Czech University of Life Sciences Prague

Faculty of Economics and Management

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Diploma Thesis

Attracting customers online: the effectiveness of online marketing tools

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Lákání zákazníků on-line: účinnost on-line marketingových nástrojů

Souhrn

Tato diplomová práce je zaměřena na digitální marketing aplikovaný na společnosti, která působí v mezinárodním měřítku. Práce se zejména zabývá účinností on-line marketingových kanálů a přilákáním nových zákazníků. Obsahuje teoretickou část a vlastní vstup, který je založen na analýze firmy a marketingové strategii pro ní.

Hlavním cílem literární rešerše je vysvětlit terminologii on-line marketingu a jeho funkčnost, a ukázat možnosti různých on-line marketingových kanálů. Dalším cílem je ukázat, jak mohou být identifikováni potenciální zákazníci a konkurence dané společnosti. Veškeré informace by měly pomoct porozumět problematice, která je probrána ve druhé kapitole práce.

Vlastní vstup popisuje analýzu původního stavu společnosti a webové stránky, reklamní kampaň, re-design webu, vytváření nového obsahu, optimalizace pro vyhledávače, a také on-line marketingové strategie, která obsahuje sociální média, marketing na Facebooku a e-mail marketing. Všechny marketingové kanály byly vyhodnoceny a navzájem porovnány na základě výsledků analýzy. Na závěr bylo zjištěno, jaké marketingové kanály lépe upoutávají pozornost potenciálních zákazníků a jak jsou účinné.

Klíčová slova

Online marketing, SEO, online nakupování, E-commerce, SEM, spokojenost zákazníků, online marketing nástroje, loajalita

Abstract

Internet has a very strong influence on the formation and development of the global information society. Web space as a social phenomenon - global communications, providing the exchange of text, graphics, audio and video, and access to online services without territorial and national boundaries. Distances become shorter and shorter. It is hard to hide facts or information now, all becomes transparent. Companies nowadays cannot survive without support of E-commerce.

The main aim of the diploma thesis is to attract customers online, make the web page visited. The second aim is to make chosen web site usable, accessible and profitable.

To achieve the set up goals, the next objectives must be reached:

- To analyze and to test the original condition of a web site, called Skypeitaliano.com
- To create the online marketing strategy.
- To make changes in design and content of web pages in accordance to a proper marketing strategy that will start from a question – for what action from the client side the web application is built for?
- To promote the Skypeitaliano.com web site after all modifications.
- Analyzing and testing the condition of a web after all actions.
- Measuring the result.
- Monitoring.

Chosen methodology:

Web site analysis using Google Analytics. This statistical web tool provides many metrics that can be very useful in making decisions about reconstruction of a web site or redesigning. Also understanding the value of the information that is produced by Google Analytics managers can estimate what marketing channel is more profitable and attracts more customers. The main indicator will be ROI, by which company can estimate the profitability.

A/B test. It is a kind of experiment, when the original version A is compared to a modified version B. The main aim is to estimate user's behavior and to understand what the best one is.

Testing usability and accessibility of a web site. It is another experiment, when 5 people will be randomly chosen to use the web page under monitoring. All their complications on a page will be recognized and taken into account in the further development of a new version of a web site.

Search engine marketing or SEM will be consist of Search engine optimization and Pay per click advertising (PPC) with the help of Google AdWords.

Social network marketing. Two social networks is chosen – Facebook and Vkontakte. The main target is to create groups, which will connect with Skypeitaliano.com web site, and expand the customer base.

E – Mail marketing. Informing clients about special offers, seasonal discounts and new products. Also sending newsletters to customers.

Conclusion and results:

First of all potential customers and competitors of the company Skypeitaliano.com were identified and the data from Google Analytics was analyzed. After the first stage of applied marketing strategy and testing the website by the focus group the new design, navigation and the new interface were suggested and created.

Search engine marketing, social media marketing and e-mail marketing were chosen as online marketing channels for promotion the website and building traffic on it. During a month the web was monitored and the first results of marketing activities were summarized and evaluated.

Web test by people after improvements showed that users like the new color scheme, landing page and the whole design of pages more than the old ones. It is easy in use and navigation attracts more potential customers. Changes in interface made the website navigation menu more comfortable and reduce the amount of unnecessary pages. New structure and registration form increased the number of returning customers. Payment system and online consultant made the interaction with the website much easier for the particular clients.

The most effective was pay per click advertising. This channel brought the biggest number of users. Social media marketing attracts customer's attention less. Content of fan group and advertising should be improved. Search engine optimization gave higher score for the website visibility and customer's experience. Optimization is constantly in the process of improving and monitoring. E-mail marketing informed customers about the new offers or news, thereby attracted them to visit the website. Again e-mailing is a non-stop process, which should be performed several times a month to stay in touch with loyal clients.

Digital marketing showed its indispensability. The result of each applied marketing channel was positive. There are still some channels that should be improved. However the new website started to be effective and customers started to recognize it and make conversions.

Conversions for the website were the number of new users. For the certain period the number of new visitors was 85 and the total amount of clicks from PPC ads was 171.

Conversion rate = 85/171 ×100 = 49 %

It is not bad indicator for the first time. Results showed that there is a progress in the website traffic, the amount of new users and conversion rate, but the company still has the way where to grow and what to improve in the future.

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