The Internet Marketing Strategy of SOS electronic s.r.o.

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ZADÁNÍ BAKALÁŘSKÉ PRÁCE

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Téma práce:	**Internetový marketing společnosti SOS electronic s.r.o.**

Zásady pro vypracování:

Systematicky analyzujte teoretické poznatky.
Utvořte teoretickou oporu práce z aktuálních zdrojů z oblasti internetového marketingu.
Analyzujte současný stav elektronického marketingu společnosti SOS electronic.
Proveďte analýzu komunikačních kanálů společnosti SOS electronic na internetu s akcentem na kontraktační výkon prostřednictvím nových médií.
Vyvoďte závěry.

Rozsah bakalářské práce:

Rozsah příloh:

Forma zpracování bakalářské práce: **tištěná/elektronická**

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Fox, Vanessa. 2011. Marketing ve věku společnosti Google: Využijte ve svém byznysu plný potenciál on-line vyhledávání. Brno: Computer Press.
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Tonkin, Sebastian, Caleb Whitmore, and Justin Cutroni. 2011. Výkonnostní marketing s Google Analytics. Brno: Computer Press.

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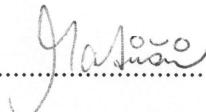
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ABSTRAKT

V mé bakalářské práci se zabývám internetovým marketingem. Má práce je rozdělena na teoretickou a analytickou část. V teoretické části blíže rozebírám internetový marketing jako takový, řeším také otázku SEO optimalizace a internetových obchodů. V analytické části se zabývám organizací SOS electronic s.r.o.

Klíčová slova:

internet, internetový marketing, internetový obchod, zákazníci, strategie, on-line,
SOS electronic s.r.o.

ABSTRACT

In my bachelor thesis I am dealing with the Internet marketing. The thesis is divided into the theoretical and analytical part. In the theoretical part I examine Internet marketing into more details, also solve the question of SEO optimization and e-shops. In the analytical part I deal with the company SOS electronic s.r.o.

Keywords:

Internet, Internet marketing, e-shop, customers, strategy, on-line, SOS electronic s.r.o.

CONTENTS

INTRODUCTION

Internet. Even small children know it. It is really common thing nowadays. We can not imagine life without it. Somebody uses internet for fun, somebody for job… But it is true, that we rely more and more on the Internet than on our brains…

Doing business through the Internet is also common thing. Nothing special.

Has the Internet still got something new for us? Will come even something more?

In this thesis we can read some information right about the internet. More exactly about marketing on the internet. Because we can see, that the internet is really useful in that field.

In theoretical part we can read something about the Internet itself, its history and basic facts. Also about internet marketing, its types, kinds and advantages in comparison with classic marketing. Something about Google Analytics, SEO optimization. You can also get to know how to be successful in online marketing. Or in e-shopping.

In practical part you can read about SOS electronic company and its promotion.

I. THEORY

1 INTERNET

On the Internet is really important to be seen and easy find. (Fox 2011, 8)

The Internet is really powerful. Every month all over the world is done 131 billion searchings – it means 29 million of new searchings every minute! (Fox 2011, 11)

Also readers shift ahead. They read now more online articles than printed ones. Online articles are in real time, no with delay on the next day like printed articles. (Fox 2011, 13)

With the development of the internet there was also development of promotion. Online advertising became appear. (Fox 2011, 19)

1.1 History of the internet

Beginnings of the internet are in the end of 60's in the USA. It was created for army purposes. The main service was electronic post. (Kuba 2002, 11-12)

ARPANET network arose in the year 1969. Today is the official begin of the internet. (Sedláček 2006, 18)

In the year 1989 in Switzerland Tim Berners Lee laid base for www pages. But all was really expensive.

At the beginning of 90's the first commercial companies are established.

The first Czech servers are from the years 1994-1995. (Kuba 2002, 11-12)

More in detail in our country. Between the years 1991-1995 was the phase of academics. No commerce. Then 1996-1999 popularization of internet. Most of companies create own presentations on web. Some of houses. 1999-and more integration. (Stuchlík and Dvořáček 2000, 21)

1.2 Development of search engines

When the internet started, directories were made manually and were selected into categories. People got simply everywhere where they need and want to visit. Then the era of web spiders came. Or of the web robots. They were programmes coming through links and added them into the list. (Fox 2011, 119)

Today's search engines are mostly automatic. They are set by algorithms, how to reach the good position. But we can also find directories adjusted manually by people or meta search engines, which process the results of other search engines. (Fox 2011, 121-122)

1.3   PageRank

PageRank was the algorithm from Google. It is from the year 1998. It was really big progress. It was automatic cataloguing and evaluating of web pages – which are more popular and which are more useful. (Fox 2011, 120)

1.4   Examples of search engines

Here are some search engines, Czech and also abroad ones.

seznam.cz google.cz google.com yahoo.com bing.com ask.com cuil.com centrum.cz business.com hakia.com (Janouch 2010, 50)

1.5   Website

Website is the collection of webpages. You are using hyperlinks. We know internal and external hyperlinks. (Packer 2008, 50)

1.5.1   Types of websites

We know several types of websites. Squeeze page, sales page or letter, blogs, continuity websites or membership subscription, informational or brochure websites.

(Levinson, Meyerson and Scarborough 2008, 36)

1.6   HTML code

Hyperlinks are HTML code. You can jump from one page to another one. HTML is coding language. This abbreviation means Hypertext Mark up Language. Other languages are for example SHTML, XML, XHTML, Java etc. (Packer 2008, 50)

1.7   Types of businesses on the internet

B2B and B2C. Business to Business and Business to Consumer. The first one is business between companies, producers or salespersons. The second one is when companies sell something to customers. This kind of e-shop is the most common. (Blažková 2005, 103)

1.8   Novelty

And some news from the world of the internet?

For example Urbanspoon. Have you ever heard about it? It is automaton boundary iPhone application. You have got it in your telephone and when you shake with your phone, this application locates where you are and offers you a list of near restaurant. (Fox 2011, 212)

And what about Shazam? It is also iPhone application. When you hold your phone in front of loud speaker, it determines the current song. (Fox 2011, 212)

2 MARKETING

Marketing is recognition, which is financially favourable, expectation and fulfilment of customer´s requirements. (Fox 2011, 19)

It is good to know what does the acquisition mean. So the acquisition is the way of obtaining the customers. (Fox 2011, 73)

2.1 CRM

Is the abbreviation for the English words Customer Relationship Management. Now we can see growing relevance of this strategy in current marketing. It is simply coordination of relationships with the customers. It is also complex approach to their needs. The aim of CRM is to decrease our costs and increase our profits thanks to the customer´s loyalty. IT department of the company provides its working. CRM is more and more important because almost all companies have got own web pages, almost all communication is done through on-line media.

We have got several applications, programs for CRM. There are also lots of companies. (Filová 2014, 132)

2.2 The importance of obtaining new contacts

Today is almost everything on the Internet. Also data. And on-line data could be for us the source of new customers. For every company. Even if it is just small business. Obtaining new contacts and information about current or potential customers is the one of the crucial aspect of doing business. And we can do it through on-line communication channels. We also have to administer these obtained contacts well and transform them into customers. (Filová 2014, 132)

3   INTERNET MARKETING

The internet marketing is today more important than the classic marketing. That is true everywhere where we can find modern technologies.

For example in the Czech Republic in the year 2009 was on-line about 6,8 million users. (Janouch 2010, 16)

Approximately since the year 1994 we can notice the advertisement also on the internet. (Janouch 2010, 15)

E-commerce and also internet marketing are data-driven. (Sheehan 2010, 65)

3.1   The advantage of the internet marketing

We can find on the Internet more and better data. We can monitor and watch them. We can measure them better. Availability is constant. The content is dynamic, still is change. On the Internet there is also individual approach. (Janouch 2010, 17)

3.2   Marketing communication

For the marketing communication on the internet there is necessary the place. We know www pages, e-shops, blogs, profiles on social networks etc. (Janouch 2010, 24)

3.2.1   How to utilize blogs for marketing

You can use your blog for marketing and PR. But how? Just monitor what other people said about you, your company, products and field generally. You can also take part in similar conversations. You can comment. (Scott 2008, 71)

3.3   Internet marketing communication mix

Marketing communication mix for the internet is a little bit different. We have got here target markets, targets, surroundings and implements.

Between targets belong information, encourage to buy something, keeping good relationships etc.

Implements are promotion, sales promotion, events, public relations, direct marketing.

Promotion can be PPC, which is pay-per-click promotion, PPA pay-per-action promotion, global, preferential, recording into catalogues…

Sales promotion are loyalty and partner programmes, bonuses, discounts, samples, contests.

Events are online events.

PR or public relation. News, articles, viral marketing.

Direct marketing is for example e-mailing, web seminars, online chat, VoIP telefonie. (Janouch 2010, 25-27)

VoIP telefonie means Voice over Internet Protocol. It is telephoning through the internet. For example thanks to Skype. (Janouch 2010, 292)

3.4   Purchase funnel

Traditional purchase funnel is cognitive processes that consumers go through over the time when they hear about the brand for the first time and when they first buy it.

To compare, the online purchase funnel supplements the traditional one by measuring online behavior and tracking the steps that lead to conversion and measurement. (Sheehan 2010, 63-64)

3.5   Viral marketing

The word viral means oral or electronic spreading about the product. It can be also text, picture or video. (Janouch 2010, 272)

3.6   Buzz and community marketing

We want to create interest about event or fun and at the same time increase the awareness about the brand. It can be tabloids news. Just to create the conversation.

When we speak about community marketing, we forming close group of people with the interest about product. For example fan clubs. We create loyalty. (Janouch 2010, 272)

3.7   Guerrilla marketing

Unconventional method of promotion. It is really cheap, but is it ethic? We want to make profit. In this marketing we use psychology a lot. (Janouch 2010, 277)

3.8   Advertisements

We know display ads, which are measured in pixels. They are interactive marketing units. Usually the very first thing you see when you visit some web page…

Banner advertisements are the most common ones, horizontally placed.

Skyscrapers are tall vertical ad, usually at your right side.

Rectangles and Buttons are also examples of advertisements. (Sheehan 2010, 74)

3.9   Webinars

Web seminars. Another blending. Webinars mean web-based seminars. It is simply seminars, presentations or conference lead through the internet, web. There is direct interaction, because there are both directions. There is lecturer, listeners. It is video. You can watch it from home. So there are lower costs. Also registration is possible just few hours before start. You can go back and play some passages again. Useful webinar lasts about 60-90 minutes. (Janouch 2010, 290)

4   ADVICE FOR ON-LINE MARKETING

The times are changing. The Internet is more powerful than before. There is also more people. If you want to achieve something in this field, you will have to work harder. You have to analyze data again and again a still watch trends and needs of customers. Web and social networks also are not cheap anymore. You have to invest. (Janča 2014, 126)

4.1   Your web

First of all you should create meaningful content of your page. There should be just useful information about your services, products and experience. Also pictures, infographics and video about products should be there. That is not expensive. Share your web on social web pages. (Janča 2014, 126)

4.2   Mobile phones and tablets

Up to 15 % of accesses to web pages will be this year realized customers through smart phones and tablets. It is interesting, that social networks and news servers have got more mobile accesses than the classical ones from the personal and other computers. On the other hand, web presentations of companies have got less mobile accesses.

If you redesign your web page, do not forget to done also mobile version. This version of your web page must be correct and also well arranged for better orientation.

(Janča 2014, 126)

4.3   It is better to forget to SEOmat

You should invest your time rather to creation of new, better content of your web. Also linkbuilding is really important. But just links to the serious and good webs.

(Janča 2014, 127)

4.4   Use Google Analytics

Measuring of productivity of your e-shop or web page and watching crucial indicators is almost natural. But you have to also these data analyse and react to your customer´s behavior. You should know from which source customer come, what your investment into promotion is or if your web page is more interesting for women or for men, for urban people or for rural. (Janča 2014, 127)

4.5 E-mailing

E-mail is still great and effective communicative channel. Your messages has to be personal, well prepared. You should send current offer. We also should try to gain new and new contacts, e-mails. For example customer´s family, friends… Do not hesitate to change a new contact with discount coupon or something like that… (Janča 2014, 127)

We know several types of e-mailing – with offer, newsletter, permission. (Janouch 2010, 283)

4.5.1 Tips for successful e-mailing

Here are some tips for better success. Address your customer exactly by name. There should be choice for customer to choose what he or she wants to obtain – reviews, bonuses etc. Also unsubscribing should be possible just from e-mail. Explore the reason for her or his left. Arrange the information well and interestingly.

(Sedlák a Mikulášková 2012, 206)

4.6 Social networks

In the Czech republic, the only one wide network you can use for commercial purposes is Facebook. (Janča 2014, 127)

Now there is more than 400 thousand active users. (Schön 2009) Twitter, Instagram, Pinterest and so on are not so much important for business, what is more, it is a little bit risky. It is really good for your company to have own Facebook page. You can communicate with customers on-line. But you also need money and time for its working.

Social network LinkedIn is really great help for you if you are looking for new employees. LinkedIn is also good for establishing business partnerships. Your HR manager should have an account in this network.

Do not forget about video and YouTube, too. (Janča 2014, 127)

Social media are primarily specified for communication, not for propagation and promotion. (Janouch 2010, 210)

But still it is there. It is reality. So you can use social networks to informing people about current events in your shop, presenting discounts, really fast replies or just order something through social network. (Sedlák a Mikulášková 2012, 167)

4.7 Data

Data and information are really important for you. You should let the data analysis on some specialist. For example on statistician. Also special software can help. (Janča 2014, 127)

4.8 Another 7 basic principles for effective on-line marketing

First of all customers are on the first place. Then we have to know our required results. Usually it is profit or social responsibility. Simplicity is beautiful. Do not be oversaturated by data. Your content must be easy readable with visuals. Do not use jargon and self-promotion. Do not be scare to innovate and experiment. Data are crucial. Use GETUP strategy. It means Goals and strategy, Expertise, Tools, Unified data, Process integration. Be responsible. (Tonkin, Whitmore and Cutroni 2011, 31)

4.9 On-line marketing success

If you want to be success in on-line marketing, you should know two secrets. The first thing, secret is that you have to measure your marketing performance.

And the second one is to have the true magnetic content. It is simple. To have unique, useful, well executed and funny content. (Mayar and Ramsey 2011, 7,48)

5 SEO OPTIMIZATION

We have to draw our customers. It does not matter, if we are small or big company.

But of course, the small ones have to try more… We should optimize our web page to be better for our customers to find it etc. We can use SEO.

But if we want our searching strategy working well, we also have to improve our marketing, IT ensuring, product marketing, PR, advertising, business development, customers support etc. (Fox 2011, 14)

5.1 SEO

SEO means search engine optimization. It is the process of choosing target keywords and phrases that reflect the content of the website and placing them in the meta names.
(Packer 2008, 56)

5.2 What does SEO include?

5.2.1 Key words

Firstly it is optimization on key words. We have to locate the key word somewhere into the text on our web page. Into headlines, titles or to highlight them. Because the search engine of the Internet will be looking for them for the customer. (Banovský 2014, 130)

5.2.2 Backlinks

Backlinks are links to our web page from other web page. More backlinks are good for us. Search engines will evaluate you better. It is important to have links to the similar and relevant web pages. (Banovský 2014, 130)

5.2.3 Catalogues

You can also put your web page link into catalogues. For example your e-shop can be in special, often visited catalogue. (Banovský 2014, 130)

5.2.4 PR articles

You can publish advertising and semipromotional texts and articles on special servers. They are about your e-shop and must be rational, suitable, correct with link to your page. (Banovský 2014, 130)

And what kind of articles is the most success one? Don and don'ts, articles about new technologies, current trends, surprising information and so on. (Janouch 2010, 266)

5.3 SEO reports and web analysis

5.3.1 Unimportant things

We do not care so much about absolute values of attendance, the number of unique visitors per day, screen resolution and browser version of our customer, pages with the highest attendance and the latest displayed pages of the server etc. (Fox 2011, 177)

5.3.2 Important things

On the other hand, we do care about questions: what are the reasons of customers or visitors for coming to our pages, how they are successful in searching, which links increase our attendance, what is the behavior of our visitors on our pages, where are the mistakes… (Fox 2011, 177)

5.4 Keywords

Between keywords belong for example trends in the field, existing aims, the main keywords of our rivals, related web pages and also data of the organization – mainly from the field of PR and customers support. (Fox 2011, 53)

5.5 SEOmat

SEOmat. This word is created from the words SEO, we have already talked about it, and mat, like automat. Linguistically it is blending.

SEOmats are web pages which you can use to evaluate your web presentation or e-shop. They use primitive algorithms and they can evaluate quality and strength of your e-shop. (Janča 2014, 126)

6   E-SHOP

Buying through the Internet is every year more and more popular. The Czech Republic is consider to be developed in the internet shopping. Maybe it is a little bit astounding, but typical customers are not just people from the young generation anymore… Earlier fears and incredulity are gone. Now is shopping everyone. (Pittner 2014, 131)

In the end of the year 2009, there was in the Czech Republic about 10 000 e-shops. But according to the specialists, there is still enough place for more shops. (Janouch 2010, 211) According to this article, portal Seznam.cz registers now about 319 294 records in its catalogue of companies. (Štíchová 2006)

The very first e-shops in our country were about the years 1995-1996.

(Suchánek 2012, 38)

The basic thought and principle of selling in internet and brick-and-mortar store is the same. We always offer some goods and services with the aim of maximum marketability. (Suchánek 2012, 16)

The first electronic shops were shops and orders through fax machine. Bill of delivery, invoice and other documents were also through fax! (Suchánek 2012, 12)

6.1   Types of e-shops

We know kvazielectronic shops where we can not verify identity till the signing of the paper contract. Than fully-fledged electronic shops – there bill of delivery, invoice etc. are arranged electronically.

We can also distinguish local and global shops. Local electronic shops are more focused on common goods like milk or bread. On the other hand global shops are more specialized. (Suchánek 2012, 20-22)

6.2   How to increase awareness

How to draw new customers to our shop? We have to get them know about the quality of our e-shop and our products…

The good thing is recommendation to family, friends, also comments. Registration can be annoying. Lot of e-shops try to avoid it now. Great thing is evaluation of goods, delivery. And of course, connection with facebook. (Janouch 2010, 211)

6.3 Use Google Analytics

This service from Google offer you elimination of costs, rewarding the success, you can also plan, focus on aims, etc. (Tonkin, Whitmore and Cutroni 2011, 46)

Google Analytics collects data and processes them. We can analyze them then. It is web analyst which is watching operations on certain web page thanks to the measuring code in the language JavaScript.

(Tonkin, Whitmore and Cutroni 2011, 81)

This application is really great for our e-shop. You can watch shop and its transactions. Every e-shop has got own unique sign. You can watch basic and even total information about the transaction, its details and even which products were sold.

(Tonkin, Whitmore and Cutroni 2011, 140)

You can also watch the attendance of your shop and from which sources customers came – links, catalogues, PPC. The number of orders is also there.

(Sedlák a Mikulášková 2012, 183)

6.4 Establishing an e-shop

If you are opening new shop, there are lot of things which have to be done. For example business plan, we have to also decide what want to sell, to whom, which form of marketing choose, select suppliers, isuues about claims, packaging, delivery, plans, future, our legal form – legal or natural person, necessity to create craft, raise money, how many employees want to, hire of storehouse, lawyer or accountant, establishing and running e-shop. All these cost money. (Sedlák a Mikulášková 2012, 15-27)

6.5 Good name

Very important step is to choose appropriate name of domain. It should be short, accurate, easy to remember, intelligible and not rude. Be careful about trademarks!

(Sedlák a Mikulášková 2012, 48)

6.6 The biggest mistakes

The biggest mistakes of e-shops. Yes. We can see something of that almost everywhere…

There is no contact. And that is really bad for our credibility. There should be contact right to certain person.

Obligatory registration. This discourage lot of customers. They simply do not remember their registration data or do not share their personal information.

The information about price should be written well. With VAT.

Description of products is not sufficient. Also pictures are of low quality.

Communication with the customer have to be brilliant. Offer competitions, bonuses, packages, questionaries…

Disturbing jumping windows and advertisements to discounts.

Disturbing graphics.

Really long-winded order.

Links to your competitors. (Sedlák a Mikulášková 2012, 83-85)

6.7 Future in e-shops

According to the article, salespersons want to offer just goods, which customers really want. No needless offer. Also they promise better advice bureau and assistance during choosing the goods. Another e-shops promise possibility to buy through tablet or smart phone.

New Czech civil code gives customers more strength too. They have to be informed better. There are also changes in the field of damages and withdrawal of contract.

The boom of opening the brick-and-mortar branches and dispensing places of e-shops will continue also this year. Cash on delivery was in the background in comparison with the personal offtake. For example e-shop Kasa.cz has got last year more than 60 % of personal offtakes.

Also possibility to connect with e-shop through chat or telephone in order to consult with erudite product manager is desired service. (Pittner 2014, 131)

6.8 Where is talking about me?

This great service is from Google. It is kind of notice for you. It is useful for e-shoppers also. You set the automatic searching of the messages, videos, groups, blogs and the results will be send to you by mail.

It is also useful to look for the reviews. (Fox 2011, 198)

II. ANALYSIS

7 THE COMPANY

The company SOS electronic s.r.o. is one from the biggest wholesaling distributors of electronic components for industry in central Europe.

SOS is abbreviation for Suppliers Of Solution.

This company has got really long history – they are 22 years on the market!

We can find their direct representation in 7 countries. Apart from the Czech Republic, they are also in Germany, Poland, Slovak Republic, Hungary, Romania and Austria.

Their customers are in more than 90 countries.

They offer more than 200 000 electronic components and cooperate with more than 100 producers.

They have got multi-language support – 7 languages.

7.1 Certification

They also have got lot of certificates – Certificate for treatment of waste electrical and electronic equipment, Certificate for processing of packaging waste, Certificate of registration as an importer of electrical and electronic etc.

7.2 Products

Semiconductors, accumulators, passive components, integrated circuits, optoelectronic components, connectors, terminals, cables, relays, fuses, switches, measuring devices, PCB´s , tools, chemistry, electroacoustic components, embedded systems and so on and so on.

7.3 Headquarters in the Czech Republic

Headquarters in our country is in Brno. Exact address – Hybešova 42, Brno 602 00.

(SOS electronic 2014)

8 WEBPAGE

Web page of this company is www.soselectronic.cz.

It is really nice page. You can switch into 7 languages!

There is good organization, you can find everything easily.

There is everything. PR articles, videos, newsletters, samples and sale.

Maybe it is too enough colorful.

Figure 1: Logo of the company

9 PROMOTION

9.1 Trade fair Amper

Amper is the international trade fair of electrotechnics, electronics, automation, communication, lighting and security technologies in Brno, in Exhibition Centre. This year was already the 22nd season. (Amper 2014) It is always a big event for people in that field. There are lot of people and new technologies. Great opportunity for you to promote yourself and also gain new contacts.

SOS electronic have got this year one of the biggest exhibition stand. It was such a dominant feature in the hall. Huge amount of people was there. They exhibited here their products and distributed leaflets. For children there was a funny man with balloons. You could also try 3D glasses to 3D promotion… It was amazing. The purpose was certainly fulfilled…

9.2 Webinars

The company organizes also webinars. One of their newsletters we can see in appendices.

CONCLUSION

Internet marketing is really becoming more important than the classic one. People are constantly online and all their needs and demands are searching on the Internet. This is crucial for every company. Now who is not on the Internet does not exist.

Also in the future we can expect development and boom of these forms of marketing and communication.

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LIST OF FIGURES

APPENDICES

P I   SOS electronic webinar newsletter.

APPENDIX P I: SOS ELECTRONIC WEBINAR NEWSLETTER

SOS electronic · distribuce elektronických součástek

electronicmailing

hlavní stránka /linecard/sortiment/ online shop /kontakty/ profil firmy /kariéra/RSS

SOS webinář - To tu ještě nebylo! Reklama zdarma?

Nejlepší věci jsou zdarma! Naše komplexní služby Vám mohou zvýšit zisk až o tisíce Kč. Jak?
Odpovědi najdete na SOS webináři 13.11.2013.

Jsme u Vašeho vývoje a výroby elektrotechnických výrobků již desítky let. Ale přesto možná ani netušíte, co všechno můžete při Vašem byznysu od nás využívat bezplatně. Tak proč to nezměnit? Zaregistrujte se na náš SOS webinář a poznejte detailně komplexní portfolio našich podpůrných služeb. Za všechny vyzvedneme možnost bezplatné reklamy a propagace Vašich výrobků přes portál eCube.

O čem to bude?

- Čas jsou peníze! Jak tedy šetřit čas a vyvíjet rychleji?
- Kde a jak získat technické know-how přímo od zdroje?
- Je nejlevnější nákup pro firmu současně i ten nejziskovější?
- Proč zmrazovat peníze ve Vašich zásobách součástek?
- Vývojář, nákupčí, marketér, obchodník - táhnou u vás všichni za jeden provaz?
- Jaká je nejefektivnější reklama v branži? ... samozřejmě ta zdarma:)
- eCube - propagujte Vaše produkty ZDARMA!
- A opravdu to funguje? Příklady ze života...

Pro koho je webinář určen:

- vývojáři elektrotechnických výrobků
- nákupčí elektronických součástek
- majitelé firem, vyrábějících elektrotechnické výrobky

REGISTROVAT

Tento e-mail byl zaslán na adresu janac@fts.zlin.cz. Jestli nemáte zájem o další podobné e-maily, klikněte na linku Zrušit registraci.
Pokud si přejete změnit své nastavení odběru newsletteru, klikněte na Změnit nastavení.

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