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ABSTRACT OF BACHELOR THESIS

**Economic Comparison of Online Marketing
Campaigns: Case Study in Area of Baby Nutrition**

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Economic Comparison of Online Marketing Campaigns: Case Study in Area of Baby Nutrition

Summary

Online marketing campaigns are an important part of marketing as itself. This type of marketing is nowadays very spread and most of the companies all over the world use it. It is not just cheap and quick, but also it is easier to “tailor” the advertisement for each user of the Internet. These strategies and campaigns have to influence all of us and get into our awareness, so we buy the specific product or service. This is also part of this bachelor thesis – to explain how is this tailor made used and how effective it is. There are many ways how to do it, but there will be analyzed just a couple of them. The most used and known are Pay Per Click, Search Engine Optimization, E-mail, Video Marketing and Social Media Marketing.

Important part is the practical, where will be shown in detail the exact data. On the base of this data the charts, pies and tables will be made to show the difference between E-shop X and E-shop Y. To compare the success of these two e-shops will help the table with Facebook followers and the graph where the percentage of increased followers is visible. For economic comparison will be used data source acquired in E-commerce department and this will give more precise look on the problematic of doing marketing campaigns in area of baby nutrition. At the end the final comparison based on market share data and the total profitability of both e-shop will be made. To give a recommendations is necessary to help the online shops to improve their potential.

Objectives

The aim of this bachelor thesis is to identify different online marketing campaigns and define the marketing strategies of each of them. Not all of the marketing campaigns are explained here, but the most common and most used are identified.

This theoretical information will be applied in the analytical part by using acquired market share data. This data will be used in the special tables, graphs and pies to help indentify the most useful and most successful campaign determined in this thesis.

After these steps the final economic comparison of the activities of both e-shops will be done. On the base of this results the evaluation of success of the campaigns and following recommendations will follow and the final part of conclusion will sum up the acquired information, evaluation and recommendation for both e-shops.

Methodology

An audit of data and database of the online marketing campaigns. Selected information must be analysed and market has to be segmented into different groups using appropriate methods. Using methods for creating of visual content to distinguish each marketing campaign is necessary. Methods for economic measurement and comparison of online marketing campaigns are used as well.

To evaluate the campaigns the extraction of numbers from tables must be done to deduct the appropriate data to get the real and clear results. Synthesis of these information must follow for proper and correct results and induction of recommendation will the final part also contains.

Conclusion

Making business in the area of baby nutrition is not easy. Not only that this area is very specific, but also contains a lot of prohibitions and standards that need to be followed in the context of ethical and moral values. Therefore, the disadvantage for both e-shops is that in the area of baby food and its sale the trader can not be too aggressive and their pricing policy must be moderate. In case of any e-shop selling baby food the other big disadvantage is the direct contact with mother. Many of them are willing to buy anything to help their babies and to influence them the best way is the personal contact, which in the case of e-shops, is missing. In online selling the special promotions and other marketing strategies and campaigns must be set to influence and actually get the mother to shop only on the one specific e-shop – the e-shops must give them something more, different service they do not get in any pharmacy or supermarket.

E-shop X was unlike to E-shop Y greater volatility of individual brand curves. It may mean that a lot of customers reacts to promotional activities and marketing campaign launched in these months with the greatest success. It also means that these

customers are not loyal to one brand but the price and special promotion is very important to them. On the other hand is needed to mention the constant increase in the overall profitability of the E-shop X, which is in contrast to E-shop Y. In this case it means that this online shop is becoming more popular and maintains its activities and marketing campaigns well.

However, I would suggest to do an extra customer service – for example every third order has free delivery to your door, which is substantial and practical for mothers on maternity leave. I would also make several promotions to attract customers for a longer period – to every purchase over a certain amount 25% discount, or every fifteenth purchase for free. To attract customers for a longer period is also important to make competition for special prizes – customer collects receipts for a longer period and then win a bigger gift – an experience voucher etc.

In case of E-shop Y the situation is slightly different. Individual brand have constant market share, without any fluctuation – except Brand A in February 2014 when had a major slump. Overall profitability depends a lot on a season, more precisely at times of the greatest sales. Therefore the campaigns had no such a great success than originally planned, except for January and October. On this online shop the loyalty to a brand is very important, that is why various promotions and discounts are useless.

I would recommend to attract the customer by something new. Something new can be a catchy advertising on websites and search engines. What can really help is an investment into a campaign on Youtube – video marketing – another time than in promotionally successful months.

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