The Usage of Web 2.0 in Marketing Communication at Kleinerwood Ltd.

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ZADÁNÍ BAKALÁŘSKÉ PRÁCE

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Téma práce: **Užití webu 2.0 v marketingové komunikaci firmy Kleinerwood s.r.o.**

Zásady pro vypracování:

Definujte pojem web 2.0.
Představte firmu pro kterou budete řešení implementovat.
Navrhněte reklamní kampaň za pomoci webu 2.0.
Implementujte kampaň na specifické potřeby firmy.
Zaznamenávejte výsledky kampaně v průběhu daného období.
Analyzujte výsledky kampaně a stanovte závěrečná doporučení.

Rozsah bakalářské práce:

Rozsah příloh:

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

Seznam odborné literatury:

Webber, L.áMarketing to the Social Web: How Digital Customer Communities Build Your Business.á2nd ed. Hoboken: Wiley, 2009.
Vysekalová, J., and J. Mikeš.áReklama. Jak Dělat Reklamu. 2nd ed. Prague: Grada, 2007.
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Frey, P.áMarketingová Komunikace – to Nejlepší Z Trendů. N.p.: Management Press, 2008.
Aaker, D.áBrand Building. Brno: Computer Press, 2003.

Vedoucí bakalářské práce: **Ing. Michal Pilík, Ph.D.**
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Ve Zlíně dne 6. srpna 2012

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ABSTRAKT

V mé bakalářské práci jsem se zaměřil na možnost využití Webů 2.0 v marketingové komunikaci firmy Kleinerwood s.r.o. Práce je rozdělena do dvou částí. A to do části teoretické a do čáti praktické. V teoretické části jsem se zabýval základním definováním marketingové komunikace, webu 2.0 a internetového marketingu a SWOT analýzy. V praktické části jsem se pak zaměřil na užití teoretických fakt v praxi. Praktická část začíná stručným představením firmy a produktu, následuje popsání a definice kampaně, měření výsledků, závěr a závěrečné doporučení.

Klíčová slova: marketingové komunikace, Web 2.0, Facebook, reklamní kampaň, webová stránka, SWOT analýza

ABSTRACT

My bachelor thesis is focused on usage of Web 2.0 in marketing communication at Kleinerwood Ltd.. Thesis itself is divided into the two parts – practical and theoretical. In theoretical part I was focused on basic definition of marketing communication, web 2.0, internet marketing and SWOT analysis. In practical part I was focused on usage of theoretical knowledge in practice. Practical part consists of basic facts about the company, ad. Campaign definition, measuring the results and the conclusion and recommendations.

Keywords: marketing communication, Web 2.0, Facebook, advertising campaign, website, SWOT analysis

ACKNOWLEDGEMENTS

CONTENTS

INTRODUCTION

"The size of the market is limited." This sentence easily shows the importance of advertising. Because the size of the market is limited every entrepreneur needs to take as big part as he can. The easiest way how to do that is to launch an advertising campaign. But to launch and advertising campaign is easy to say but hard to do. The main reason is that advertising campaign needs big budget. At least this is how it was. Nowadays because of the internet and especially because of social networks it is easy to launch efficient advertising campaign even without huge budget.

The aim of my bachelor thesis is to define the concept of Web 2.0 and show how to use its tools in marketing communication, more precisely in advertising campaign.

In the first part of my bachelor thesis is explained theory which is then used in the second analytic part. Theoretical part starts with marketing communication itself. Then it continues with more specific issues like IMC and its parts, SWOT analysis etc.

In the practical part I am dealing with the advertising campaign itself. From website analysis which is crucial for successful on-line campaign through advertising campaign plan to conclusion and recommendations.

I.   THEORY

1 MARKETING COMMUNICATIONS

Usually communication is reduced only to the information sphere. But lets try to look at the bigger picture. The subject of communication can be every creation (human or natural, verbal or non-verbal, material and spiritual) presented by one side (person or institution) and perceived by the other side (object, person or institution). And address of one side (subject) and reaction of the other side (object) represents the essentials of communication.

American literature brought in 40´two main cybernetic demarcations of communication. First one was defined in 1948 by H.D. Lasswell. This scheme is defined by following scheme.
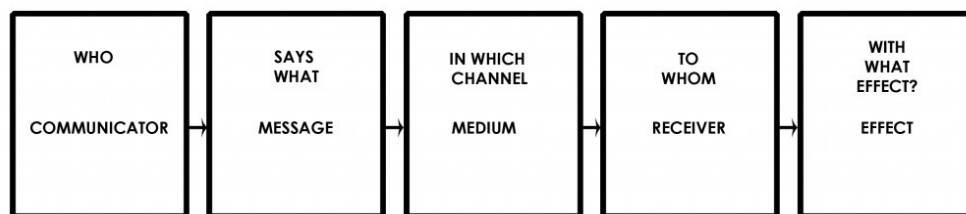
Pic. 1 Lasswell Model of Communication (www.communicationtheory.org, online)

Another communication theory defined in 1949 by Shannon and Weaver is so called cybernetic communication model. This model is mostly used nowadays. This model contains of seven following parts. (Shannon, C.-Weaver, W.: The Mathematical Theory of Communication. 1949)

- ⚔ *sender* – subject, producer, possessor of product, information or the reason of communication
- ⚔ *encoding* – transferring, expression of communication subject into the set of elements, symbols and shapes
- ⚔ *message* – is the result of the encoding process, in marketing way an offer
- ⚔ *channel* – bearer of the message, distributor
- ⚔ *receiver* – (object) receiver must decode and receive the message.
- ⚔ *feedback* – reaction of receiver (customer), feedback enables two-sided communication
- ⚔ *noise* – all other factors changing the form , content or understanding of the message.
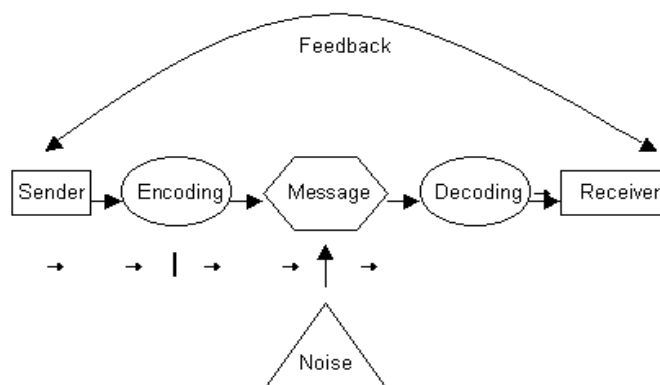
Pic. 2 Modern Cybernetic communication model

(source: http://www.passia.org/seminars/2000/images/conflict.gif, online)

Both principles are similar, the second one is extended by the encoding, decoding and noise. As every activity even in case of communication we should clarify the target. It means that there can be more communication targets except different combinations and connections. (Foret, Marketingová komunikace p.17-18)

1.1   IMC – Integrated Marketing Communication

Program of Intergrated Marketing Communication (IMC) can be built upon the foundations provided by communication model. Some marketers claims that IMC is the brand new principle. According to the others is brand new just the name but concept itself exists for much longer.

Even If IMC programs are described in different ways the definiton which is characteristic is: IMC is coordination and integration of all company´s marketing communication tools, channels and sources into the integrated program. This program maximizes the reach on consumers and on the other end-customers with the lowest possible costs. (Kenneth E. Clow, Donald Baack, Reklama, Propagace a Marketingová Komunikace p. 9)

1.1.1   IMC Plan

Integrated marketing is based on main marketing plan. This plan should coordinate activities of all parts of marketing mix. The purpose of marketing plan is to reach the harmony at transfer of message to the customers and public. The same plan integrates all

the advertising activities. The basic idea is to coordinate the whole communication program of the company.

This is the list of steps needed for marketing plan finalization.

- ⊀ Situation analysis
- ⊀ Marketing targets
- ⊀ Marketing budget
- ⊀ Marketing strategy
- ⊀ Marketing tactics
- ⊀ Performance rating

Situation analysis is process of search for the inside and outside factors of the company. This analysis identifies marketing problems and opportunities present in inner and outer environment. It also identifies strengths and weaknesses of the company (SWOT)

When is the situation completely understood the another step is to define primary marketing targets. Example of marketing target is for example growing of sales etc.

According to marketing targets is prepared the marketing budget. Also the marketing strategies are defined. Marketing strategies are part of all marketing mix ingredients.

Marketing tactics works on day to day basis. Marketing tactics follow all the other five steps. The last step of the plan is to define how would be the performance rated.

All these six steps of marketing plan is similar to the steps used during the creation of management strategies. In both cases is the goal to integrate all the activities of the company into the one consistent effort. The result is the guidebook for the management and the marketing department of the company. When the marketing plan is finished company is ready to prepare their IMC program. (Kenneth E. Clow, Donald Baack, Reklam, Propagace a Marketingová Komunikace p. 9-11)

1.1.2 IMC Components

IMC componets can be divided into the four levels. These level are: *the foundation, advertising tools, promotional tools, integration tools.* These levels are described as follows.

- ⊀ *The foundation* – corporate image and brand management; buyer behavior; promotions opportunity analysis

⅄ *Advertising tools* - advertising management, advertising design: theoretical frameworks and types of appeals; advertising design: message strategies and executional frameworks; advertising media selection

⅄ *Promotional tools* - trade promotions; consumer promotions; personal selling, database marketing, and customer relations management; public relations and sponsorship programs

⅄ *Integration tools* - internet Marketing; IMC for small business and entrepreneurial ventures; evaluating and integrated marketing program. (Kenneth E. Clow, Donald Baack, Reklam, Propagace a Marketingová Komunikace p. 11)

1.2   SWOT analysis

SWOT analysis also known as analysis of strengths, weaknesses, opportunities and threats was firstly mentioned by Albert Humphrey. SWOT analysis is done in the beginning of every advertising campaign plan to define all these parts. Also it is usual to make SWOT analysis every year at company. It helps to establish awareness itself.

Definitions of SWOTs

	Helpful to achieving the objective	Harmful to achieving the objective
Internal (attributes of the organization)	Strengths	Weaknesses
External (attributes of the environment)	Opportunities	Threats

Pic. 3 SWOT defintion

(http://www.kstoolkit.org/file/view/swot.jpg/189685944/508x430/swot.jpg, online)

1.3   Market Segmentation

Market segmentation divided into the seven basic criteria:

- ⅄ geographical criteria
- ⅄ demographic criteria
- ⅄ socioeconomic criteria
- ⅄ ethnographic criteria
- ⅄ physiological criteria
- ⅄ socio-psychological criteria
- ⅄ behavioral criteria (Machková, Mezinárodní marketing p. 90-95)

These criteria helps us to to target our customers. The customer is defined by these seven basic criteria so we can target campaign more precisely.

1.4   Marketing Objectives

Defining the marketing objectives is crucial for successful advertising campaign. According to mediaguru.cz Are marketing objectives divided into 3 levels.

- ⅄ 1st Marketing objectives: for example higher penetration in some target audience
- ⅄ 2nd Communication objectives: brand building, image building
- ⅄ 3rd Media objectives: reach, weekly GRP (http://www.mediaguru.cz/medialni-planovani/cile/)

My bachelor thesis deals especially with marketing and communication objectives as will be mentioned in practical part.

1.5   Marketing Strategy

Marketing strategy is in my thesis represented by Marketing mix. Marketing mix is crucial method in determining product unique selling point. Marketing mix is very often with four P´s. This theory was introduced in 1960 by E. Jerome McCarthy.

1.6   Internet Marketing

In this part I would like to mention basic division of Internet Marketing according to Treadaway and Smith in the point of view of its development and history. The basic division is into the six eras. On-line service version 1.0., web service formation, banners, google and on-click ads, social networks, facebook.com.

On-line service 1.0 starts in 1985 and the most powerfull advertising tool of facebook.com and GoogleAdSense was introduced in 2010. The most important era and starts with the banner system and Google On-Click Ads. Banners were the first most successful Internet Marketing tools which are used even nowadays. For example on main page of seznam.cz. But Google with its ads is now causing the disappearance of the banners by its on-click ads.

2 WEB 2.0?

Web 2.0 is a loosely defined intersection of web application features that facilitate participatory information sharing, interoperability, user-centered design, and collaboration on the World Wide Web. A Web 2.0 site allows users to interact and collaborate with each other in a social media dialogue as creators (prosumers) of user-generated content in a virtual community, in contrast to websites where users (consumers) are limited to the passive viewing of content that was created for them. Examples of Web 2.0 include social networking sites, blogs, wikis, video sharing sites, hosted services, web applications, mashups and folksonomies. (Wikipedia, online)

The term is closely associated with Tim O'Reilly because of the O'Reilly Media Web 2.0 conference in late 2004. Tim O´Reilly himself describes Web 2.0 as "*Why is everyone referencing O'Reilly regarding the correct definition of Web 2.0. I never could get my head around this. I personally think that his definition of Web 2.0, isn't actually definition. He basically came up with some analogies which people later used to define what 'they' thought Web 2.0 was. If O'Reilly actually defined it, would there be so much debate?*

I replied, and thought that my reply might be worth publishing more widely than just in the comments. So here is a new attempt at a brief definition: Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform. Chief among those rules is this: Build applications that harness network effects to get better the more people use them. (*O'Reilly, Tim. 30.9.2005. **What Is Web 2.0**)

Pic. 4 Web 2.0 visualization (Source: Wikipedia, online)

Another quotation presented by O´Reilly is made by Erich Schmidt: *"Eric Schmidt has an even briefer formulation of this rule: "**Don't fight the internet.**" That's actually a wonderful way to think about it. Think deeply about the way the internet works, and build systems and applications that use it more richly, freed from the constraints of PC-era thinking, and you're well on your way. Ironically, Tim Berners-Lee's original Web 1.0 is one of the most "Web 2.0" systems out there -- it completely harnesses the power of user contribution, collective intelligence, and network effects. It was Web 1.5, the dotcom bubble, in which people tried to make the web into something else, that fought the internet, and lost."* (O'Reilly, Tim. 12.10.2006. **Web 2.0 Compact Definition: Trying Again.**)

2.1   History

The term "Web 2.0" was firslyt used in January 1999 by Darcy DiNucci, a consultant on electronic information design. In her article, "Fragmented Future", DiNucci says:

"*The Web we know now, which loads into a browser window in essentially static screenfuls, is only an embryo of the Web to come. The first glimmerings of Web 2.0 are beginning to appear, and we are just starting to see how that embryo might develop. The Web will be understood not as screenfuls of text and graphics but as a transport mechanism, the ether through which interactivity happens. It will [...] appear on your*

computer screen, [...] on your TV set [...] your car dashboard [...] your cell phone [...] hand-held game machines [...] maybe even your microwave oven." (DiNucci, Fragmented Future p.32)

In 2003 was Web 2.0 clearly defined by Tim O´Reilly who is considered as the father of modern Web 2.0. From 2004 till nowadays O´Reilly posted many crucial articles about Web 2.0 and its importance for World Wide Web.

2.2 Characteristics of Web 2.0

The best characteristic of Web 2.0 summarized in Czech Republic was done by Adam Zbiejczuk who divided Web 2.0 into the 8 basic points according to O'Reillys division from 2005. Because O'Reilly as was mentioned before is a "father" of Web 2.0 phenomena I will use these points as well. The basic characteristic can be much more precise but it would be too much technical and theoretical. (Zbiejczuk, Web 2.0 - charakteristika a služby)

2.2.1 Web as a platform

Collecting of huge amounts of data is very crucial for a Web 2.0. As Mr. Zbiejczuk mentions it is sometimes more important than the quality of the project itself. I have to agree with that. As he mentions for example server MySpace was named as one of the worst servers ever. Mainly because the security problems, design level, speed etc. But its true value is in the amount of the users. And even If the project is bad it has so many users that it is still valuable. Another good example is eBay. The project is not so good but every competitor who wants to beat the eBay needs to be better in every aspect but it also needs to attract much more people than eBay does. Why? Because otherwise the users who sells items will go to the server where is bigger demand and of course number of users – potential buyers. (Zbiejczuk, Web 2.0 - charakteristika a služby)

2.2.2 Change of a communication level

Vin Crosbie defined two basic principles of a communication in media. First one called one-to-one which basically means that somebody is sending some information to somebody else. For example an e-mail. Another one is defined as one-to-many which means that the information can be reached on a World Wide Web. So everybody can read the information on the website. But with the start of Web 2.0 there is a new principle of a

communication called many-to-many. This principle can be found mainly on Wiki's, Blogs or on the file sharing websites. (Zbiejczuk, Web 2.0 - charakteristika a služby)

Many-to-many principle can be defined in 2 basic points:

- people can contribute but also receive the information
- information can be interlinked across the websites

These two paradigms can be easily applied on Facebook.com. Every status starts as the one-to-many but after the comment it starts to be many-to-many. Because people can contribute and receive the information between the friends and friends of their friends. This starts the pyramid effect. All the information can be also interlinked. For example by sharing of a status or by putting a like button or like box with comments on the website or e-store. (Crosbie, V. 2002)

2.2.3 Wiki systems

Wiki systems itself are another great example of communication levels. The basic principle of wiki system is that it can be easily edited by anyone. Wiki means "quick" in Hawaiian language. So the basic idea is that it can be quickly edited by anyone. The best known Wiki system is a Wikipedia.com – the free encyclopedia which is nowadays a biggest encyclopedia in the world. But another basic rule of the wiki system is that all the changes have to be archived on the website. So we could easily find what was changed and by whom. Another use of Wiki's is as the internal system of the companies. (Zbiejczuk, Web 2.0 - charakteristika a služby)

2.2.4 Border between Consumer and Producer

In 80's Alvin Toffer described a phenomena called Prosumer which is a coinage of Consumer and Producer. Even If he doesn't know that there would be some Web 2.0 or anything like this he practically for-seen the nowadays situation.

Thanks to the still better technologies and computers with better performance it is very easy to create video, music, graphics, books etc. This means that the classic type of producer is disappearing. With good equipment even I can record song in quality which would be good enough for a radio. Similar situation is in all the industries which were even few years back the land of the huge companies (labels, publishing companies etc.) Another

thing which helps to disappearance between the consumer and the producer is the possibility of media sharing. Nowadays thanks to the Web 2.0 we have many projects as YouTube, MySpace, Vimeo etc. where we can publish our music, videos etc.

Another problem in past years was a marketing budget which was also provided by big companies. But this problem is also disappearing nowadays. The best example is some video or music video which goes "viral". It doesn't matter if it is good or bad but it has many viewers and the sharing of the video is provided by the users through the blogs, social-networks, e-mails etc. It means that even without the budget we have a huge advertising campaign for free – let's say. As a graphic material I attach a model of "Participation Architecture" created by Ryan Shaw. (Zbiejczuk, Web 2.0 - charakteristika a služby)
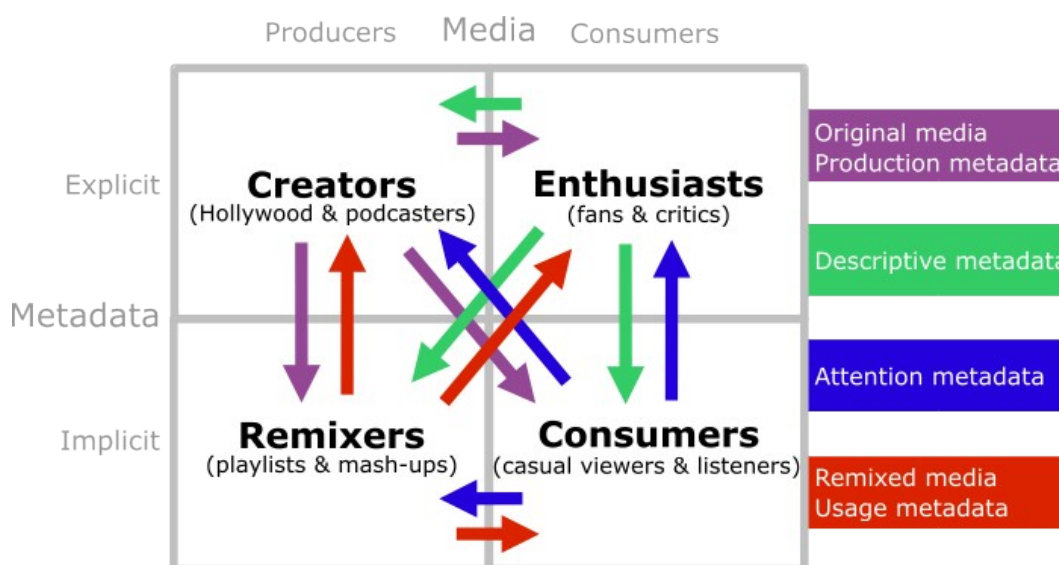
Pic. 5 (Shaw, Ryan. 2005. New Remix Culture Diagram**)**

2.2.5   Reputation systems

It is sometimes hard to find out to which source or page we can trust. System which helps us to decide is called reputation system. This system is represented for example by Page Rank which is ran by Google. In Czech Republic is something similar provided by Seznam.cz. Google has now a reviewing system which is part of a Mashup in its Maps. We can review the places like cafés or restaurants and help other users to find out if the place is good or not. (Zbiejczuk, Web 2.0 - charakteristika a služby)

2.2.6   Web service instead of desktop application

In recent times It was hard to imagine the computer as just a terminal which connects the user on-line. It was caused mainly by the speed of the internet connection. But nowadays this phenomena is spreading more and more.

Basically this means that browser is used as interface and all the services are available on-line. (For example we will use webmail instead of desktop clients etc.) Main technology that is used for these apps is AJAX (Asynchronous JavaScript and XML). Tim O'Reilly also stated that the Web 2.0 is going through the never-ending development. He defines this phenomena as a "perpetual beta" - it basically means beta version forever. It means that the application is open source – application itself is for free and the users contribute to its development. (for example OpenOffice.org) Google uses this principle from the beginning of its applications. All the apps can be found on-line at developers.google.com and can be customized. (Zbiejczuk, Web 2.0 - charakteristika a služby)

2.2.7   Mashup

Mashup is basically a web page ot a application that combines data from two or more sources. Mashups are often or better to say every time using the API – Application Programming Interfaces which allows users to customize the application or the service.

The best example of Mashup are Google Maps which combines information about the companies which are provided to Google and then implemented into the Maps. These information consists of opening hours, address, logo, name and pictures. Google Maps are fully customizable by skilled person. Good example of customized Google Map can be found on our website http://www.vasereseni.cz. This map is customized in way of graphic, information and also an easy contacting system provided by mailing. Mashups are customizable on-line. (Zbiejczuk, Web 2.0 - charakteristika a služby)

2.2.8   Long Tail

The long tail is the large number of occurrences far from the "head" or central part of a distribution of popularities, probabilities or such.(Bingham, Spradlin, 2011, *The Long Tail of Expertise* p.5)

Mainly this term is recognized during recent time as a retailing strategy which is believed as a key factor of successful internet business. It means that instead of selling

huge amount of few known and easily recognized items we sell small amount of unique items. This principle is used for example by the most successful companies Amazon.com or Apple. According to Chris Anderson it even generates a 30% of whole Amazon.com sales. (Zbiejczuk, Web 2.0 - charakteristika a služby)

2.3   Usage in marketing

Use for marketers is very wide. The basic usage is linking website to the Web 2.0 profile. For example in case of Facebook is the variety of connections almost endless. The basic function is simple linking from website to the profile. But there exists more proffesional ways. On the website http://facebook.com/developers. Can be found many different ways how to connect the website to the Facebook profile.(DiNucci 1999, *Fragmented Future (pdf) p.32)*

The first one and most used is so called "like box". This feature allows fans who are connected to the Facebook like the website. After the process their profile is visible in "like box" which can be positioned everywhere on the website.

Other useful function is the commenting. Every website visitor who is connected to Facebook can comment for example blog post on the website. After the comment is posted it appears on his wall and under the post itself. This feature can be turned off. But it is very useful because it causes more massive reach of the comment. The main reason is because the website is shown to all the friends of the commenting person.

Another very important use in marketing is the possibility of launching the advertising campaigns. This way of use is also presented in my bachelor thesis. The main strength is easy audience targeting. The interface itself allows to target whatever audience we want. This advertising campaign can be supporting either website or facebook profile (group etc.) or both.   (http://facebook.com/developers)

2.4   Examples of Web 2.0

Here I would like to mention some of the most important Web 2.0 projects.

- MySpace.com

- LastFM

- Facebook.com

- YouTube.com

- Google.com

II. ANALYSIS

3 PROFILE OF KLEINERWOOD LTD.

In this part of my bachelor thesis I would like to mention key facts of Kleinerwood Ltd. it´s history and of course some basic facts about the product itself.

3.1 Key Facts about Kleinerwood Ltd.

Business name: Kleinerwood Ltd.

Management: Roman Dřevojánek, CEO

                                  Bc. Jiří Malý, CTO

Company adress: 4. Května 352, 755 01, Vsetín, Czech Republic

Identification number: 27777316

Website: http://www.vratavsetin.cz

E-mail: info@kleinerwood.cz

The company is focused on selling of Hoerman:

- doors
- industrial doors
- garage doors

3.2 History of Kleinerwood Ltd.

The company was established in 2006 by the CEO Roman Dřevojánek and CTO Bc. Jiří Malý. In the beginning company focused on improving of production lines effectiveness. In first year of existence company won the contract in Estonia. The goal was to improve the production line flow. Factory was producing wooden cabins and was ran by Norwegians. After one and half year was contract successfully finished and company was trying to find another customer with similar needs. They succeed in similar contract for local producer of the cabins. But because of crisis client ended the cooperation. At this time Kleinerwood was looking for new opportunities. So company won the competition for

authorized dealer of Hoermann company. Shortly after that they started to sell the whole product line of the Hoermann company. This consists of the different types of doors. During the years Kleinerwood won some of the important contracts as a door supplier for different types of projects.

3.3 Basic Facts about the Product

As introduction about the product and and the producer I used their description from their website.

"About us

In the market for construction components, more and more gates, doors, frames and operators carry the Hörmann name, making Hörmann Europe's leading provider of such products. This leadership of the family company has been attained through decades of continuous growth as a result of innovation, ensured quality and proximity to the customer. Today, the Hörmann Group is run by the third and fourth generation, i.e. the grandchildren and great-grandchildren of company founder August Hörmann. Thomas J. Hörmann, Martin J. Hörmann, and Christoph Hörmann are the personally liable general partners.

International growth

The Hörmann Group is an internationally-oriented, fast-growing company. Gates, doors, frames and operators are manufactured for the markets in Europe, North America and Asia at highly-specialised factories. Employing 6,000 staff, this 100% family-owned company has achieved over 1 billion euros in sales. A tight network of more than 50 company-owned subsidiaries and numerous authorised dealers in over 30 countries ensures proximity to customers.

The foundation for today's company was laid in the 1950s when Hörmann started manufacturing a new type of up-and-over garage door: the so-called "Berry door". In the 1960s, space-saving, vertically opening sectional doors for garages, as well as for industrial and commercial buildings, initiated a development with a promising future. Since then, the product range is being constantly extended. Today, it includes well-known "classics", plus rolling shutters, folding, fire, and high-speed doors, door operators, controls, loading technology systems, fire and smoke-tight door assemblies, entrance and internal doors, canopies and frames.

A commitment to social and cultural projects

As a result of its social commitment, Hörmann traditionally supports projects from non-profit organisations and institutions concerned with the situation of handicapped or chronically ill people. Information on previous and current projects supported by Hörmann can be found at www.AmHerzen.de." (http://www.hoermann.com/en/about-us/, online)

4 WEBSITE ANALYSIS

According to Mgr. Leoš Bárta (http://www.penize.cz/clanky/autor/1253120-leos-barta)
can be website analysis divided into the 6 basic levels.(Bárta, 2002, online) Website
analysis is a part of my bachelor thesis especially because of on-line environment. Website
is the basis for advertising campaign. Every level is marked as at school. 1 is the best mark
and 3 is the worst mark. Marks were given by me and by three of my colleagues from
advertising agency according to our experience. The final marks are average made from
our marks. I am using this concept in our advertising agency for clients who demand
website re-design. This analysis is easily understandable and helps them to see the
weaknesses of their website. The reason why is website important in this campaign is that
it causes the first impression to the customer. The time when the websites looked like shop-
windows are over.

Pic. 6 Website screenshot (source: http://www.vratavsetin.cz)

4.1 Creative and Graphic Level

At this level I would like to start with the creativity. Website is not highly creative. The main reasons could be that either the creative team of the company who made the website was not creative enough or that it was made according to the company requirements. On the other hand the website was made in 2007 it means that it is not up-to date. The only creative features of the website are the picture links and unwrapping left sub-menu on the sub-pages.

Graphic level of the website is not so bad. Even nowadays is website still nicely done. Colors are same as the corporate design of the Hoermann and Kleinerwood company. Mark: 2

4.2 Marketing and Business Level

Marketing and business level is good. All the information for customers are easy to find. Only exception is the absence of price-list. Even If this feature is claimed in the main menu. On the other hand the price-list is available on demand. This can be caused by many factors. The main is that company is not showing them because of their rivals. Mark: 1-

4.3 Navigation Level

As I mentioned before the navigation level of website is clear and easily understandable. But on the other hand the level of navigation is just average. There is nothing original or revolutionary. According to my experience sometimes customers (users) hate revolutionary websites, so it is OK. Mark: 2

4.4 Information Level

Information level of the website is very good. Level of copy-writing is pretty good. Texts are professionally written and contains all the information. Texts also includes key words for search engines which helps website in rankings. Nice feature is also the possibility of catalog download. Weakness of information level is in "references". This sub-page consists of some photo-gallery mess. Improvement of this sub-page could be divison of photos into the named galleries. Or something similar. Another mistake in my opinion is that the identification number is not presented in section "kontakt". This fact can be very annoying

If you want to write the invoice. In this case you have to visit http://www.justice.cz. So you have to visit another website to get the information.

Mark: 1-

4.5 Language Level

Language level is in general without mistakes. As I said texts are good. Professional attitude is in every paragraph. There are no mistakes in grammar at all. At least I didn´t find any.

Mark: 1

4.6 Interactivity Level

Interactivity level of the website is almost none. Only interactivity is represented by the picture links and unwrapping side sub-menu. This area definitely need some improvements. At least the presence of interactive Google maps or quick enquiry form would help the site looks more interactive and professional.

Mark: 2

Level:	Mark:
Creative and Graphic	2
Marketing and Business	1,5
Navigation	2
Information	1,5
Language	1
Interactivity	2
Overall mark:	1,7

Chart 1 (source: author)

To summarize the website analysis. Website is average. But it has all the information needed for the clients. It is easy to navigate and understand. The graphic is not sufficient for nowadays websites but is is caused mainly by the age of the website itself. I recommend its re-design as soon as possible. Approximate expenditures in region for website re-design are 20,000,- CZK excluding VAT. This is the basic price in our agency. I

think it is not so much in the year turnover. And sometimes it really starts the company again. But on the other hand I´ve seen much worse websites than this.

5 COMMUNICATION CAMPAIGN PLAN

Communication campaign plan is the crucial part of every advertising campaign. It helps to define the main targets of the campaign. It should consists of all following aspects. Firs of all I would like to start with a brief SWOT analysis based on the facts provided by the CEO of the company Mr. Dřevojánek. I summarized the SWOT analysis in few paragraphs. As another part I stated the market segmentation according to the basic criteria. Third part of this chapter is about Marketing objectives which are then divided into the marketing, communication and media objectives. Fourth part is the classic Marketing Mix of 4P´s which defines the basic facts about the product, place, price and promotion. The fifth and the sixth part is the Budget and Media Plan but because of the range of the campaign which is quite narrow and uses only one of the channels is mentioned just briefly according to set conditions. In case of bigger an more complex campaign are these parts crucial because it defines the cost of the campaign itself and the running time of the campaign in more specific ways.

5.1 SWOT analysis

As was mentioned in theoretical part the SWOT analysis shows the strengths, weaknesses, opportunities and threats of the company. I chose the SWOT analysis as a first part of communication campaign plan.

5.1.1 Strengths

Strengths of the company is mainly its market stability. From the year 2006 company gained many positive feedback and it built up its brand especially because of WOM and good references. Another strength of the company are their employees. Employees have long time experience in this business sector. As a strength we can state a willingness of management in the innovations.

- market stability
- strong brand
- employees
- innovative and open minded management

5.1.2 Weaknesses

Weaknesses at the Kleinerwood are mainly caused by the lack of the qualified people in the region. Another weakness is the impossibility of financing of the bigger projects. This can be solved by the short-term loan but the company policy is to avoid the bank loans. Especially because of the possibility of the crisis. Because the market segment is the building industry which is mostly affected by the crisis.

- lack of potential qualified employees

- problems with financing

5.1.3 Opportunities

In my opinion the main opportunity is to penetrate new markets and gain contracts. By new markets I means for example contracts for schools or shopping parks in case of doors. In case of garage doors signing a contract with developer. In case of industrial doors co-operation with big industrial companies.

- penetration of the new markets

5.1.4 Threats

The main threat is the number of management members. Company has just two managers so this can easily cause a big problems. Especially when one of the managers dies or gets ill.

   Another threat can be new crisis. This can cause a drop of demand and a big risk of possible bankrupt.

- crisis

- death or illness of one of the managing staff

As a conclusion to the brief SWOT analysis I would like to say that company has quite good future prospects according to provided information. Maybe company should focus on gaining a potential investor or should consider the short-term loan for a financing of the bigger projects as I said. Another aspect which is closely connected with hiring a new employees is the possibility of providing some training. This would cost company some money but It could have at least some certainty about the new colleague.

5.2 Market Segmentation

Another basic step for successful advertising campaign for Kleinerwood is to define the target audience. According to criteria below our target audience could looks like this:

- geographical criteria: Czech Republic
- demographic criteria: age 30 or more, 80% men, 20% women
- socioeconomic criteria: middle class or high class people with their own property
- ethnographic criteria: not relevant
- physiological criteria: not relevant
- socio-psychological criteria: enough of funds, quality preference, sense for detail
- behavioral criteria: not relevant only in case of recommendations

5.3 Marketing Objectives

Defining of marketing objectives is also very important. Defined objectives leads to the possibly most successful strategy.

5.3.1 Marketing Objectives

Primary marketing objective is to gain new contracts in private sphere and also build a brand as a Hoermann authorized delaer.

Secondary marketing target is to penetrate new markets. Especially in B2B sphere. This will gain new contracts for the industrial doors and it will also diversify the portfolio.

5.3.2 Communication Objectives

The main communication objective is to build the brand of the company and improve the website hits. Kleinerwood should be profiled as a reliable company with personal and kind attitude. We have to convince the customers that Kleinerwood is the right choice for their home or company.

5.3.3 Media Obejctives

Media objectives are not relevant.

5.4 Marketing Strategy – Marketing Mix

In this part I would like to define 4P´s of Marketing Mix.

5.4.1 Product

The main product of this campaign are as was mentioned before doors. Primary product is are garage and industrial doors. The main reason is their higher price.

Secondary product are doors and side doors. Their price is lower so logically the profit is lower.

5.4.2 Place

Place is the company headquarters where is located also the main storage area. But clients doesn´t have to come personally. They can order the doors via phone or e-mail.

5.4.3 Price

Price is mainly set by the producer. Kleinerwood itself can manipulate only with the margin. This is however done only in cases with bigger demand. The price is bit higher than the other products on the market but on the other hand the quality is also higher.

5.4.4 Promotion

More in the following chapter Building a Facebook Campaign.

5.5 Budget

Of course the very important part of every campaign is budget. As I mentioned in Introduction the main goal was not to create huge and expensive campaign. But with relatively small budget build a successful campaign.

This phrase sounds funny to many account managers from advertising agencies. But It is in some ways possible to do so. As was said especially because of Internet and social networks.

Company's was not high. It was 10.000,- CZK in the beginning and during the campaign I get more 5.000,- CZK from the company because of satisfactory results.

5.6 Media Plan

Media plan is done for bigger campaigns. Our media plan was very simple. This was caused by the very easy Facebook advertising system. This system works on the system of daily budget. Facebook never spend more money than is set.

Only complication in media plan was launching of different advertisements. I´ve prepared four different advertisements. But the advertisements were were displayed randomly. Without any rules or plan.

6   BUILDING A FACEBOOK CAMPAIGN

With advertising on Facebook we can start at the adress *www.facebook.com/advertising.* Facebook is also sometimes showing a link to "Create an Ad" in the right top corner of Facebook fan page. (Chris Treadways, Mari Smithová – Marketing na Facebooku p. 144-148)

In the following text I will describe the steb by step procedure of creating the page, preparing the campaign on facebook and how it works. As a basic structure I will use the outline as it defines Facebook itself. (http://www.facebook.com/business/ads/) but in my own words.

6.1   How it works?

In this part I would like to talk generally about the importance of Facebook for a business. Facebook itself divides this section into three steps which are then divided more precisely. I would like to add some specific information about building a Kleinerwood Facebook profile.

- **Step 1: Create your Page**

Facebook page is a very good supportive lets say micro-site to main website. It consists of basic information about the company which are easy to find and there is also a huge advantage in easily organized photo-galleries etc. When creating the Facebook page we should count with following four basic fact as mentioned at

http://www.facebook.com/business/ads/

- Add content

In general this means that we should provide the basic information about business, add some photos including profile photo and time-line photo. Which unfortunatelly cannot include any advertising. So we need to choose the right photo which represents the company. In the case of Kleinerwood I choose the photo of garage doors with the logotypes of manufacturer and Kleinerwood itself. As a profile picture was a mark (shortened version of logotype) used.

- Claim your Place

This point is quite important for another type of business for example for restaurants, bars etc. because it gives the user the possibility to check-in so all the friends knows where the user is and he can also review the place and add a photo of the place. But in my case it

was also important because we can see the precise position of the company office on the map which is provided.

- Invite your customers

Inviting the customers could be done in two ways. First way is to use the "like my page" function by which we send the invitation to the friends. Another one is to promote the Facebook page by our own marketing channels. For example banners, flyers, prints etc. This part is not so important in my thesis because the main goal was to use Facebook as a medium to promote the website and not the Facebook page.

- Promote your Page on your website by adding a Like button where people can engage with your Page and share it with friends.

   (http://www.facebook.com/business/ads/)

- **Step 2: Engage your customers**

This function is one of the most important for the Facebook page. Especially because of the possibility to join the conversation and see how people react to our posts etc. We can also prepare more interesting stories and facts for our fans and give them the reason why to check our page etc. Because this part is not so important as I said before I will just state the basic points of this step. But I would like also to mention that posts and photos can be a very powerfull marketing tool in way of Word-of-mouth principle.

   - Join the conversation

   - Build deep relationships

   - Gain valuable insights

 (http://www.facebook.com/business/ads/)

- **Step 3: Promote your business**

This part is the most important for my thesis, especially because of promoting the website and not the Facebook page. In this step Facebook defines two ways how to use the business promotion. Create Ads and Run Sponsored Stories. Even that I know that the Word-of-mouth is powerfull tool I don´t have any experience with running the sponosored stories. So instead of trying something new that I am not sure at I chose the classic Ads.

- Create Ads

Creating Ads itself is in facebook environment is a very easy and intutitive step. But before we start creating the ads we should think about the concept of the campaign itself. This part was the main tool for my campaign. More about ads will be mentioned in the following section.

- Run Sponsored Stories

(http://www.facebook.com/business/ads/)

6.2 Ads and Sponsored Stories

This part is most important according to building a Facebook Ads to promote a website. This part is divided by Facebook into five categories which I used again as an outline.

- **Step 1: Identify Your Goals**

Step 1 is about defining what we want to promote. Facebook.com advises four basic models. Promotion of Page, Event, App or Website. According to the chosen product we should define the goals that we want to achieve. If is our goal awareness building, drive sales or growing of a fan base.

In this step I chose to promote a website, because I wanted to have a measuring tool to find out If was the campaign successful or not. More in the part about Google Analytics. And my goal was to build awareness and use it also possibly for some drive sales. Fan growth was not important for my campaign.

As a conclusion of this step I state the three main points:

- website promotion
- awareness building
- drive sales

- **Step 2: Target the Right People**

Targeting itself is a very important part of every campaign as a mentioned before. So here I attach some basic information about targeting provided by Facebook.com

Think about the profiles (timelines) of the people you want to reach with your ads, and select criteria based on what your audience is interested in, instead of what they might be looking to buy.
You can target by:
- Location, Language, Education, and Work

- Age, Gender, Birthday, and Relationship Status

- Likes & Interests: Select Likes & Interests such as "camping", "hiking", or "backpacking" instead of "tents" or "campers"

- Friends of Connections

- Connections

Keep an eye on your ad's estimate reach. Adjust your criteria to target a relevant audience while keeping estimated impressions large enough to capture your full audience. (http://www.facebook.com/business/ads/)

As we can see the targeting is done very easily on Facebook. During the Ads preparation we can find out the estimated reach in right-top corner. For example for Czech Republic is it 3 065 320 people with basic targeting criteria. These information are very important for every marketing specialist.

- **Step 3: Design an Engaging Ad**

During the third step is the user stood before the task how to design the Ad. More information can be found in the part 6.4 Building our specific campaign. I also attach some tips how to create a successful Ad according to Facebook.com

Here are some tips for creating effective ads:

- Include your business or Page name, a question, or key information in the title

- Provide a clear action to take in the body copy, and highlight the benefits

- Use a simple, eye-catching image that is related to your body copy and title

- Target different audiences to determine which groups are most responsive to your ads

- Visit your Ads Manager to update your ads regularly with new images and body copy to prevent them from going stale. (http://www.facebook.com/business/ads/)

- **Step 4: Manage Your Budget**

In step Manage Your Budget, we should decide which one of the basic principles we would like to use. We can choose form 2. First one is CPM (cost-per-impression) or CPC (cost-per-click). I choose the second option – CPC. It means that we pay for every click on the Ad. It means that every click leads a potential client to the website. It is also possible to set the maximum daily budget – for example 10 USD so it means that maximal daily spending

is 10 USD. Another criteria is the money for the click. Facebook.com itself suggests the minimum and maximum price for the click according to basic criteria in targeting and also gives us a guarantee of Ad displays on the page.

It means that system is very easy to use and understand. It takes only few minutes to know how to operate Facebook Ad centre. More advanced function is setting the budget for the whole campaign. For example 550 USD and then the daily spending.

- **Step 5: Review and Improve**

In the last step which is called Review and Improve is quite similar to Google Analytics tool. Facebook.com provides us the tool for measuring the campaign. We can find out the day time when the Ad was most successful etc. This step was not so important for my campaign because of its size. As I said the main measuring tool was the Google Analytics.

But I worked also with Facebook.com tool and I can say that it provides a good feedback for me as a Ad. Agency and for a client.

6.3 Building our specific campaign

In this part of my bachelor thesis I would like to show how was our specific campaign built. I am will use pictures to show how it is easy to do in three short steps. Pictures follows. In the following print-screens is shown how can be campaign built step-by-step. Description follows.

Pic. 7 Ad Designing. (Source: facebook.com, online)

In the picture 6 we can see how easily can be the campaign set up. This is the firs step of campaign building. First is chosen the destination either website or Facebook page. In case of a website there is a need of URL address. Title of the AD and Body which should consist the basic text of the AD. For a better integration of visual communication is the possibility of picture.

Pic. 8 Targeting (Source: facebook.com, online)

As I said before the very important part of the campaign is targeting. In the picture 7 we can see how to work with the targeting process. First step of a targeting option is a Location. Divided by country or by city. Then according to Demographic criteria. Age and sex. By interests, connections. Very important parts are Advanced Democgraphics and Education and Work. This option gives the administrator or marketer a very powerfull tool for targeting.

In the last picture below is presented how is made the setting of budget. In this step is also possibility of media plan creation and decision between PPC – pay per click and CPM – pay per impression.

All these steps were described more precisely before.

Pic. 9 Campaigns, Pricing and Scheduling (Source: facebook.com, online)

7 MEASURING THE RESULTS

This chapter is let´s say the most important. Here we can measure If the campaign was successful or not. Facebook itself has the service of measuring the fans and clicks on the advertisements. This service is for free and it is very useful but for our needs was more important the number of website hits and also the number of new customers. To measure the website hits we were using Google Analytics service.

Google Analytics is easy operational free service provided by Google. The only requirement is to create an account on http://www.google.com. After this step we have a access to all the services provided by the Google for free. I would like to mention some of these services: Google Maps, Google Analytics, Google+, Gmail. All these services are for free and now available in Czech. Also the company domain can be connected to these services. So It is easy way how to get great email client and get the possibility of access to the Google account from every place in the world. The condition is the internet connection.

In this chapter I would like also to explain how to define KPI – Key Performance Indicators and what is the best way how to implement GA to WEB 2.0 campaign according to one of the most successful internet entrepreneurs – Robert Němec.

The Google description is: "Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyse your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites." (source: google.com/analytics)

7.1 What are the KPI?

For measuring the effectivity of the website are commonly used the metrics which are also called Key Performance Indicators (KPI). Sometimes are used also different names as Key Success Indicators (KSI) or Balanced Score Card (BSC). All these concepts are basically the same – concepts tries to show the performance of the website. There are three basic advises according to defining KPI´s.

- KPI is not the number in absolute value. In 95% of cases it is the percent change.

- Every Indicator should be measurable during the time period. It is the only way how to catch the changes a react.

- KPI concept should be the important ones. We shouldn´t waste the time observing the less important ones.

   (http://webova-analytika.robertnemec.com/klicove-ukazatele-vykonnosti-kpi/, online)

7.2 Creating the right KPI indicators

- First we should consider the business plan of the company. This helps us to consider to define the key metrics.

- After we have defined the goals which the organization wants to focus on we have to transform these goals into the metrics which are really measurable. For example: Unique Visitors, Page views, Pages/Visit, Average Visit Duration, Bounce Rate etc.

- KPI charts should be created hierarchically. So first should be the most important ones and the last the least important ones. The list should be short and easy to understand to a CEO or manager of the company.

- Sometimes less is more so the list as I said before should be short. For example 5-10 Indicators.

   (http://webova-analytika.robertnemec.com/klicove-ukazatele-vykonnosti-kpi/, online)

7.3 How to define KPI Indicators for Web 2.0

Web 2.0 is a general term for a websites which contains some video sharing, wiki pages, blogs etc. (more in theoretical part) Applications of these websites are often build up on techniques called AJAX (asynchronous JavaScript and XML). Flash can be also a part of these techs. Some of the relatively new ones technologies can be named for example Adobe Flex, Adobe AIR or Microsoft Silverlight. Alle these technologies are called RIA – Rich Internet Application.

(http://webova-analytika.robertnemec.com/ukazatele-kpi-web-20/, online)

As a example I would like to name some of the best known websites. Http://www.mapy.cz (AJAX) or www.youtube.com (flash, AJAX) . It can be quite difficult

to set the indicators for websites like these. The key decision is to focus on the individual events for example video playing etc. Below we can see the basic KPI indicators for WEB 2.0.

Basic KPI Indicators we should focus on:

- percentage of New Visits
- Average Visit Duration
- Average Conversion Rate

We should also focus on:

- percentage of visitors who viewed the page
- percentage of visitors who launched an event (video etc.)
- percentage of absorption (registration, comments etc.)

    (http://webova-analytika.robertnemec.com/klicove-ukazatele-vykonnosti-kpi/, online)

So this would be the basic introduction of the GA possibilities. As we can see it is very powerful tool for web-designers, entrepreneurs, marketing managers etc. Every new version of the GA is more and more superior and easier to use for a user. In my case I was working especially with the basic hard-data as page-views, unique visitors. I would like to talk a bit more about these data in following section.

7.4   Inside the Google Analytics

Here I would like to discuss the environment itself from a point of view of middle-experienced user. First of all I am attaching the picture of GA control panel.
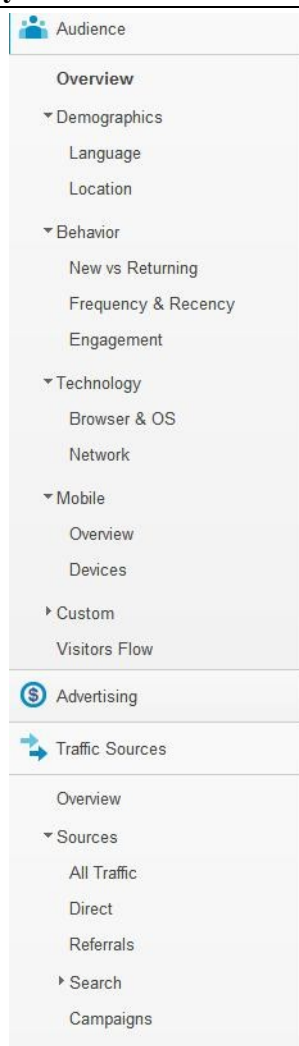
Pic. 10 (Source: company Google Analytics profile, online)

In the picture we can see the main sections I was working with. I was working just with two of them – Audience and Traffic Sources

In section Audience we can find the basic division into the 4 basic groups. Demographics, Behavior, Technology and Mobile. The most important one is the Demographics section in which we can see the places the audience is visiting our website. Another important one is the Behavior section where we can find New vs. Returning. The last section I was working with was Technology section but It was not important for campaign. I was collecting info from which operation system and browser is audience visiting the website.

In section Traffic Sources I was primarily focused on Sources. Here we can find how is audience visiting the website. Which keywords is the audience using etc.
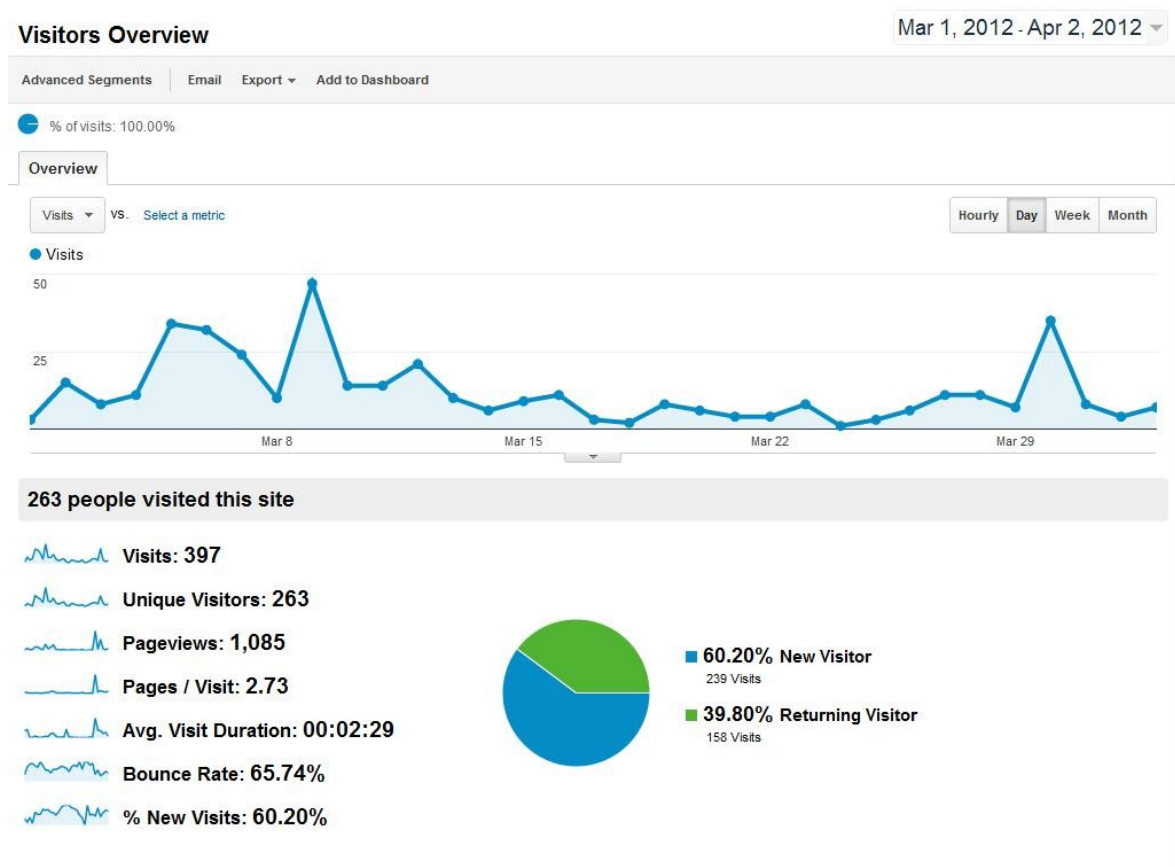
7.5 Google Analytics – The Results

In this section I would like to summarize the results from Google Analytics. I was collecting the data from two different periods. The first one was the period without the campaign. It was from 1ˢᵗ March till 2ⁿᵈ April 2012. The results could be seen in following picture.

Key results were:

Visitors: 397

Unique visits: 263

Page views: 1085

Pic. 11 (Source: company Google Analytics profile, online)

The other measured period was during the campaign. The campaign itself was ran from 9ᵗʰ April till 1ˢᵗ May.

Key results were:

Visitors: 1053

Unique visits: 736

Page views: 4748

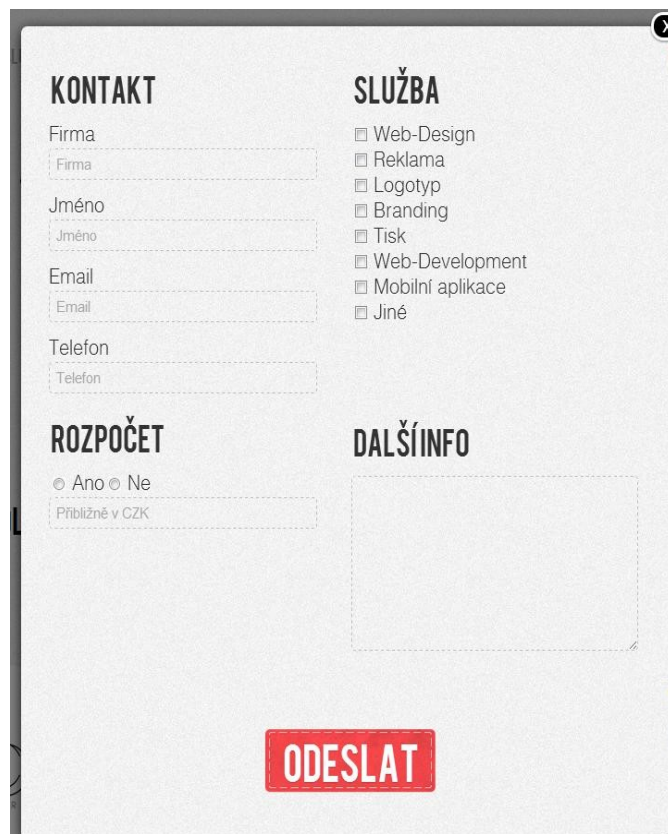Pic. 12 (Source: company Google Analytics profile, online)

From these statistics it is obvious that the campaign helped the website lot. In the another part I was trying to measure the number of new customers.

7.6 New Customers

This measurement was not as easy as the one with the website. Especially because of the fact that it is hard to say which customer comes from the campaign. The only way how to measure these data is for example to put some kind of a questionnaire on the website. But there is also a question "Why should customer fill in these questionnaires?" . The usual

way how to convince customers is to offer some kind of discount If they fill in the questionnaires. Usually 5% or 10%. Company wanted to do so but there was a huge problem with the website and It was virtually impossible to do that. Website is not supporting a PHP mailer.

PHP mailer is simple function which allows to create simple questionnaires or quick enquiries. You can see example in the picture below.

Pic. 13 (source: vasereseni.cz, online)

This feature easily collects data and is often used as a hiring or ordering form.

So we had to use a different technique. Bit "old-school" one. We had to ask the customers If they found the company thanks to the Facebook campaign. Some of them were helpful some of them were not. But in the following chart are the results.

Chart 2 (source: author)

Average week sell of :	Before the campaign	During the campaign
Garage doors	1,6	6
Doors	5	25
Industrial doors	0,6	1

From the chart we can identify that the campaign had the biggest success in private sector as was predicted. The biggest growth was in the section of doors. This is logical because the doors are the cheapest product. But interesting fact is the growth of garage doors sales. In this case we cannot be pretty sure because in the same time was launched campaign of Hoermann company in mass media. But still it is a very nice result. The last statistic shows that the campaign was almost inefficient in case of industrial doors. But this fact is also easily predictable. The main reason for this result is that the target audience of Facebook is not represented by the companies but by the ordinary people.

As a conclusion for this chapter I would like to say that with the budget we had for the campaign is the result more than satisfactory. The reason of the success also might be the season of the year which is typical for renovations and as I mentioned before maybe even the Hoermann campaign.

8 CONCLUSION AND RECOMMENDATIONS

At this part of my bachelor thesis I would like to summarize whole campaign. Even If the name of my thesis is "Usage of Web 2.0 in Marketing Communication at Kleinerwood Ltd." I found pretty hard to use the other technologies than the social networks in my case Facebook. The main reason is that I personally think and believe that it is hard to use other technologies in this kind field of business. So that was the reason why I chose after the consultations with the CEO just the Facebook. Other possibility was the Youtube or Viemo video sharing server. But to be able to use these servers it is crucial to have high quality videos. But the creation of these kind of professional videos is expensive. So move on to the conclusion and recommendations.

8.1 Conclusion

In conclusion I would like to say that Facebook campaign really worked and works. The statistics of website hits were much higher than before. Even If I didnt choose the way of Facebook profile building. This was caused as I mentioned before because of our target audience. I wasnt convinced that the number of people from our target audience is enough to launch this campaign. That was the main reason why I choose Facebook as an advertising medium which led potential customers directly on the website. The different looks and styles of advertisements have proven as a good idea. Especially ones with the discounts. But this strategy is always effective in Czech Republic. Campaign worked well. Sales increased and company has some new contracts, also another goals was completed. Brand is stronger than before. This can be declared by the fact that customers are looking for the company name in search engines. So my theory that the big budget is not needed for successful campaign has proven.

8.2 Recommendations

Here I would like to mention some recommendations. First one is to continue with the campaign. Maybe with increased budget till are the results good. Another step should be the raising of the Facebook profile fans. By this I mean to establish a good functional Facebook profile and diversify the running Ads. First for website and second for Facebook profile. The budget should be around 8.000,- CZK per month to gain a big fan base and also for website promotion.

Another recommendation is to re-design the website. As I mentioned in the website analysis part, the graphic layout is old and also some of the levels are insufficient for the nowadays websites. The easiest possible upgrade could be in the creativity level. On the main page could be used slider with four pictures which will represent the main features or products of the company. This is the creative and graphic standard of nowadays websites. The average cost for a good website starts at 20.000,- CZK but for a better presentation it is around 35.000,- CZK exc. VAT.

Another recommendation is hiring an advertising agency for a long time co-operation. There are more ways than just Facebook how to increase the sales and how to build brand. And also affordable. Agency could shoot some videos for YouTube or Vimeo to show for example how is the work done etc. Agency could also take care about the profiles at Twitter, Facebook.com, YouTube.com, Vimeo. So the profiles are up-to-date. Another step would be to create some events with special offers which would have own micro-site. This costs around 15.000,- CZK for Micro-site, 50.000,- CZK for Videos and 25.000,- for Event concept. It depends on agency its own brand and experience.

CONCLUSION

In this part I would like to summarize my bachelor thesis with conclusion. As a first thing I would like to mention that it was for me totally new experience. I´ve never done anything like this in my life before. From my work I am used to preparation of advertising campaigns. But this was first time when I had to create also a theoretical part of campaign. This was quite hard for me. Especially because I am more creative than analytical type. It was very hard for me to create the basic outline and meet the character requirements. I am not used to write so long works.

In the first part of my thesis I tried to define the theoretical aspects with I was dealing in practical part. I defined the Web 2.0 phenomena together with its background. By background I mean history, characteristics, technological characteristics ets. At the chapter number two I moved to the term of marketing communication. In this chapter I´ve tried to explain the basic principles of communication which were defined in 1940´s. Then I went deeper into the topic with defining the integrated marketing communication. It showed that this kind of a new phenomena is very similar to classic marketing communication. As the other parts of this chapter I defined the terms used in practical part like a SWOT analysis, market segmentation and marketing strategy.

In the second – practical part of my thesis I used the theoretical terms on specific needs of the company. I built up the campaign according to target audience and product. At the other part I showed how to built up a Facebook campaign step-by step. And in the very end I´ve measured the results.

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LIST OF PICTURES

LIST OF CHARTS

LIST OF ACRONYMS

GA – Google Analytics

AJAX – Asynchronous JavaScript and XML

XML - Extensible Markup Language

PPC – Pay Per Click

SWOT – Strengths, Weaknesses, Opportunities, Threats

IMC – Integrated Marketing Communication

VAT – Value Added Tax

PHP – Hypertext Preprocessor

CTO – Chief Technical Officer

WWW – World Wide Web

web – Website

URL – Uniform Resource Locator

CPC – Cost Per Click

USD – United States Dollar

CZK – Czech Koruna

etc. - Et Cetera

CEO – Chief Executive Officer

KPI – Key Performance Indicator

BSC – Balanced Scorecard

KSI – Key Success Indicators

AD – Advertisement, Advertising

CPM – Pay Per Impression

WOM – word-of-mouth