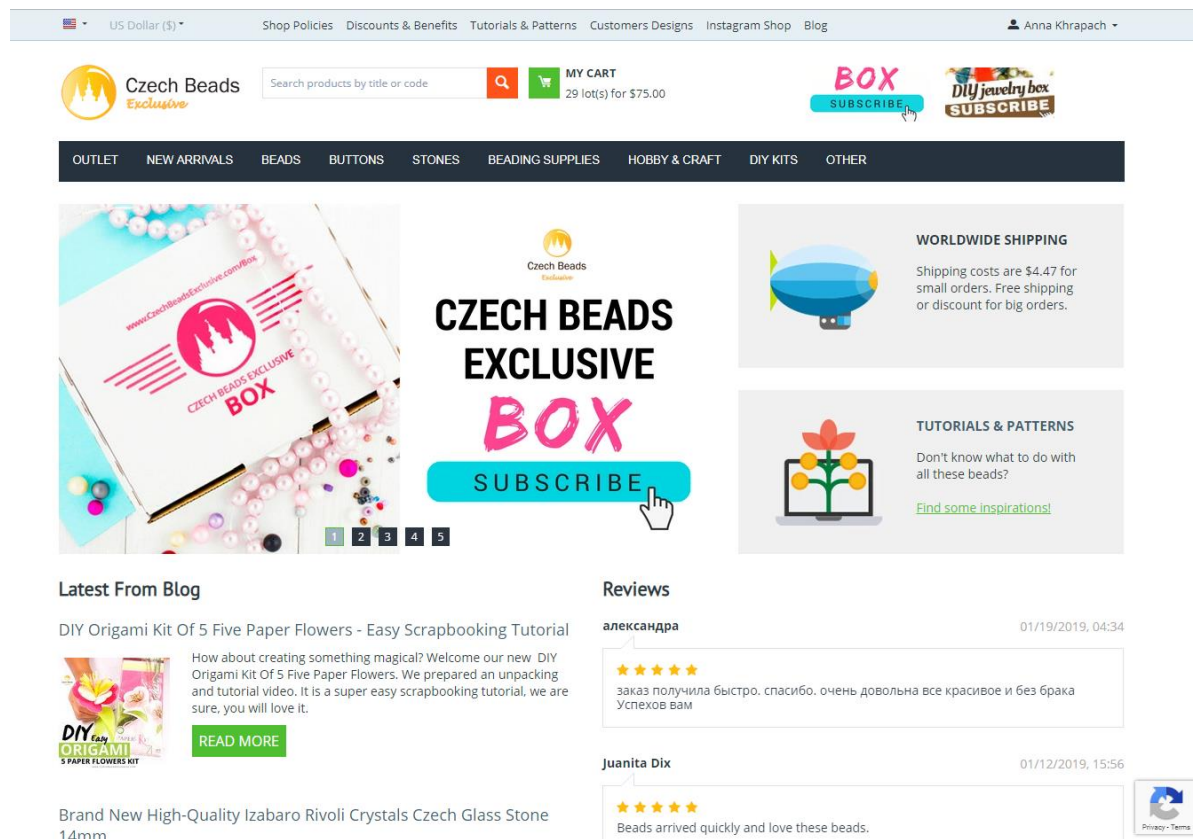
A web analysis of Czech Beads Exclusive website consist of:

- Analysis of webpages interface;
- Checking the availability and correctness of the content of all major web pages;
- Checking the website security;
- Checking if the website's templates are designed for mobile devices;

- Testing desktop and mobile speed of the website;
- Checking the existence of Facebook Pixel tool on the website.
- Checking if the website captures email addresses.

Webpages of the company consist of modern graphical designs with many bright pictures (Figure 9). There is the latest news from the blog, convenient list of categories for product search. In addition, one of the most important features of the company’s website is the reviews block. There are the latest messages from customers about their shopping experience with the date of publication and the level of satisfaction (5 stars rate).

Figure 9: Home page of the Czech Beads Exclusive Company



Source: (CzechBeadsExclusive, 2019)

The next step is checking the website’s security. The website link starts with “https”, which means secure connection and the website has an SSL certificate, which is important for search engine optimization.

Is it also important to check if the website is missing something, for example, there can be pages, which is missing some information, pictures or links with error etc. In the result of

website observing of the most important pages and all parts of the main “Menu” – no errors were found. The company has social media links on the website, which positively affects the efficiency of social networks.

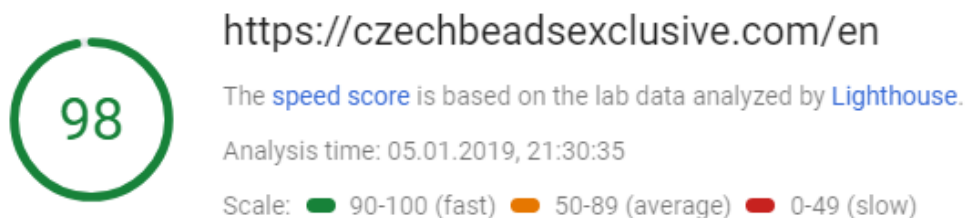
Most of the search traffic nowadays is with mobile devices, that is why it is important to check if the website is mobile optimized. Czech Beads Exclusive website is mobile optimized. In other words, the website’s template designed for mobile devices.

To measure the speed of the website, we used for that Google speed test (PageSpeed Insights). PageSpeed Insights is a tool that indicates how well a page performs and suggests performance optimizations. The speed of downloading a page is the time that passes from the moment when the user called the page of the site and when he saw it in his browser. It is clear that the higher the download speed, the more comfortable it is to browse the site.

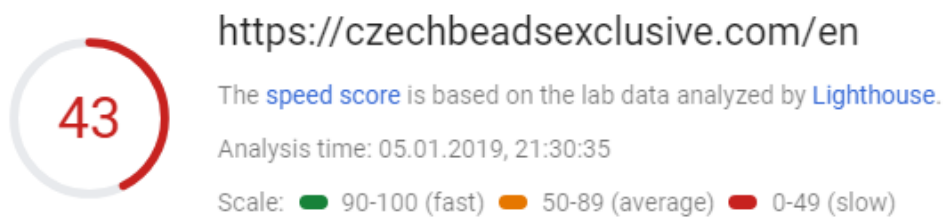
The test showed that the desktop speed is 98 % part (a) of the (Figure 10). This result means that the web site loads quickly on the computer. The mobile speed of the website is considered as slow – 43 % according to the test - part (b) of the (Figure 10).

Figure 10: Desktop and Mobile Speed of czechbeadsexclusive.com website

(a) desktop speed



(b) mobile speed



Source: (Google, 2019)

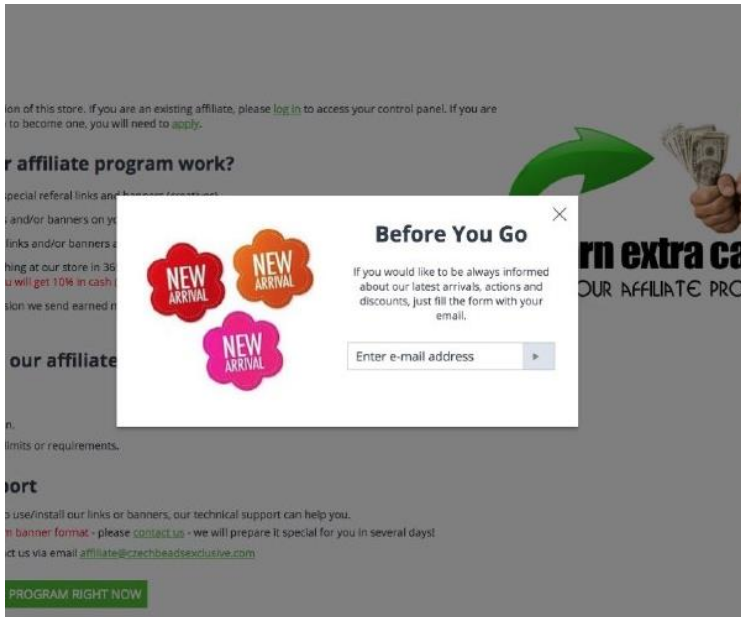
The PageSpeed Insights service provides suggestions to speed up the mobile website speed:

- Defer off-screen images. Off-screen images are images that appear below the fold. To increase the speed of a web page, it is necessary to delay the loading of off-screen images (there is no reason to download them immediately when loading a web page).
- Defer unused CSS (cascading style sheets). Before the user of the website can use the page, all stylesheets should be loaded. Very often, the website's technicians use the same external CSS file for all pages, which is not necessary since these styles are possible not used on some page. To increase the speed of a web page, the service recommends removing all CSS footprints from the page and leave only those that are actually used on this page.
- Eliminate render-blocking resources. It means to escape or decrease the use of blocking foreign scripts to minimize additional network calls.
- Serve images in next-gen formats (JPEG 2000, JPEG XR, Web). It means that they load faster and consume less cellular data.
- Properly size images. The developer or editor of the website should not upload images of a version larger than what can be displayed on the user's screen. Large images slow down the loading of a webpage.

Facebook Pixel Helper shows whether a Facebook Pixel installed on the website. Analytics from Pixel helps to understand who the company's best customers are. UTM's helps to see where customers are coming from and how often they are coming back. The Czech Beads Exclusive website has a Facebook Pixel installed.

The website captures the email address during a customer visit. The company suggests leaving the email to not miss any news, updates, and sales etc (Figure 11).

Figure 11: Capturing email address marketing tool



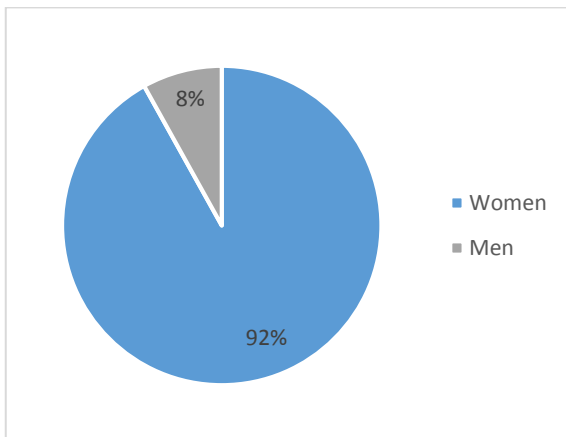
Source: (CzechBeadsExclusive Company, 2019)

4.2.2 The structure of users/ clients

The auditor studied the structure of users and clients of the web site using internal statistic data of Czech Beads Exclusive Company.

Figure 12 represents a pie chart, which shows shares of women and men in the client's structure at the company's shop. The share of women is 92 % and it is bigger than the share of men, which is 8%.

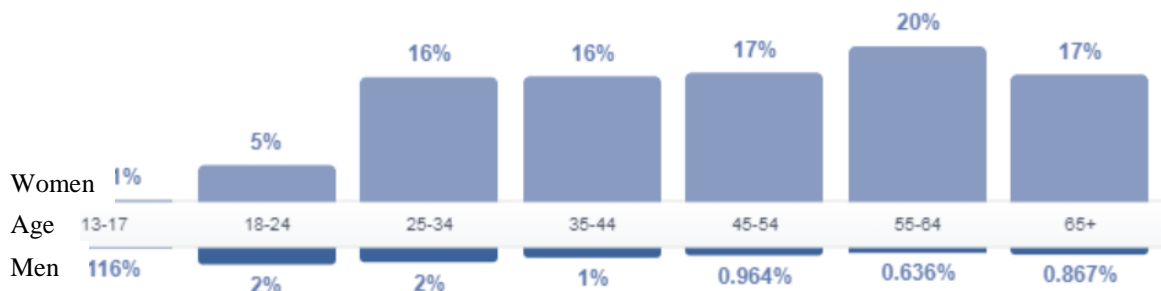
Figure 12: The structure of clients by gender



Source: Internal statistic data of Czech Beads Exclusive Company, 2019

Figure 13 represents a bar chart, which shows the most frequent age for company's clients. The share of clients corresponding to a certain age is shown on the horizontal axis and the gender of a client is shown on the vertical axis. The women's age from 55 to 64 is the most frequent and its share is 20 %.

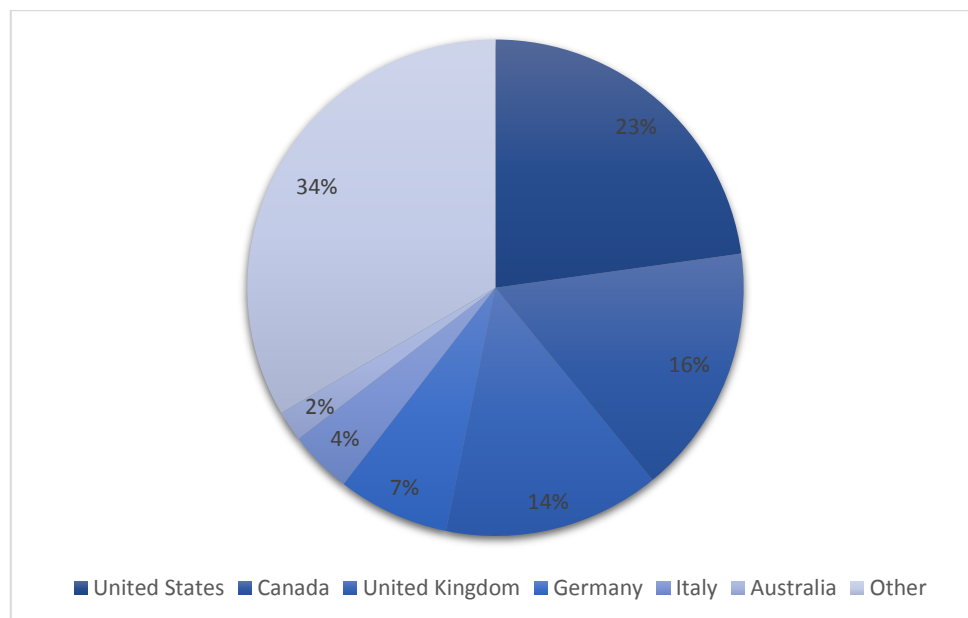
Figure 13: The structure of clients by age



Source: Internal statistic data of Czech Beads Exclusive Company, 2019

Figure 14 represents a pie chart. The majority of the company's clients is from the United States – 34 %. There are also many clients from Canada – 23 % and United Kingdom – 16%. A lot of clients are from Germany, Italy, Australia and other countries.

Figure 14: The structure of clients by geography



Source: Internal statistic data of Czech Beads Exclusive Company, 2019

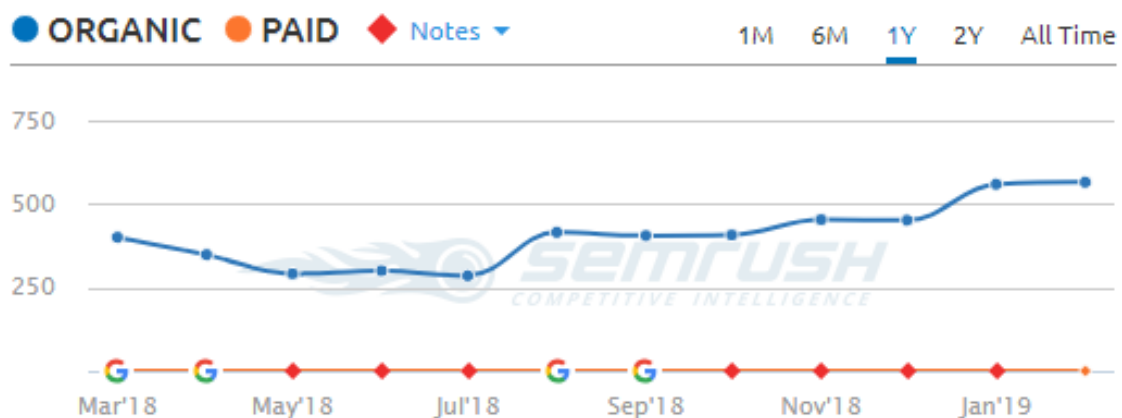
4.2.3 Analysis of Google Search Engine

The analysis of Czech Beads Exclusive website starts with the domain overview for US Google. The auditor used for this overview of free SemRush service. The analysis consists of:

- Analysis of organic and paid traffics;
- Analysis of website backlinks;
- Analysis of the website's keywords and their effectiveness;
- Comparison the domain with competitive domains;
- Analysis of text ads and their effectiveness.

Figure 15 represents the line graphs. A time period is shown on the horizontal axis and the number of organic and paid traffic is shown on the vertical axis. The line graph enables us to discover the data graphically and easily compare the number of organic and paid traffic for 1 year. The organic traffic has a trend of increasing from the beginning of summer 2018. Currently, the number of organic searches is 565 (on February 2, 2019). The number of paid traffic is 0, which means that the company doesn't pay for the traffic. Another possibility that the company uses paid promotion rarely and the SemRush service doesn't represent fully accurate information.

Figure 15: Organic and paid traffic for 1 year (from March 2018 to February 2019)

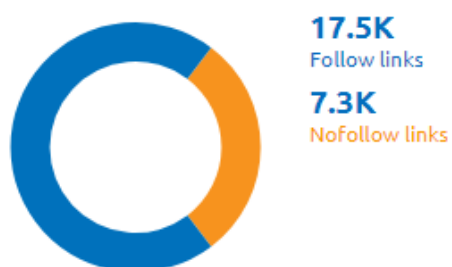


Source: (SemRush.com, 2019)

The backlinks section provides data-visualizations on the number of the domain's backlinks, the ratio between follow and unfollow links, referring websites, IPs and TLDs. The czechbeadsexclusive.com has 24,700 backlinks in total. Figure 16 represents a graphic

diagram. The blue color is the share of the following links, which are links that counts as points for boosting the PageRank. The orange color is the share of nofollow links, which don't count as a point and don't boost PageRank. The website has more follow links 17,500 than unfollow links 7,300.

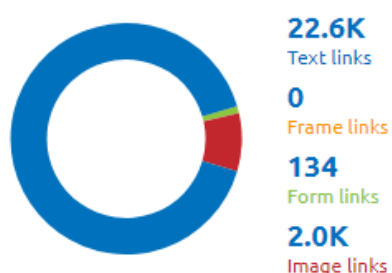
Figure 16: Comparison of the number of follow and unfollow links



Source: (SemRush.com, 2019)

Figure 17 represents the share of each type of backlinks (text link – blue color; frame link – orange color; form link – green color, image link – red color) in the total number of backlinks. From this chart we can see that the highest number is 22,600 of text links, then 2000 of image links, 134 form links and the website doesn't have frame backlinks.

Figure 17: Comparison of the number of different types of backlinks



Source: (SemRush.com, 2019)

It is clear from previous figures that for website organic traffic and search engine optimization are very important. The SemRush service provides keywords that a domain is ranking for in Google's top 100 organic search results, keywords ranking distribution, and the domain's organic competitors. The website has 3,113 keywords in total that generate the most organic traffic to it. Top organic keywords are:

- *Mardi gras beads meaning* 8.49 % of total traffic;
- *Czech tube* 7.25 % of total traffic;
- *Czech beads exclusive Japan* 5.66 % of total traffic;
- *How many beads in a hank* 5.66 % of total traffic;
- *Bead calculator* 4.77 % of total traffic.

The SemRush service also provides information about competitive websites, which use similar keywords. The service considers as compactor a domain, which has many similar keywords and ranking for in Google’s top 20 organic search results. There are 5 competitors:

- Scarabeads.com;
- Preciosa-ornela.com;
- Potomacbeads.com;
- Aroundthebeadtable.com;
- EurekaCrystalbeads.com.

Figure 18 shows the strengths and weaknesses of a competitive domain’s presence in organic search results. Domains’ organic traffic is shown on the vertical axis and the number of keywords that they are ranking for in Google’s top 100 organic search results is on the horizontal axis. According to the graphical data, Czech Beads Exclusive website has the average number of keywords and under average by the number of organic search traffic.

Figure 18: Competitive positioning map



Source: (SemRush.com, 2019)

The service also provides data about the text ads used for the domain’s promotion via display advertising. By using paid ads (Figure 19), the company promotes its new DIY box subscriptions. All examples are creative and provoke actions, for instance, the phrases “create unique jewelry”, “try our DIY jewelry box”, “make bijou better than friends” etc.

Figure 19: Display advertising examples

<p>Surprise friend with new bijou</p> <p>Pay less. Create unique jewelry with BohemStyle DIY Jewelry box subscription!</p>
<p>Start creating DIY jewelry</p> <p>Wanted to try to make jewelry but were confused where to start? Try our DIY Jewelry Box!</p>
<p>Make bijou better than friends</p> <p>AdCzechBeadsExclusive</p> <p>DIY jewelry box subscription for only \$24,99! All supplies and tutorials are in.</p>

Source: (SemRush.com, 2019)

4.2.4 Google Ads

Based on the information, which was allowed for disclosure from Google Ads account of the company, the auditor can analyze the effectiveness of set bid for specific keywords (Table 3). As we can see, most of the keywords used in the ad campaign are not showing because their bids are not sufficient to show ads on the first page of search results. The maximum price for one click set by the marketer is less than recommended by Google Ads.

Table 3 The effectiveness of set bid for specific keywords

Keyword	Status	Set price for click
Beads	Lower first page bid (6,70 CZK)*	3,00 CZK
Jewelry beads	Allowed	3,00 CZK
Lampwork beads	Allowed	3,00 CZK
Beading supplies	Allowed	3,00 CZK
Glass beads	Lower first page bid (5,62 CZK)*	3,00 CZK
Jewelry findings	Allowed	3,00 CZK
Seed beads	Lower first page bid (21.35 CZK)*	3,00 CZK
Jewelry supplies	Lower first page bid (5,05 CZK)	3,00 CZK
Crystal beads	Lower first page bid (6,86 CZK)*	3,00 CZK
Beaded jewelry	Lower first page bid (7,33 CZK)*	3,00 CZK
Beads Online	Lower first page bid (8,48 CZK)*	3,00 CZK
Jewelry making supplies	Allowed	3,00 CZK
Wholesale jewelry supplies	Lower first page bid (8,83 CZK)*	3,00 CZK
Wholesale beads	Lower first page bid (8,00 CZK)*	3,00 CZK
Beads for sale	Lower first page bid (7,46 CZK)*	3,00 CZK

* Ad is not showing. The keyword is ineffective because its bid is not sufficient to show ads on the first page of search results.

Source: (Google Ads, 2019)

4.2.5 Email marketing

Czech Beads Exclusive Company pays much attention to their newsletter campaigns. All campaigns are in two languages: English and Russian. There are two email lists: English with 8,973 and Russian 347 on January 2019. Customers or just registered users of the website usually receive about four emails per week. Tuesday and Thursday are for regular newsletters, Wednesday is for announcing of the release of a new video on YouTube channel. Friday is for emails with special offers and sales. Sometimes mailings also happen

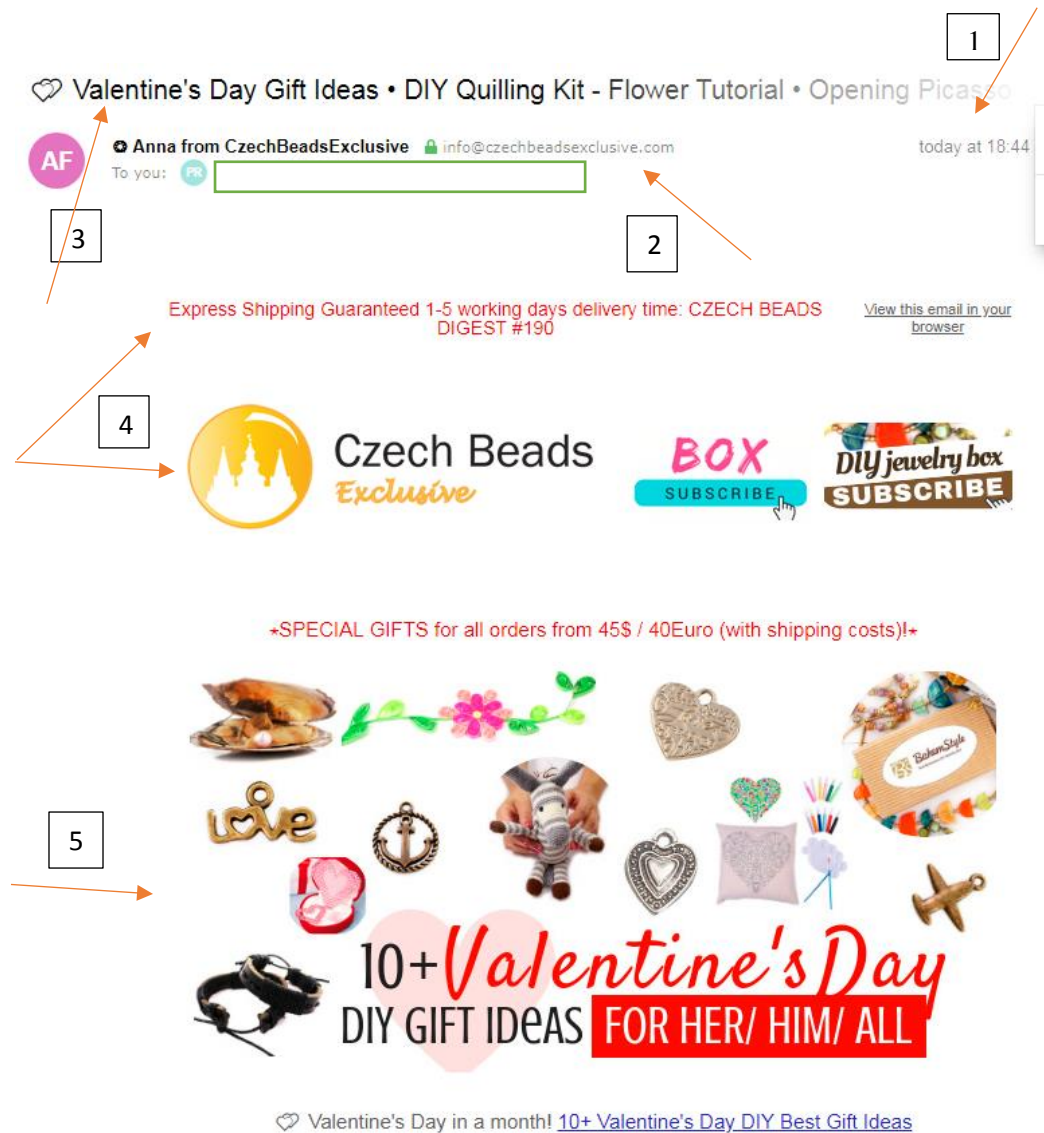
on other days, for example, an announcement of the competition, realizing a new theme of Box Subscription (usually the first day of the month) or congratulation company's clients on holidays, etc.

Let's analyze the a regular newsletter. This email consists of several announcements: new product release; posting a new tutorial on the website; posting a new article, etc.

Let's check if the regular newsletter Image 1 has all the needed attributes (Figure 20):

1. **Date and time:** there are date and time provided by an email app.
2. **Header:** there is needed information - the name of the sender: Anna from Czech Beads Exclusive and it also shows the email address of the recipient.
3. **A Subject** of the email shows what news recipient will know after he or she reads this email. The marketer uses in the subject different kinds of emoji symbols, which connected with the first news headline. In turn, news headlines are divided by ‘.’ symbol. The other feature of this email's subject is that it is too long and it doesn't fit.
4. **The primary message** is not clear. There is information about express shipping delivery time and the serial number of the campaign. Below that, we can also find the Czech Beads Exclusive logo with the link to the website. To the right of the logo located two graphical buttons of the Czech Beads Exclusive bead and DIY box subscriptions with the links to the pages on the website where the recipient can subscribe for these boxes.
5. **The body** consists of illustration (600x300pxl) with the link to the blog and the caption with the same link.

Figure 20: Czech Beads Exclusive email mailing example



Source: CzechBeadsExclusive email campaign, 2019

There is also information about the quantity discounts, the possibility of free express shipping, beads outlet and other information (Figure 21).

Figure 21: The body of Czech Beads Exclusive mailing



□ Need more similar beads for your next project? Enjoy [quantity discounts](#) - save up to 40%! Buy more - save more!



Do you need your order faster? We have already started to send our orders with upgraded [EXPRESS SHIPPING!](#)

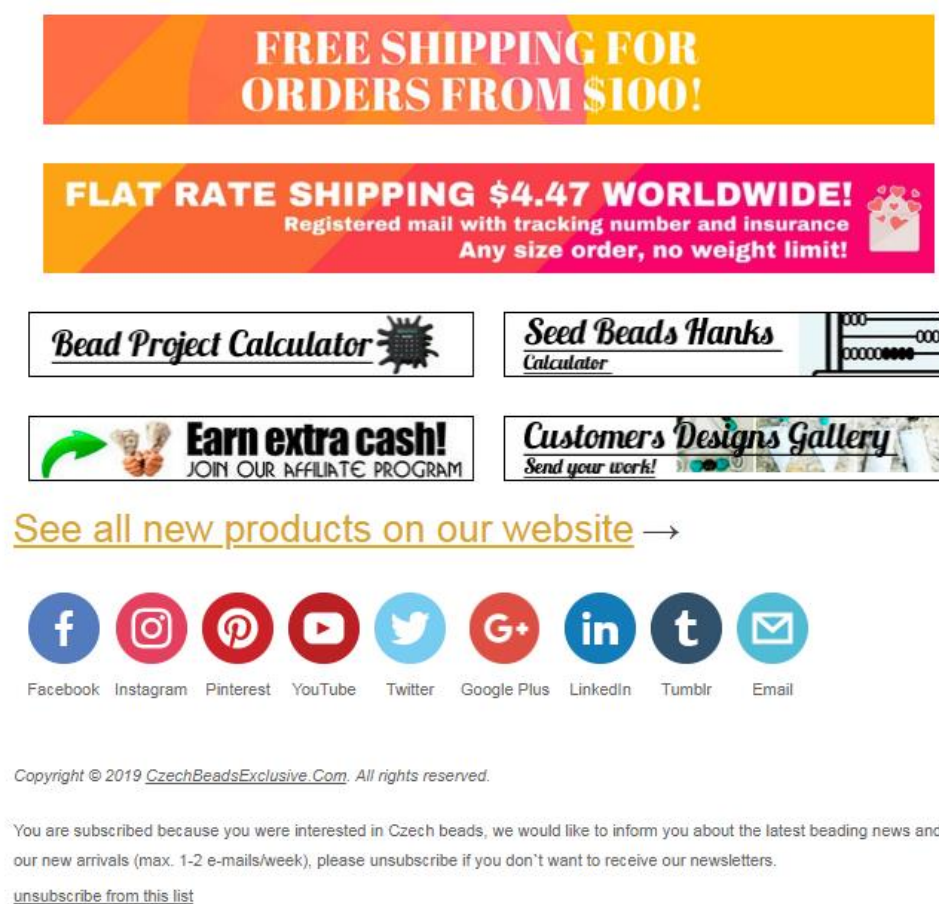


Get everything faster - Expedited Shipping Express! Bead Outlet - [Black Friday every day!](#) Keep all your favorites in one place!

Source: CzechBeadsExclusive email campaign, 2019

6. There is no clear **call to action** in the regular mailing. Missing phrases “click here”, “visit our website”, “read more”, etc.
7. The footer consists of information about special offers. There is also a useful tool for every client, such as Bead Project Calculator, Seed beads hank, offer to participate in the affiliate program. Recipients can also find a link to the new arrivals and to the social media networks. There is also wrong information about the number of emails, that recipient receives per week also possibility to unsubscribe from this list (Figure 22).

Figure 22: The footer of Czech Beads Exclusive email campaign



Source: Czech Beads Exclusive Company email campaign, 2019

Email for announcing the release of a new video on YouTube consist of only the picture on the video, announcing text and the footer with social media links. There is also another kind of emails – Bead Outlet mailing that looks similar to the regular emails.

There are also automatic emails, which remained customers that they recently viewed some products they leave some goods in their cart on the website (Figure 23).

Figure 23: An example of an automatic email of Czech Beads Exclusive


Czech Beads Exclusive: Your recently viewed products



Czech Beads Exclusive info@czechbeadsexclusive.com

today at 17:03

To you: pr@czechbeadsexclusive.com ^





Czech Beads Exclusive

YOUR RECENTLY VIEWED PRODUCTS

Dear Anna,

Here are the products you just viewed:

IMAGES	PRODUCT	PRICE
	20g Czech Glass Seed Beads Preciosa Tube Pearls Rocaille Spacer 7mm More info	\$2.47
	20g Crystal Czech Glass Round Seed Beads 10/0 Preciosa Pearls Rocaille Spacer 2.3mm More info	\$2.51

Source: CzechBeadsExclusive.com email campaigns, 2019

Let's analyze English language emails for the one month period for example – December 2018 to find the most effective newsletter of this month and to analyze it.

Table 4 The effectiveness of email marketing campaigns, December 2018

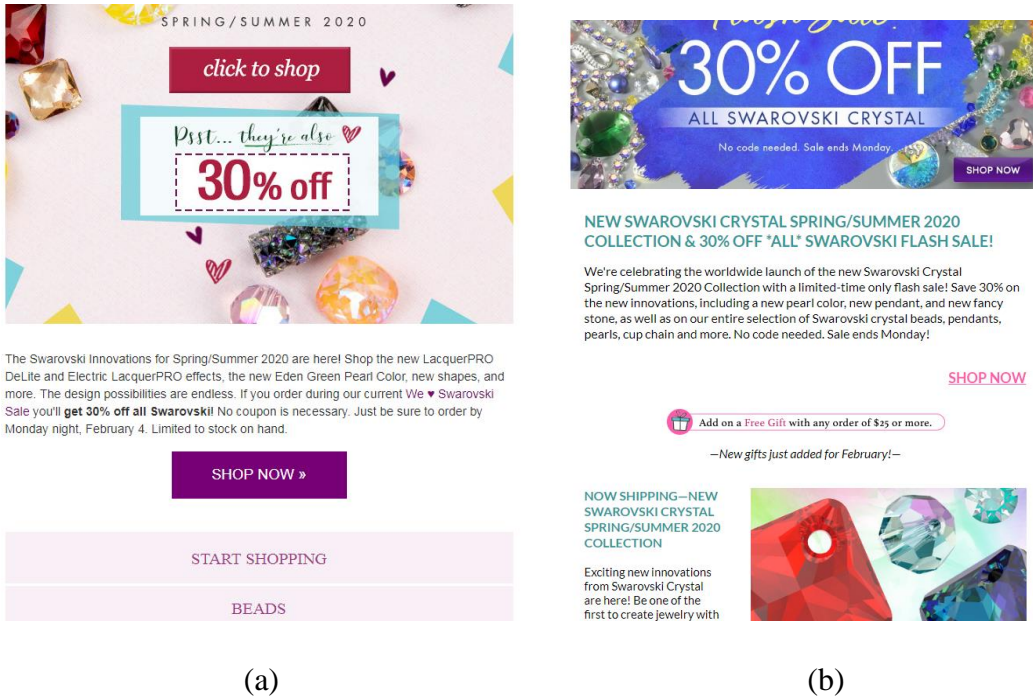
Date of sending	The number of recipients	Unique opens		Unique clicks	
		Recipients	In % (ratio of recipients that opened to all recipients)	Recipients	In % (ratio of recipients that opened to all recipients)
Sat, Dec 1	9,046	1,358	15,01	172	1,9
Mon, Dec 3	9,042	1,418	15,68	237	2,62
Tue, Dec 4	9,036	1,238	13,7	157	1,74
Wed, Dec 5	9,033	1,366	15,12	123	1,36
Thu, Dec 6	9,025	1,289	14,28	212	2,35
Tue, Dec 11	9,027	1,321	14,64	173	1,92
Wed, Dec 12	9,017	1,366	15,15	86	0,95
Thu, Dec 13	9,017	1,367	15,16	199	2,21
Tue, Dec 18	9,021	1,453	16,11	268	2,97
Wed, Dec 19	9,014	1,453	16,12	120	1,33
Thu, Dec 20	9,008	1,335	14,82	150	1,67
Mon, Dec 24	8,996	1,247	13,86	83	0,92
Tue, Dec 25	8,995	1,318	14,65	161	1,79
Thu, Dec 27	8,989	1,256	13,97	130	1,45
Mon, Dec 31	8,993	1,304	14,5	163	1,81
<i>Average</i>	<i>9,017</i>	<i>1,358</i>	<i>14,85</i>	<i>159</i>	<i>1,8</i>

Source: Author’s own compilation based on Czech Beads Exclusive company data, 2019

As we can see from the Table 4 the highest rate of recipients that opened to all recipients was on December 19 “DIY How to Make Faberge Necklace - Easy Tutorial” – a video release on YouTube channel. In turn, the lowest rate was December 4 – ‘What is in the box? Videos. The most ‘clickable’ email was on December 18 – there were several beading tutorials – ‘BohemStyle Bracelet’, ‘Orion’s Belt Jewelry Set’ and ‘Crystal Jewelry Set’.

During the analysis of competitors, mailing auditor noticed the similarities between the competitor’s newsletters. Artbeads Company’s newsletter (a) of the (Figure 24) as well Beadaholique Company’s newsletter had a common difference – ‘**call to action**’ buttons: click to shop, shop now etc.

Figure 24: Artbeads and Bedaholique competitor’s newsletters



Source: Artbeads and Beadaholique newsletters campaigns in February 2019

Call to action is an important part of any mailing where a marketer can reach more engagement and get traffic to the website. Auditor decided to make an experiment and add ‘call to action’ buttons to the February mailing campaigns of Czech Beads Exclusive Company.

Figure 25: Czech Beads Exclusive mailing campaign



Source: Czech Beads Exclusive mailing campaign in February 2019

After the experiment, the following results were received (Table 5). English and Russian mailing campaign with ‘call to action’ button is more efficient than recent mailing campaigns (December 2019). The reviewed English language mailing campaign has higher ‘opened’ rate on 0,85 % and a higher ‘clicked’ rate on 0,87 % than average rate. The reviewed Russian language mailing campaign has higher ‘opened’ rate on 1,62 % and a higher ‘clicked’ rate on 1,62 % than average rate.

Table 5 Efficiency of Czech Beads Exclusive e-mail campaign on January 29, 2019

Total	Total	Opened	Clicked
English language mailing	8,972	15,7 % (1,409)	2,67 % (240)
Russian language mailing	351	16,24 % (57)	3,42 % (12)
<i>Average results*</i>	<i>9,017</i>	<i>14,85 % (1,358)</i>	<i>1,8 % (159)</i>

Source: Czech Beads Exclusive e-mail campaign (checked February 26, 2019)

*Include all data with English and Russian recipients

4.2.6 Affiliate marketing

Czech Beads Exclusive Company has an affiliate program. This program is for bloggers, handmade artists and others. If someone wants to become an affiliate, he or she should register and receive a unique link. That this person should use this link on their website, blog, video, etc. If followers of the affiliate click on this link and this act will end with a complete purchase, the affiliate will receive 30 % referral commission, which is possible to spend buying products on the website or 10% in cash (for approved partners only) (CzechBeadsExclusive Company, 2019).

There are also several YT bloggers who receive the company’s products for free for opening a parcel and review the products. That is a barter kind of partnership. In such a case, the blogger gets materials to create content to get more views. In addition, the company gets interactive videos reviews of the products.

4.3 Social media performance

This chapter contains an analysis of the social media performance of Czech Beads Exclusive Company on Facebook, Instagram, YouTube, Pinterest, Vkontakte, Twitter and LinkedIn.

4.3.1 Facebook

Czech Beads Exclusive Company’s use several places to interact with their clients using Facebook as a platform for marketing. First, it is a Facebook page for publication new arrivals of products, releasing a new video on YouTube Channel and available beading video tutorials with Czech beads products.

Let’s analyze the effectivity of Czech Beads Exclusive company’s page. The page has 13,932 followers. Firstly if all information is available on this page. We can see that there is available all information in the “about” section: general information about the company, opening hours; founding date, email address, product etc.

Then, auditor analyzed the effectiveness of the content of this page for the content for December 2018 (exclude post with advertisement) (Table 6).

Table 6 The effectiveness of Facebook social media marketing campaigns, December 2018

Date of post	People reached	Reactions, comments & shares			Post Click			Negative Feedback
		Like/ Love	Shares	Comment	Photo	Link Clicks	Other Clicks	
Sat, Dec 1	253	46	0	0	70	8	8	2*
Mon, Dec 3	286	73	0	0	124	10	10	2*
Tue, Dec 4	215	74	0	0	140	2	3	2*
Tue, Dec 4	224	65	2	0	104	2	11	2*
Thu, Dec 6	2,325	86	11	9	97	73	184	3* 1**
Fri, Dec 7	210	6	0	0	6	3	9	2*
Mon, Dec 10	209	17	1	1	0	10	21	4*
Tue, Dec 11	222	56	0	0	91	0	4	3*
Thu, Dec 13	1,410	22	4	0	55	24	93	1*
Tue, Dec 18	1,292	43	13	0	0	76	86	1*2**
Fri, Dec 21	208	4	0	0	7	4	8	2*
Mon, Dec 24	286	16	1	4	1	0	14	2*
Mon, Dec 31	312	7	0	0	2	0	7	2*
<i>Average</i>	639	37	2	1	118	13	34	x

* Negative feedback: hide post

** Negative feedback: hide all posts

Source: Author’s own compilation based on Czech Beads Exclusive company data, 2019

The most effective post in terms of people’s engagement was December 6 – Surya Beaded Bead Tutorial. This post has the most likes, comments and clicks. Most website clicks collected a post - Bohemian Wrap Bracelet Tutorial. We consider, that the reason for this

success is, that this post does not have any uploaded photos, an image that appears on the post is directly from the link. In general, there is a small audience interest in the likes of posts, comments or shares. In addition, some people give negative feedback to the page's posts in forms of hiding the post or hiding all posts.

Czech Beads Exclusive Facebook group, which is called 'Czech beads and other DIY crafts, décor, home ideas' was analyzed. This group created for people who like Czech Beads Exclusive Company. It helps them to find inspiration it is also place, where they can share their projects, ask questions etc. There are 309 members. We can see that the most popular posts, which get the most likes and shares, are designs posted by members of the group. Other popular content is usually a funny picture about beading.

Another way that the company uses to reach new customers is by using Facebook ads. All campaign that Czech Beads Exclusive has lifetime: 13 Jun 2018 – 13 Jan 2019 were analyzed.

Table 7 The effectiveness of Facebook paid ads campaigns, June 2018 – November 2018

Date	Impressions	Reach	Link clicks/Post engagement	Cost per click, Kč	Amount spent, Kč
13 Jun 2018–29 Jun 2018	10,535	2,004	6	33.33	200.00
21 Jun 2018–28 Jun 2018	783	535	14	5.04	70.59
22 Jun 2018–26 Jun 2018	70	70	21	2.58	54.12
26 Jun 2018–28 Jun 2018	52	52	14	1.37	19.24
28 Jun 2018–2 Jul 2018	51	51	-	-	8.11
28 Jun 2018–2 Jul 2018	14	14	1	11.73	11.37
20 Aug 2018–22 Aug 2018	76	93	10	2.00	19.99
17 Oct 2018–21 Oct 2018	723	707	141	0.28	40.00
17 Oct 2018–21 Oct 2018	229	228	1	14.14	14.14
2 Nov 2018–4 Nov 2018	4	4	-	-	0.00
6 Nov 2018–8 Nov 2018	294	193	1	3.50	3.50
12 Nov 2018–15 Nov 2018	1,898	1,830	32	0.88	28.08

Source: Author's own compilation based on Facebook Ads Manager data, 2018

The best result was on 17 Oct 2018–21 Oct 2018 Campaign: 'Don't miss it!' – DIY video tutorial 5D Diamond painting. At the same time the company didn't get any results on 2 Nov 2018–4 Nov 2018 Campaign: 'New Year's Eve in 60 days...' (Table 7).

4.3.2 Instagram

The company leads to active communication in social networks including Instagram. Instagram account has 49,206 followers. We found the most effective Instagram content and analyze it in December 2018. The marketer published 13 pictures with a description.

Table 8 The effectiveness of Instagram social media campaigns, December 2018

Date	People reach	Likes	Comments	Share	Saves	Profile Visits	Products Views
Sat, Dec 1	1,646	1,181	4	0	1	14	-
Mon, Dec 3	1,880	1,151	3	0	2	16	-
Tue, Dec 4	2,980	1,301	4	0	3	14	-
Tue, Dec 4	1,828	1,297	7	0	6	5	-
Thu, Dec 6	2,993	1,185	12	0	38	34	-
Fri, Dec 7	1,634	1,045	4	0	1	3	-
Mon, Dec 10	1,967	1,142	3	0	4	6	-
Tue, Dec 11*	1,416	1,069	3	-	3	-	1
Thu, Dec 13	1,782	920	5	1	14	15	-
Tue, Dec 18	4,365	1,304	14	3	50	53	-
Fri, Dec 21	1,796	168	8	0	4	17	-
Mon, Dec 24	1,877	819	1	0	1	6	-
Mon, Dec 31	1,808	986	3	0	1	3	-

*posts with tagged products

Source: Author's own compilation based on Instagram Insights data, 2019

The most successful post was on Tuesday, December 18, 2018 – Free-Tutorial Bohemian Wrap Bracelet (Table 8).

Instagram Stories

Instagram analytics allows seeing statistical information about stories posted in the past 14 days. We analyzed 11 'stories' posted from Mon Jan 5, 2019 – Sun Jan 20, 2019 (Table 9).

Table 9 The effectiveness of Instagram Stories social media campaigns, Jan 5 – Jan 19, 2019

Date	Discovery	Link clicks	Profile Visits	Sticker Taps/ Website Clicks
Sat, Jan 5	300	5	2	1
Sun, Jan 6	298	8	5	0
Wed, Jan 9	1445	8	2	0
Thu, Jan 10	262	1	1	0
Fri, Jan 11	255	13	1	2
Sat, Jan 12	286	3	3	1
Sun, Jan 13	314	11	4	1
Wed, Jan 16	261	10	3	0
Thu, Jan 17	260	18	2	0
Fri, Jan 18	323	13	1	0
Sat, Jan 19	267	4	2	4

Source: Author’s own compilation based on Instagram Insights data, 2019

As we can see from the table above, the best result was on Thursday, Jan 16 – Free Video Tutorial – Beaded Cord. The least effective story was on Thursday, Jan 10 – Valentine’s Day DIY Gift Ideas.

Based on auditor’s observation the effectiveness of **Instagram hashtags** can be analyzed. The marketer of Czech Beads Exclusive Company uses the same set of chosen keywords, which relate to the theme of publication.

For example, post about box subscriptions contains such hashtags as: #boxsubscription #jewelrysubscription #subscriptionbox #jewelrykit #diybox. In addition, there are two specific hashtags, which allow a customer to share their experience of receiving the box, making tutorials etc.: #bohemstylebox and #czechbeadsexclusive.

4.3.3 YouTube

Czech Beads Exclusive YouTube Channel was created 8 Dec 2015. By 2019, there are 221 videos and 2790 subscribers. From the beginning, the company provided slideshows: pictures with beads and music on the channel. Start from July 11, 2018, Czech Beads Exclusive release the first video tutorial with English subtitles. There is the effectiveness of top 10 videos in last 365 days, result presented in table (Table 10).

Table 10 The effectiveness of YouTube videos, 2015 - 2018

Video	Watch time, min.		Views	
	Watch time	Percentage	Views	Percentage
How to make 7 Chakras Reiki Yoga Bracelets Tutorial	20,000	9.0%	10,420	5,0%
How to Make Pearl Imitation Jewelry Set Tutorial	15,946	7.2%	2,263	1,3%
How to make Mantra Mala Beaded Necklace Tutorial	12,189	5.5%	4,081	1,9%
COLOR TRENDS Autumn 2018 - Winter 2019	10,685	4,8%	27,218	13%
How to make Tibetan Style Mala Beaded Necklace	10,210	4,6%	3,780	1,8%
How to make Zen Mala Beaded Necklace Tutorial	9,946	4,5%	3,673	1,8%
PEACOCK Czech Glass Beads, Buttons and Charms	8,361	3,8%	18,154	8,7%
DIY How to Make 5D Diamond Painting Kit Tutorial	6,920	3,1%	5,089	2,4%
METALLIC Czech Glass Beads, Buttons, Cabochons	6,877	3,1%	14,211	6,8%
DIY Christmas Tree Ornaments Kits	6,689	3.0%	3,564	1,7%

Source: Author's own compilation based on YouTube Analytics data, 2019

According to the results from the table above, the most successful video is 'How to make 7 Chakras Reiki Yoga Bracelets Tutorial', which has the highest watch time. In turn, the most views has video about color trends.

4.3.4 Pinterest

Czech Beads Exclusive Pinterest account has 177,811 average monthly viewers. There is the effectiveness of pins content from December 2018 (Table 11).

Table 11 The effectiveness of Pinterest social media campaigns, December 2018

Pin's name	Impressions	Saves	Clicks
Theme of December Czech Beads Exclusive Box is Dreams of Love!	24	0	0
BohemStyle DIY Jewelry Box Subscription	38	0	0
What is in Czech Beads Exclusive Bead Box is Dream of Love?	38	0	1
What is in BohemStyle DIY Jewelry Box Subscription?	55	0	0
DIY How To Make Christmas Jewelry Set: Necklace & Earrings	50	0	1
'Surya' Beaded Bead Free Tutorial	2,700	14	31
DIY Free Tutorial: Beaded Cube	647	3	5
Hurry up! Catch your Christmas ornament until Christmas!	998	3	6
DIY Christmas Gift Crystal Beaded Jewelry Set	111	0	0
DIY Free Tutorial Orion's Belt Jewelry Set: Bracelet & Earrings	1,600	9	5
DIY How to Make Beaded Bohemian Style Wrap Bracelet Kit	453	5	2
DIY Faberge Egg Beaded Necklace - Easy Jewelry Tutorial	3,400	5	4
New Rough Etched Rustic Round English Cut Czech Glass Beads	331	2	2
DIY How To Crochet Knitting Toy Video Tutorial	3300	3	3

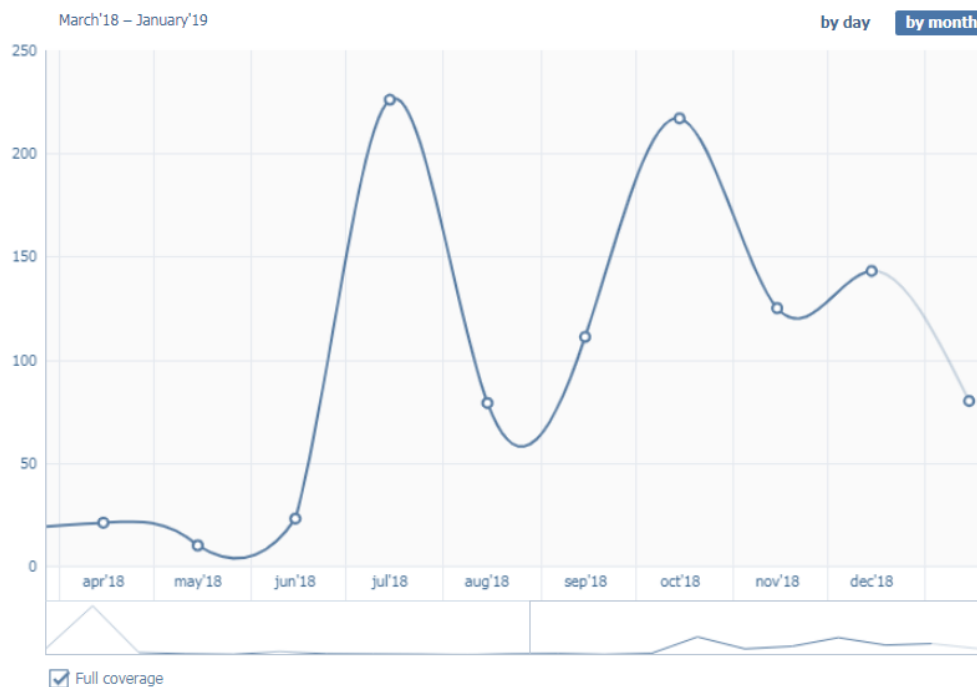
Source: Author's own compilation based on Pinterest Analytics data, 2019

According to the results from the table above, the most successful content was ‘Surya’ Beaded Bead Free Tutorial – SuperDuo, Tila, Round Seed Beads. This pin got 2,700 impressions, 14 saves, 31 clicks.

4.3.5 Vkontakte

Social media communication of Czech Beads Exclusive Company presented in the form of group, which has 977 members. We decided to analyze audience coverage (Figure 26). This graph shows data for all users who have seen this community's posts; either on the community's wall or in their news feeds (Figure 26).

Figure 26: The effectiveness of Vkontakte social media campaigns



Source: Author’s own compilation based on Vkontakte Analytics data, 2019

According to the data from the graph above, the highest point was in July 2018 -226 people. Next pick was in October 2018 - 2. Good results were also in December 2018. The most successful post was on October 4 2018, it got 172 – full coverage 167 – viral reach, 5 – followers reach. It was a post about World Animal Day.

4.3.6 Twitter

Czech Beads Exclusive Company is on Twitter since November 2013. The company has 8,003 tweets, 2,549 following, 1,905 followers and 253 likes. There are no tweets for several years except for YouTube videos updates.

Source: Author's own compilation based on analysis of Czech Beads Exclusive Twitter Profile, 2019

4.3.7 LinkedIn

Based on analysis of Czech Beads Exclusive LinkedIn Profile auditor find that the Czech Beads Exclusive Company runs a profile on the LinkedIn network. There is all the information about the company, the link to the website and online shop location. There are 52 followers. It is also possible to check the workers of the company, but only one member marked as an employee of the company.

5. Discussion of Results and Recommendations

This chapter consists of the most important results of the online marketing audit and draws attention to the most relevant points of the study. There are also recommendations based on the results.

5.1 Results and Recommendations

To create an entire picture of the company's activity it is possible to conclude that the company has a clear mission and vision statements, which help employees and customers, understand what the company is about. Set goals for the next five years help employees to follow the common aim and independently determine those parts of their duties that need more attention and time.

It was also able to identify that the company uses different strategies to set a price for each product. That helps receive planned revenues in case of changes in market prices for some products positions. The company uses all possible ways to sell their products online, which increase the chances for their products to be sold. Flat rate shipping cost simplifies making purchasing decisions for customers and improves the buying experience. For the promotion of the products, the company implements many modern marketing strategies, for example, SEO keywords, pay per click advertising, email marketing, affiliate marketing, social media marketing.

A web analysis of Czech Beads Exclusive website shows that the website has all necessary attributes it is also easy in using. The website is secure which increase its rank in the search engines. Auditor didn't find any missing information or broken link. A positive feature was that the website is mobile optimized since most of the search traffic nowadays is with mobile devices. At the same time, the mobile speed of the website is considered as slow. The website captures email addressed during a customer visit, which is very important for the company since the greatest number of purchases customers make after receiving an email.

According to the result, that shows the mobile speed of the website, it is necessary to raise the mobile speed of the website. Most of the search traffic nowadays is with mobile devices. To improve the mobile speed it is necessary to follow the next recommendations:

1. Defer off-screen images
2. Defer unused CSS (cascading style sheets)

3. Eliminate render-blocking resources
4. Serve images in next-gen formats
5. Properly size images

This kind of changes does not require does not require hiring new employees or using outsourcing. It is possible to implement all changes by existed employees. The auditor recommends delegating this task to a marketing assistant. In addition, set a period to study the issue and troubleshoot approximately 36 hours. In this way, the cost of this recommendation will cost $36 \text{ hours} * 100 \text{ CZK} = 3600 \text{ CZK}$.

SEO analysis shows the most traffic of the company is organic. The website has 3,113 keywords in total that generate the most organic traffic to it. The organic traffic has a trend of increasing from the beginning of summer 2018. The website has more follow links (17,500) than unfollow links (7,300). The great number of backlinks increase rank in the search engine results. According to the graphical data (Figure 18), Czech Beads Exclusive website has the average number of keywords and under average by the number of organic search traffic.

The auditor recommends adding a description of the categories of new craft supplies (resin craft, soap making craft, etc.) using the most popular keywords. To do this, the marketer supposed to write small entertaining texts from 500 to 1000 words and in each use from 10 to 15 phrases that contain keywords. This action will help raise the ranking in search engines of the pages of new categories.

This kind of changes does not require does not require hiring new employees or using outsourcing. It is possible to implement all changes by existed employees. The auditor recommends delegating this task to a marketing assistant. In addition, set a period to study the issue and troubleshoot approximately 21 hours * 100 CZK = 2100 CZK.

That is also necessary to invest money in a paid advertisement of the website. The auditor assumes that the biggest difference can make increasing the maximum price of the bid for the most popular keywords. It is should be considered, that the target audience for the analyzed company is the United States and the main competitors of the e-shop are Unites States online shops. That is mean that the bid is obviously higher than in the other markets. Currently, there are 15 keywords for ads. According to the Google ads service recommendation the sum of prices for these keywords is 100.68 CZK. The auditor suggests

raising the maximum price for click to the recommended price for 30 days. After 30 days it is necessary to evaluate the results and leave the most effective keyword for further advertising. There are three possible budget calculations presented in Table 12: realistic scenario, positive scenario and very positive scenario.

Table 12 Budget calculation for Google ads

Number of clicks per day	Cost per 1 day, CZK	Cost per 30 days, CZK
Realistic scenario (4 clicks/day)	$100.68 * 4 = 402.72$	$402.72 * 30 = 12081.6$
Positive scenario (6 clicks/day)	$100.68 * 6 = 604.08$	$604.08 * 30 = 18122.4$
Very positive scenario (10 clicks/day)	$100.68 * 10 = 1006.8$	$1006.8 * 30 = 30204$

Source: Authors own compilation, 2019

We can suggest that the final costs for Google ads will be lower, but it necessary to be prepared for the maximum possible costs.

The email marketing analysis shows that the company pays much attention to their newsletter campaigns. All campaigns are in two languages: English and Russian. Auditor analyzed Czech Beads Exclusive email campaign and found out the main disadvantages. First of all, the primary message is not clear, there is information about express shipping delivery time and the serial number of the campaign instead of the main information which could provoke continue reading the email. There is also no clear call to action in the regular mailing. Missing phrases “click here”, “visit our website”, “read more”, etc.

The auditor recommends delegating improvement of mailing to a marketing assistant. In addition, set a period to study the issue and troubleshoot approximately 30 hours * 100 CZK = 3000 CZK.

After analysis of the effectiveness of email marketing campaigns, we can conclude that the most popular emails were with beading tutorials. In addition, the auditor decided to make an experiment and add ‘call to action’ buttons to one of February mailing campaigns of Czech Beads Exclusive Company. After the experiment, the English and Russian mailing campaign with ‘call to action’ button is more efficient than recent mailing campaigns (Table 5).

During social media performance analysis auditor defined that the most popular social media content is jewelry making video tutorials. Such contributions bring the most engagement in forms of comments, saves, clicks and shares.

The auditor suggests advertising all jewelry making tutorials using Facebook advertise manager, using the setting of the most successful campaign (Table. 7). The company provides approximately 10 tutorials per month; the maximum budget for the most successful Facebook add was 40 CZK. It is necessary to increase this amount to 100 CZK with an aim to receive a greater result. In the end, the company will spend on Facebook and Instagram advertisement no more than 2000 CZK per month.

To sum up, the total cost for all auditors suggestions is maximum of 40904 CZK.

5.2 Discussion

After analyzing all results, the auditor would like to discuss several moments. Firstly, it is important to notice that auditor didn't have access to all information – internal statistical data and financial reports. It is the reason why it was possible to analyze only the external side of marketing. Secondly, SemRush service doesn't represent fully accurate information about the company's keywords, backlinks and comparison with competitors. Therefore, the results that the auditor got could differ from the real picture.

The auditor also assumes that the company uses services that increase the results of involvement of users in their social networks. During analyzing the social networks of the company, some posts have greater involvement of the audience, and some are strikingly small. Therefore, the auditor is not sure that the analytics of social networks is true and one hundred percent accurate.

In general, actions regarding online marketing can very quickly change the whole picture of the development of both the website and social networks. For example, adding new keywords may increase the rank of website pages in search services. Either new interesting content in social networks can sharply attract the attention of buyers.

6 Conclusion

Online marketing is one of the most important parts of internet commerce, which leads to increasing revenues and product promotion. It is possible to use many different marketing tools: website, social media, internet advertising etc. To make a relevant online marketing audit it was necessary to study available information sources in the theoretical part.

The main objective of the thesis is to make recommendations for online marketing activities for the chosen company based on an online marketing audit. For the practical part, the auditor chosen Czech Beads Exclusive Company, which is e-shop of Czech glass beads, findings and other supplies for a handmade craft. Based on this analysis auditor creates recommendations for improving online marketing activities of the company.

Practical part consists of a comprehensive analysis of all marketing tools of the chosen company – website, mailing, affiliate program, social media performance. During the analysis, several bottlenecks in marketing activity were discovered. Despite the fact that the website of the company is mobile optimized, the mobile speed of the website is considered as slow. Analysis of search engine optimization shows that Czech Beads Exclusive website has the average number of keywords and under average by the number of organic search traffic comparing with competitors' websites.

The analysis of Google ads shows that 10 ads are not showing, because the keyword is ineffective: its bid is not sufficient to show ads on the first page of search results. There are several disadvantages in the company's mailing. First of all, the primary message is not clear, there is information about express shipping delivery time and the serial number of the campaign instead of the main information which could provoke continue reading the email. There is also no clear call to action in the regular mailing. During social media performance analysis auditor defined that the most popular social media content is jewelry making video tutorials. Such contributions bring the most engagement in forms of comments, saves, clicks and shares.

All results of online marketing audit have explanations, comments and recommendations for improvement. There are several main recommendations for Czech Beads Exclusive Company:

- raise the mobile speed of the website;

- add a description of the categories of new craft supplies (resin craft, soap making craft, etc.) using the most popular keywords;
- to invest money in a paid advertisement of the website;
- add necessary attributes to the email campaigns;
- provide more jewelry making tutorials through social media networks;
- advertise all jewelry making tutorials using Facebook advertise manager.

This kind of changes does not require does not require hiring new employees or using outsourcing. It is possible to implement all changes by existed employees. The auditor recommends delegating this task to a marketing assistant. In addition, the auditor concludes that the company needs a full audit, with access to all documentation. This kind of audit will allow conclusions to be drawn based on financial indicators such as revenue, profit and margin.

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