Social Media Marketing as a Communication Tool for the Small Czech Enterprise, TREND gastronomie s.r.o.

Dominika Kozlovská

Bachelor Thesis
2016

Tomas Bata University in Zlín
Faculty of Humanities

Univerzita Tomáše Bati ve Zlíně
Fakulta humanitních studií
Ústav moderních jazyků a literatur

akademický rok: 2015/2016

ZADÁNÍ BAKALÁŘSKÉ PRÁCE
(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení:	Dominika Kozlovská
Osobní číslo:	H120218
Studijní program:	B7310 Filologie
Studijní obor:	Anglický jazyk pro manažerskou praxi
Forma studia:	prezenční

Téma práce: Social media marketing jako komunikační nástroj pro malý český podnik TREND gastronomie s.r.o.

Zásady pro vypracování:

Studium odborné literatury z oblasti social media marketingu a jeho teoretické zpracování
Představení firmy TREND gastronomie s.r.o.
Shromáždění výzkumného materiálu a analýza dané situace podniku
Shrnutí analýzy
Návrhy a doporučení pro zlepšení marketingové komunikace

Rozsah bakalářské práce:

Rozsah příloh:

Forma zpracování bakalářské práce: tištěná/elektronická

Seznam odborné literatury:

Brogan, Chris. 2010. Social Media 101: Tactics and Tips to Develop Your Business Online. Hoboken: John Wiley and Sons.

Chaffey, Dave, and P. R. Smith. 2008. eMarketing eXcellence: Planning and Optimizing Your Digital Marketing. London: Butterworth-Heinemann.

Chaney, Paul. 2009. The Digital Handshake: Seven Proven Strategies to Grow Your Business Using Social Media. Hoboken: John Wiley and Sons.

Gunelius, Susan. 2011. 30-Minute Social Media Marketing: Step-by-Step Techniques to Spread the Word about Your Business Fast and Free. New York: McGraw Hill.

Zarrella, Dan. 2010. The Social Media Marketing Book. Sebastopol: O'Reilly.

Vedoucí bakalářské práce: Ing. Jiří Vaněk, Ph.D.
Ústav managementu a marketingu

Datum zadání bakalářské práce: 13. listopadu 2015

Termín odevzdání bakalářské práce: 6. května 2016

Ve Zlíně dne 6. ledna 2016

L.S.

doc. Ing. Anežka Lengálová, Ph.D.
děkanka

PhDr. Katarína Nemčoková, Ph.D.
ředitelka ústavu

PROHLÁŠENÍ AUTORA BAKALÁŘSKÉ PRÁCE

Beru na vědomí, že

- odevzdáním bakalářské práce souhlasím se zveřejněním své práce podle zákona č. 111/1998 Sb. o vysokých školách a o změně a doplnění dalších zákonů (zákon o vysokých školách), ve znění pozdějších právních předpisů, bez ohledu na výsledek obhajoby [1];
- beru na vědomí, že bakalářská práce bude uložena v elektronické podobě v univerzitním informačním systému dostupná k nahlédnutí;
- na moji bakalářskou práci se plně vztahuje zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, zejm. § 35 odst. 3 [2];
- podle § 60 [1] odst. 1 autorského zákona má UTB ve Zlíně právo na uzavření licenční smlouvy o užití školního díla v rozsahu § 12 odst. 4 autorského zákona;
- podle § 60 [3] odst. 2 a 3 mohu užít své dílo – bakalářskou práci - nebo poskytnout licenci k jejímu využití jen s předchozím písemným souhlasem Univerzity Tomáše Bati ve Zlíně, která je oprávněna v takovém případě ode mne požadovat přiměřený příspěvek na úhradu nákladů, které byly Univerzitou Tomáše Bati ve Zlíně na vytvoření díla vynaloženy (až do jejich skutečné výše);
- pokud bylo k vypracování bakalářské práce využito softwaru poskytnutého Univerzitou Tomáše Bati ve Zlíně nebo jinými subjekty pouze ke studijním a výzkumným účelům (tj. k nekomerčnímu využití), nelze výsledky bakalářské práce využít ke komerčním účelům.

Prohlašuji, že
- elektronická a tištěná verze bakalářské práce jsou totožné;
- na bakalářské práci jsem pracoval samostatně a použitou literaturu jsem citoval. V případě publikace výsledků budu uveden jako spoluautor.

Ve Zlíně ....

....

ABSTRAKT

Tato bakalářská práce se zabývá technikami digitálního a social media marketingu a jejich případným zavedením či vylepšením ve firmě TREND gastronomie s.r.o. Teoretická část zkoumá poznatky z odborné literatury nejen o online marketingu, ale i o tradičních komunikačních médiích a marketingu obecně. Praktická část poté představí a analyzuje současnou situaci zvolené firmy a jejich konkurentů. Pomocí benchmarkingu, SWOT a PEST analýzy, IFE i EFE matice autor vyvrátí či potvrdí danou hypotézu a případně navrhne doporučení pro zlepšení marketingu dané firmy.

Klíčová slova: digitální marketing, sociální média, Internet, marketingové techniky, komunikační mix, komunikační média, benchmarking

ABSTRACT

This bachelor thesis is aimed at digital and social media marketing techniques and their possible utilization or enhancements in the firm TREND gastronomie s.r.o. Theoretical part deals with the findings from literary sources focused on both the Internet and traditional communication media plus marketing itself. Then, the analysis introduces and analyses situation of the firm and its competitors. Finally, benchmarking, SWOT and PEST analysis, IFE and EFE Matrixes may confirm or disprove the hypothesis and possibly, the author will suggest any recommendations in order to enhance firm's marketing techniques.

Keywords: digital marketing, social media, the Internet, marketing techniques, communication mix, communication media, benchmarking

ACKNOWLEDGEMENTS

I hereby declare that the print version of my bachelor thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

CONTENTS

INTRODUCTION

It is not surprising that the Internet started to be used in everyday business operations and the online tools became an integral part of marketing departments. The Internet has become part of people's everyday life. They use it for entertaining purposes, communication and to stay informed. The Internet connection is not possible only via personal computers but nowadays, people can also visit the Internet using mobile phones, tablets and smart televisions which means that people can be constantly online. Marketers probably know that the essential part of every business are the customers therefore, the Internet should be a great opportunity to connect with them, analyse their needs and promote the brand, too. Thus, the aim of this work is to find out, if there exist any appropriate and effective online tools for the small Czech company TREND gastronomie s.r.o. in order to attract more customers, increase brand awareness, market position and competitiveness.

The main reason of choosing this topic is that this company has no marketing department and relating digital media, the firm maintains only its official Website and e-shops. Furthermore, the author worked here for a practical training when studying on high school and later on the university. Therefore, the author was able to recognize working environment and abovementioned goals.

Thus, the theoretical part is focused on general knowledge of digital and social media marketing and practical part analyses TREND's situation and mainly its competitors. The analysis should then determine if there is a need to enhance company's current marketing techniques and if so, which measures should be taken.

I. THEORY

1 CHARACTERISTICS OF MARKETING AND ITS HISTORY

Regarding the history, marketing can be dated as far back as the first traders started to barter goods for goods (Perreault, Cannon and McCarthy 2012, 15). However, marketing did not play an important role until 1910s. The economic crisis in the United States of that time called for some action to solve the situation when a market capacity stagnated (Boučková 2003, 7). Thus, marketing urged the demand so as to develop the market. Since 1950s, marketing expanded and started to be used also as a strategic tool, using various methods and techniques such as market segmentation and marketing mix (Boučková 2003, 8). Marketing also had to adapt to evolved customers, marketing environment and information technologies. Hence, marketing gained new values as individual customer satisfaction, supply adaptation for customers, opening new markets, etc. (Boučková 2003, 7-8)

The core of modern marketing are the customers. Thus, marketing activities concerns primarily the survey and satisfaction of customer's needs (Boučková 2003, 3). When the customer's needs are satisfied, profit is likely to increase and the firm achieves its goals too. Another essential activity of marketing is also an adaptation to varying market conditions—supply and demand (Boučková 2003, 3). To cope with those activities, which are necessary to business success, the marketing process uses various tools, methods and concepts.

According to Boučková (2003, 5-6) and Kotler (2006, 15-17), marketing may applies five different concepts. The first one may be the production concept which is applied when customers demand cheap and available products. The organization usually focuses on mass production in order to create a large amount of products for a cheap price. The product concept on the other hand concerns expensive but high-quality products since the customers are willing to pay for them. The third theory is called selling concept. This concept is applied when customers do not buy enough products using aggressive advertising. Those three concepts concentrate mainly on products. As written above, the core of current marketing are the customers, this implies that the modern marketing concepts focus on company's customers. Marketing concept serves to satisfying customer's needs, building a relationship with the customers, market segmentation and marketing co-operation with other business departments. Another modern concept may be also a holistic marketing concept consisting of social responsibility, relationship, internal and integrated marketing approaches (Kotler 2006, 17).

Marketing concepts use marketing mix which is full of helpful tools. The basic tools are called 4 Ps since they represent Product, its Price, Promotion and Place. Product may differ in its consistency, it can be a tangible goods or an intangible services and each product has different characteristics. Therefore, both products should follow different marketing approaches.

1.1 Marketing of Services

Marketing of services is different from marketing of tangible goods since services have a few different characteristics. Those characteristics may be summarized in 4 Is—Intangibility, Inconsistency or heterogeneity, Inseparability and Inventory (Boučková 2003, 303). Only services abound with this features. The marketing mix may be extended too, including people, physical environment and process in addition (Kerin and Hartley 2013, 262). People are the providers of services who can significantly influence the whole process of performing service and the final customer's satisfaction. Physical environment is the position of a service where it takes place and the procedure may have also an impact on customers. However, this may imply that marketing of services and products maybe should not be taken separately (Grewal and Levy 2014, 396-401).

Even the product (goods) dominant organizations may focus on marketing of services since they have employees working with the important customers and they provide them the service of selling goods, thus, the environment should be as much comfortable as possible. Here can also be included the customer service, like the installation of product plus offering of information needed relating the goods. Authors Grewal and Levy (2014, 396) affirm that even the organizations focusing on selling goods consider service marketing as a competitive advantage. Therefore, customer's satisfaction with goods may symbolize contentment in both the high-quality goods itself, such as the technical development and the excellent service, e.g. useful instructions and reliable warranty (Perreault, Cannon and McCarthy 2012, 193).

2 BRIEF CHARACTERISTICS OF TRADITIONAL COMMUNICATION MEDIA

This thesis discusses mainly digital communication media such as social media marketing, however, it arose from the traditional ones and it may perfectly complement them. Thus there should be devoted a little attention to the traditional communication tools, too.

2.1 Advertising

Advertising is probably one of the most well-known tools of marketing communications, sometimes it is even used as a synonym to marketing itself. People meet with the advertising every day via television, radio, newspapers or the Internet and this, of course, may have an impact on their purchase decision, in some cases without realizing it. Regarding TV advertisement, it may be a useful marketing tool since the viewership of television is still high and it is using both the image and sound (Boučková 2003, 223). On the other hand, many people feel nowadays glutted by the TV ads so the advertisement may have also a negative impact, furthermore, it may be financially very demanding marketing activity (Boučková 2003, 224).

2.2 Sales Promotion

Sales promotion includes marketing tools such as price reduction, product testing or sampling, premiums, promotional gifts and contests (Karlíček and Král 2011, 97). All those tools serve to marketers in order to encourage customers to buy the product. The price reduction consisting of coupons, rebates, direct discounts or packages for a bargain price can boost traffic in a store and stimulate disloyal customers to visit the shop repeatedly (Kerin and Hartley 2013, 257).

Those marketing tools are also used to differentiate a product from the competition. This may be a common situation since the supply of certain products can be too extensive and the organizations are not able to distinguish their products using just the brand itself (Karlíček and Král 2011, 97). Then, the customer may become also accustomed to receiving promotional benefits and if the organization does not establish sales promotion, it can be a reason why customers choose rather the competition. Therefore, sales promotion is probably one of the most used traditional media marketing tool nowadays.

Sales promotion can be focused on consumers but also on sales personnel or another firms involved in distribution process (Boučková 2003, 230-1; Foret 2011, 255). Con-

sumer's sales promotion aims to increase the sales, market share or just to contribute to costumer's satisfaction, sales personnel's promotion may be a motivation tool and distribution segment can promote the organization's products effectively (Foret 2011, 256-60).

2.3 Public Relations

PR is about communication mainly between the company and journalists who are the providers of information to public. Organization can use PR tools to promote itself, protect the image or just to create a relationship with the media (Kotler and Keller 2006, 593; Greval and Levy 2014, 593-4). According to Kotler and Keller (2006, 593-4), many organizations create PR department which concentrates mostly on press relations, product publicity, corporate communications, lobbying and counselling. Press relations means exactly the positive relationship-building with the media. Product publicity concerns only various products, corporate communications relates communication within the organization, lobbying controls regulations and deals with government officials and counselling informs the management about the PR situation and campaigns (Kotler and Keller 2006, 593-4).

Public relations can also use an event marketing by organizing special events, they may issue corporate publications such as annual reports or corporate newspaper (Boučková 2003, 236-8; Greval and Levy 2014, 594). Some authors also (Kotler and Keller, 2006; Boučková, 2003) links PR to the sponsorship. Sponsorship is used for supporting some event, activity or another firm to attract specific target market which is of interest of the company (Boučková 2003, 237-8). Moreover, Greval and Levy (2014, 595) actually use a term event sponsorship.

The advantage of PR may be the increasing credibility since many people appreciate that PR is not working with the purchase of space (in print, the Internet) or time (in TV, radio) for promotional purposes (Greval and Levy 2014, 594). Thus, the aim of PR is probably not to sell the products and increase the sales but rather to inform about company's image and the activities which may be a positive contribution to the whole society. However, PR may try to evoke a positive impression by those activities and the increase of sales might be the side effect.

2.4 Personal Selling

As the title suggests, personal selling is about direct personal communication between the seller and potential customer but it can be nowadays realized even with the help of tele-

communications and information technologies. Seller presents the product or service in order to sell it, create a positive and ideally long-term relationship with the customer and also enhance brand and product image (Kozák 2009, 12). Personal selling may be great when the installation of a product or the explanation of usage, features or maintenance is needed. Seller's knowledge about the product may be an advantage since he is able to show to the customer all of the functions and moreover, the service can be provided in customer's place where the product will be actually used in the future (Kozák 2009, 12).

2.5 Direct Marketing

Direct marketing uses mail services for sending direct mails or catalogues and then telemarketing and mobile marketing. It can be assumed that direct marketing consists of all the activities which create the direct contact with the target group and motivate customers to take action (Boučková 2003, 239). However, it became popular mainly because of the technological evolution which enables new communication tools via the Internet (Foret 2006, 313). Using the Internet, company can send e-mails and e-newsletters to its potential customers (more details in chapter about digital marketing).

The advantage of this marketing communication tool is its measurability which is easy and immediate, using indexes such as response rate index, used in order to measure how many respondents reacted to the campaign, then the conversion rate index measuring how many respondents already purchased the product and also return-on-investment (ROI) method which precisely measure net income earned from the campaign (Karlíček and Král 2011, 81-2).

Another asset of direct marketing may be the easy and detailed segmentation and also the selection of the most perspective individuals, however the issues might come with the database of existing and potential customers (Foret 2006, 312). If the company does not have the database it may be a time-consuming and difficult business to create one. There is potential risk with the database validity too, since the information should be up-to-date with the correct addresses, phone numbers or e-mails, otherwise the whole direct marketing campaign would be inaccurate (Karlíček and Král 2011, 79-8). In a summary, direct marketing can be a great method for an easy and accurate segmentation but without updated and precise database it may be entirely unsuitable and inappropriate activity for a marketing purposes.

As was written above, one of the issues linked to the direct marketing may be the one with the database creation but here are actually more negative features. One of the negative aspects of direct mail could be the uncongenial reaction to unsolicited mails or e-mails (Karlíček and Král 2011, 85). Many companies currently send large number of handbills or spams with lots of unwanted information and uninteresting content which rather annoys potential customers instead of attracting them. There are actually laws concerning unsolicited messaging in Czech Republic since 2000. Those laws have two modes called opt-in, usually valid for e-mailing and SMS, and opt-out (for direct mail or unaddressed delivery and telemarketing) where opt-in mode prohibits sending messages to people without their permission and opt-out mode enables it but only till the customer shows disapproval with sending the content (Karlíček and Král 2011, 85-6). Thus, organizations ought to be cautious about sending promotional content and again, they should create a high-quality database, where there might be the customers who opt in sending e-mails, in order to avoid unnecessary issues with unsolicited messages.

3   BRIEF CHARACTERISTICS OF DIGITAL MARKETING

Society is becoming increasingly dynamic, people are living in a fast-moving time and the technology has to evolve as well. The main evolution in Information and Communication Technologies was probably the Internet, a widely used marketing tool nowadays.

The Internet was created in 1960s and served mainly for an army, researchers and academic purposes (Foret 2006, 327). Since 1990 it was used by a general public and the e-commerce was born (Foret 2006, 327). The most valuable tools of the Internet may be an e-mail and World Wide Web (WWW). E-mail enables easy and quick communication by sending text messages, and Web enables creating an interactive Websites with domain name which serves to people when reaching something on the Internet (Foret 2006, 328-9). Those tools may be also widely used for marketing purposes. Companies can use the Internet in order to promote products and services or the brand itself, to sell their products or to support business activities using intranet or extranet systems.

Term e-commerce represents an online activities such as buying or selling via the Internet, banking and electronic retailing, too (Chaffey and Smith 2008, 12). Even though Czech e-commerce is significantly behind the USA, according to online advertising which is quite different from the term e-commerce, Czech Republic is on the world level (Boučková 2003, 373).

The advantages of online digital marketing could be the connection of video and audio capabilities using interactive advertisement, the possibility of detailed individualization, efficient relationship-building and support of business activities (Chaffey and Smith 2008, 149-51).

But no matter how congenial digital marketing may be, there are also some negatives, for example the concerns of misuse of personal data. Many potential customers may be concerned about going online. Fears connected with the Internet could be those of hackers, viruses, SPAMs, lack of privacy and above mentioned misuse of personal data (Chaffey and Smith 2008, 149-51). To alleviate those fears, companies should follow guidelines and laws concerning privacy and protection of the Internet consumers, secure consumer's data and make statements about it, it is also possible to show site certification of security (Chaffey and Smith 2008, 149-51).

The oversaturation of advertisement, as in online or offline form, is an evident current issue and that follows the effects of marketing may be decreasing (Boučková 2003, 414). It applies that the more banners on a Website the less click rates, therefore the new

trend in advertising should be focused on a fewer advertisements but with larger dimensions (Boučková 2003, 415). Furthermore, the appearance of anti-advertising applications which practically ban ads on Web pages is increasing, thus the Web creators may end up without income more often (Boučková 2003, 415).

Another issue might be with the Internet which is not a commonplace yet. It requires technical skills to ensure everything works and that may be an expensive business. The usage of the Internet also does not usually include people of all ages, in general the age of Internet users range from 15 to 54 years old and the elderly people have often a negative attitude to online world (Karlíček and Král 2011, 171). On the other hand, 5.7 million citizens, which is more than a half of Czech population, are the Internet users in Czech Republic, according to the research made in 2010 (Foret 2006, 328).

Finally, it is also important to mention that digital marketing did not replace the traditional communication media. They were only extended by the new digital tools. Sales promotion uses currently various online platforms, PR needs online printing service and event marketing may create its own Website to spread word about upcoming event (Karlíček and Král 2011, 171). All the traditional media stay active but only broaden their possibilities and opportunities to be more effective in marketing communications. The following chapters describe the basic features of the main digital marketing tools.

3.1   Search Engine Marketing

If the company invests money in the online advertising, the first step supposed to be focused on the ability of finding the company on the Internet. For a great visibility of the company, there are various tools such as well-chosen address of the Website, promotional e-mails, online advertisement and viral marketing but potential customers use probably search engines or catalogues most often when searching for a certain companies (Foret 2006, 335-6). Catalogue is a Website where the Web links can be found, usually perfectly organized in various categories (Foret 2006, 225-6). Popular Czech catalogues may be seznam.cz or centrum.cz.

Search engine is a Website which sorts Web pages using devices as robots or spiders that are able to rank the Websites and thus determine their position (Chaffey and Smith 2008, 496). Popular search engines can be Google, Yahoo or Bing, in the Czech Republic lies amongst the main popular ones also Seznam.

The history of search engines started with the creation of full-text search engine and then, the link building appeared with the thought of frequently placed links on various Websites (Prokop 2014, 9-15). The first search engine with paid links called GoTo.com inspired the following influential Google, whose founders created also popular AdWords (Prokop 2014, 9-15).

Since 1997, search engine optimization (SEO) was firstly used by an unknown spammer who started with making backlinks (Prokop 2014, 9-15). People can use search engines when searching something on the Internet by typing various keywords. Therefore, SEO is an approach applied to a company's position in search engine index. This position should tend to be in a higher ranks since the higher position the higher brand recognition. The basics of SEO is to know what people search, how they think and why they search for various things (Prokop 2014, 9-15). Overall, people—called optimizers—evaluate searched Websites using backlinks and finally, the mechanism evaluates the situation via algorithms and computer technology, that is the whole process of Websites evaluation which may be done by the firm itself or a specialized agency (Prokop 2014, 9-15).

In any case, SEO should be unique with interesting and viral content and more importantly, it should communicate with the customers using various online communication tools in order to create an honest relationship (Ungr 2014, 16-21). SEO is linked to inbound marketing too, which is focused not only on search engines but also newsletters, YouTube videos, social networks, forums, etc. (Ungr 2014, 16-21). Thus, SEO is not only about search engines but it is connected with other social media tools in order to make marketing campaign as most effective as possible.

3.2 E-mail Marketing

E-mail is widely used communication tool, therefore, it may be a great opportunity for a company to use it for its marketing purposes. It is important nowadays to be in touch with the customers so the form of an e-mail is used to facilitate it. It is possible to send content to an existing or potential customers managed in a contact list, thus, people can be regularly informed about company's news, special events and many others (Foret 2006, 334-5).

Firstly, company may create the e-mail list which is similar to the database created in direct marketing. It is necessary to work with the database and gather all available information about the customers, in order to target market (Penkala 2014, 159). The potential customers who probably open the company's e-mails and might also respond to them,

would be those who opt in to receiving company's e-mails. Therefore, it may be essential to connect e-mail marketing with another social media tools, such as company's Website, Twitter or other media, and inform users about company's interesting e-mail messages or newsletters and provide them with the opportunity of opt-in so they can be voluntarily and regularly informed via e-mail messages (Ryan and Jones 2009, 137).

There is an e-mail software on the market used for an easy management of e-mail marketing but an online service provider is another possible way how to manage e-mailing (Ryan and Jones 2009, 135). Through an e-mail software, company is able to manage the contact list, customize the content of e-mail messages and generally, manage the whole e-mail marketing campaign (Ryan and Jones 2009, 135). The big plus of the software is that the operations are easy-to-use with no need of high technical skills, thus it may be unnecessary to use paid online service provider. Another asset of the software is that it may test company's content of the messages and point out if there is a possibility of not passing through the customer's spam filters (Ryan and Jones 2009, 135). Thus, company can always edit the content in order to avoid spam messages in-time. Finally, the software may also track how many customers ignored, opened or responded to the e-mails, so it can be drawn conclusions about the campaign, if it was a successful project or if the changes should be implemented to improve the current situation (Ryan and Jones 2009, 135).

E-mail marketing is also flexible and quick, enables users to easily click on company's Website and it is an interactive tool (Karlíček and Král 2011, 89). However, the major advantage of e-mailing is probably its financial costs which are much cheaper than in direct mailing (Karlíček and Král 2011, 89).

As was mentioned in the chapter about digital marketing, current online world is oversaturated by an advertisement. This applies to an e-mail too since far more companies use e-mail thoughtlessly, applying over-promotional content to attract customers, but this strategy may rather lead to ignorance, or in a worse way to annoyance and decreasing credibility of the firm (Ryan and Jones 2009, 135-7). Furthermore, fraudulent e-mails may be another frequent situation, when users receive e-mails trying to deprive them of their money and sometimes containing dangerous viruses (Karlíček and Král 2011, 90). Thus, many users consider any commercial e-mail contents as a spams and they do not open it nor read it (Karlíček and Král 2011, 90).

3.3   Display Advertising

Display, interactive or banner advertising is a digital communication channel using online displays which are shown to users who browse the Internet (Chaffey and Smith 2008, 34). Earlier, banners looked like pictures but current banners are called rich media banners since they are far more interactive by using animation and sound (Chaffey and Smith 2008, 24). The aim of display ads is to attract attention of customers, make them click on the banner since it is actually a link to the Website of a company and then, spread the brand awareness (Chaffey and Smith 2008, 34; Shimp 2007, 445). Circa 50% of online marketing invest-ment is put in display advertising in Czech Republic, which means that Czech display ad-vertising might be a popular business here and that the chances of user's clicks to the Web-site are satisfactory (Appletauerová 2014, 80).

There are few possible ways how to obtain banner advertisement. The mediation of banner purchase is usually carried out by agencies or agents. Agencies plan the overall marketing campaigns and agent is a representative of certain marketing media platform which sells the advertisement on a commission (Appletauerová 2014, 81). Company can address the provider of advertisement too, e.g. Czech Seznam.cz or Ringier and it may be the best option since there is no need of extra payment to agencies. Another possibility is to use programmatic buying which is the automation and optimization of buying process us-ing technologies where the advertiser does not need to meet personally with the agency or provider, thus, it is far less time-consuming and the purchase is then quick and flexible (Appletauerová 2014, 81-3). Programmatic buying is provided by Google AdWords, Czech system Sklik or AdPlace and companies can also use real-time-bidding (RTB) technologies where the purchase takes a form of auction (Appletauerová 2014, 83).

The evaluation of banner advertisement may be done by three techniques. The first one is called cost-per-thousand (CPT) which means cost per one thousand views or dis-plays, however, users may not even notice the advertisement in the Website (Apple-tauerová 2014, 84). Second method evaluates cost-per-click (CPC) when users take some action e.g. click on the banner. Therefore, company can be sure now that the users noticed the advertisement and visited the Website (Appletauerová 2014, 84; Foret 2006, 333). The last method, cost-per-action (CPA) is used when the marketing campaign is provided by an agency and the advertiser pays for bringing a new customer (Appletauerová 2014, 84).

The display advertising has also some negative aspects such as increasing unfair practises or again, the oversaturation and aggression of banners. Today's trends are intersti-

tials or superstitials which pop up and cover almost the entire size of user's screen for a certain period of time (Foret 2006, 333). This could be very irritating and the advertisement of a company may have rather negative impact on potential customers. Regarding unfair practices, many banners look like PC error messages similar to the user's operation system, video games, etc. but by clicking on them, the unfamiliar users may catch a virus to their computers which only supports the overall concerns of using the Internet (Foret 2006, 333).

3.4 Mobile Marketing

People use nowadays not only computers but also phones in order to connect with the Internet. The first generation of mobile phones, called analogue phones, is dated to 1980s (Chaffey and Smith 2008, 197). Second generation consists of digital mobiles of less smaller size and with the possibility of sending and receiving SMS, WAP, GPRS and EDGE (Chaffey and Smith 2008, 197). Finally, the third generation (3G) was created using an UMTS system (Chaffey and Smith 2008, 197). Current mobile phones, called smartphones, has special chips so they can act like computers and therefore be more practical devices than the previous ones. The crucial moment was probably the introduction of Apple's iPhone and iPod Touch in 2007 (Ryan and Jones 2009, 245). Apple's smartphones had quite a big screen, multi-touch keyboard and functions like computer. According to Google in 2008, it get far more search traffic from iPhones than from any other mobile devices such as notebooks, thus, the increasing usage of the Internet via mobile phones may be evident (Ryan and Jones 2009, 246). Enterprises like Facebook, YouTube and Twitter all engage in mobile marketing since smartphones are increasingly used devices. More than 2 billion people use mobile phones worldwide and in Japan, the number of mobile users surpassed those of PC's (Chaffey and Smith 2008, 197). Circa 2 millions of Czech citizens were using mobile phones in 2009 and it is assumed this number increases every year (Karlíček and Král 2011, 171).

Regarding marketing, mobile phones have a few tools which can be used for a marketing purposes. SMS may be a useful method in order to increase relationships with the customers, sending them short messages with interesting content or coupons (Chaffey and Smith 2008, 199-200). There is also location based service, so the customers can be instantly notified about special offers in their near vicinity. Mobile users can also view an online advertisement and local business promotions via GPS or furthermore, mobile

phones enables podcasting, RSS feeds and "moblogging" which means blogging through mobile phones (Chaffey and Smith 2008, 199-200).

Company can start with mobile marketing by transferring its Website format in the mobile one at first. Then, there is a possibility of creating an original and interesting application (app) supporting company's business. An app is a software program which can be downloaded to user's smartphone or tablet (Kering and Hartley 2013, 419-20). In 2013, Apple's App Store provided more than 900 000 apps and Google Play about 800 000, it was assumed that users spend approximately 2 hours per day using various applications (Kerin and Hartley 2013, 419-20). Thus, use of applications may be an efficient tool for increasing a brand awareness.

The potential danger in mobile marketing may lay in privacy. On one hand, it is great opportunity for marketers to use GPS system in order to provide well targeted, relevant promotion. However, users may feel under control, knowing they are constantly tracked. 68% of the Internet users think that privacy laws do not protect them enough, thus, 86% of those users cover their digital data to stay undetected (Kerin and Hartley 2013, 421). This issue with privacy may have a significant impact on marketing techniques since the more people do not provide digital data for organizations the more inefficient mobile marketing may be in the future.

3.5 Website

According to Chaffey and Smith (2008), Ryan and Jones (2009) and Bird (2007), firm's official Website can be considered as a digital marketing strategy. There are some reason why companies should have business Website. Websites can be one of the crucial digital tools since they are the base for social media platforms so there can be put direct links to company's social networks, blogs, media sharing sites and others. Furthermore, all digital and social marketing campaigns, from e-mailing to media sharing, usually lead back the customers to the company's Website and moreover, it is the main benchmark for the whole Internet marketing (Ryan and Jones 2009, 40).

Authors Chaffey and Smith (2008, 221) and Ryan and Jones (2009, 41-2) assume that today Websites are not only about basic company's information, but they should offer something extra since Websites ought to attract potential customers, for example by adding online ordering, enquiry forms, newsletter sign-up and compelling content in order to en-

sure customer's next visit. Overall, the content should be focused on the visitors—potential customers—and their needs, wants and expectations.

As well as the content, also the design of a Website has a few rules which should be abided. The design should be appropriate, using standard data formats to facilitate access to the Website and the information, of course, have to be readable (Foret 2006, 331; Chaffey and Smith 2008, 222). The visual style of a Website should be unified and express the brand so each visitor can easily recognize the organization at the first sight (Foret 2006, 331). This unification can be done via using certain colour scheme, logos and similar graphic elements (Foret 2006, 331).

To the content and design it may be linked the navigation in the Website. Customers should be well-oriented here and find everything what they need. If the Webpages tend to be chaotic, client might lose interest in viewing the Website and never come back. Thus, Website should be user-friendly, structured and has some order.

It could be also mentioned that there is necessary to pay attention to Search Engine Optimization in order to facilitate search of the Website, it is the same as in other content focused platforms like blogging, microblogging, media sharing, etc. When the content is not consistent with the search engines, search robots are not able to scan it and classify the Web pages relevantly (Chaffey and Smith 2008, 222). This may have a crucial impact on customers since they may have a problems with finding relevant content.

Finally, company should also know about various devices which connect people with the Internet, such as PCs, mobile phones, notebooks and tablets and the Website should adapt to each of them (Foret 2006, 332; Chaffey and Smith 2008, 222).

Taking into consideration all the work connected with building an effective Website, it may be necessary to paid for a specialist agency to create an efficient official Website which can be an expensive but effective business.

4   SOCIAL MEDIA MARKETING

Generally, social media are online media where the Internet users communicate with each other by posting comments, writing short or long articles, share photos, videos and music and some of the social media are in the form of games, too (Kerin and Rogers 2013, 403).

Regarding the division of social media, it may be quite problematic to divide social platforms into separate social media units since they pervade among themselves and they are also a new phenomenon, therefore the terminology is not integrated yet.

However, it is vital to involve various social media platforms in order to create a successful social media campaign. Thus, this chapter concerns the usage of social media tools which are linked together in every possible way.

4.1 Blogging

Chaney defined blogging as follows:

> …, a blog is an easy-to-use, Web-based content management system that allows people with little or no technical background to publish, maintain, and update content. (Chaney 2009, 55)

According to Gunelius (2011, 66), big or small organizations may benefit from blogging in many ways. Company can build its brand, spread brand awareness, create a relationships with customers and significantly support search engine optimization via blogging (Gunelius 2011, 66-7).

Blogs can be also special due to their informal impression which might be appealing to readers (Chaney 2009, 55-7). As Zarella writes (2010, 9), blog is not appropriate for corporate press releases but rather for content with conversational tone, or as Chaney called blogging "…shoot from the hip, speak from the heart style of communication, because blogger needs to speak with a human voice, and not in marketing language" (Chaney 2009, 58). Moreover, the most popular blog posts are those focusing on various tips and tricks, beginner's guidelines, contests or comparisons, posts which tend to be informal not business-like (Funk 2011, 75). For example, the Southwest Airlines blog is written by its employees who post funny, informal content of everyday topics (Gunelius 2011, 67). Thus, what creates a successful blog is its content.

Even if the blog is probably a cheap, easy and quick marketing tool, it requires big effort to write appropriate content which has the potential to spread brand awareness (Funk

2011, 74). There is definitely need of writing skills and also persistence in order to create content regularly.

4.2 Microblogging

Platforms representing microblogging may be Plurk and Jaiku but the main one is probably a well-known Twitter. Many authors (Evans 2008; Chaney 2009; Zarella 2010; Gunelius 2011) consider Twitter and similar platforms as a separate social media tool called microblogs.

Twitter was established in 2007 but the awareness in business environment was raised a few years later (Gunelius 2011, 81; Zarella 2010, 31). It may be a helpful tool for big enterprises as well as small businesses (Chaney 2009, 115-6).

Twitter may have many advantages, e.g. the easy usage, also the less time investment and the maximum length of text counts only 140 characters so the posts are very short (Evans 2008, 217; Zarella 2010, 31). Gunelius recommends to spend on microblogging only about 15 minutes per day in order to stay fully active (2011, 81). Thus, it is less time-consuming marketing activity than e.g. blogging.

At the beginning, it may be useful to just watch and listen what is happening on Twitter and how it all works, after that the introduction is a good step and finally the engagement may start (Evans 2008, 217). Firstly, the so called friends on Twitter should be added since after registration the organization will have no one in friendship. The firm should not add everybody though, but rather focus on smaller groups of people, to target them a little because usually smaller and targeted readers are of more value (Brogan 2010, 98-9). Furthermore, Twitter should be about mutual communication, not broadcasting, thus, it is better to have a few interested readers who will participate in this communication than a broad audience of no value (Brogan 2010, 99). Then, all the company does is posting quick and short text messages or videos and commentaries.

The main purpose of microblogging could be to stay connected with other people in the industry and with the customers. By the connection with others, company can monitor what the customers need and what they think about the brand but also what are the activities of the competition (Chaney 2009, 115-6). Company can also publicly inform readers about the products and various news and updates in a moderate level. Furthermore, Twitter may be an efficient tool in buzz marketing and in increasing brand awareness (Zarella 2010, 31). 81% of Twitter users, who support businesses to engage in microblogging, sug-

gest to use this platform as a customer service, too (Chaney 2009, 115-6). Finally, there is a possibility of linking Twitter with other media such as Website or blog as well. Another merit is that registration and the account on Twitter is for free.

However, the content posted on Twitter should not be too self-promotional. It may be posted only rarely and include e.g. company's events and current activities, future plans, coupons and only a little business promotion (Gunelius 2011, 88-9). Spamming may result in closing the account (Evans 2008, 219). Marketer should be aware also with the language they use since jargon and buzz words may be more appropriate in brochures and newsletters (Gunelius 2011, 88-9). The content may not always be amazing but trying to preserve it interesting and pleasant should guarantee the growth of readers and brand awareness as well.

The maintenance of microblogging can be done by an employer, employees or a professional tweeter (Gunelius 2011, 98). The employer might not have enough time to preserve active microblogging and the professionals may be on the other hand too expensive (Gunelius 2011, 98). The employees can represent the best way how to maintain a microblog since they have the knowledge about the firm and might have enough time to perform the activity. There can be seen the advantage of short messaging as well because it probably does not require writing skills.

However great the advantages of microblogging may be, it does not mean the organization achieve brand awareness overnight. Firms should be very patient in using microblogging since it is probably rather long-term business activity (Gunelius 2011, 81-2).

4.3   Social Networks

Social networks compose of communities where people share varied content which may consist of photos, music, videos but also opinions, feelings and experiences (Karlíček and Král 2011, 182-3). Altogether, the substance of all social networks is messaging, profiling and "friending" (Tuten 2008, 34).

It started in 1980s with the bulletin board systems (BBSs) (Zarella 2010, 53). BBSs connected people when they logged-in to the system and sent private and public messages or shared data between each other (Zarella 2010, 53). During the 1990s, a desktop application AOL was created, using the Internet (Zarella 2010, 55). With the increasing popularity of World Wide Web, social networks became Web platforms. In 2003, Myspace was introduced and three years later the popular Facebook was launched, too (Zarella 2010, 55).

Popular Czech social networks are Facebook, My Space and LinkedIn. In 2010, the number of Facebook users was more than 2.8 million in Czech Republic and people between 25-34 years old created the biggest group (Karlíček and Král 2011, 183).

Social networking Websites may be a great opportunity for marketers to connect with customers via fan pages, groups or applications. It is Facebook which has probably the most appropriate features for marketing purposes. Firstly, companies must not create a representative person who create the profile representing the company but there is a possibility of creating a public profile. Then, users can view this public profile and if they like it, they become company's fans.

When the company has certain number of fans, it is necessary to take care of them. Firstly, the content on Facebook should not copy company Website but remain different to satisfy fan's needs, e.g. post about special offers and publication of products shared here before releasing in any other social media (Zarella 2010, 69).

Facebook pages can be also linked to other social media, RSS feed application enable e.g. bloggers to share posts via Facebook or Twitter messages and those applications mean a great opportunity how to spread brand awareness as quickly as possible (Funk 2011, 54-7).

Regarding LinkedIn, it does not provide such a features as Facebook and therefore, it may be not as efficient tool for marketers. There is, for example, no possibility of photo-sharing which can sometimes attract far more users than sharing a text posts, but the main purpose of this platform is the connection between professionals, thus, it just serves to a job seekers and recruitment officers (Zarella 2010, 71-3).

However, LinkedIn may provide to marketers some opportunities. For example, the Questions and Answers section where users can post 10 questions per month and marketer may answer to them and create a brand recognition (Zarella 2010, 71-3).

4.4 Social News and Bookmarking

Social bookmarking Websites serve people to manage their bookmarks, not in the user's Web browser though, but on the Web. Furthermore, there is a possibility of sharing an interesting bookmarks online with other users which can be an opportunity for marketers as well (Taprial and Kanwar 2012, 21).

The beginning of bookmarking is dated to 1996 when the first bookmarking Website itList was created, but it was Delicious, now owned by Yahoo!, which found a tool

called tagging in 2003 and become the most famous one (Taprial and Kanwar 2012, 21; Zarella 2010, 103-5).

Tags are one-word descriptors that enable easy search and retrieval of related items so today's users tag their bookmarks and via this allow the others to search for bookmarks in accordance to their required tags (Tuten 2008, 91). Thus, social bookmarking Website may be an effective tool in search engine optimization since tags are "keywords indexes able by the engines" (Chaney 2009, 174).

Company has to create an account to engage in Delicious. The process is easy and for free and after that, it can start with the bookmarking. All the bookmarks may be linked together by an icon similar to the following Digg Icon.

Social news Websites enable users to vote on various content posted by the other users, thus, the most interesting and original links are separated and seen by a broad variety of people (Zarella 2010, 103). Therefore, social news Websites serve also to marketers who may attract people by posting an engaging and original content, using search engine optimization and overall, they enhance the Web traffic in order to increase brand awareness (Tuten 2008, 91-4). Well-known social news Websites may be Digg, Reddit and marketing oriented Sphinn or Czech Linkuj and Český Reddit.

For example, to engage in the Digg, company has to create a profile which is for free. Then, marketer can post texts, videos, photos but also a blog articles in order to be ranked. The more ranks company's content get the higher chances to appear on the front pages of social news Website where large number of people gather every day. The most popular content is breaking news, how-to-do-it manuals, touching and emotive stories or future exciting and popular events (Sweeney and Craig 2011, 119-20). Company can place a Digg Icons on its Website or blog to show its participation in Digg and increase the traffic as well.

Great marketing strategy is concentration on so called influencers in social news Websites. Influencers are usually an intellectuals participating here for a long time and most importantly, users who have the power to influence the others (Tuten 2008, 92-3).

4.5 Forums

Forums are Websites where users are gathering in order to make discussions on various topics.

Forum presents one of the oldest social media and its history dates back to 1979 when Usenet was created (Zarella 2010, 147-9). It served as a communication tool between Universities of North Carolina and Duke and there, students posted articles and everyone could respond to them (Zarella 2010, 147-9). Later, when the World Wide Web was launched, those discussions became popular and various forums were created and filled the Internet. As a frequently visited forums can be considered English 4Chan or Japanese 2Channel and in Czech Republic is popular Fórum Živě.cz, Mageo or Diskutníci.

Czech citizens, mostly men, visit forums several times a month, 14% of them even every day (Karlíček and Král 2011, 185). Therefore, it may be a great opportunity for the organizations to interact here with the customers and obtain valuable information from them.

If the company decide to engage in forum(s), it should concentrate on the big and active ones, preferably with the same or similar focus of the company (Zerella 2010, 149-54). Company should also understand forum's jargon, the overall rules, community and the culture itself to fit in the group. Thus, it is suggested to start with reading the posts and watching how users behave and after that the contributions should be made (Zarella 2010, 149-54). Firstly, it would be nice to introduce the marketer and mainly admit the person is company's representative. Moreover, marketer should commit to not spam the forum and not post self-promotional content.

Regarding advertising in forums, it is very risky business for marketers since some of the forums prohibit promotional content. Customers also visit forums in order to get information from other customers who have real experiences and do not try to self-promote their company (Zarella 2010, 161-2). Thus, promotion on forums should be used only rarely since the main goal is to communicate with the customers, use marketer's skills and knowledge about the products and help others.

According to Evans (2008, 195-6), company might create a separate support forum on its own which will serve as an online customer service concerning various issues with products or installation guidelines. The issues may be solved by the employees engaging in the forum or by the other users who experienced similar problem before.

4.6 Virtual Worlds

Virtual worlds are simulated worlds which can be usually found in the form of online games, such as The Sims, World of Warcraft or Social Life. The origin of virtual worlds

may be found in Neal Stephenson's work *Snow Crash* from 1992 which is about virtual reality—similar one as in the Social Life—called Metaverse, and this was probably an inspiration or the impulse to create such a worlds in reality via the Internet (Zarella 2010, 173).

Moreover, 70% of players responded to appropriate in-game advertising in a positive way because it gives them an enjoyable touch of reality when real brands emerge in the virtual world of game (Ryan and Jones 2009, 249). Thus, in-game advertising may be a welcome and effective marketing activity. For marketing purposes, the most suitable game is probably a Social Life since the advertisement is not much restricted as in other games (Zarella 2010, 171).

In Second Life, people can socialize with other players, buy or sell virtual goods and visit places all over the virtual world. Firstly, it is important to learn about the community and the platform itself and afterwards, they may start with buying various goods and mainly buildings, using virtual money (Zarella 2010, 175). The buildings cost about tens of US Dollars and can serve as a promotional in-game place. However, it may be not an easy task to create such a building since it requires some technical knowledge and finally, it might be a very time-consuming activity (Zarella, 175). Next action in Second Life is related to the profile, organization has to create and customize and avatar, land and other objects and the overall profile should reflect the brand in order to be easy recognized by people (Zarella 2010, 177). Some marketers buy a land where they can build offices or visitor's centres but it is much more expensive business, land costs about thousand US Dollars and furthermore, owners of a land have to pay monthly charges ranged from to USD 295 (Zarella 2010, 177).

As was written above, people can visit various in-game places, using teleportation. As a marketer, it may be a great strategy to provide landmarks so people can easily come back to the company's places whenever they want. Another player's activity is the purchase of goods so they use search engines and it follows that the SEO has the crucial role here (Zarella 2010, 179). Therefore, organization should describe its lands or buildings in a parcel description since if the portrayal is accurate and complemented by the right keywords, there would be no problem with searching the company (Zarella 2010, 177). Furthermore, Social Life provides an URL system so the company can add Social Life URL address, e.g. to the official Website or the shortened version on Twitter pages to show customers the presence in this popular virtual game.

4.7 Media Sharing

Media sharing Websites allow people to upload videos, photos and music. Media sharing is increasingly popular since today's small cameras and camcorders are easy-to-use producing high-quality content for a quite low price, moreover, the Internet connection is high-speed (Zarella 2010, 77; Chaney 2009, 137-8). Video sharing Websites, as we know them nowadays, probably firstly appeared in 2002 by launching Flash MX which used Flash file to play videos without special streaming video players and in 2005, popular YouTube was born (Zarella 2010, 79). Photo sharing Websites are known since 1999 but the crucial moment was when Flickr was released in 2004, using also tagging and social media features (Zarella 2010, 79).

There is many reasons why media sharing is used by a businesses. Organizations are able to create viral videos in order to attract attention, they create videos from the firm's environment or they use media even for recruiting (Brogan 2010, 73).

YouTube is classified in media sharing Websites, focused on video sharing so users can upload their videos or watch another ones and post comments (Kerin and Hartley 2013, 409). Nowadays, YouTube might be used by an organizations as well, firm can create its profile and post interesting videos in order to attract attention. YouTube may have many advantages. Profile, launch of a new channel and video posts are for free and the search engine is in Google's possession which can facilitate SEO a lot since if anybody use Google's search engine, which is linked to the YouTube, there is a great chance that videos from YouTube appear in Google's search results (Kerin and Hartley 2013, 409-12). In addition to search engine, organization can buy a keywords from Google—usually connected with the brand—so if people type those words in YouTube's search engine, the ad video of the firm will automatically appear in user's search results (Kering and Hartley 2013, 409-12).

Media such as audio or video are interactive and thus, it may be an effective marketing tool even for a small firms. Furthermore, there is no need to pay for agency services since companies are nowadays able to create video on their own in an inexpensive way (Chaney 2009, 142). Nonetheless, it is probably a time-consuming activity requiring big imagination in order to remain original.

4.8   Ratings and Reviews

Rating and review Websites allow sharing of consumer's opinions and recommendations on various products or places (Zarella 2010, 133).

The originator of rating and review Websites may be Amazon.com which enabled anonymous comments and reviews of any products on the Website, in 1995 (Zarella 2010, 133). Later, the anonymity was replaced by a system of reputation where also the authors of comments and reviews can be judged (Zarella 2010, 133).

Rating and review Websites could be an effective tool in marketing. According to Nielson Media Research from April 2009 which can be found in Zarella's book (2010, 144-5) and according to authors Gunelius (2011, 144-5) and Chaney (2009, 176), about 70% of buyers trust in other consumer's opinions, recommendations and experiences which are posted on the Internet and on the basis of those opinions they make purchase decisions. This may be one of the reason why organizations use rating and review Websites for marketing purposes and Zarella also claims: "[E]very local firm should have a presence in local review sites (2010, 131)."

Another research described in Chaney's book (2009, 176) by the University of Michigan's Ross School of Business in 2007 shows that the higher ranking and positive reviews company obtains the higher sales. People are probably more likely to buy products with many positive reviews than unknown or bad ranked products. Therefore, having a successful profile in rating and review Websites should guarantee not only brand awareness but perhaps the increase in sales as well.

To ensure reviews and ratings, organizations arrange its position on local search engines using SEO (Gunelius 2011, 145).

Reviews and ratings may be one of the most profitable social media tools since the activities are not actually time-consuming and require little financial costs (Zarella 2010, 131)

Nowadays, one of the most popular local review Website is probably Yelp.com, in Czech Republic works Yelp.cz or Google Places, too. Yelp is focused on various facilities such as restaurants, hotels, clubs, etc. and moreover, mobile application of Yelp exists as well.

4.9 Summary

Nowadays, it is probably not enough to promote a company only via television or newspaper advertisement or direct mailing. It can be said, that in the current world it is almost necessary to engage in social media and digital marketing. People evolve simultaneously with the science and technology and more and more people might use predominantly a new technology, such as online broadcasting channels which do not contain advertisement, online tabloids rather than the printed ones and e-mail instead of mailboxes. Therefore, businesses should change with the times too and adapt to a new, technologically oriented customers and engage in social media and digital marketing.

One of the advantages of online marketing could be that organizations, even the small ones, can increase brand recognition rapidly using social media marketing campaigns. Companies may easily create a buzz via media sharing sites such as YouTube, social networks like Facebook or microblog Twitter since more and more potential customers engage in social media platforms. When company creates a buzz, positive or negative, people start to notice and this probably raise the brand awareness.

Moreover, it could be a great competitive opportunity for the companies since most of the competitors are perhaps already involved in social media marketing. Thus, every company should engage in social media too, at least minimally, to stay competitive.

It may seem that social media are cheap but this is probably not true. The registration and possession of accounts is usually for free and it should be easy to get started. However, there are production and labour costs connected with marketing since successful media campaign requires various platforms and the related amount of time, money and concentration. But if the social media campaign is well-planned and finally successful, it may have a great (positive) financial impact on the company and be very beneficial.

II. ANALYSIS

5 CHARACTERISTICS OF THE ORGANIZATION TREND GASTRONOMIE S.R.O.

TREND gastronomie s.r.o., hereinafter referred to as Trend, is a small company selling gastronomic equipment and furnishing kitchens both in households and various organizations, such as hotels, restaurants and staff or school canteens. The goods contain cleaning products, dinnerware, kitchenware, stainless steel furniture, appliances like convection ovens, dishwashers, coffee machines and many others.

Trend was established in 1996 in Vsetín and the main business activity was import and distribution of (mainly stainless) kitchen products from Italy. This business persists until today. Currently, Trend distributes its goods throughout the Czech Republic and Slovakia, too.

At first, there was only a specialized retail store in Vsetín. In 2002, the firm was moved to another locality in Vsetín and the owners added also a wholesale. Then, the business boomed and Trend decided to expand. Thus, wholesale subsidiary in Třinec was found in 2003, and two years later another one in Olomouc. Nowadays, only the headquarters in Vsetín and the subsidiary in Olomouc exist though.

Trend is a small enterprise employing only four employees. The firm contains of sales and economic department and technical service. In Olomouc, there is only a sales department employing one saleswoman. Vsetín headquarters is made up of one saleswoman and the dealer, who comprise the sales department. Both of them manage customer service and communication with the suppliers. Economic department consists of one accountant and finally, the technical service is ensured by top management consisting of two people, the owners and managing directors of Trend. Regarding marketing, company has no marketing department, the owners arrange the advertising on their own and the official Website and e-shops, which are the only social media used, are maintained by external specialized agency. Although, the content shared via Website is constantly added by the employees of the Trend.

Earlier, Trend's clients were mainly an organizations such as schools, restaurants and hotels but later, company started to focus also on consumers. Many people were looking for household equipment and they begin to purchase those products in Trend, thus, the company expanded its range of consumer goods. Nowadays, the majority of clients are still

the organizations and wholesalers but the end customers are still increasing. Therefore, Trend is business-to-business and business-to-consumer enterprise, too.

Customers can purchase goods in both stores (Vsetín and Olomouc). Another possibility is to buy products in two different e-shops. Clients can purchase all goods in gastro-obchod.cz, but there is also nerez-pribory.cz e-shop focused only on stainless steel cutlery by luxurious Italian brand Salvinelli.

The main goal of Trend is to satisfy customer's needs. To achieve this goal, company is trying to sell high-quality products for a good price, provide professional consultation and customer service by trained staff and it would like to improve its social media marketing to increase brand awareness and competitiveness.

6   COMPETITION ANALYSIS

This chapter briefly summarizes three companies which reached high market position in gastronomical sector in Czech Republic and it compares their marketing techniques with the Trend organization ones. The following outline of marketing strategies in different organizations may determine current situation of Trend company and eventually, help to make recommendations for improvements. The analysis consists of determining and analysis of the competition and benchmarking.

6.1   TESCOMA s.r.o.

Firstly, the competitor of Trend can be Czech enterprise Tescoma which manufactures and sells dining products, cookware and cleaning products since 1992 (Tescoma 2016). Tescoma was found by Vaculík and Chmela in Zlín which is still Tescoma's headquarters. Central warehouse, also in Zlín, has 50 000 pallet spaces and 27 million products pass through here annually (Tescoma 2016). Nowadays, Tescoma is well-known brand in Czech Republic and Slovakia, with subsidiaries all over the world and sales exceeding CZK 2 billion every year.

The main goal is to produce functional and attractive goods, therefore, Tescoma employs ca twenty designers and engineers who are able to work effectively on product designs and create the brand itself.

Marketing techniques of Tescoma include participation in prestigious fairs and exhibitions, direct marketing, mainly printed advertising, product placement and it engage in social media marketing actively, too (Tescoma 2016).

6.2   MIELE,spol. s r.o.

Another successful company might be Miele which deals with the same business activity as Tescoma—production and selling of gastronomical goods, such as cookware, appliances and cleaning products. Miele is a German company with many subsidiaries all over the world, one of them placed in Czech Republic, too. Czech subsidiary and simultaneously so called experience centre was launched in 1991 where customers can try Miele's products. There, professionally trained personnel provides also various information, consultancy services and people can meet personally with the products and test it on the spot. Furthermore, experience centres include Miele-Caffés, where customers can meet with each other and,

for example, discuss various Miele catalogues here. Those services should satisfy customer's needs.

Manufacture in Czech Republic was launched in 2002 in Uničov and concerns mainly laundry dryers and dishwashers which are distributed worldwide. Moreover, Miele participate in fairs and exhibitions, uses direct marketing, social media marketing, etc.

The aim of Miele is to be always better than the competition and to satisfy customer's needs in every possible way, via high-quality, ecological and attractive products and fast and efficient customer service. The annual sales were EUR 3.49 billion in 2015 (Miele 2016).

6.3 ORION , spol. s r.o.

Finally, Orion might be one of the important competitors, too. It was launched in 1992 as a wholesale store which now offers products related to household goods, dining products, cookware, cleaning supplies, small appliances and garden and bathroom accessories. Orion goal is to sell good-quality products for a good price and attractive design. It has also a team of trained shop assistants that provide any help and advice which contributes to the customer's satisfaction.

Goods can be purchased in e-shop or in 69 various stores based in Czech Republic. Orion has one subsidiary in Zlín, too. Its subsidiaries create the biggest Czech retail network in this segment, selling goods even in Poland and Slovakia. The aim of Orion is further long-term development and strengthening of market position, using franchising concept for more than twenty years. Orion has great and positive experiences with franchising which is based on partnership between franchise headquarters and individual entrepreneurs (franchisees). The principles of franchisees effective business are exclusivity of place, know-how of business operation, shop equipment, update and expansion of product portfolio and joint marketing, everything secured by the headquarters (ORION, spol. s r.o. 2015).

6.4 Benchmarking

Benchmarking compares marketing situation of the Trend organization and its competitors. It is focused on online marketing and selected categories could have a crucial impact on customer's satisfaction and brand awareness. Compared factors comprise of Website indexation, design, further navigation, orientation, content, information, terms and conditions, fairs and exhibitions, events, client's benefits and social media.

Table 1. Benchmarking of the firms Trend, Tescoma, Miele and Orion

	Trend	Tescoma	Miele	Orion
perfect indexation of Websites and SEO	3	10	10	9
design of the Website	5	10	10	8
navigation to other social media	3	8	8	7
easy orientation in the Website	3	10	10	10
clarity of terms and conditions	6	10	10	10
fairs and exhibitions	1	9	8	1
original and attractive content	3	10	10	10
helpful and important information	4	10	10	10
bonuses for clients	1	9	10	8
gastronomical events	1	8	10	3
engagement in SM	3	8	8	6

Source: Own analysis

6.4.1   Indexation of the Website and SEO

The first issue may appear when potential customers search for the Website. Many Websites such as tescoma.cz, miele.cz and oriongroup.cz use Web indexing so there is no need of typing letters "www". Trend organization does not have this function so when potential clients want to type the Website address and they do not use letters "www" the required Webpage must not appear, only a text announcing an error. This may have a negative impact on people and the interest of viewing company's Website may radically decrease. Also the search engine optimization could be improved since when using search engines, Trend does not appear among the first results instead of its competitors.

6.4.2   Engagement in and Navigation to Social Media

Trend is not engaging in social media very much. Customers can visit only the official Website or e-shops. However, Orion has visible sign of Facebook on the Website and moreover, Tescoma and Miele even YouTube direct link. Those companies provides up-to-date news relating their products, tips and tricks for the clients and up-coming events via Facebook. On YouTube, Miele uploads visual manuals of how its products work and furthermore, Tescoma regularly share cooking videos where its products are used. This extra content via social media should help to attract more people and it may ensure repeated visits of Website and social media traffic.

6.4.3   Design and Easy Orientation in the Website

Another enhancement may be of the design of Website. Web pages are adapted to the brand colours which are red and white. This might not be an issue however, the background is dark grey with light grey font and this probably does not give a pleasant and positive impression and even the font is not easy to read. Tescoma, Miele and Orion use mostly white colours with dark font which makes it readable. White colour may give an impression of purity which is important in the environment of kitchens, too. Pictures of appetizing food or happy families subtly arranged throughout the Websites of Tescoma, Miele and Orion can be a pleasant and attractive bonus. Colourful pictures could add freshness and joy into the Website, images of people might create more personal and familiar feelings. Trend Website design might look rather sad, with the dark background and images of appliances. Therefore, improving the overall design in order to look more congenial, should have greater positive impact and attract more people. Finally, the Web pages looks simple, well-arranged, not over embellished which facilitate quick orientation in the Website.

6.4.4   Content of the Website

Trend's content might seem mainly useless, outdated, and probably even uninteresting. The first page that appears to the customers immediately is called main page. However, there are no important information but only outdated news which can be found also in the news page. Furthermore, there is another link in the upper bar called main page which may give an impression of uselessness and unattractiveness. Another section is called "special offers" presenting no such offerings though, client can see only notification of recently established e-shop relating e-commerce but with no direct link, that is again connected with poor Web indexing which may be unpleasant for potential customers.

However, there are some helpful links, e.g. catalogues of company's products in PDF format which contains photos, prices and other additional information of each product. Website contains also links to the terms and conditions, contact and About Us section. Nonetheless, those links can be more adjusted to the clients. For example, sections About Us and Contact can be united and converted to the main page since then the main page—the first page displayed to the customers—might be more interesting and useful. Moreover, the page with terms and conditions is probably more related to the e-commerce, thus the information should be found in Websites concerning online selling.

Another official Websites add, for example, sections called services which could contain helpful information about the provided services and clients can learn about the trained and skilled teams working here. Trend offers trained and professional team too, there is no mention of it though.

The main Website of Tescoma consists of a few useful sections in the upper bar, e.g. the navigation to the e-shop, sales places of Tescoma, catalogues of products and also sections with videos, news, design and contacts which may differentiate the Website from the competing ones. Those sections may be very interesting for the customers since the videos are about various recipes, product presentation work and many interviews with the designer of Tescoma who presents all gastronomical news. Everything is somehow linked to the kitchen equipment so the customers may be interested in. Therefore, this sections may create attractive and pleasant Website with useful and appropriate content.

6.4.5 Terms and Conditions

Terms and conditions could be one the most important and visited sections since clients can obtain all the necessary information about the purchase here. Thus, Trend ought to ensure clear and accurate information because every customer needs to understand it easily.

As mentioned above, Trend has a separate link to the terms and conditions in the main Website, which facilitate the search since it is visible and easy to find. However, the information is outdated and invalid here which might create problems. There are terms and conditions in e-shop Website too, and the content is correct and valid here. Furthermore, the information is accurate, clear and concise. It can be confusing to encounter with the false terms and conditions in the main Website though.

6.4.6 Fairs, Exhibitions and Events

Trend does not participate in any fairs and exhibitions nor events which may be quite a disadvantage. For instance, Tescoma visited global fair Ambiente this year where more than hundred thousand people gather from all around the world to watch and judge various organizations. It was probably a great opportunity to show others the assets of Tescoma and what differentiate it from the competitors. Tescoma actually won some of the awards too which may help with positive brand building and awareness. Moreover, Miele provides f.g. production tours for students, school classes or any interested person. Perhaps, Trend could attend some of the fairs and exhibitions to increase brand recognition and attract new cus-

tomers. Regarding gastronomical events, there is a lot of social occasions and gastronomical festivals in Vsetín area and it could be of benefit to present firm's products here.

6.4.7 Bonuses for the Clients

Trend does not provide any bonuses for the customers. Tescoma, in March 2016, announced an event of giving presents to its customers who buy Tescoma products for the minimum price of CZK 500 and Miele gives at the same time HEPA filters for free when buying a vacuum cleaner. Furthermore, Tescoma reduces the price of various line products each month. Those are various bonuses for the clients which attempt to attract more customers. It can be said that nowadays, it is rather common than rare to provide such a bonuses and presents since almost every firms do it. Many customers may take it for granted, thus, Trend probably should start with rendering special offers and bonuses, in order to increase the market position and stay competitive.

7   IFE MATRIX

Table 2. IFE Matrix of the firm TREND gastronomie

	WEIGHT	RATING	WEIGHTED SCORE
perfect indexation of Websites and SEO	0.13	2	0.26
design of the Website	0.10	1	0.10
navigation to other social media	0.11	1	0.11
easy orientation in the Website	0.12	2	0.24
clarity of terms and conditions	0.07	2	0.14
fairs and exhibitions	0.05	1	0.05
original and attractive content	0.08	1	0.08
helpful and important information	0.09	2	0.18
bonuses for clients	0.06	1	0.06
gastronomical events	0.05	1	0.05
engagement in SM	0.14	2	0.28
total	100%	x	1.55

Source: Own analysis

The result of Trend's IFE Metrix is 1.55 which is beyond the average. It implies that Trend should probably make a considerable efforts to enhance its market position and become a stronger competitor. Social media and other marketing tools may be an effective way how to achieve it.

Firstly, Trend may focus on indexation of its Websites. Customers should visit Websites easily, when typing URL address or using search engines. If some problems occur in searching the Websites, it may discourage many customers since they might not have enough time to try another ways to reach the Website. Indexation can be linked with search engine optimization marketing which helps the Websites to be placed among the initial results of search engines. Thus, perfect indexation and improvement of search engine optimization could ensure higher Website traffic and therefore, a larger number of potential customers and brand awareness.

After the indexation, the design of Website should be taken into a consideration. As written above, the image of Web pages may look sad and unattractive. Trend could change the dark colours and refresh the Website with the brighter ones and, furthermore, the brand colours red and white can be still remained. Plus, more joyful and colourful images linked to gastronomy, such as fresh food, cosy restaurants full of people and so on, might be add-

ed to liven up the design. Bright, colourful and lively Website should be more appealing than dark and sad one.

The Website design can be linked with the content. Current business Website attracts customers not only by appealing design but mainly by the original and amusing content. Trend formerly share various entertaining and practical content, such as so called "do it yourself" videos, articles about tips and tricks in kitchen environment, etc. Nowadays, customers can find this content only in the e-shop with cutlery and moreover, people must click through various Web pages to discover it. Thus, company could simply add this content to its official Website where the traffic is probably higher than in e-shop cutlery and later, those articles and video might be shared via another social media, such as Facebook or YouTube.

According to orientation on Website, people can easily find contact and information about the company which are probably needed and search content. However, the direct links to the e-shops are not easily ascertainable so it could be an issue for customers to find out if some e-shop exists and possibly at what URL address. Therefore, Trend can improve the indexation and direct links to the e-shops in order to facilitate the orientation on the Website.

The strengths of the company can be considered terms and conditions. The content is simple, clear, precise and understandable which could be crucial benefit for potential customers who want to probably understand it easily and quick. However, the information is not updated and new on the official Website which may be the fundamental problem. Updated and correct terms and conditions are in the e-shop which is probably more appropriate but the content on the official Website should be updated too, completely removed or just linked to the e-shop Web page.

Another goal could be further engagement in social media. Owning a Website is standard nowadays, but more and more companies are getting involved in other social media, mostly social networks and media sharing Websites, because they are probably very popular by potential customers. Trend can share all up-to-date information, upcoming events and interesting articles relating gastronomy not only in official Website but also in social networks such as Facebook, where the company can reach another sort of customers, too. Attractive content may be also in videos, for example, the company can upload on YouTube videos about presentation of Trend's products or the company environment, tips and tricks in the kitchen and many others. Moreover, recording such a videos is not an ex-

pensive business nowadays. All smartphones includes relatively high-quality cameras which makes videotaping easy and cheap. Those activities may attract more people and create stable and loyal subscribers who can change into the customers.

Next step might be participation in gastronomical events. Here, company can show to a broad audience which products it sells, how they work and why they are the best on the market. In Vsetín, there is a lots of opportunities to engage in such events, for example, Valašské záření, Karlovský gastrofestival, Gulášfest and many others. Moreover, the advantage of Trend is the gastronomic specialization which perfectly fits into those events and festivals. Therefore, Trend could take the opportunity and present the brand on these frequently visited events.

Finally, popular tool is also providing various benefits and discounts to the clients. Those benefits can be free complementary products when buying basic product, for example, if client purchases a dishwasher he obtains dinnerware sets suitable for dishwasher, etc. Or varied discounts and special offers on certain goods each month. Nowadays, customers may consider those benefits as a commonplace since many firms compete to offer better advantages. Therefore, Trend should maybe start with offering various benefits too, in order to satisfy customer's need and stay competitive in the market.

8   SWOT ANALYSIS

This method analyses internal strengths and weaknesses of Trend company and external opportunities offered by the market with potential threats, too. After recognizing those factors, company should be able to implement measures and it also might help to build better market position and increase competitiveness.

Since the bachelor thesis concerns mainly social media and digital marketing, the author would focus on factors which may influence company's marketing techniques. Data used for SWOT analysis are based primarily on the materials provided by the Trend company, and the author's experiences and knowledge acquired during practical training in this firm.

Table 3. SWOT analysis of Trend company – strengths and weaknesses

	STRENGHTS		WEAKNESSES
		W1	poor Internet promotion and SEO
		W2	no customer feedback on social media
		W3	low engagement in social media
		W4	unmaintained official Website
		W5	no engagement in fairs, exhibitions or other events
		W6	no bonuses for clients

Sources: Own analysis

Benchmarking table and IFE Matrix already showed that Trend company has no strengths. Thus, column with strengths in SWOT analysis has to be empty.

Trend company is not engaging in any social media platform. The basis of digital marketing is only Trend's official Website that should be improved though (this was more described in chapter about IFE Matrix). Furthermore, there is no engagement in fairs, exhibitions and gastronomical events which would be a great opportunity to increase brand awareness. Regarding company's e-shops that are quite well-maintained, the disadvantage may be poor Search Engine Optimization, thus, the low awareness of the Web pages. As was mentioned in the theory part, the communication with and feedback from customers may have a crucial impact on the organization. Furthermore, it is necessary to know and to constantly investigate customer's needs nowadays. This is another weakness of the firm

since the customers have no opportunity to express their opinions or write reviews about the firm which might increase brand awareness, too. Finally, the organization does not provide any discount events or bonuses for its clients which might be considered as a standard nowadays.

Table 4. SWOT analysis of Trend company – opportunities and threats

	OPPORTUNITIES		THREATS
O1	proven techniques of social media and digital marketing	T1	oversaturation of online advertisement
O2	social media may attract new customers	T2	fear of the Internet usage connected with Internet crimes
O3	social media adaptation to mobile devices	T3	Wi-Fi access and the Internet coverage
O4	online support of traditional communication media	T4	increasing demands of customers
O5	popularity of social media	T5	charges of data connection used in mobile devices
O6	good Wi-Fi access and the Internet coverage	T6	increasing demands of customers
		T7	increasing competition in digital marketing
		T8	rapidly evolving technologies (need of monitoring new trends)

Source: Own analysis

Nowadays, many companies use tools of social media and digital marketing to attract customers and increase brand awareness or even sales. Thus, it is probably a great opportunity to engage in it too and be competitive. Furthermore, there is a possibility of attracting new types of customers via social media marketing and that would be probably a younger generation, using the Internet and social media platforms. Moreover, those social media become part of people's everyday life since they can be adapted to mobile devices such as smartphones and tablets. And finally, Trend organization has a traditional communication marketing campaigns, but social media or digital marketing can be an effective way how to support and set off those traditional ones.

With the above mentioned opportunities are related also the threats. It can be the oversaturation of online advertisement. The Internet is nowadays full of promotional Web-sites and banner ads and company should be very cautious with self-promotional content.

Another potential threat may be the concerns about using the Internet. Online crimes might be still a current issue and inexperienced users can intentionally avoid the Internet. This problem would be probably linked to the elder type of generation though.

Last threat could be the Internet coverage. Successful social media and digital campaigns require Internet connection and households which have it not in their disposal might create a problem.

9 EFE MATRIX

Table 5. EFE Matrix of Trend organization

		WEIGHT	RATING	WEIGHTED SCORE
O1	techniques of social media and digital marketing	0.11	4	0.44
O2	popularity of social media	0.10	4	0.40
O3	social media adaptation to mobile devices	0.04	4	0.16
O4	social media may attract new types of customers	0.08	4	0.32
O5	good Wi-Fi access and the Internet coverage in the region	0.09	3	0.27
O6	online support of traditional communication media	0.09	4	0.36
T1	oversaturation of online advertisement	0.09	3	0.27
T2	fear of the Internet usage relating online crimes (viruses)	0.07	4	0.28
T3	charges of data connection used in mobile devices	0.05	4	0.20
T4	increasing demands of customers	0.09	4	0.36
T5	increasing competition in digital marketing	0.10	4	0.40
T6	rapidly evolving technologies (need of monitoring new trends)	0.09	3	0.27
	TOTAL	1.00	X	3.73

Source: Own analysis

The results of EFE Matrix is 3.73 which is again beyond the average. Social media and digital marketing are probably widely used tools since they can increase brand awareness, sales and build positive image of a brand. Online marketing techniques are used by all of the aforementioned competing firms (Miele, Tescoma, Orion), thus, it is probably a necessity to engage in social media in order to stay competitive. Trend organization has only a few traditional media communication tools, mostly advertising and moreover, campaigns are advertised rather in the subsidiary's region in Olomouc than in Vsetín headquarters. The only digital marketing tool used by Trend company is its official Website plus e-shops. Furthermore, online marketing could be a great way how to support current traditional communication media, too. Via using online marketing, Trend company could also broaden a new clientele, younger generation who consists of the Internet users.

Social media platforms are probably very popular and visited Websites nowadays, used for entertainment but it could be also a source of information which may be used for marketing purposes.

Furthermore, those Websites can be adapted to user's mobile devices that might be also widely used through the day by potential customers. The official Website and e-shops of Trend organization are adapted only to the computers or notebooks, thus, if customers visit the pages via their mobile devices, poorly displayed Websites may discouraged them from the visit.

Finally, the important factor is access to the Internet in the region which should not be an issue since the Internet coverage is good both in commercial places and households.

According to data connection used in mobile devices, it may be still a problem relating finance, thus, many people still probably do not use those data to be constantly online.

The potential threat may lay in increasing fear of Internet usage regarding the online crimes. However, organizations can assuage the concerns by sharing various certificates, e.g. about protection of personal data, on its Websites or social media platforms.

Also the demands of customers may be increasing which is connected with the enhanced competition on the market. Companies are competing between each other and one of the tool is probably better satisfaction of customer's need that can result in high expectations of customers.

The technology is evolving too and it creates the need of monitoring new trends in marketing which are evolving simultaneously. This should be crucial factor since only by monitoring the developing environment Trend organization can maintain its competitiveness.

10 PEST ANALYSIS

PEST analysis concerns external economic, social and technical factors which may influence Trend company and its usage of social media marketing. The organization should know the impact of macro environment factors and ought to eliminate negative influences or use effectively the positive ones.

10.1 Technical Factors

Technological advancement of mobile phones and the Internet connection – smartphones with data connection or Wi-Fi enables potential customers to be constantly online. This may have a positive impact on company's social media marketing which can use those technologies and adapt them to customers.

10.2 Economic Factors

GDP drop – this year, ČNB estimates the level of GDP 2.7% which is a decrease of GPD since last year when it was around 4.7% (ČNB 2016). This may negatively influence company's sales, since if customers does not have funds, they would not have purchase needs and social media traffic may decrease.

Unemployment rate – unemployment rate, estimated in February 2016, is 4.6% which is decrease of 1.2% from last year (Český statistický úřad 2016b). This is a positive development since if people have income from the employment, there is a higher possibility of potential consumer spending which may increase the interest in visiting business Website, mainly e-shops.

Inflation – inflation rate has also positive development because since year 2013 it is still decreasing. The inflation rate was 1.4 %, 0.4% in 2014 and 0.3% last year (Český statistický úřad 2016a).

10.3 Social Factors

Customer's marketing knowledge – nowadays, customer's knowledge of marketing techniques (relating e.g. bonuses such as price reduction and presents) may increase. This means that customers could have higher expectation and demands. Thus, company should take it into a consideration this factor and adapt its marketing campaigns to the current demanding customers.

Customer's technology knowledge – customer's knowledge of Internet technology is a crucial factor since social media marketing depends on usage of the Internet.

Increasing client's demands

11 RECOMMENDATIONS AND COST ANALYSIS

After the analysis in previous chapters, the author should be able to develop proposals and recommendations for the Trend organization. Benchmarking showed that the competing companies use digital and social media marketing and perhaps, it helps them with the increasing of brand awareness, communication with the customers, etc. Trend organization has not many competitive advantages, too. There is much more competitive firms with higher market position in the region. However, this can be viewed as an opportunity to learn from those companies and increase current situation of Trend. Thus, Internet marketing should be an efficient way to improve market position of Trend company and the goal is to recommend an appropriate digital and social media tools and use them in the most effective manner, in order to increase Trend's brand awareness and attract more customers. Those recommendations are supplemented by time, financial, personnel and risk analyses, too.

However, Trend organization can use effectively its professional staff, financial stability and well-maintained e-shops to start with the online marketing and to create a successful campaigns.

11.1 Improvement of Indexation

Since Trend company does not have proper indexation of its Website, there may be sometimes a problem with correct display of pages. It means that some of the Website visitors can see only notice about an error and not the official Website. Then, potential customers may lose interest in visiting the page again. Therefore, it should be necessary to pay attention to the correct indexation in order to increase Website traffic and satisfy customer's need, too.

The indexation may be done simultaneously with SEO optimization which is described below. It depends on the technical skills of the employees or the owners if it could be done by them or an agency. There is a possibility of delegating this business to the company's external IT programmer who maintain the e-shops. The financial costs of Websites maintenance should then increase but the advantage is that the organization already cooperate with the person and is satisfied with his services thus, Trend company might agree with those costs. Moreover, the indexation improvement itself should be one-off operation which may take one day.

11.2 Search Engine Optimization

SEO can help Trend organization to increase Web traffic via placing Trend Website between the first searched results. This may be important since people probably visit those Websites which are displayed as the first results. Thus, optimization can be one of the way to contribute to increasing brand awareness using digital marketing. Trend firm is shown between the first ones when typing its full company names only. However, poor position in search results can be improved by focusing on SEO and appropriate keywords, such as gastronomical equipment, canteen facilities Vsetín, etc.

SEO could be done by the technical service or perhaps, the IT programmer providing maintenance of Trend's official Website. There is a lot of guidelines on SEO in the Internet, for example, SEO Starter Guide by Google which describes SEO of Google search engine in details. Therefore, there should not be a problem with little technical skilled employees managing SEO.

SEO costs should not be enormous. There is already existing Website and e-shops so it is only an improvement of SEO not creation of a whole new campaign. Then, it depends if the SEO is done by the professional which charges a fees or if it is managed by the amateurs. Finally, one of the factor influencing the costs can be the Internet competition which is quite big and thus, the improvement of SEO would be more demanding. SEO is long-term investment but it may be done simultaneously with the maintenance of the Website.

11.3 Involvement in Digital and Social Media Marketing

Digital marketing and social media may be an effective way to spread brand awareness and attract customers. As written above, SEO can be a useful marketing tool as well as e-mail or mobile marketing, display advertising and maintenance of business Website. The combination of those marketing techniques could create a successful campaign focused on increasing brand awareness.

Trend company manages only e-shops with little SEO marketing and it owns official Website which is not maintained yet. Sending regular e-mails about interesting news and sales can be a good way to attract attention of customers. On the other hand, display advertising can increase brand awareness although, it should be use to a certain extent due to a potential oversaturation of Internet advertisement. Also social media marketing should increase company's awareness and attract new people. Younger generation probably use social networks, media sharing sites, virtual games and many other media in their everyday

life. Therefore, it could be an opportunity for the company to connect with the people here and promote the brand moderately. Furthermore, the organization should increase competitiveness and maybe market position, too. Using digital and social media marketing would be a new way to connect with the existing and potential customers and attract a new sort of clientele.

Digital marketing campaigns may be created by specialized agency or amateurs. Agency might be an expansive business but probably with a successful results. Amateurs could be IT students who need practical training, thus, the financial demands should be far less with the same effect. Another option can be firm's employees who are familiar with the environment of the company and may manage the social media on their own and this is probably the less expensive option. It also depends on their writing skills since the content should be original and creative. Online marketing is a long process with regular adding and sharing content. On the other hand, it may take only a few minutes per day to remain active in such a media.

11.4 Improvement of Website Design and Structure

As written in chapter about benchmarking, design and structure of Trend's official Website is of low quality. The reason is that company is more focused on the e-shops now and Website is neglected. The problem is the Website still exist and potential customers visit rather this page than e-shops because of the poor SEO. Thus, Trend organization can remove the official Website and maintain just the e-shops or continue with managing Website simultaneously.

Maintenance of the Website could be done by the IT programmer who manage the e-shops. The advantage is that company already know his services and the CEOs are satisfied with his job, relating also financial requirements. Higher requirements will increase expenditures, it should not be an enormous sum though and it may be of benefit to the firm.

11.5 Extra Content

Nowadays, competing companies create and extra content (it means entertaining, interesting and attractive) on the Internet. Customers may enjoy original articles or videos and they rather visit the official Website with this content than the promotional one. Trend shared such an articles on the little-known e-shop once but later, owners stopped with it because

of traffic site. However, if the irm improve Website traffic and start with posting extra content it should have a positive impact on customers and then even the brand awareness.

Posting of extra content can be done again by the agency or amateurs. It depends on the firm's decision. Employees would be probably the best choice since they can write about the working environment and combine it with other social media and digital marketing tools which they can maintain, too. Potential risk may lay in the writing skills, again. Thus, organization should probably try the employees at first and if it does not work, they may contact some specialists.

11.6 Engagement in Fairs, Exhibitions and Planning of Gastronomical Events

Another enhancement of Trend's situation can be participation in various fairs and exhibitions. International food fair Salima in Brno can be an opportunity every year to present Trend's products and increase brand awareness. Another fairs and exhibitions are e.g. Carnival of Flavours in Ostrava, For Gastro & Hotel Fair, Olima Festival and many others in Moravia.

The transportation of products should not be a problem since company owns a delivery van. The owners may attend the fairs with the help of sales department which consists of two people. Thus, the financial costs contain just the transportation and wages of employees. There is also no need of closing the store since the accountant is able to work at the store and serve the potential customers. According to time costs, it depends on the top management in how many events company will engage. However, there should be some preparation before the presentation which ought to be well-organized. This may take 1-3 days since company must ensure the place on various fairs and exhibitions and then plan the presentation (design, equipment, content, etc.).

11.7 Bonuses and Special Offers

It is probably necessary to start with campaigns which provide customers with extra presents, discounts, bonuses for loyal customers, etc. Competing firms do such a special offers very often since people can nowadays take it for granted and prioritize the purchase by companies providing these services. Thus, Trend company should offer bonuses too, in order to increase competitiveness and attract more customers.

Sales department may come up with various offers each month since sales woman has a perfect overview of the products at the store and in the warehouse. Therefore, she can consider which products would be suitable for special offers and suggest it to the top management. Those products may e.g. lie in a warehouse for a long time and take up a space so it would be of a benefit to sell it for a lower price. Another bonus may be cleaning products for free when buying convection ovens, cooking stove, etc. This free or discounted products might attract more customers and then, increase the sales and offset the financial costs.

CONCLUSION

The aim of the thesis was to evaluate digital and social media marketing in a theory as well as in practical use and then, implement them to the small company TREND gastronomie s.r.o.

This organization has no marketing department and its owners focus mainly on traditional communication media. However, company would like to engage in social media and enhance its digital marketing in order to increase brand awareness and market position. Therefore, the author analysed the use of online marketing and made a suggestions to improve firm's situation.

Theory characterizes various communication media tools but firstly, it describes the importance of marketing itself and defines marketing of services and products which may differ from each other. The description of communication media starts with the outline of traditional media since the online marketing derives from them. Furthermore, traditional communication can be supported effectively via digital tools which might contribute to brand awareness, too. Online marketing is then divided into digital and social media marketing. These chapters define basic features, development and also strengths and potential weaknesses of each media.

Practical part introduces Trend company and describes its history and current situation. Following chapter analyses the competition. Author selected three similarly oriented companies in Moravia with higher market position and greater online marketing expertise. Benchmarking and IFE Matrix showed that Trend company is below the average due to its competitors. Thus, SWOT analysis summarizes the weaknesses of organization in order to enhance the situation and points to the potential opportunities and threats. EFE Matrix related to the opportunities and threats from SWOT shall conclude the external situation of the company and PEST analysis more defines the external factors which may be a potential threat and moreover, cannot be influenced by the company.

Finally, I recommended to focus on the official Website since it is the main centre where Internet users gather so far. Thus, the indexation, SEO, design and structure should be improved to attract more visitors. The extra content might be added too, since it can be a positive diversification which may, again, attract attention and ensure repeated visits to the Website. Organization can also create Facebook and YouTube profiles to engage in social media marketing as its competitors. This is linked to an extra content and it may be a perfect opportunity to communicate with customers, too. The standard is also an offerings of

discounts and various extras such as free supplements, etc which Trend does not provide. Author believes these enhancements could ensure desired increase of Web traffic, brand awareness and mainly attracting new customers.

BIBLIOGRAPHY

Appletauerová, Lucie. 2014. "Nákup displaye, RTB, další trendy a techniky." In *Online marketing: Současné trendy očima předních expertů*, edited by Roman Pácl, 80-7. Brno: Computer Press.

Bingham, Tony, and Marcia Conner. 2010. *The New Social Learning: A Guide to Transforming Organizations through Social Media*. San Francisco: Berrett-Koehler Publishers. Adobe PDF eBook.

Bird, Drayton. 2007. *Commonsense Direct and Digital Marketing*. Glasgow: Bell and Bain. Epub.

Blaha, Petr. 2012. "Nové trendy v marketingu." Bachelor thesis, Tomas Bata University. Accessed October 6, 2015. http://hdl.handle.net/10563/22900.

Boučková, Jana. 2003. *Marketing*. Praha: C. H. Beck.

Breitenbach, Craig S., and Doris C. Van Doren. 1998. "Value-added Marketing in the Digital Domain: Enhancing the Utility of the Internet." *The Journal of Consumer Marketing* 15, no. 6: 558-75. Accessed October 6, 2015. http://search.proquest.com.proxy.k.utb.cz/docview/220131671?accountid=15518.

Brogan, Chris. 2010. *Social Media 101: Tactics and Tips to Develop Your Business Online*. Hoboken: John Wiley and Sons. Adobe PDF eBook.

Bruhn, Manfred, Verena Schoenmueller, and Daniela B. Schäfer. 2012. "Are Social Media Replacing Traditional Media in Terms of Brand Equity Creation?" *Management Research Review* 35, no. 9: 770-90. Accessed October 6, 2015. http://dx.doi.org.proxy.k.utb.cz/10.1108/01409171211255948.

Chaffey, Dave, and Paul Smith. 2008. *eMarketing eXcellence: Planning and Optimizing Your Digital Marketing*. London: Butterworth-Heinemann. Adobe PDF eBook.

Chaney, Paul. 2009. *The Digital Handshake: Seven Proven Strategies to Grow Your Business Using Social Media.* Hoboken: John Wiley and Sons. Adobe PDF eBook.

Česká národní banka. 2016. "Aktuální prognóza ČNB." Česká národní banka. Accessed April 4, 2016. https://www.cnb.cz/cs/menova_politika/prognoza/#HDP.

Český statistický úřad. 2016a. "Inflace – druhy, definice, tabulky." Český statistický úřad. Accessed April 15, 2016. https://www.czso.cz/csu/czso/mira_inflace.

———. 2016b. "Míra zaměstnanosti, nezaměstnanosti a ekonomické aktivity – únor 2016." Český statistický úřad. Accessed April 5, 2016. https://www.czso.cz/csu/czso/cri/miry-zamestnanosti-nezamestnanosti-a-ekonomicke-aktivity-unor-2016.

Dacko, Scott G. 2008. *The Advanced Dictionary of Marketing: Putting Theory to Use.* New York: Oxford University Press. Adobe PDF eBook.

Evans, Dave. 2008. *Social Media Marketing: An Hour a Day.* Indianapolis: Wiley Publishing. Adobe PDF eBook.

Evans, Li Liana. 2010. *Social Media Marketing: Strategies for Engaging in Facebook, Twitter and Other Social Media*. Indianapolis: Que Publishing.

Foret, Miroslav. 2006. *Marketingová komunikace*. Brno: Computer Press.

Funk, Tom. 2009. *Web 2.0 and Beyond: Understanding the New Business Models, Trends and Technologies.* Westport: Praeger. Adobe PDF eBook.

———. 2011. *Social Media Playbook for Business: Reaching Your Online Community with Twitter, Facebook, LinkedIn, and More.* Santa Barbara: Praeger. Adobe PDF eBook.

Grewal, Dhruv, and Michael Levy. 2014. *Marketing*. 4th ed. New York: McGraw-Hill. Adobe PDF eBook.

Gunelius, Susan. 2011. *30-Minute Social Media Marketing: Step-by-Step Techniques to Spread the Word about Your Business Fast and Free*. New York: McGraw Hill. Adobe PDF eBook.

Harris, Lisa, and Charles Dennis. 2002. *Marketing the e-Business.* New York: Routledge. Adobe PDF eBook.

Holtz, Shel, and John C. Havens. 2009. *Tactical Transparency: How Leaders Can Leverage Social Media to Maximize Value and Build Their Brand.* San Francisco: Jossey-Bass. Adobe PDF eBook.

Jacobson, Jennifer L. 2009. *42 Rules of Social Media for Small Business.* Cupertino: Superstar Press. Adobe PDF eBook.

Jobber, David, and Fiona Ellis-Chadwick. 2013. *The Ultimate Learning Resource: Principles and Practice of Marketing.* New York: McGraw-Hill. Adobe PDF eBook.

Kabani, Shama. 2013. *The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue.* Dallas: Ben Bella Books. Epub.

Karimi, Sohrab, and Hengameh Sadat Naghibi. 2015. "Social Media Marketing Strategies for Small to Medium Enterprises." *International Journal of Information, Business and Management* 7, no. 4: 86-98. Accessed October 5, 2015. http://search.proquest.com/pqcentral/docview/1709681155/F5A4E51219514441PQ/3?accountid=15518.

Karlíček, Miroslav, and Petr Král. 2011. *Marketingová komunikace: Jak komunikovat na našem trhu.* Prague: Grada Publishing.

Kerin, Roger A., and Steven W. Hartley. 2013. *Marketing: The Core.* New York: McGraw-Hill. Adobe PDF eBook.

Kern, Russell M. 2001. *S.U.R.E. – Fire: Direct Response Marketing.* New York: McGraw-Hill. Adobe PDF eBook.

Kerpen, Dave. 2015. *Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and More.* Rev. ed. New York: McGraw Hill Professional.

Killian, Ginger, and Kristy McManus. 2015. "A Marketing Communications Approach for the Digital Era: Managerial Guidelines for Social Media Integration." *Business Horizons* 58, no. 5 (September-October): 539-49. Accessed October 6, 2015. http://dx.doi.org/10.1016/j.bushor.2015.05.006.

Kotler, Philip, and K. L. Keller. 2006. *Marketing Management*. 12th ed. Upper Saddle River: Pearson Education.

Kozák, Vratislav. 2009. *Marketingová komunikace*. Zlín: Univerzita Tomáše Bati.

Melo Borgez Tiago, Maria T. P., and José M. Cristovao Veríssimo. 2014. "Digital Marketing and Social Media: Why Bother?" *Business Horizon* 57, no. 6 (November-December): 703-08. Accessed October 6, 2015. http://dx.doi.org/10.1016/j.bushor.2014.07.002.

Miele. 2016. "Vývoj obchodní činnosti." Miele. Accessed March 9, 2016. http://www.miele.cz/domacnost/o-nas-23.htm.

ORION. 2015. "Franchising". ORION. Accessed March 21, 2016. http://oriongroup.cz/franchising/.

Paine, Katie D. 2011. *Measure What Matters: Online Tools for Understanding Customers, Social Media, Engagement and Key Relationships*. Hoboken: John Wiley and Sons. Adobe PDF eBook.

Penkala, Jan. 2014. "E-mail marketing." In *Online marketing: Současné trendy očima předních expertů*, edited by Roman Pácl, 159-68. Brno: Computer Press.

Perreault, William D., Joseph P. Cannon, and E. Jerome McCarthy. 2012. *Essentials of Marketing: A Marketing Strategy Planning Approach.* New York: McGraw-Hill. Adobe PDF eBook.

Poynter, Ray. 2010. *The Handbook of Online and Social Media Research: Tools and Techniques for Market Researchers*. Chichester: John Wiley and Sons. Adobe PDF eBook.

Prokop, Marek. 2014. "Historie, vývoj, terminologie, blackhat, whitehat." In *Online market-ing: Současné trendy očima předních expertů*, edited by Roman Pácl, 9-15. Brno: Computer Press.

Rohrs, Jeffrey K. *Audience: Marketing in the Age of Subscribers, Fans and Followers*. Hoboken: John Wiley and Sons. Epub.

Ryan, Damian, and Calvin Jones. 2009. *Understanding Digital Marketing: Marketing Strate-gies for Engaging the Digital Generation.* London: Kogan Page. Adobe PDF eBook.

Schulze, Christian, Lisa Schöler, and Bernd Skiera. 2015. "Customizing Social Media Market-ing." *MIT Sloan Management Review* 56, no. 2: 8-10. Accessed October 5, 2015. http://search.proquest.com/docview/1650910666?accountid=15518.

Scott, David M. 2007. *The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing, and Online Media to Reach Buyers Directly.* Ho-boken: John Wiley and Sons. Adobe PDF eBook.

Shankman, Peter. 2011. *Customer Service: New Rules for a Social-Enabled World*. Indianapo-lis: Pearson Education. Adobe PDF eBook.

———. 2015. "Teaching the History of Marketing Thought: An Approach." *Journal of Histori-cal Research in Marketing* 7, no. 2. Accessed October 6, 2015. http://dx.doi.org.proxy.k.utb.cz/10.1108/JHRM-08-2014-0025.

Shimp, Terence A. 2007. *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. 7th ed. Mason: Thomson South-Western. Adobe PDF eBook.

Sterne, Jim. 2010. *Social Media Metrics: How to Measure and Optimize Your Marketing Investment.* Hoboken: John Wiley and Sons. Adobe PDF eBook.

Strategic Directions. 2012. "New Media Needs New Marketing: Social Networking Challenges Traditional Methods." *Strategic Direction* 28, no. 6: 24-27. Accessed October 6, 2015. http://dx.doi.org.proxy.k.utb.cz/10.1108/02580541211224085.

Sweeney, Susan, and Randall Craig. 2011. *Social Media for Business: 101 Ways to Grow Your Business without Wasting Your Time.* Gulf Breeze: Maximum Press. Adobe PDF eBook.

Taprial, Varinder, and Priya Kanwar. 2012. *Understanding Social Media*. Holstebro: Ventus Publishing ApS.

Tescoma. 2016. "Story". Tescoma. Accessed March 9, 2016. http://www.tescoma.cz/o-nas.

Turner, Jamie, and Reshma Shah. 2011. *How to Make Money with Social Media: An Insider's Guide on Using New and Emerging Media to Grow Your Business.* Upper Saddle River: FT Press. Adobe PDF eBook.

Tuten, Tracey L. 2008. *Advertising 2.0: Social Media Marketing in Web 2.0 World*. Westport: Praeger. Adobe PDF eBook.

Tuten, Tracey L., and Michael L. Solomon. 2014. *Social Media Marketing*. 2nd ed. Los Angeles: Sage.

Ungr, Pavel. 2014. "Současnost a SEO, SEO vs. inbound? Přesahy SEO. Měřitelnost SEO." In *Online marketing: Současné trendy očima předních expertů*, edited by Roman Pácl, 16-25. Brno: Computer Press.

Vaňková, Martina. 2012. "Digitální média a jejich využití v reklamní kampani: Mobilní marketing." PhD diss., Tomas Bata University. Accessed October 6, 2015. http://hdl.handle.net/10563/22638.

Zarrella, Dan. 2010. *The Social Media Marketing Book.* Sebastopol: O'Reilly. Adobe PDF eBook.

LIST OF TABLES