

Use of online marketing to increase product awareness

Bachelor thesis

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Brno 2017

Acknowledgement

I would like to thank the supervisor of my bachelor thesis, Ing. Dita Dlabolová, for valuable advice, patience, willingness and professional guidance during my bachelor thesis.

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Annotation

Ondřej, L. Use of online marketing to increase product awareness. Bachelor thesis. Brno: Mendel University, Faculty of Business and Economics, 2017

This bachelor thesis focuses on the possibilities of increasing visualization of the new product - dryer sheets, on the Czech market through internet marketing.

When creating a marketing plan, the conditions and specifics of the Czech market were taken into account. Thanks to the increasing sales of laundry dryers on the Czech market, the group of potential customers for whom this product is interesting and useful is increasing.

Keywords

Marketing, Online marketing, E-shop, New product, New market, Dryer sheets....

Abstrakt

Ondřej, L. Použití online marketingu na zvýšení povědomí o produktu. Bakalářská Práce. Brno: Mendelova universita, Provozně-ekonomická fakulta, 2017

Tato bakalářská práce se zaměřuje na možnosti zviditelnění nového produktu – ubrousků do sušičky prádla, na českém trhu pomocí internetového marketingu.

Při vytváření marketingového plánu jsem vycházel z podmínek a specifik českého trhu. Díky rostoucímu prodeji sušiček prádla, na českém trhu, se neustále rozšiřuje skupina potencionálních zákazníků, pro které je tento produkt zajímavý a užitečný.

Klíčová slova

Marketing, Online marketing, E-shop, Nový produkt, Nový thr, Ubrousky do sušičky

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1 Introduction

The introduction or simply gaining attention or awareness of a new product on the market is a very demanding process. Enforcement on the market is becoming more and more challenging for new businesses. Without a good strategy and distribution network, it is almost impossible. Marketing is changing and new trends are coming. In terms of promoting a new product, conditions are more demanding. For potential customers, it is something new that they have never needed before and do not necessarily need for living. The challenge of marketing is to convince these people to buy and test the new product. The best way is to create or show people that they have a problem and make them desire to solve this problem, in next step offer them our product as a solution to the problem.

This bachelor thesis will focus on online marketing, its tools and possibilities. Processes how to increase the product awareness and make the product more visible - in this case, increasing awareness of the dryer sheets on the Czech market. I chose this topic because our family has internet store with just this products. Marketing or just a simple propagation is missing there. Furthermore, the decision was made because marketing and customer behavior is an interesting topic in some ways.

The first part focuses on marketing itself - what is marketing and its importance in the company. Then there is a characteristic of marketing tools - marketing mix, market segmentation or SWOT analysis. The options and types of online marketing are described there. The work is focused on marketing tools that are currently being used and primarily on those that will be used in second part of this work, their cost-effectiveness, efficiency and focus on audience.

In own work, there is an overview of the current situation on the Czech market of tumble dryer sales to create an idea about the size of the potential segment. The introduction to the product through the marketing mix, and then to internet store Sond.cz for which this marketing strategy is designed is following. The main work was done mainly in the promotion section, where several marketing campaigns were created, and other tools and options were used to make the product display in multiple places. Finally, the SWOT analysis describing the strengths, weaknesses, opportunities and threats of the company followed by recommendations for the future.

2 Objectives

The aim of my bachelor thesis is preparation and implementation of a marketing plan in the Internet market environment in the Czech Republic. With the use of appropriate marketing tools and techniques, the awareness of a new product, its features and benefits for the end customer will be increased.

3 Online marketing

Currently, it is noticeable that marketing is rather about building relationships with our customers. This type of marketing is called Relationship marketing. It seeks to create long-term and mutually beneficial partnerships in order to retain these customers.[9] This goes with offering special deals for loyal customers and establishing some groups or clubs to make these involved customers feel special and receive deluxe treatments, this can be seen in most of the supermarkets but also in internet stores in referral form. It works by the way that a new customer gets an advantage or a discount, and the person who has brought a new customer gets a credit to his account for which he can buy something.

The things change over time and marketing is one of them. Marketing requires more and more attention over time. The problem and maybe a good thing is that marketing develops a tremendously fast, and it goes hand in hand with the technology. New programs, applications and actually everything around us has an impact on what direction will marketing take. This crazy world brings new needs and innovations that customers require, and are increasingly demanding. And just to address and meet the needs of the customers is the main objective.

3.1 What is Marketing?

'Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.' [1]

What it says that the companies and organizations give customers a value in form of goods and services, and from this trade not only the companies receive the benefits but also the customers and in a wider angle of view as well other public groups.

We are talking about the "value". How it should it be understood in marketing study? According to Foret [2], the value is more focused more on the customer, the meaning and importance that the offer has for the customer himself and also for the society. Tells what the customer receives from the offer. From this sight, the "value" is socially conditioned and changes according to a specific individual, temporal (time) and local context. This means that exactly same offer has different meaning and benefits for two customers and their surroundings.

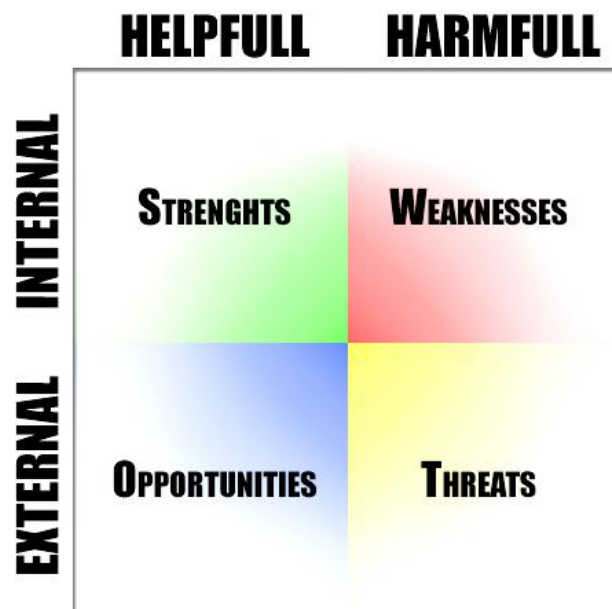
According to Jakubíková [3] marketing is a crucial part of the company strategy, guiding to reach the goals. The author emphasizes on the relationships with the customers, and describes the customer, to certain bounds, as an alpha and omega of the business process. Also that the main mission of the marketing is to differentiate the offer from competitors in dimensions that are relevant for the customer. Marketing is something like a science of choosing target markets through market analysis and market segmentations.

3.2 Strategic Marketing

Strategic marketing is marketing in the long run. It is based on the results of marketing research market, identify customer needs to create a marketing plan. The main goal is customers' satisfaction, improving company performance and increasing profit of the company. A marketing plan can contain a time frame how each part and programs will be implemented during the time.

3.2.1 SWOT analyses

The name of SWOT analysis or also called SWOT method is created from the first letters of the four words that represent this analysis. These words are Strengths, Weaknesses, Opportunities and Threats. This model allows organizations to identify both its internal and external factors. The SWOT analysis is used as a decision-making tool and to facilitate the development of strategic plans.



Pic. 1 Figure of SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) [23]

Internal factors stand for elements that can be influenced or modified by the organization. In this group are Strengths and Weaknesses. Strengths are the factors of the business that reinforce its competitive position against competition. On the other side are weaknesses, which weaken the competitive position of an organization. These internal factors can compose of experienced management, quality of a product, workforce, motivation, relationships and more others. All these mentioned can affect the company both positively and negatively.

External factors are those elements that an organization cannot influence; they are linked to the environment in which it evolves. First external factors are Opportunities that have the power to positively influence the competitive position of an organization. Those that negatively influence the external environment of an organization are called Threads. [4]

From the weaknesses of the project and external threats are arising specific risks the company may face in the future. In the business plan, there should be outlined, what is the likelihood of risky situations and how great may be the resulting negative impact.

It is good to focus first on internal aspects and then on external ones. Once they are written down, the detailed discussion on each point's relevance and likelihood can take a place. There are two methods called "matching" and "converting" which helps to gain a better position on the market by using data from SWOT analysis. Matching strengths to opportunities provides a better competitive advantage. The other method rests on converting weaknesses and threats into opportunities and strengths. These methods can be also found as SO, WO, TS, SW strategies. These strategies serve to maximize company's potential and strengthen its position and also minimize the impact of negative effects.[3]

3.3 Marketing communication

3.3.1 Segmentation

The first step of product promotion is Segmentation. Segmentation process divides the customers from the whole market into smaller groups called segments. In these groups can be found individuals that are similar to each other - they think the same way and have the same taste, like similar products and brands. These individuals can be seen as a typical average customer for this segment, which has its own needs, interests and requirements.

American Marketing Association writes about market segmentation that its primary use is to help marketers with communication with customers - to do some communication structure for different segments. The main thought of the article is that a different offers, messages and executions can yield better impact on potential customers if aimed at the right segments via different media. This requires a deep understanding of customers differences in attitudes and behaviors, and the organizational capabilities to deliver on differentiated communication through various channels. [5]

Zamazalová [6] defines segmentation as a process of market division into several homogeneous customer groups. These groups differ from each other in aspects of needs, characteristics and behaviors. The author also highlights the fact of several methods of segmentations, which can be demographic, psychographic and behavioral. Market segments consist of customers who react the similar way on used marketing tools such as product, price, place and marketing communication.

The goals are to evaluate the differences in needs and desires, also identify the segment in the case of which product is suitable for what market.

Demographic segmentation divide by any combinations of age, gender, income, education, ethnicity, marital status, education, household, type of residence and much more. Demographics describes who is the customer, gives the marketer basic information about the customers.

Psychographics refers to behavior during the purchasing process, personality and emotions. Every customer is "different" but classification according to attitudes, hobbies and lifestyle help to separate them into similar groups. Psychographic give the marketer image why the customers are buying or should buy the product. It is by some way connected to behavioral selection too. This can also contain brand loyalty, nature of the purchase, distribution channel used or reactions to marketing factors. This refers to that some customers have their own rituals, favorite brands, and their other reasons why they buy certain products and not others even though they are on sale, have better accessories and properties.[7]

3.3.2 Targeting

After the segmentation is done, here comes the targeting that is more or less evaluating and selecting the right segments to work with. With the help of various marketing plans and schemes, the company targets their products among the various segments. It is always good to have a large market to have better results. The differences between segments should be measurable to have a reasonable explanation why every single segment was selected.

According to Janouch [8], targeting is a process of decision making about what segment or segments to choose and target on. Based on segmentation the target groups are chosen, and with these groups is worked then. Each segment must then be treated differently. Some segments can be attractive by its size those others can be smaller but still more profitable. But size and profit is not everything for choosing the segments. Some customer segments can be unreachable because they are already occupied by other companies. It is harder to get into these segments more that into untouched or bad treated ones.

There are more options how to target on segments, but here are the basic ones:

- Focus on one segment with more products
- Selection of some of the best segments offering more products
- Product specialization, one product is sold across more segments
- Full coverage of the market

3.3.3 Positioning

'Positioning is the act of designing the organization's actual and perceived offering in such a way that it lands on and occupies a distinctive place in the mind of the target audience – where you want it to be.' (Philip Kotler)[19]

The strategy of positioning can reflect the company's value propositions, the reason why should customers choose our product instead of a competitor. The positioning can be focused on the behaviors, benefits, barriers, competition or repositioning. [9]

Positioning is the determination of how the company wants to be seen by customers. Showing the strengths and differentiate from the competition. This means to create an awareness about the brand and its benefits and distinction from others. Zamazalová [6]

Presentation of a product or brand is very important to reach the desired effect. The marketers create a first impression of the product through positioning. From the marketing communication on the internet is the positioning strategy closely linked to communication media and reflect in ways of communication. The main goal is to create message clear and the most effective.

To distinguish the product from the competitors can be done by several ways. These product characteristics are required to make this demarcation:

- The product has no competition at all
- The product is difficult for competitors to imitate
- The product provides a significant advantage for the customer
- The product is perfect
- The product is more affordable than competing

Even though the product has one or more of these characteristics, it does not mean it will succeed. Positioning is here only to give customers the desired image and meaning about the product in customers minds. The author recommends creating a "story" about the product, to connect it with something or someone creating the feeling of belonging to a particular group. Janouch [8]

3.4 Marketing mix

The marketing mix is one of the important parts of the business plan. According to Kotler [9] is Marketing mix set of tactical marketing tools divided into product, price, distribution and communication politics, which allows the company to adjust its offer according to customers desires on the target market.

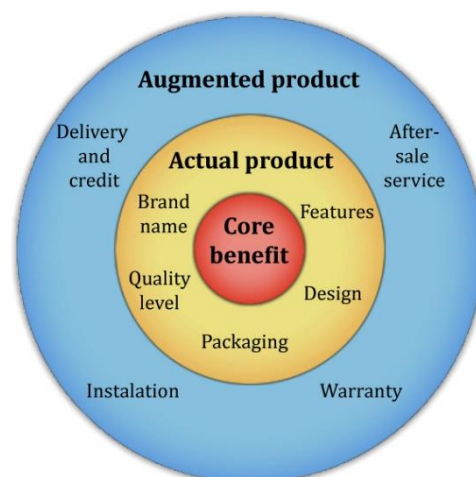
It is better to make a segmentation and targeting first to get an image of the typical customer. Also to then, the company can prepare all the marketing activities to get the product attention.

Marketing mix originally contained 12 elements, but after some time professor, Jerome McCarthy suggested grouping these variables into four categories: Product, Price, Place, and Promotion. This 4Ps marketing mix model became more popular and widely used by marketers. Marketing mix model can be used to help decision-making in the context of a new offer on the market, as well as to test an existing marketing strategy.[10]

3.4.1 Product

According to Kingsnorth [11], the product can be anything that can be sold. It can be a physical product same as service proposition. The main and most important thing that it was developed to serve the customers. The best solution is when the firm develops something that people want to buy. A good start is to make the market analysis to avoid the situation where is no demand for the product and people are not interested.

Janouch [8] says that the product is something that brings value to customers or its consumers. The value can be expressed as the benefits of using the product, savings in comparison with the competition or the time to receive the product, same as a good feeling, social recognition, wish fulfillment, or ownership of the brand.



Pic. 2 The three levels of product: Core Value, Actual Product, Augmented Product [24]

Kotler [9] writes about the three levels of the product. The first layer is defined as a core of the product, which describes the main purpose, and attributes of the product. This is a solution to the customer's problem. The second level is about the extra features, in some cases not really necessary. This level stands for design, features, brand name and quality of the product. The last level is extraordinary services for the customer after the product purchase. There can be found delivery, installation, service, warranty and so on. These extra services make the customers more willing to make another purchase and become loyal customers.

3.4.2 Price

According to Janouch [8], the price represents all the costs spent on the acquisition of the product. The price is counted also with the transportation costs, packaging, spent time and physical and psychical exertion needed for product acquisition.

Kingsnorth [11] is more focused on the idea how much are people willing to pay for the product and what sets the price. As he writes, the "willing to pay" element has many factors behind it such as brand value, online reviews, product quality and others. He also writes that there is an expectation that in some sectors should be lower prices online because there are no overheads.

Another author Sinek [12] describes different stages of the price-oriented marketing. At the start when the price is set it is easier to impress the customer in comparison when the product is on the market for a long time and people get used to it. Sinek [12] also writes about the price game and the effect on companies. This whole game is based purely and simply on the cost of the product. Drop the price low enough and people will buy from you, the shelves will quickly clear to make space for other products. Playing this game is like gambling, this author even likens it to drugs.

'For the seller, selling based on price is like heroin. The short-term gain is fantastic, but the more you do it, the harder it becomes to kick the habit. Once buyers get used to paying a lower-than-average price for a product or service, it is very hard to get them to pay more.' (Simon Sinek) [12]

This makes a pressure on the sellers to push prices lower which also means lower margins for them. To compensate this deficit they have to sell more and more products. And how do you sell more products? By lowering the price again. This process of dropping the price is not a perfectly legitimate way how to drive a business, the here challenge is to stay profitable. [12]

Especially in the Czech Republic, customers here are going crazy for sales and they just love them. There are some products that are sold only in sales or special deals because people got used to lowering prices and are not willing to pay more and will buy a substitute.

Price always costs something. The question is, how much are you willing to pay for the money you make? (Simon Sinek)[12]

3.4.3 Place

Online marketing and the place seems on the first sight, as they have nothing in common. But the place is not only about the brick and mortar shops is it also about the way of distribution, comfort during the shopping which can be connected with the design and clarity also the position on the results of the web page browsers. It is the same like with a physical shop when the company has the right products but their shop is located in the wrong place, and then there will be fewer sales than it could be in the well-located spot. [11]

In the world of e-shops, it is easier, than to move the whole shop somewhere else, to focus on the marketing so the websites are easy to find. Customers come to the online shops mostly through the browsers, the goal would be to display of companies websites on the first page and as high as possible. Into this part also belongs the listing in websites presenting the products for example price comparators. Another issue may be the distribution and ways how to deliver the product to customers; what kind of parcel services to use according to price, availability and delivery time to satisfy the customers. [8] This issue is discussed in chapter SEO and SEM.

Even though the customers cannot get in touch personally with the products, the marketers should focus on the presentation on the websites. The appearance of the website can be important for a customer, same as the display of the products or information about the products. The strategy is to make the sites and product memorable for customers; this can be achieved even by catchy names or comparisons with the competition.

3.4.4 Promotion

Janouch [8] describes promotions as a process where the message passes from the source to receiver. What is says, that people has to know about the product first, its functions and purpose, know its advantages and be convinced about it. On the other side, the producer needs information about the situation on the market, what people want, their preferences and requirements. That means that both sides have to communicate with each other.

Kingsnorth [11] emphasizes on the promotion because it is often the first time when the customers come to a contact with the brand. Make potential customers buy a product, they first have to know that the company even exists and what the company offers, know the functions and the purpose and advantages of the product.

Marketing has changed and it is much more than shouting about the product and it is much more about making a relationship and taking customers on the long-term journey. That journey starts with the first impression but does not end with a purchase; this journey should take a long time to make the customers loyal.

Simon Sinek [12] describes the promotion in examples. He uses the example with digital cameras but it can be any product. The principle is that sometimes people go to the store with a specific image about the product they want, but de-

spite that, they buy something else. There are three products that have the similar parameters, price, and good brand but perhaps one has a promotion - something free, some added value. This little something extra can change the decision-making process of customers. The principle is simple - give something away for free to reduce the risk so that someone will do business with you. It is called breakage and measures the percentage of customers who fail to take advantage of a promotion and end up paying full price for a product instead. This happens when the customers go straight for just the one product they wanted and do not want any other options.

3.5 Marketing on the Internet

The Internet is a global system of interconnected computer networks, which is used to connect devices worldwide. The main services are done by protocols that provide the web pages, e-mailing, instant messaging, telecommunication, files sharing and many others.

The Internet is spreading really fast and became very attractive for advertising products and brands due to increasing numbers of users. The main advantage is the fast actualization of content and response.

3.5.1 Impact of the internet on the marketing

The Internet significantly contributed to change of marketing. Customers have more information about the products, also they can compare the price of the product with another store just with one click. These price comparators help customers to find their desired product for a better price or within better conditions, store closer to them or free shipping etc. On the Internet, there are among other sites where customers can share their opinions, evaluate the products and buy them. Internet marketing is in some areas even more important than classical marketing. However, a marketer should not take them separately, because the offline communication is very important too. [8]

From my own experience, the marketing communication tools through the Internet brings several advantages, which can make marketing more precise and effective. With the help of STP (Segmentation, Targeting, Positioning) marketers can create a campaign focused just on the right type of audience. These campaigns are easily measurable because of the amount of data collected. Marketing programs usually count the number of views, clicks on the advertisement, time spent on the website and lot of others useful data.

The advertisements on the Internet can be quickly launched and easily editable, this makes them effective and relatively cheap considering the number of customers addressed. If the advertisement does not work it can be immediately stopped, this means that the company is not losing any additional money.

3.5.2 Online marketing

Online marketing is another way how to accomplish desired marketing goals via the Internet. It contains same as a classical marketing, many activities that are used for communication with customers. By the communications, it is meant influencing, persuading and maintaining customer relationship. Janouch [8] highlights the fact that marketing has to be complex, all activities has to be done together, when they are done separately it loses the meaning and effect.

Nowadays marketing means more of communications and personal approach to every single customer. Care about the customers has to be continuous operation because of the conditions changes constantly. With the help of technology, marketing rapidly changed and companies were forced to find new ways how to attract new customers. Marketing communication expanded and customers got a completely different position than it was before. Internet marketing is therefore characterized precisely in relation to them.

According to Janouch [8], the main changes are within communication, the position of the customer and participation.

Communication on the internet is super-fast now in comparison to normal mail. Now with the technology that is available, people can chat about everything and the message can be easily spread. The communication between producer and customer also changed. Before the internet and online shopping, most of the transactions took place personally face to face. Now it is totally different, anonymous. To stay alive in the market companies have to find the way to get in touch with the customers again.

Communication with customers is still too much formal, it should be more personal, kept on the certain level but do not sound like a robot. The connections that every customer has are extensive and with the speed of today's communication the company can be demolished or brought into the most important market players. There is no respect on the social network, this means that company should adapt to the market.

Participation in the process of marketing means to give people more information from people who understand their problem. Connect them with the right people from the company. Most of the marketers have no idea about the production of the products and in this case, some engineer or manufacturer could provide more detailed information. Also listening to customers is one of the very important things the company can do. Offer to involve their customers in the process of developing or adapting product. This will ensure their loyalty and make them feel connected to the company and brand. [8]

3.6 What is e-shop?

E-shop or online store falls under e-commerce, it is a place where users can buy goods and services online, contact suppliers or just to browse the offered products. To be able to purchase something the user has to use computer, tablet or mobile phone with internet access. All purchased goods can be paid by electronic payment

transactions of several kinds. Credit card, bank transfers, cash on delivery and for a small amount of money even SMS payments and other ways of payment can be used to pay for the products and services. [8]

From the previous experiences with purchasing and selling products on the Internet, it is common that most of the e-shops provide many of shipments methods, depending on the selected way of payment, quantity and weight of the purchased goods. For customers, it has many advantages such as comfort during the shopping, fast response and comparison with other products and online stores. The disadvantages are that the customer cannot touch and try the goods, mostly has to pay the postage and has to wait for the package to come.

The e-shops and basically e-commerce increased the competition between the enterprises.

3.7 How search engines work

Full-text search engine actively searches all the websites and connected sites and then scans them, creates a database of content and its relevance, and according to a search query of visitor offers the search results from the database. The most known in the Czech Republic are Seznam and Google. [13]

The system of sorting of advertisements and any search results in the most search engines works on the auction principle. The results that users can see depends on several variables such as the user query and chosen keyword, maximum price an advertiser is willing to pay per click and quality score which is generated from the content, clarity, loading time of a page and some other mysteries[14]. This means that a page with a great quality score can get a better position for less money. Good keywords are essential to achieving better positions. Keywords are useful both for SEO where search engine robots determine the content of the website as well as SEM so the advertisements can appear on properly chosen queries.

3.7.1 SEO and SEM

Both of these terms SEO (Search Engine Optimization) and SEM (Search Engine Marketing) are used in marketing sphere to improve the placement in results of the search engine, but they work on the different principle.

SEO is an optimization that tries to adjust the web pages so they meet the most conditions for search engines such as Google, Bing, Seznam and so on. If SEO is done properly and efficiently, then the website will be displayed in a one of a top position as a one with highly relevant content for that topic. Nowadays search engines use modern algorithms to monitor all web pages and to identify if the content is relevant or not. The exact algorithm is secret but it is widely known that the relevance is determined by on-page and off-page factors.

According to Shenoy[15], on-page factors are those that can be changed easily by the administrator. They are directly related to the web page, especially to its code and content. The results on the site have to be systematic and organized

which will provide better readability not only for users but also for indexing by search engine crawlers, robots. On-page factors it is possible to directly affect by SEO optimization. The main factors are:

- The amount, quality and uniqueness of text.
- Page load time and site performance
- Placement of keywords into headlines, metadata (title, description).
- Appropriate names of links on the page, not a bunch of letters and numbers.
- Interconnection of texts on the Web via hyperlinks with provided sitemap.
- The validity of the source code following the standards.

Off-page are not dependent on the code and that is why search engines prefer them over the on-page. Marketers cannot directly control them; they are built over the time. These off-page factors have greater value for them:

- Number of external links leading to the page.
- The quality of these links and their relevance.
- Social Media Marketing – blogs, articles, videos, forums,...
- RSS feed for following frequently updated content

SEM is another method how to get awareness of a product or brand among people. The main difference from SEO is the last letter - the M that stands for Marketing. Because of it, the visibility of the web page is achieved through paid advertising systems. As an example of these can serve PPC (Pay-per-click) systems such as AdWords, Sklik) or registration in index or list of firms. This includes also banners and paid positions on price comparators servers.

In contrast to the SEO optimization, the starting costs are lower but have to be regularly paid. The problem is that the SEM is dependent on the amount of money invested in these systems. Once a credit is depleted, then the advertisement or premium services stop running.

The advantage of this is that the SEM results are seen immediately, it is very well measurable whether the number of views, number of visits, the value of orders and much more. It is, therefore, the very appropriate choice for starting companies, how to get immediately visible on the Internet.[16]

3.8 Social Media

Social Media is a type of website where users of internet meet to share information, connect with their friends or be part of some community with similar interests. Social media has such a great effect, with a good strategy big brands can be

outsmarted by the smaller ones without any huge investments. It costs almost nothing, the biggest expense is a time spent on creating good content. It can be easily started and can have an enormous impact on the business. [17]

People spend on these social sites enormous amount of time and this makes it one of the best marketing opportunities to attract potential customers. However, the advertisements on social media sites are not suitable for the direct sale of the products but rather for increase awareness of product and company itself.

Because of the availability, low price and almost no conditions, it is affordable even for small companies. This kind of propagation allows faster and better communication with customers, immediate customer awareness and brand evaluation by customers. This evaluation can influence other users to follow the brand and increase the effectiveness of the campaign. By sharing and placing "likes" the enterprise gets into greater awareness.

3.8.1 Blogging and Microblogging

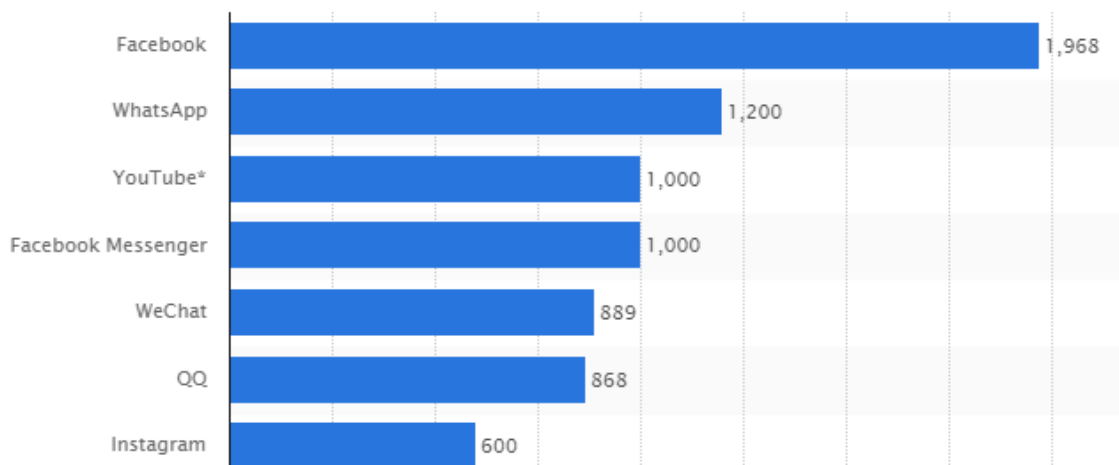
Blogging can be used as a way how to let customers know about the company or product. The main disadvantage is the time needed to create an interesting content. A blog can be part of content management system (CMS) of the company, this allows anyone to post short articles very easily.

Microblogging is very similar to blogging except the posts can contain only certain amount of characters. The typical example of microblogging is twitter. Twitter updates can contain only 140 characters but can contain emoji, hashtags and links which are shown under the post. The posts should be straight and interesting. Even though it can be used for marketing purposes it should not look like a typical advertisement, the posts should be more informative to get people interested in the product or brand. [17]

These little steps increase the off-page rating of the website that is very positive for increasing the relevance of company sites.

3.8.2 Facebook

Facebook is the dominant social networking site where people connect with their friends, create groups, chat with each other or even play games. Millions and millions of people spend their time on social networks, that makes it a hot topic for marketers.



Pic. 3 Networks worldwide (April 2017) - number of active accounts in millions [25]

Facebook allows businesses to create an account which looks alike and has more or less the same features as a normal user's profile. A business account can be managed by several normal users' account, the setting depends on the administrator.

Users can become fans of a company's page and follow the news and feeds. These pages can have public messaging walls, share photos, create events or set custom applications. For a company, it is good to have a Facebook profile so users can connect with it and it is a good social media marketing tool. [17]

Facebook offers advertisements called Facebook Ads. Because of the fact that Facebook collects so much information about its user, the targeting and positioning on the right customers is very easy. By selecting the locations, interests, age and many more criteria.

It provides several formats how to present the product or company such as plain text, video, photos, carousel, slideshow and others. The process of creating an advertisement depends on the purpose it could be sales on your website, downloads of an application or increased brand awareness. [18]

Choosing whose advertisement will be shown on Facebook is based on the auction principle. It depends not only on the price but also on the relevance of advertising, the interests of users and the overall value of the advertisement for them. The basic factors that affect whether an advertisement will be displayed are:

- **Advertiser Bid** - There are two options to choose; Automatic Bid and Manual Bid. An automatic bidding tries to get as many customers as possible by optimizing the price. The manual bid is better in that there is the option to set a maximum amount for the interaction. The advertisements may be paid per click or 1000 impressions. The budget can be set to a daily one, when has to be set the average amount that can be spent per day, or the long-term budget for

the entire advertisement delivery time, in which case it has to be determined how long the advertisements should be active.

- **Quality and relevance of ads** - Determining the quality of the advertisements depends on the interest of individual users in a particular topic. In the case of negative feedback, the advertisement may not be displayed at all, and vice versa.
- **Estimated action rate** - Facebook advertisements will evaluate who can be an appropriate user to serve ads. Estimates are based on previous users' activities. By using information about interest and information from the search, Facebook determines whether the user is suitable.

This is how Facebook wants to optimize and target advertisements so that they are as effective as possible.[21]

Instagram falls under the Facebook company, it is a photo and story sharing website and application that connect users. It allows posting advertisements that look like a typical post of users. This eliminates the effect of so-called banner blindness, which occurs when people automatically overlook the advertisements. [17]

3.8.3 LinkedIn

LinkedIn is a social networking site suited more for business professionals and job seekers and recruiters. In comparison to Facebook, these are no such things as photo sharing features. It is the most restrictive social network in terms of customization, for a long time it did not allow users to upload their profile photos. The communication is also limited in the way that only members that are directly connected can message each other. User's posts should contain a content related to their business and activities when it is a link to another page, it should be from the relevant source.

LinkedIn is the only one social networking site that charges a fee for special types of access, those are meant for recruiters and allows them to post jobs and contact people they are not directly connected to. For normal users it is free. [17]

3.9 Types of advertising

The following sections describe the types of marketing advertisements that have been used in the past along with those that will be used to promote the product in this work, or may be used in the future.

In the past, marketing tools such as e-mailing and banner advertising have been used to promote the company and the product. Within this promotion, the number of visitors to the online store has increased magnificently, but even so the campaign did not bring a striking increase in orders.

3.9.1 E-mailing

Email is nowadays mostly used for business and formal communication among people. Even though it is not so much used as before, it is still one of the most important types of communication on the internet.

Email marketing as it is, falls rather under the direct marketing than advertisements. But an advertisement can be included in the email. This means that there are two forms, when the advertisement is a part of an email and when the email itself is an advertisement.

A part-of email advertisement can be for example a typical footer of a company with some links to their page. Also can contain a logo of a company and other graphical features. These types of advertisement are usually sent within authorized emails which can be newsletters and other which the user signed up for.

In most of the time when the whole email is an advertisement, it is mostly spam - an unsolicited email. Spam should not be understood as an advertising tool. In many countries, it is illegal and can harm the company name. Some companies can send spam and not know about it, this can happen when they buy some database of email addresses which are created legally but cannot be distributed for another usage by another company. Therefore, all the marketing e-mails and advertisements should provide a link to unsubscribe for next announcement. [6]

3.9.2 Banners

Banner is an advertising stripe intended to present a company, brand, product, service or application. It is displayed on a visible place most of the times next to the main content.

Nowadays these banners getting more and more innovative. These banners are dynamic with different shapes and features, like games, videos or pop-ups after mouseover. All of them contain a link to redirection on certain websites.

Banners are placed on highly visited websites to attract people, for example, search portals or web page with a similar topic to as the banner. According to Janouch [8], the banner advertisement is still very popular, even though the effectiveness is only from 0,05% to 0,2%. This can be caused by banner blindness. Banner blindness means that most visitors of the websites have already developed a certain immunity against these advertisements. Another threat for banner ads is that modern browsers like Firefox, Opera or Google Chrome are able to block all advertisements. [8]

3.9.3 PPC advertising

PPC is a pay-per-click abbreviation, as the name says the fee is paid only if the user of the browser clicks on the advertisement. These advertisements are mostly in a form of text advertisement. Text advertisement can be divided into non-contextual advertising and contextual advertising. The contextual advertisement is shown only to users that show interest in the related content. This means that the adver-

tisement for dryer sheets will show on the same page where is an article about dryers, drying clothes and pages with similar content.

With the low price per click and accurate targeting for specific customers makes the PPC advertising one of the most effective form of marketing communication on the Internet.

The advertisements are divided into:

Search network advertisements are small messages that look like the typical organic results but are displayed at the primary positions. The advertisements are shown depending on the user's query. According to the keywords from the query, the advertisement auction sets the positions of displayed advertisements and organic results.

Display network advertisements are generated according to content the user is interested in. The browser remembers the information about visited pages and content and these information uses for targeting on customers. The setting can be more precisely defined with the addition on location, gender, age and other parameters.

The price per click is adjustable, but not always the highest paid advertisements are shown on the top of the results. The position also depends on the quality content and ranking. More about this problem is in SEO and SEM above. The PPC campaign also offers the setting of daily costs. [8]

3.9.4 Price comparators

Another frequently used website and marketing tool is a price comparator. Instead of comparing product prices among different sellers on the Internet by customers themselves, the price comparator does it for them in one click, saving time and providing more information about the product. These websites do not serve only for price information, they also provide reviews, comparison to other similar products or even publish experiences of users of these products. In a single place there are offers from various retailers and through the link is easy to get straight to the store where the product can be purchased.

Compared to other marketing tools the price comparators are above the average with the effectiveness. It is caused by the fact that users are already at the stage of the buying process and are searching for the best option. The best-known and most frequently used price comparators in the Czech Republic are Heureka.cz, Zboží.cz and Google Shopping. [6]

Heureka.cz

The price comparator sites work on PPC principle. This means that user puts money on price comparator account and it is automatically deducted the customer clicks on the product and is redirected to user's website. The price is calculated from the percentage rate which can be found in the price list. The price list is divided into two options.

The first option is when the customer is only redirected to user's website. This is calculated from the price of the product and the category it is in. For example,

the Laundry detergents are located in House and Garden category; with the price of 350,00CZK, we can find the fee for the click will be 2,00CZK.

The second option is to use Heureka basket when the customer can create order on Heureka site without visiting any other e-shop. The price for this service is calculated from the price of the product and from the category, the product is in. The price for click is calculated as a percentage of the price for the product. For laundry detergents it is 5% from purchase price without postage, this means if we have the same order as before; 350CZK the price for this service will cost 17,5CZK.

A special option is for users whose are in "Verified by customers" program. To get into this program the e-shop has to meet certain conditions such as receive a certain score from customers' evaluation. Even though the e-shop has good score it does not have to get permission to use "Verified by customers" stamp, because the next condition is to have a certain number of respondents from Heureka generated after purchase surveys in last 3 months.

To import the product to the system is required XML feed. This is a data format, a database with all attributes of the product. The main are the product name, description, link to webpage, price and EAN. If the e-shop is using "Verified by customers" program it can manually set the price per click to get a better position in search results.

Google shopping

The Google shopping works also on the PPC system. The user puts money on the account and waits for customers. To start with Google shopping it is required to create an account Google Merchants and Google AdWords. The XML feed is imported to Google merchants account where it can be edited. There are setting for the products itself and about the company. The Google AdWords serves for organizing the whole marketing campaigns the company uses. One of them can be just Google shopping. There are settings for positioning and targeting of the advertisement, the keywords or the price per click.

The advantage of Google shopping is that it has more showing locations. First is under the search query on the page of search results. The second is the special page for Google shopping with all of the products depending on the search query.

3.10 Evaluation and measurement of advertising

3.10.1 Traffic analysis

Social media metrics can be measured in two categories which are on-site and off-site. On-site metrics measure activity that takes place directly on company's website, whereas off-site metrics measure activity that happens on the other sites usually social media sites where customers interact.

On-site

The most important for marketers is **Return on investment (ROI)** metrics, which tells if the investment in social media is worth. To calculate the return on investment to the effort is done by deduction of all cost spent, monetary and time in-

vestments, from the generated income. If the marketing was done correctly the result should be positive, that means the investment in social media has been profitable. If not, the marketing campaign has to be revisited and changed. Also, paying attention to which sites and tactics are generating the most value can help to achieve better results. Not all types of social media fit every business, the most important is to focus on those that work for the company and are profitable.

Very important aspect is that not all visitors of the site will turn into customers. Most people are only visiting to get some information about the product or look what the website is offering like discounts, manuals or services. The next metrics measuring these on-site activities is called **Engagement metrics**. The two basic engagement metrics are time spent on the website and pages per visit. The higher numbers are the deeper the relationship with the customer gets. This traffic may not generate direct sales, but creates highly engaged visitors which can spread the information about the product and later bring even more customers.

Off-site

Because not all the marketing activities are on the websites, marketers should consider measuring the social media impacts. On most of the social media pages, there is a method how to measure whether the campaign is successful. In social media, this can be measured by the followers, likes, fans or members in a group. These data are usually provided also retrospectively to look how certain campaigns were successful. [17]

3.10.2 Google Analytics

Google Analytics is another service provided by Google, it serves for measuring all the activities on the website. The user can determine which metrics wants to track by a configuration of requirements. It is possible to connect more accounts and services together and have everything in one place. Google Analytics provides information as location, gender, time spent, language or how the customer got to the website. This information can be used for later remarketing or to evaluate the effectiveness of each campaign and referrals.[20]

4 Methodology

First of all, there is a preview of the sale of dryers in the Czech Republic and the development of sales over the last five years. From these data, it is possible to determine the potential number of customers as well as the development of laundry dryer prices over time. Thanks to this information, we are able to get a better insight into the future situation and apply this knowledge to the marketing plan.

This section also focuses on identifying the typical customer to which the promotion should be targeted. Into account is taken the age, condition and place where the potential customers live.

In order to compare the results from the efforts made to improve the position in the internet search engines, the state before any changes was recorded. For comparison, the results of the most popular search engines in the Czech Republic will be used. The status before and after will be documented and commented.

Next, there will be a marketing mix where will be introduced to the product, by using a three-level product concept. There will be mentioned a history of the product, the services offered by Sond.cz and partly the product selection strategy.

According to price section, the calculation of the final price for the Czech market will be described together with all the necessary costs that have to be pay and add to the price of the product.

Place in a term of online marketing is a bit complicated, so that is why it will be merged with Promotion. In this part will be described all of the work starting with the change of the design of the web pages, listing products in price comparators to offer more options how to find these products and get into people's mind. For this purpose will be used three main price comparators Heureka, Zboží and Google Shopping. To get more attention the Facebook page will be created together with the provided promotions to get the response of internet users, which can be beneficial for future purposes.

To obtain the immediate position in search results will be used for PPC advertisements by Google. The main role here will be played by the correct setting of campaigns, the information, from the obtained data on the sale of dryers in the Czech Republic, will be used here. These advertisements will also run for some time to get information on whether these products are interesting and whether they are being searched for by the Internet users. Thanks to Facebook sites and promotion, an increase in searches for these products is expected.

At the end of the thesis, SWOT analysis will be presented in the table by individual groups and subsequently individually analyzed. This business analysis will serve to make proposals for the future, to further development of the internet store and its other possible solutions and improvements.

5 Own work

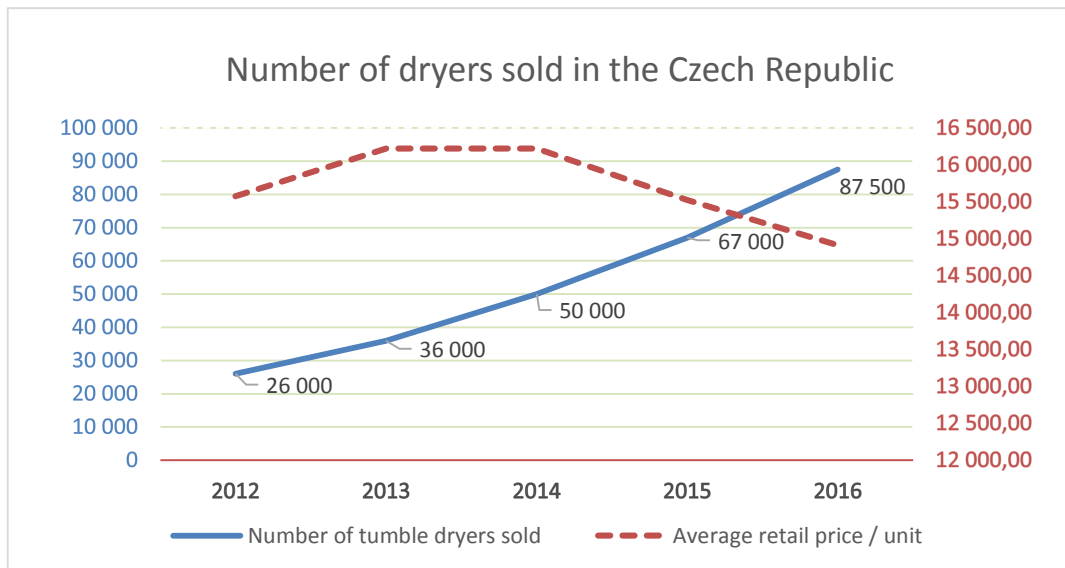
In the beginning, the potential market and segmentation of the market are discussed, followed by the SWOT analysis where the internal and external pages of the company are outlined. Then follows the Marketing mix, where all the work on product promotion and visibility is described in the last part. At the end are mentioned the results achieved and marketing proposals for the future.

5.1 Segmentation and market coverage

It is clear that a product such as dryer sheets cannot be targeted at the entire Czech market. Most people will not be interested in this product because they simply do not own laundry dryers and even do not think about it for the future.

The primary customer group is made mostly by women. Of the total number of orders, women sent 85% of the orders. In the rest of the cases, the men have made an order; the question is whether the data are correct. In most of the cases could happen that men served only as the purchasing agents under the coercion of women. This means that the real percentage rate of orders made to satisfy women's needs is even higher.

Based on the GfK statistics on the number of laundry dryers sold, it was possible to imagine the size of the potential market and the number of potential customers in the Czech Republic.



Pic. 4 Potential size of the market for dryer sheets, based of the tumble dryers sold [26]

The picture shows that the sales of dryers in the Czech Republic in recent years extremely successful. By simply adding up the number of dryers sold, we get to

266,500, representing the number of potential customers that can be targeted. There is not much in comparison to the total population in the Czech Republic, but with the exponentially growing trend of sales, we can expect demand growth for dryer sheets as well.

Targeting

The concept of a typical customer is very important for creating a successful campaign. In the case of the Sond.cz internet store and the product of the dryer sheets, the targeted group will be women since they are the ones who care for washing and drying clothes in most of the times. In order to create more specific details of the typical customer, it is good to consider these aspects:

- **Age** - Age when women start to deal with household issues. It is very often related to creating a family. The assumption is that the age of women could be about 27 years. For marketing purposes, this limit can be slightly shifted. Today, neither the majority of senior citizens will be interested in marketing because of their low interest in new technologies, the Internet, and social media.
- **Conditions** - The majority of the customers is seen as families with children, precisely because of the prerequisite for increasing the need for washing laundry and consequently drying.
- **Place** - Laundry dryers are in most cases the solution to a lack of space for drying clothes. For example, in panel houses, it is often not possible to dry a lot of laundry at once. It is therefore assumed the greater success of the promotion in cities than in villages. However, the laundry can solve the problem of drying the laundry in bad weather.

Utilizing these assumptions, it is necessary to determine the media and ways to target this particular group. The main questions are therefore what websites they visit, what magazines do they read and where they spend their leisure time on the internet. Among other sites, of course, include social media sites such as Facebook, Twitter, or even Instagram. Using propagation on these pages will be considered for the future.

The market research has revealed that women's most visited websites include 'Žena-in', 'Perfect Woman', 'Dáma' or 'Mimibazar'. The magazines 'Maminka', 'Svět ženy' and 'Vlasta' won the best women's magazines in 2016 in the 'Ženský svět' category. Because of the product is used and focused on a household, it would be appropriate to think about household magazines. An example is a magazine 'Marie Bydlení' and 'Dům & Zahrada'.

5.2 Original state of e-shop

Marketing

Until recent, only a small effort has been made in terms of marketing. Marketing has not been very thought out during the existence of the internet store. Some attempts were made but the results were not entirely satisfying. The internet store lived at its own pace.

In 2012, an address database was purchased and then an emailing was done by some emailing company. Traffic went up, but the effect on the number of orders was not as striking. From the provided data, it can be deduced that the average number of visits in these months was increased 25 times, but the number of orders only 2.5 times. Other e-mail promotions in the form of newsletters have been sent to registered customers during the Christmas season with the wishes for Christmas and the New Year.

In the past, banner marketing has also been used on portal highly viewed by women, the Mimibazar.cz portal. This site is mostly intended for mothers who sell children's clothing. There is also the possibility of discussion, sharing photos, or there are also many recipes and DIY projects on this site. At first glance, it seemed to be an ideal site for promoting the product which is intended for drying clothes. The click through rate was high, but advertisement targeting on the particular site was probably wrong. In the name of this site is the word 'bazar' representing the second-hand shop, and the users of this site apparently tried to save money and not spend them on the products.

However, the product awareness on the market had been done. The reason why people did not buy the product at that time, could be that at the moment they did not have the tumble dryer in their household. It may happen that the addressed users will buy the tumble dryer in the future and become customers of the internet store Sond.cz. This is the reason why I would appreciate this investment positively.

Design

Mobile devices did not support the original look and design of the site, so the text was not readable. Because most people currently use mobile phones with an Internet connection, it was a necessary step to improve or change the site's template and design.



Pic. 5 Old design of the online store Sond.cz [27]

Position in search results

With regard to that in the past no PPC advertising had been used, so in this part will be only the results from the full-text search. For the comparison are used three most favorite search engines in the Czech Republic; Google, Seznam and Bing. [22] Used phrases are 'ubrousky do sušičky', 'papírky do sušičky' and 'vůně do sušičky'.

- Google – In Google search, it was possible to find the internet store Sond.cz around 25th positions, this represents the second and third page in results. It is known that users do not get so far in the results very often.
- Seznam - In the search engine Seznam, the results were contradictory. The original position in the search for the query 'ubrousky do sušičky' was located the bottom of the first page of the results. On the other hand, no results were available for other queries.
- Bing - Very similar results to Seznam were achieved through the Bing search engine. There was no result for the query 'vůně do sušičky' and for 'papírky do sušičky' there was a link on the third page in the search results.

As can be seen, the results were not favorable. The goal was to make the site more attractive to both users and search engines robots - crawlers.

5.3 Marketing Mix

In this chapter, we will go step-by-step through the individual phases of the marketing mix. There are many manufacturers and brands of dryer sheets, this will be mainly focused on the products and services offered by the Sond.cz online store.

Firstly will be described the product as it is, then will be calculated the cost of acquisition and other costs associated with the sale of the products, according to this we will get to the developing of the product price. The next step of marketing mix will be Place because we are dealing with the online store, attention is focused mainly on website presentation, distribution and the possibility of shipping goods to customers. Last but not least, product promotion, creating a good impression on customers, marketing options and making product and e-shop more visible.

5.3.1 Product

Despite that, the manufacturers such as Procter & Gamble came with the way how to deliver the benefits of fabrics softening dryer sheets in the late 1970s and later The Sun Products Corporation, nowadays under the ownership of Henkel Company, in 1980s the product is not very known on the European markets. This can be caused by the fact that many people do not own a tumble dryer, but they simply hang their washed clothes on the clothesline. However, in the winter months or in bad weather, this activity becomes almost impossible.

Core of the product

So what is the dryer sheet and what is it good for? The dryer sheets fall into the Laundry detergents, more precisely Fabrics softeners category. A dryer sheet is small, about the size of A5 paper, piece of non-woven textile which is impregnated with fabrics softeners agents and aromas.

Exact names of used ingredients according to Bounce brand:

1. Dipalmitoylethyl hydroxyethylmonium methosulfate - It is a compound that is used for its anti-static effects and also helps soften the laundry. The substance itself is also used in hair shampoos and even as disinfection.
2. Fatty Acid - one of the fatty acids can be for example stearic acid. It occurs in many animal and vegetable fats and can be used as a softening agent. It helps make the clothes feel soft and also reduces static electricity. It is also used in the soap production, and together with other supplements can be found in the food industry as food additive E570.
3. Polyester Substrate - is a non-woven fabric substrate that is formed from substantially continuous filaments.
4. Clay - smectite clays are used to keep the right viscosity of the fabric softener during the drying process, also helps to reduce the fabric tension and deformation.

5. Fragrance - The fragrance is the key element. Every brand has a range of fragrances. Some producers offer no-fragrant dryer sheets for sensitive skin.

According to producers the dryer sheets provide superior softness, easier iron glide, reduces wrinkles during the drying cycle and after, increase the color retention and enhances stain protection.

Actual product

The online store Sond.cz mainly provides dryer sheets from two biggest producers; Procter & Gamble and The Sun Products Corporation. Procter & Gamble has a variety of fabric softener's brands such as Bounce, Downy, and Gain with a long history and popularity. The second producer The Sun Products Corporation offers brands as Snuggle, Coccolino, Cajoline, Mimosin and Robijn. All these brands have the same mascot. The difference between them is that they operate on different markets and change the name of the brand according to spoken language in the country. In the Czech Republic, the brand is known as Coccolino, but they are offering the similar and same products as all those others. But the dryer sheets from this producer are distributed only under Snuggle brand. The brands these two producers are considered as ones offering higher quality products.

Dryer sheets are sold in boxes, in which the count of the sheets inside can vary. On the box is displayed the logo of the brand, the name of the fragrance, count of dryer sheets inside the box and mostly a picture showing some flowers or another specific objects for the fragrant. Some brands have their representing color of boxes; Bounce - orange or Gain - green, probably marketing move for better recognition. The others try to match the design to the name of the fragrance.

Also, there are other producers and other brands, for example, Walmart store came up with their own brand presented as Great Value, and more stores have done the same. They offer the products for a lower price, but their design of the boxes look plain, the fragrances do not smell as good and are not that intense. These brands are generally considered as the products of lower quality.

The online store Sond.cz decided to sell only the higher quality brands. The reason is to provide better quality and good looking products which will get the attention of customers more easily and will make the customers more satisfied with the result, which is very important for the first impression.

Augmented product

It provides the best service and quality of the products the online store puts every single box into the zip-lock bags, together with the manual in Czech language, right after the delivery. This keeps the dryer sheets' fragrance last longer during the storage and once they are opened.

Those services as a providing contact, return policy and all other business conditions are understood as a matter of course.

5.3.2 Price

The effort to provide product, which is simply only bought and resold somewhere else may seem easier than it really is. The problem here is the distance, two completely different continents, and two different markets, which brings all possible costs connected with the business.

The final selling price for the Czech market is calculated from:

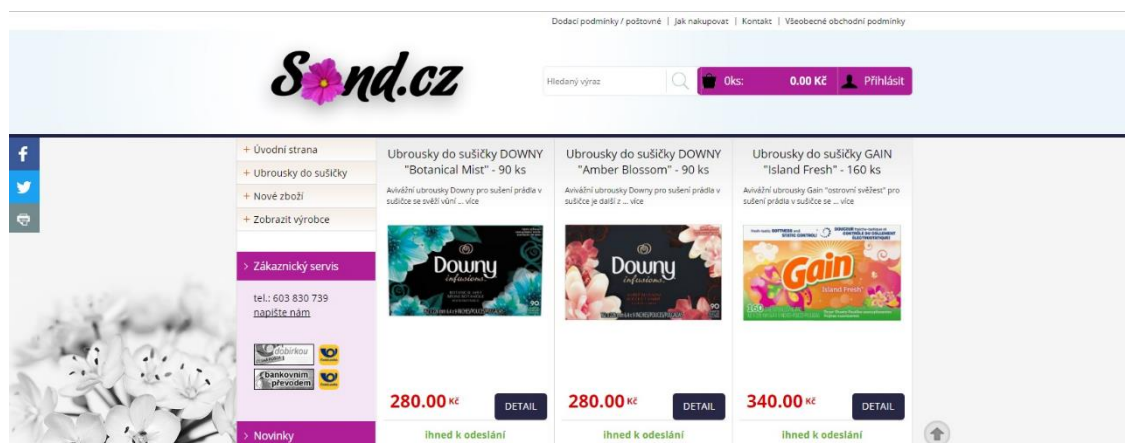
1. Acquisition costs – depending on the offers and deals of chain markets
2. Transportation costs – packing and shipping of goods to the Czech Republic
3. Duty - importation of goods from third countries is subject to duty
4. VAT tax - obligation to pay the import tax of 21%
5. Costs for online shopping - website administration and maintenance, internet domain payment and other costs associated with the business
6. Postage - packing costs and partially postage costs are included
7. Profit - the small part of why business is happening at all.

The internet store buys the dryer sheets in huge American chain stores such as Walmart, Kmart or Target, depending on the better offer. Ordering in greater quantities usually brings free shipping in America. Quantity discounts are not common in these stores, and due to the ordering of many kinds and fragrances in a lower quantity, the discounts are not possible to get. It is caused because the online store wants to offer the variety of products but it has to stay in the budget.

5.3.3 Place and Promotion

This part is focused on the design, delivery options and position in search engine results. The design of the web changed a lot. This was a marketing strategy to make the pages more customer friendly and adapt the pages for mobile phones.

The old classic design, which had been on the site for about eight years, has become much easier and hopefully even more attractive web to the customer. The overall appearance of the site was changed as well as the company logo. The purple color of the pages was selected according to the popularity of the lavender fragrance of the dryer sheets among the customers. All offered products got a new form of appearance in terms of perspective and proportions, to prevent that a complete listing of products looks chaotic.



Pic. 6 New design of the web pages [28]

The online store offers two basic ways of payment, which are payment by bank transfer and payment on delivery. The postage price depends on the chosen option and the price list is according to the Czech Post. The Czech Post is the only one parcel service used by the online store Sond.cz for distribution of packages across the Czech Republic. Customers can obtain a free shipping with the order reaching over 1500 CZK.

To make the products more visible these steps were made:

1. Listing products in price comparators portals

Nowadays a lot of people use the price comparators before buying. In addition, these sites usually have a good ranking in search query results.

Heureka.cz

The creation of an account at the largest shopping portal Heureka.cz was not as complicated as the negotiation of the classification of goods into the relevant category. According to the fact that all of the required automatically generated XML feeds are available in the administration of the online store Sond.cz the upload to the Heureka portal through the link was easy. After uploading an XML feed, it is necessary to wait for product approval from the portal. This usually takes up to two days, in a case of confusion or disagreement, the product is rejected and waiting for information to be corrected.

Only small changes had to be made, like adding information about the products, delivery times and set the names of the products into the correct form. After completing all necessary forms regarding the internet store owner, billing forms, shipping prices and conditions, the last step from the position of the online store Sond.cz was to put money into the virtual wallet.

When trying to get products as high as possible in the listing of similar products, I came across some complications. Because the number of orders received are not so stunning and the number of the completed sales questionnaires is even low-

er, it is difficult for the Internet shop to get a "Verified by customers" stamp that has a big impact on the results of the search.

Another problem was to assign the products to the correct category. But the question was to which because there is no such category. Similar products from other online stores, that started offer them for the past two years, had been shown in categories such as laundry soap ('Aviváž na praní') or air fresheners ('Osvěžovače vzduchu'), which is not a primary way how to use the dryer sheets, or the purpose for which they were developed. In general products in categories are better placed, this works by first displaying products that are placed in one of the categories and then followed by full-text search results. After several requests for products placement to the categories, it resulted in that all the detergents used during drying clothes in the tumble dryer are now not included in any category. It's not exactly what I wanted or expected, but the result is that products from certain online stores are not preferred by categorization.

Zboží.cz

Zboží.cz is another of the price comparators that has been used to promote the product and make the online store more visible. As in the previous case, an account had to be created and added data about the company and products.

Even in this case, the basic form of the XML feed was provided from the admin pages of the Sond.cz online store. However, several additional criteria had to be set. One of the criteria was the 'categorytext' tag; it had to be added for inclusion in the correct category.

The price comparator Zboží.cz, offers the ability to match the products from an XML feed to already existing products. However, this service could not be used because the products have not been sold yet on the portal and the offer was unique.

The position is search results in Zboží.cz is not the best. This may be because similar products from other vendors are in the catalog longer and have gained a better reputation for that time. The goal in the future will be to get at the forefront of search.

Google shopping

To create this account, it was necessary to create up to two accounts, one named Google Merchant Center and the other Google AdWords.

Google Merchant Center is a tool that is required for uploading data, in XML format, about products and company so they could show up and be available at Google Shopping site. The categorization in Google Shopping can be done by two ways. The first way is to write the exact path leading to the right category, or in my opinion, the better way providing more information about the product itself is to download the database of categories and products that are provided on Google website and choose the exact type of products, which are represented by numbers. In this situation number 2794 has been chosen, representing the dryer sheets.

After completing all the data regarding the company, several conditions had to be fulfilled. The SSL protection should have been set to provide secure information

flow. To make the advertisement on Google Shopping active, the ownership of the internet store and access to the system had to be confirmed so as to prevent creating false advertising from internet users with no access and relation to the business.

The verification and claim of the website URL can be done by four ways; HTML file upload, HTML tag, verification through Google Analytics or Google Tag Manager. The easiest way for the internet store Sond.cz was to use generated meta tag and put it into the source code of web homepage.

2. Creation of Facebook page

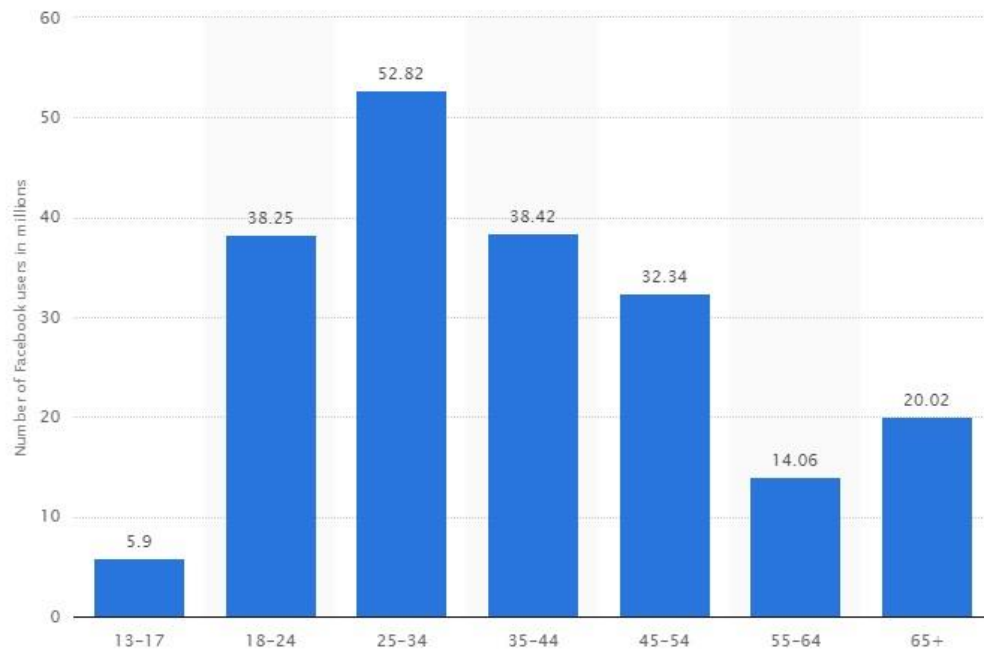
According to Zarrella [17], every company should have a Facebook page. Creating a Facebook page is not as complicated as creating interesting and engaging content that you need to post once in a while.

The great thing is that the deals and information about products, for example, deliveries of new products, can be spread among the people who are following the page. Every post can be boosted by an advertisement, which is good for the start and getting awareness. This means that every post can be spread among the "random" people who are not following your page, yet. The advertisement can be modified and targeted to specific people depending on their gender, geographical position, age and lot more.

2.1. Testing of Facebook advertising

After creating a Facebook page, there was a question about the content that will be communicated and what the online store Sond.cz can attract people to on the Internet.

I came up with an idea to create an article on the website of the store about the alternative use of dryer sheets. From various American sources, we have selected twenty other possible uses. US sources have been used because these products have been there for a very long time, and there was really a lot of resources. Because of the alternative uses the advertisement was able to attract the wider public and not just the people who own the laundry dryer at home.



Pic. 7 Number of Facebook users in the United States as of January 2017, by age group (in millions) [29]

The advertisement was targeted at a female audience aged from 25 to 50, given that most of the orders received are from women, from the total of 1785 orders 85% of them were made by women. The age limit was determined by taking into account the age of active users on Facebook along with the potential age of women interested about a household. The location preferences were set to the whole Czech Republic and the total budget for this promotion was set to 400 CZK.

Sond.cz
Published by Lukáš Ondřej [?] · 25 January · 🌐

Objevte další možnosti použití ubrousků do sušičky. Máme pro vás více než 20 typů jako například:

- Provonění zavazadel a sportovních tašek
- Antistatická utěrka na televizi nebo monitor
- Odstranění chlupů od domácích mazlíčků
- ... a mnoho dalších si přečtete na našich stránkách

Staňte se fanouškem naší stránky pro další užitečné informace a slevy.

Ubrousky do sušičky

Jsme internetový obchod specializující se na vonné avivážní ubrousky do sušiček amerických značek jako Snuggly, Downy, Bounce a mnohé jiné. Na trhu působíme od roku 2008 a nabízíme nejširší nabídku.

SOND.CZ

4,105 people reached

[View Results](#)

Sond.cz
Just now · 🌐

🌸 Využijte jedinečné květinové nabídky ubrousků do sušičky prádla se slevou 10% na celý nákup.
Slevový kód: SOND10CZ
Nabídka je časově omezena: do 14.5.2017

Sond.cz

Úbrousky do sušičky DOWNY "Botanická vůně" - 30 ks
Úbrousky do sušičky DOWNY "Kvetení Bleesem" - 30 ks
Úbrousky do sušičky DOWNY "Sáňka Fros" - 10 ks
Úbrousky do sušičky GAIN "Sáňka Fros" - 10 ks

280.00 Kč
280.00 Kč
340.00 Kč

Úbrousky do sušičky

Avivážní ubrousky do sušičky prádla. Najdete u nás značky jako Snuggly, Downy nebo třeba Bounce. Na trhu působíme od roku 2008 a nabízíme nejširší nabídku.

SOND.CZ [Shop Now](#)

Like Comment Share

Pic. 8 Facebook promotions [30]

The total number of people reached from this promotion was counted on 3822 people + 205 organic views (not paid, not counted), of whom 74 people were interested and clicked on this advertisement. In figures, this means that the CTR (click-through rate) makes 1.94% and for one click 5.40 CZK was paid. The price per click compared to other PPC advertisements used can be considered as average, it always depends on the campaign settings and the point of view of the marketer. The good thing is that the promotion was seen by 4000 people regardless the banner blindness. Maybe with a greater budget and better targeting of potential customers, the promotion will achieve better results in the future.

3. Creation and run of Google AdWords campaigns

The creation of Google AdWords was considered the first step in marketing promotion plan for this internet store. As described in the first part of this work, this is SEM active marketing, which is based on the pay-per-click principle.

What I found was that Google AdWords works as one large headquarters where all advertisement campaigns and reports are managed. Whether it is the Search Network, Content Network, Google Shopping, or YouTube ads. All settings regarding prices, keywords, geographic targeting, languages, types of devices, just everything in one place. So far has been used only part of the potential of Google AdWords, nonetheless, the campaign achieved very good results already.

3.1. PPC in Search Network

When creating PPC ads, it is most important to get to the first page of query results. This was the goal of this campaign, and also get the highest position as possible. It

lasted about two months to set everything just right, but the results are following. If the user enters into a search engine query like 'ubrousky do sušičky', 'papírky do sušičky', 'vůně do sušičky' or just if the query contains words 'do sušičky' the advertisement will show up on the first page of the results, in most cases at the top of on first two positions. Other search queries containing a word 'sušička' and 'ubrousek' do not reach as high positions due to higher competition, but the results are still acceptable.

Although Google AdWords offers the "Search Network with Display Select" campaign, which is a combination of two types of campaigns, only the Search Network campaign was selected. The reason was to have a better overview of the results in the future, and also a lot of professional agencies and marketers recommend to use the campaign types separately to have a better control over all of the functions and tools.

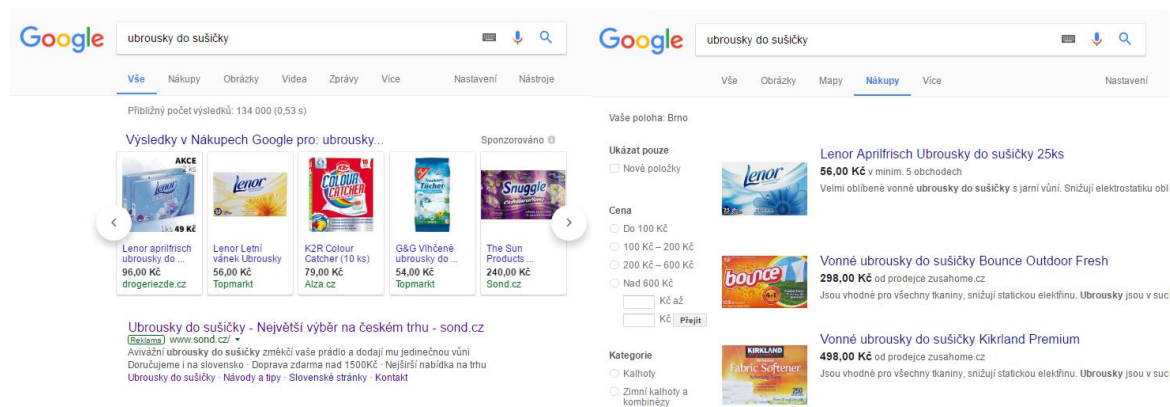
Here is the list of settings for the campaign with the description why they were used:

- All features - this setting allows to use more features such as social and experimental settings, advanced location options and with invested time the campaign can bring better results.
- Networks - another option is to show advertisements on partner sites with Google. This option was chosen, with the assumption of reaching more Internet users.
- Devices – the main devices to select from are computers, phones and tablets. The campaign was set to all devices, to have wider view angle and more information about the customers. According to this setting, we could determine that most of the users come via phone devices, followed by computer users.
- Locations and Languages – this work is focused on the product awareness on the Czech market so the setting of this campaign was set as well. The Slovak and English languages were added to the Czech language. The reason is that a people may have set a different browser language than Czech.
- Bidding and budget – The price for one click is set to 5 CZK but is extended by function 'Enhanced CPC' which can raise the price by 30% according to user's query to maximize conversions. The daily budget is set to 200 CZK, but the actual daily costs are not that high. The average price per click is about 4 CZK with the average click-through rate of 2,9%.

Making some valuable evaluation from such a small amount of information is always hard even impossible. The real click-through rate result will be known after a longer time, but in the view of positions of the advertisement, the results could be favorable.

3.2. Google shopping

Google Shopping campaigns are linked to a Google Merchant Center account that takes care of uploading data to the system. Google AdWords account handles all campaign setting, whether it is a cost per click, or targeting similarly like the classic Google AdWords PPC advertisements. However, some settings are missing here, I did not find the option to set the keywords, the language settings are not there also but most the setting is the same. The only change compared to Search Network campaign was at cost-per-click, which was set at 6 CZK strengthened by using 'Enhanced CPC' feature.



Pic. 9 Example of Google Shopping advertising positions [31]

Higher cost-per-click was set due to competition. Display advertisements featuring product image on the first page of the search is a very advantageous position. The resulting position is not perfect yet, so it is another plan in the future to improve this position. The other marketing tools can help to increase the online store web page score, which will lead to better positions.

The click through rate is under 1% but the number of views is the more important aspect in this case. The number of views is reaching over 100 per day, so far. According to Google AdWords analytics the share of search impressions is up to 85% with the average price per click of 3,50 CZK, this means that only 15% were lost due to better competitors positioning.

4. SEO marketing attempts

The search engine optimization has been used as another marketing tool to get a better position in full-text search results. The internet robots called crawlers go through every page and look for the key elements, such as meta tags, the content of the page or upload speed of the page. The higher the score is, the lower prices for SEM marketing campaigns can be obtained.

Meta tags

The basic meta tags were changed for a better description of the content of the online store. The title was changed from 'Sond.cz' to 'Ubrousky do sušičky - Dryer sheets'.

This is also related to the keywords. The keywords style on the web page is different than in the keywords for AdWords campaigns, where the keywords contain all possible queries the internet users can type into the search line. The keywords for the web page were set to 'ubrousky do sušičky, papírky do sušičky, vůně do sušičky ...' according to the content of the online store. These keywords make more sense than just a part of the user's query like 'sušička', this could cause the information misleading because the online store does not sell tumble dryers.

The description was modified to provide a brief information about the company, containing also some keywords to be more attractive for crawlers.

Unique descriptions of products

At the start, the description of every product was the same, which is not good from the view of website crawlers and also customers. Customers are interested in the advantages and the variety of the information so they can compare the products. The crawlers do not like the same text over and over.

The description of the products was changed just a little, so now it contains the name of the fragrance with its characteristics, so customers can at least imagine the smell even though this can be very difficult to imagine. The text was set to be more customers friendly, it is not overly formal to look like typed by a robot, but still maintains certain rules and standards.

Adding products information

Adding information about the products was necessary to get listed on price comparators sites. One of the added information is EAN barcode. These barcodes are used throughout the world to label individual types of goods for better identification. From the code can be for example identified the country of origin of the manufacturer.

The next important addition of the information were the producers and categories of the products. This information are crucial for listing and getting the advantage in positioning.

5. Setting up SSL on the website

SSL certificate is used to encrypt communications in the exchange of data between the user and the server in this case with the internet store Sond.cz. It gives a sense of credibility, its function is also authentication of the server. This certificate was required by Google as a condition for listing the products. In terms of marketing, it also brings benefits by increasing site rankings. It is now possible to see the link to the web page with the protocol HTTPS.

5.4 Current state

To compare the situation before using any marketing practices and tools with the current situation is used comparison in positions and options where customers can get in contact with the product.

5.4.1 Position in search results

This is focused on PPC advertisements positions in search network, as well as the positions at the results of the full-text search. Because the PPC advertising has been done only for the search network provided by Google, in Seznam and Bing are no advertisements but only full-text search results.

For this purpose, the same search phrases were used, which are;

Ubrousky do sušičky

Google - Since the last time, the position of full-text search has improved by ten places. Now the online store is in the fourteenth position. However, further steps should be taken towards even better results for the future.

The results from PPC ads are very good, and they appear regularly in the top two positions. It often happens that in the first place is the advertisement of the price comparator of Heureka.cz, but the products have been listed in the database and users can find them there.

Seznam - For this query, the online shop is currently showed on the third position. This means that people looking for this product will most likely click on the link and be redirected to the website offering the products.

Bing - It seems that Bing.cz likes this query and therefore offers it twice, and in very good search positions. The first link is in the fourth position and the next one in the seventh place, so there is very little chance of overlooking these links by users who search for these products.

Papírky do sušičky

Google - The position for this query is still on the first page on the seventh position in full-text search, yet it is still a good position since the links above are mostly discussions about drying clothes.

Within paid advertisements, online store link displays in the second position, which compensates for lower search positions.

Seznam - There are many things that have to be improved in the search engine Seznam.cz, the current position is nineteenth, which corresponds to the second page of the search. In the future, the company should consider PPC advertisement to reach the top positions because this search engine is very popular among the internet users.

Bing - Here, we can see that search engines use a different site and content rating system because, for this query, the link to the online store is displayed in the first position in full-text search.

Vůně do sušičky

This query has generally the wrong position in the search results, only worth mentioning is the Google search engine that uses pay-per-click advertisements. It will be necessary to add more articles and content to the website of the internet store and to improve SEO for this query as well.

Google - Poor position in the full-text search is offset by a first position using Google AdWords advertisements. Other links are directing to the pages of price comparators and discussions, which is not such a threat.

5.4.2 Facebook pages and advertisements

Facebook pages have been established for better marketing communication of the product with Internet users. This allows reaching out more users through social media and spreading awareness about the company and the product itself. Creating a Facebook page is free of charge, just using advertisement extensions for displaying it to more users is paid.

Two advertisements were used to reach more people and increase product awareness. In the beginning, I see the use of advertising as a necessary thing, as time goes by and the page is getting more followers, the usage of advertisements can be modified only to a remarketing tool. Right now, this is not possible.

5.5 SWOT analysis

The following table shows the distribution of internal and external factors. Separately, the strengths and weaknesses of the company, as well as the opportunities and threats connected with the business.

| | |
|--|--|
| <p>Strengths</p> <ul style="list-style-type: none"> • Unique product on the market • Wide range of goods • Low competition • Good position in search results • Clear websites even for mobile phones • The product is not included in the retail network | <p>Weaknesses</p> <ul style="list-style-type: none"> • Low product awareness • Import from the USA • Narrowly specialized product • Dependence on foreign exchange rates • High postage costs |
| <p>Opportunities</p> <ul style="list-style-type: none"> • Expanding to the Polish market • Growth of tumble dryer market • Use of other parcel services • Planned reduction of postage costs • Use of marketing - regularly • Cooperation with retailers of electrical appliances | <p>Threats</p> <ul style="list-style-type: none"> • Product placement into the retail network by manufacturers • Product placement by major vendors – Alza, Mall ... • Tightening of import conditions • Similar products on the market |

Strengths

One of the strengths of the Sond.cz online store is undoubtedly the fact that it offers a unique product on the market. It could be said that it is the only online shop that offers the product to such an extent. Online shop Sond.cz offers on average 12 kinds of dryer sheets. Compared to the others, it can be said that this is the biggest specialized dryer sheets store in the Czech Republic, which has been on the market since 2008.

In the current situation, the competition is very low. There are sites where it is possible to buy the product, but it is mostly a piece sale with only a few fragrances. Another option, where it is possible to buy a similar product are DM drugstores,

offering products from other manufacturers and without any promotion. The main competitor now is another online store specialized in importing American goods in which they are also included dryer sheets. This store offers same brands but for higher prices and narrow range of fragrances.

Using marketing tools, the position in search results is relatively good. Assuming the continuation and implementation of other marketing steps, the internet store may gain a great advantage in the future. Web sites will be more visible and product awareness will increase. This topic is also partly related to site clarity and customization for mobile phones. The pages are therefore better arranged for customers using mobile phones.

Another strength is that the product is not widely sold in large retail stores. This makes it possible to use this hole in the market. The fact that the product is poorly available in regular stores brings the advantage for internet shop Sond.cz by a greater number of orders.

Weaknesses

Because tumble dryers have not been very widely used appliances in Czech households, the awareness of the product of the dryer sheets is negligible. Tumble dryers are not a necessary part of the house or flat. An ordinary coat hanger or a clothes-line is just enough to dry the laundry.

Another weak aspect is imported from America and its associated costs and time demands for transportation. The time from placing an order and delivery to the Czech Republic take more than two months because the goods are transported by ships to lower the costs to the minimum. Purchasing costs are then increased by the shipping costs, customs, and then VAT which will then be reflected in the final price for customers. Since the goods are imported from America, the final price is derived from the US dollar exchange rate. With the weakening of the Czech crown, it is necessary to raise the price of goods, in order to cover all increasing costs.

Setting a marketing campaign is a complex matter because it is a highly specialized product. This means that the market segment is small and accurate targeting for customers so that the outcome of the promotion has an effective impact, is intricate. It is impossible to focus the campaign only on the owners of tumble dryers.

The e-shop Sond.cz uses for posting packages of services of the Czech Post. Unfortunately, the price of postage at cash on delivery is quite high compared to the price of the goods. At an average order price of about CZK 750, the postage cost is 20% (CZK 150) of the total price. Other options are transfer payment, when postage is reduced to CZK 90 or when ordering over CZK 1500, postage is paid by the e-shop, but this is not a solution to the high cost of postage.

Opportunities

The online shop operates on both the Czech and Slovak markets. Another opportunity is to extend the scope of the Polish market. The population of Poland is 3.5 times more than the population of the Czech Republic. Assuming getting a regular number of orders per week, this would be a very lucrative opportunity to reach more customers, increase product awareness also abroad and raise the overall turnover of the company.

With an increasing living standard, an increase in tumble dryer sales is also expected. More and more people are buying tumble dryers, and so the potential market for dryer sheets grows. Using regular marketing in the form of online promotion, but also articles in magazines and other advertisements, Sond.cz can build a good position on the market. This is also aided by the fact that the average price of tumble dryers in the market is decreasing which makes the tumble dryers more accessible.

In connection with the weaknesses and the price of postage, there is the possibility to use the services of other shipping companies. In the case of orders sent to Slovakia, the IN-TIME transport company is used but the average costs for one shipment are EUR 7, which is not a small amount. In the market research and the possibility of cheaper postage abroad, the company 'Pošta bez hranic' has been found to send packages all over Europe at a better price. Nevertheless, it is necessary to bring the packages to the headquarters from where they are sent beyond the borders.

Other opportunities related to the reduction of postage is the planned reduction in the price of postage by the carrier, which is scheduled for early 2018. This should be the reduction and consolidation of the price of postage for sending goods abroad. This will bring better opportunities, but it can also increase competition for foreign retailers.

Collaboration with retailers of electrical appliances in the form of providing dryer sheets, with a certain promotion to websites Sond.cz, to every laundry dryer sold. This direct marketing raises awareness of the product, but on the other hand, it is quite risky. With this step, this can cause the encouragement of dealers of electric appliances to include the dryer sheets into their offerings, and nothing holds them in importing and selling them by themselves.

Threats

The biggest threat is the inclusion of products for sale by manufacturers and major dealers such as Alza or Mall. In the case of product inclusion by manufacturers, dryer sheets would be sold in most drugstores and people would buy them there. Sales at large would enable them to go down with the price and this business would no longer make sense for the online store such as Sond.cz. At present, the customer segment is probably not big enough to attract these merchants.

The tightening of the conditions for the importation of goods from third countries may be, for example, tariff increases, a ban on imports of certain products, a limited quantity or a limited value of goods. As an additional burden may be already mentioned exchange rate of the US dollar, causing a rise in the price of goods.

In the market is can find similar products from other retailers. However, these are products from other manufacturers, they do not offer so many types of fragrances to choose from and the packages are usually small. A laundry softener used in washing machines may be a particular threat. Recently, the so-called 'Vonné perličky' appeared on the market and are used directly in the drum of the washing machine instead of the liquid softener. When using prewash, this product is almost useless.

6 Discussion

Due to the fact that the market with laundry dryers is still developing in the Czech Republic, there is no many data to be processed and worked with. Even so, I managed to get some data on the sale of laundry dryers in the Czech Republic for the period the last five years. From the data can be expected an exponential increase in sales of dryers and hence increase demand for laundry drying products. This market has great potential in the future.

Facebook pages have been made fast and there is no proper home page design. The cover image should represent the company, the products offered and should address the female audience. Facebook pages have only a simple look and therefore I would recommend focusing more on the design of this site. However, the main problem here is probably to create new and engaging content.

The results in PPC ads are mostly good, but these advertisements are only displayed on the Google search network. Therefore, advertisements on the second most favorite search engine Seznam.cz are not appearing at all. In this case the Sklik advertisement can be used. The same situation is with the Bing engine. In the case of an aggressive marketing plan, I would consider using advertisements for these search engines as well.

The main problem is full-text search and related SEO. Here, only a small improvement has been achieved, so it is necessary to focus on this issue. The search results for certain queries are very bad, some are not displayed at all, the others are displaying on the second or third page. I recommend discussing this issue with an internet shop provider, and I would also consider using a specialized company to improve SEO optimization. This can be an advantageous investment for future purposes.

This work has been used to gain data from online marketing campaigns and tools to see if it makes sense to use the in the future. The results from the campaigns can serve for better settings and targeting on customers in the future plan. At present, the dryer market is still small, but prospects for the future are appealing. Despite all this, we are satisfied with the results.

6.1 Marketing plan for future

To not end up with only one-time marketing event, here is a proposal for further marketing steps to improve the position of the Sond.cz online store on the market and improve product awareness for the future.

More options of shipment

In order to terminate cooperation with a partner abroad, the company is currently forced to solve the problem of importing goods into Czech. Formerly, the partner bought the goods in the shops, packed it into one box and sent it over the Polish transport company to the Czech Republic. Three possible solutions are proposed, contacting the Polish transport company and agreeing on possible cooperation and

continuing to use their services, try out to use Czech transportation company ShipExUs.cz or once over time fly to the United States to buy and send the goods by yourself.

In the current situation, the use of the Czech shipping company ShipExUs.cz seems to be the best solution. This company offers the simplicity of handling all the necessary issues. The only thing to do is sign up and send the purchased item to the generated address. There is also the opportunity to consolidate more parcels into one and save money for postage. If needed, they also offer many other services such as take a photo of the goods, checking the contents of the package or, for example, repackaging into smaller packages to reduce shipping costs. The company offers both, transportation by ship and air transport, but for the needs of the internet shop, ship transportation is sufficient, only the orders have to be done in advance.

The other two options remain in reserve. The Polish shipping company was not selected because of a more complicated communication with the shipping company. Traveling abroad for the purpose to buy goods is not economically feasible due to high costs.

Expanding to the Polish market

Another way to increase the market reach is to expand abroad. The Polish market was chosen for two major reasons. First, the population in Poland is 3.5 times larger than the population in the Czech Republic, so the expectation is that the demand for the product could be higher. Secondly, many Poles travel to America and the awareness of the product of the dryer sheets is bigger than in the Czech Republic, so it would not be that difficult to get the customer's attention at the start of the business there. However, it would be best to complete the current marketing tasks here on the Czech market before trying to reach another one.

The costs of expanding to the Polish market may not be tremendous. One of the first steps would be to register a domain and a new online store for the Polish market only, with goes with regular monthly maintenance costs and costs incurred on advertising. The same principle as in the Czech market can be used. First of all, it would be necessary to improve SEO optimization websites to make better search positions and make products easier to find. In addition, it would be advisable to create PPC advertisements targeting only the Polish market to prevent polish users from not finding the product. And then create a Facebook page and use advertising to let customers know about this product. Once the product is easy to find, the only important thing to do is to show the benefits and create a desire for these products on the market.

For the transportation of packages to our foreign customers could be used a Czech company called 'Pošta bez hranic' which offers good prices for postage. The foreign market would be only limited by the delivery time, because the packages have to be delivered to the headquarters of the delivery company in Zlín, to be distributed to abroad then. This will cause that the delivery time would be changed to approximately 7 days. For half the price of the postage in comparison to other transportation companies, this is a good compromise.

Devote more attention to the Slovak market

This bachelor thesis was focused only on the Czech market and related internet shop Sond.cz. However, the company also offers dryer sheets on the Slovak market, where it operates under the domain of 'Obrusky-do-susicky.sk', which serves to Slovakian customers. On these websites, no promotion has been made so far and there is still the original site design.

The suggestion to improve these sites and to get more customers from Slovakia is to use the experience gained from this work, and following the steps as with the promotion on the Czech market. At the beginning, it would be a good idea to unify the design of the pages with the Czech version. The next step would be to make market research, gaining information about price comparators and possible online promotion on the Slovak market. Next, find the most commonly used search engines and try to improve search positions.

In order to gain greater awareness on the Slovak market, I also recommend creating a Facebook page for the Slovak market with subsequent advertisements intended for Slovak users. The dryer sheet market is developing in the Czech Republic and Slovakia, and therefore product and company awareness can be very beneficial in the future. The company can create the position on the market before the other competitors come, people will know where to buy dryer sheets and the impact of competitors should be lower.

Marketing goals for the Czech market

The main goal will be to maintain a position on the Czech market with dryer sheets. Within one year, another the products could be added to the assortment. These products should be aimed at women, to serve as an add-on to the already offered assortment. At the same time, it could attract a wider audience and point to the dryer sheets due to showing these products on the same website. The new product in the online store would create more content, which can be published for marketing purposes. In order for Facebook not to display the same and monotonous advertisements and articles about dryer sheets repeatedly, it would be useful to include another product as a content revival.

The next step is to improve comparative positions and Internet search. At Heureka, the goal is to get the 'Ověřeno zákazníky' stamp to be more visible and for customers more trustworthy. The display of products on price comparators should be maintained and therefore regularly paid. The most expensive of these is Google Shopping, but it offers very good display positions. Other PPC ads should be used on a regular basis, as well as maintaining Facebook pages and inserting interesting content for users.

7 Conclusion

The design of the online store has changed. A completely different template has been used to support mobiles and this makes the web pages more accessible for customers. The whole color range that has been used so far has changed, and the logo as well. At the site added new articles containing alternative ways to use dryer sheets, also a unified look of products offered, and removed unneeded fields. With the new design, the web pages look more clear and organized.

To raise awareness, the products have been added to the Heureka.cz, Zboží.cz and Google Shopping price comparators. Thanks to these changes, the products is in more places on the Internet and the chances to reach and attract more customers are higher.

The next step was to create a Facebook page to reach customers via social media. Facebook advertisements for the promotion of the company and the product, with reference to the internet shop Sond.cz, were used to reach users. Two sample ads were made to find a response to this product. The results can be used for the future planning of advertisements.

As one of SEM marketing practices, the Google AdWords has been used as a form of PPC advertisements to make the websites more visible immediately. With the settings used, the advertisements reaching the top positions or at least are showing on the first result page, even at a low cost-per-click. In total, two campaigns were launched, one on the search network and the other on Google Shopping. In both variants, good results were obtained. This serves to gain attention until the online store builds on such a position that it will appear in the top positions as well as in the full-text search.

To get better results on the search network the SEO practices were used, the results are not yet great, but even these little steps forward are considered as a success.

Finally, several possible future marketing practices have been proposed, as well as the expansion or use of other shipping companies to reduce the cost of transport from the United States and reduce postage costs when sending orders abroad, to make the goods even more affordable for customers.

With the regular site maintenance and marketing support, this market is from the economic view very attractive for the future due to exponential growth with laundry dryers and an increasing number of potential customers. If this internet store succeeds in gaining a good position and fills the gap on the market, it has a long future ahead.

8 Literature and sources

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