

Effective Internet Marketing Strategy on Selected Company

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- **Compile the theoretical information about planning an effective internet marketing strategy.**

II. Practical part

- **Analyse the current situation of the selected company.**
- **Create the project of the new online marketing strategy for the following years (2018–2020).**
- **Submit the project to risk and cost analysis.**

Conclusion

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ABSTRAKT

Následující práce si klade za cíl poskytnout přehled o digitálním marketingu, počínaje jeho definicí a nejdůležitějšími rozdíly mezi tradičním marketingem. Důraz je kladen na důležitost internetu a jeho dopad na marketing. Po zpracování teoretických informací bude zaveden požadovaný prvek pro vytvoření strategie digitálního marketingu pro spuštění, které se snaží proniknout na albánský trh. Shaka Zulu je dotyčná společnost, která se s výrobní řadou biologických kosmetických přípravků pokouší zahájit svou činnost v různých balkánských zemích. Po úspěšném hospodářském cyklu v Řecku se tato společnost rozhodla využít internet jako hlavní a nejlevnější prostředek pro vytvoření stability a zvýšení povědomí o značce na trhu. Tato práce se skládá ze 3 hlavních prvků: - Poskytování teoretického přehledu, na kterém budu zakládat můj projekt výzkumu a internetové strategie. -Analýza trhu a také společnost, která by poskytla potřebné informace o povědomí o značce a online strategii. - Podrobení navrhované strategie analýze nákladů a času

Klíčová slova: Internet, Internetový marketing, mezinárodní Internetový marketing, strategie Internetového marketingu, nástroje Internetového marketingu

ABSTRACT

The following elaborate aims to provide an overview on Digital Marketing, starting from his definition and the most significant differences with Traditional Marketing. It is placed the emphasis on the importance of the Internet and its impact on marketing. After processing the theoretical information, any required element will be implemented to create a digital marketing strategy for a startup that is trying to penetrate the Albanian market. Shaka Zulu is the company in question, which with a production line of biological cosmetic products tries to start operating in different Balkan countries. After a successful business cycle in Greece, this company chooses to use the internet as the main and the cheapest mean to create stability and to increase brand awareness in the market. This thesis consists of 3 major elements: -Providing the theoretical overview which I will base my research and internet strategy project. -Analyzing the Market and also the company to get necessary insights for brand awareness and the online strategy. -Taking the Strategy proposed into cost and time analysis.

Keywords: Internet, Internet marketing, international Internet marketing, Internet marketing strategy, Internet marketing tools

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INTRODUCTION

Nowadays, nearly each of human's interaction, activity, decision, is influenced by digital technology. Humans simply get any reasonably data that they have instantly as the results of the supply of various channels to exchange the data in world wide. As George Simon Kaufman (2016) conjointly mentioned within the context of the digital culture, we tend to acknowledge that digital has been integrated nearly in all aspects of our personal, social, and skilled lives.

The main mission on writing this thesis is the effective development of an online marketing strategy for a selective company trying to penetrate a new market with specific products of its own.

The following elaborate aims to provide an overview on Digital Marketing, starting from his definition and the most significant differences with Traditional Marketing.

It is placed the emphasis on the importance of the Internet and its impact on marketing. At the base of a good Digital Marketing strategy a planned company communication is essential, and in line with those that are the needs of today's new consumers, ever more informed, less faithful and aware of them own purchase decisions.

After starting from chapters of theoretical studies about the topic I take the thesis into research, company analysis and market analysis. This process would help to create a proper strategy proposal for the company.

Then we proceed with an analytical overview on the phenomenon of Digital Marketing, in which the data confirm the need for companies to take conscience of the advent of Digital Transformation. The reference generations, those which present customers today and especially the future ones, are Generation Y and Z, so-called Millenials and Post-Millenials. The former are characterized by being the first generation that, in adulthood, shows familiarity with digital tools; seconds, instead, they demonstrate their ability to know how to use them from an early age.

The thesis ends with carrying out a time and cost analysis of the proposed strategy.

OBJECTIVES AND METHODS OF MASTER THESIS PROCESSING

As mentioned before Shaka Zulu is the company in question, which with a production line of biological cosmetic products tries to start operating in different Balkan countries.

After a successful business cycle in Greece, this company chooses to use the internet as the main and the cheapest means to create stability and to increase brand awareness in the market. The startup is on its way to expand the sales in all Balkan region. As their first stop would be the Albanian market we are trying to process all the data gathered in this research to create a stable online marketing strategy to create visibility and start selling in the chosen market.

Research questions:

- How is the Current situation of the company?
- How easy will be for this product line to penetrate a new market?
- What new digital marketing strategy will help create a brand awareness so the company penetrates the market?

Methodological approach:

In order to create an effective project we need a deep analysis to get the necessary data and insights. These are the analysis that I will conduct :

1. PESTEL analysis
2. SWOT analysis
3. Market evaluation - Keyword analysis
4. Customer Evaluation – Online surveys
5. Competitor Evaluation – Benchmarking
6. Company Current State description

Network marketing means first of all putting the consumer at the center of attention first, during and after the purchase process; establish a sincere and fair dialogue in which the sale is not the primary objective, but the natural consequence of the established relationship, is therefore necessary to abandon a quantitative logic in favor of a qualitative dimension.

I. THEORY

1 INTRODUCTION TO DIGITAL MARKETING

When we talk about marketing, we refer to the identification and satisfaction of particular human and social needs: specifically, as defined by Philip Kotler, the marketing can be described as “ the social process by which individuals and groups get what they need, through creation, supply and free trade of valuable products and services” (Philip Kotler (2007), Marketing Management)

However, one wonders: this definition, provided at the beginning of two thousand years, is it still applicable in today's context? Even if it can be considered still valid, the way people meet their needs, and consequently the tools through which companies must provide their own value propositions, they have been subject to radical change. In fact, for some years now, Internet usage has exceeded that of traditional media, including TV, a pivotal tool of communication and promotion of marketing.

Digital marketing - *“The marketing of products or services using digital channels to reach consumers. The key objective is to promote brands through various forms of digital media.”* (Financial Times, © 2014) Chaffey (2013) suggests that Internet marketing is *“achieving marketing objectives through applying digital technologies”*

Attracting the attention of a possible customer has now become more simple, thanks to the great variety of multimedia devices to which people are constantly connected, and thanks to which they can be reached at any time day and anywhere.

At the same time, however, corporate communication has become more complex, because it has to be distributed over a range of multimedia platforms much more broad, and must be diversified and customized depending on the instrument. On this background Digital Marketing has developed, of which we often speak or hear each other: what but it is actually, and what are the actual possibilities that it can offer to a company, not everyone is clear. Internet is full of blogs related to this discipline, e many are the "gurus" of Digital Marketing who discuss it every day, and who have tried to give it a precise definition.

“cost cutting, competitive advantage getting, communication improvement, acquisition of new opportunities, streamlining business processes, and customer care improvement”.

Stehliková and Horcovák (2009, p.129)

A correct way to describe this matter can be the following: *"Digital Marketing is the set of activities that, through the use of means technologies (digital tools), develop integrated marketing and communication campaigns, Targeted and capable of generating measurable results that help the organization to identify and constantly map demand needs, to facilitate trade in an innovative way, building with it an interactive relationship that will generate value over time. "* (Peretti Paola (2011), Digital Marketing)

To this must be added that, often, digital marketing is also identified as the last stage of evolutionary process of traditional marketing: it is important to specify that the latter it has not been replaced by the first one. In fact, traditional marketing exists and is still used from many companies, even if the latter should aim to integrate the two aforementioned souls of marketing in a single body, in order to create a new method of communication business that may be different from how it was conceived until a few years ago: this

it is the only way to prevent a company from being overwhelmed by the wave of the digital revolution a which we are witnessing in the last few years. Castells, a well-known Spanish sociologist, defines this evolution that Western societies have encountered, with the spread of digital media, as the transition from the Modern Society (or Mass Society) to the Network Society.

Duarte and Pais (2010, p. 6) see the profit within the interactivity of the web surroundings and highlight perks of two-way communication out there through multiple sources. Duarte and Pais (2010, p. 6) conclude that corporations might fancy “easier access to information, reduced cost of economic interactions and improved communication with customers”

1.1 Birth of Digital Marketing

Since when did you start talking about Digital Marketing?

Answering this question is a lot as difficult as it was to date the birth of marketing. For the experts, in fact, it was not easy to investigate the history of the latter but, of course, it can be said that in this context they had more time to do it. In fact, Digital Marketing is a "new" discipline: for to understand, however, how recent it actually is, it is necessary to analyze a line of ideas, which identifies the two major economic crises as the pivotal points for marketing.

According to this strand, the first American crisis, or that of 1929 caused by the collapse of the Wall Street stock exchange, is seen as the start date of traditional marketing, though many are those who start talking about it since the end of the nineteenth century, considering the so-called Second Industrial Revolution as the period of birth of this matter. There second crisis, ie the one begun in the United States in 2006, is instead identified by this strand as the origin of this new discipline that is digital marketing.

Essential element for its development it was certainly the irrepensible use of the Internet by people, for this reason the turning point occurred precisely in those years. Just during that time, in fact, this technology has begun to enter people's homes, becoming an "instrument as well as fruition (readable) also of production from below (writable). This statement find an explanation when the spread of blogs began, and especially when these have begun to attract the attention of the mass media and, consequently, also of the business managers.

Bloggers began to be considered interesting, especially for them ability to influence people on the opinion of a product or a company, therefore they became relevant to the company's reputation.

This attention has been fed also from the famous "mirror cover" of Time magazine, which as a person of the year 2006

he had decreed "YOU".

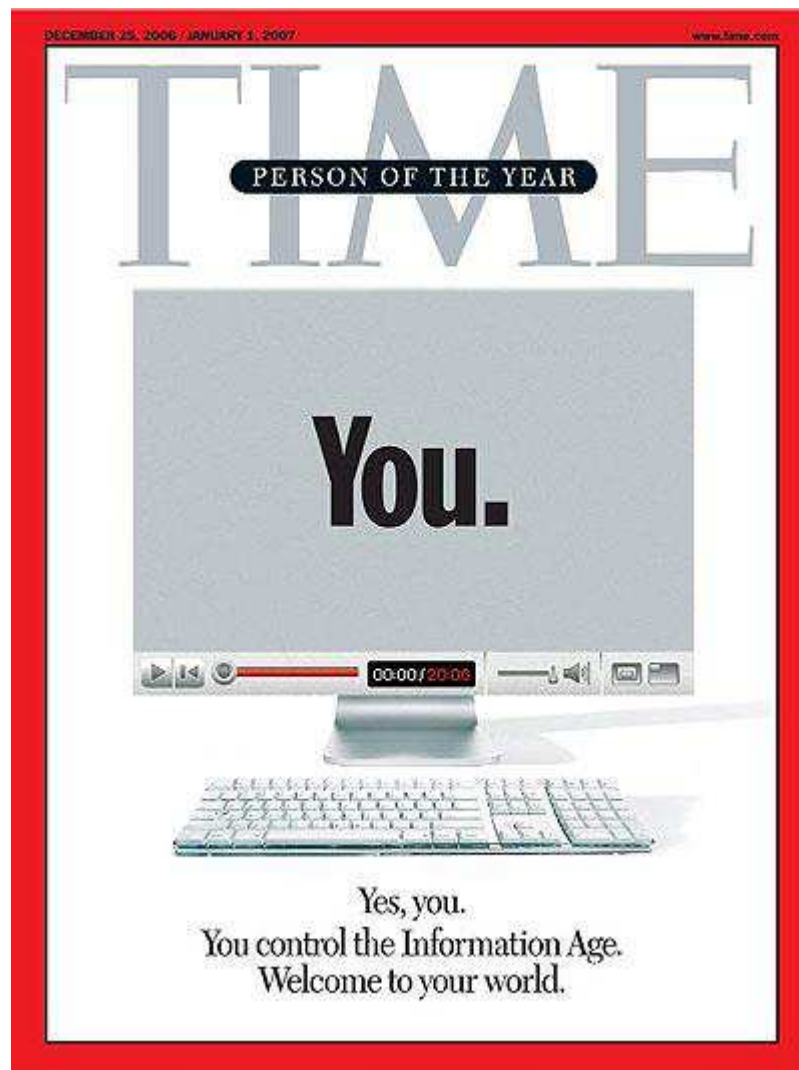


Figure 1 Time, volume 168, number 26, december, 2006

This approach to blogs was one of the first steps towards the development of digital marketing.

The Social Web, then blogs, was, however, joined soon by Social Networks, including that which is certainly more widespread is Facebook. His worldwide success and his ease of use have led many to prefer it to corporate blogs, much more challenging and complicated respect, in fact, to a Facebook page, more streamlined and less risky.

Starting here the digital revolution, thanks also to the latter and to other social networks, but above all thanks to the increasing ease of access to the Net, even from home.

1.2 Evolution of the internet and its impact on marketing

1.2.1 From Web 1.0 to Web 2.0

Since 1968 and Arpanet, the first telematic network, many things have changed for the Internet. In its first phase of development, it was used by very few users, due to the scarcity of infrastructures to connect, and the contents were published either by the Universities or by web companies, born precisely with the aim of exploiting the opportunities offered by the Internet itself.

Subsequently, thanks to its greater diffusion, and to the increase in the number of users that they could be connected, more and more companies were set up to take care of the creation of sites web and online content. In those years were born companies such as Yahoo !, Ebay and Amazon: such period is defined the era of Web 1.0, where the publication of content on the web depended from the knowledge of difficult programming languages and Content Management systems System (CMS), and where users' use was passive.

Since 2004, the Internet has entered a third phase, that of Web 2.0, a term coined by Tim O'Reilly. "Web 2.0 is the network intended as a platform with all connected devices; the Web 2.0 applications are those that allow you to get most of the benefits intrinsic of the platform, providing the software as a continuously updated service and which improves with the use of people, exploiting and mixing data from multiple sources, including users, who provide their content and services in a way that allows it reuse by other users, and creating a series of effects through an architecture of the participation "that goes beyond the metaphor of the pages of the Web 1.0 to produce user as well most significant experiences ". (*Web 2.0: compact definition*", Tim O'Reilly)

With this term we want, therefore, to indicate the phase of the web in which the attention is placed on the user, on the possibility that he has to interact with websites that are no longer static, on the capacity that has to share information and collaborate. No special requests are required at this stage knowledge for the creation of a personal website and, thanks to social networks, forums, chat, to blogs, which are the main components of Web 2.0, users have the opportunity to become content generators in a simple way, and above all they can interact

directly with companies and co-create with them, proposing ideas and new solutions, without having to go through telephone communication or via email.

In recent years there has been talk of another phase, that of Web 3.0: in fact, not all of them are found agree on the use of this new term, nor is there a precise definition, as it is believed that this phase of the web has not yet been realized. It is therefore a future evolution. Web 3.0 should understand graphic evolution from 2D to 3D, the semantic web and artificial intelligence as well as augmented reality. The first steps in this direction were already completed, and it can be seen from the fact that the virtual and the real are no longer two elements separate, but there is a new reality, which is a continuum of mixed reality, where digital is combines with spatial reality.

In this new perspective, the virtual and the real environment they are the extremes of a wider world of possibilities, which information technologies e of communication today make markets and consumers available. Some examples of mixed reality can be QR codes and augmented reality in mobility (Mobile Augmented Reality MAR).

QR codes are a type of mixed reality that exploits the use of smartphones and tablets, and that some Digital Marketing specialists are already included in Web 2.0. Through the mobile tagging, framing a specific two-dimensional code with your mobile device, the user can directly connect to contents and data displayed on the screen and navigable in hypertext mode.

1.2.2 Internet the basis of the development of Digital Marketing

It can therefore be said that the Internet, more than anything else, is the author of this digital change, together with the new tools, such as smartphones and tablets, that are closely connected: in fact, nowadays, having a computer, or a smartphone, not connected to the network makes our eyes almost meaningless.

Chaffey (2013) suggests that Internet marketing is “*achieving marketing objectives through applying digital technologies*”.

As you can see, the Internet is no longer just a connection network: it is instead a set of services and tools, a worldwide data bank of almost all knowledge. Thanks to the Internet the globalization process has received a not indifferent push, has expanded the social fabric

from local to worldwide, giving the possibility to get in touch with unknown cultures and traditions.

Chaffey et al. (2006, p. 18) says that the most often mistakes could be *“unclear responsibilities, no specific objectives, insufficient budget, experimentations without purpose, no development of new online value proposition for customers, no measurement of digital marketing results and no integration between online and offline marketing communication”*.

From the point of view of digital marketing, it can be said that the Internet is a place where people are free to do what they want, and to witness what other people do. All this has been further simplified by the creation of social networks and squares where people can virtually meet each other, exchange opinions and discuss more arguments. However, the Internet has also allowed everyone to create their own space where express himself, thus making each person a potential media. Through the new ones digital technologies have been "from the Internet" to the internet of things " : the whole world is there absorbed. It is recent one of the most ambitious projects signed by Google to try to bring the connection in the most remote areas of the world, and in this way to marginalize the digital divide.

2 CORPORATE COMMUNICATION IN THE DIGITAL ERA

2.1 The consumer at the center of communication

There are several ultimate objectives set to be met in current business environment by business Internet users in order to make the full use of online media from a marketing perspective. Generally, they aim to build awareness, drive sales, grow loyalty and retention and influence consideration. (Google Think Insights, © 2017)

As for consumers, the Internet, and therefore the Digital Transformation, allowed a greater development and implementation of what is called "relational marketing" e which puts its focus precisely on consumers. The latter dates back to the 1950s last century, and was the fruit of the evolution of the marketing phase focused on sale, preceded by the phase focused on the product. In what can be considered as last stage, focused precisely on the consumer, marketing has discovered the importance of the latter and placed it at the center of its logic, trying to implement the theory of powers counterbalanced by Galbraith, a theory that models with an equilateral triangle the relations between enterprise, distribution and consumers.

This change within companies, however, yes it can only be said to have been façade: most of the companies, in fact, did not understand the true meaning and value of the consumer, which instead was forced to make thanks to the Internet. Unidirectional and self-referential communication between companies can no longer exist and consumer, and the opinions of the latter are no longer shared only between a narrow circle of individuals, as before: they are, instead, shared on the web, arriving in this way to achieve global visibility. People have changed through social networks the ways in which they relate to each other, and consequently also the way in which they expect companies to relate to them. The company no longer has direct access to feedback of customers, it is itself that must look for them where they are shared, or online. Does not exist more, within the companies, the image manager, responsible for managing the reputation of the company through the control of all communication means, with the aim of showing through outside the image of a perfect company.

Users thanks to the creation of forums, blogs and Social Networks have taken the upper hand communicative, each user has its own audience and, big or small, the company must take it into account. Marketing for some decades has realized the change in consumers: they are more informed, less loyal, more critical and competent, in short, more aware of their

purchase decisions than the past. And it is precisely for this reason that business communication based on the old ones tools entered completely into crisis with the advent of digital.

2.1.1 Multichannel and content

With the multiplication of digital content, and the resulting distribution of attention from of people on multiple channels, it is no longer effective to rely solely on the communication of broadcast type. To traditional channels like radio and television, we must add the messages on social networks like Facebook, Twitter etc., videos on Youtube, blog posts or on the forums and so on. Therefore, reaching and capturing the customer's attention is more and more difficult, so analyzing consumer needs is essential in order to provide them of useful contents as well as involving. To perform this analysis, it is no longer sufficient traditional market research, but public surveys should be done where you go to ask for the opinion to the people and, as already said, an analysis of the conversations carried out on the Social Media that allows the company to understand without asking. Consumer profiling modern also passes through the analysis of digital ecosystems in which they are immersed.

The companies can take advantage of digital media to get in touch with the latter, and a truly innovative element of business communication that has emerged thanks to digital transformation is precisely the direct communication between businesses and consumers through new media, without the need for traditional advertising channels. Through social networks and smartphones, a person can directly contact the company from which he purchased a product, or simply ask for the information necessary for the purchase decision, in any time of day and anywhere.

It is therefore necessary to use these new tools also by companies, to meet consumers and seize all opportunities. The approach towards which the new corporate communication is heading is pull type, which has definitely passed that push: the goal is to find the content to potential recipients in the places they habitually frequent. Is no longer enough to have a company website, but this must be integrated with all other channels digital devices that must be closely connected to it. It is also increasingly necessary an integrated and programmed multi-channel presence.

In fact, it is the company that must approach to the user and not vice versa, and must do so in a non-invasive but persuasive way, through the tools that the consumer uses. Previously the unidirectional message was generalist, and could hardly intercept a need the moment it

was manifested: thanks to the sponsored ads, and to the links proposed by Google alongside the searches or sites displayed, this has become possible.

These types of advertising propose, in fact, the in-depth analysis of contents that the user is already viewing or that he has searched for, and they are able to appear in the place and at the moment when the need has manifested itself.

Another fundamental element of corporate communication in the digital marketing era is definitely the content of the message; an old saying, still valid however, stated "Content is the King" and given the changes of consumers exposed earlier, it is made in fact it is necessary to benefit from them a "content", that is a value. This is the key element in order to retain modern consumers.

The new tool used by marketing for to communicate and create loyal users is in fact storytelling: through the narration we try to involve potential consumers by transmitting values to them. The products and the companies themselves they become stories, and create a dialogue with the recipients allowing them to take part in the storytelling.

2.2 From Traditional to Digital

In the nineties it was believed that the formation of a uniquely digital society would bring to the extinction of classical media. In reality, such a radical change has not taken place, on the contrary one is evolving more and more process of convergence between old and new means of communication. In this period, therefore, we are witnessing a transition phase in which the old and new forms of communication intertwine and overlap, as traditional media incorporate some innovations typical of social media and new media use some typical characteristics of classic media. There is a real phase of competition and co - evolution in which the new media are flanked by classic media in the offer of products and services to the public. Integration within a marketing strategy between the two types of media must be done starting from a simple and important concept in today's market, consumers are changed as well as their needs, they are no longer passive recipients on which marketers can exert an almost unlimited influence.

Technology is there to provide appropriate tools while understanding people is still the key to realize the real potential of Internet marketing. (Ryan and Jones, 2012 p. 11)

The increasingly active role played by consumers in the market place has led to their own greater involvement also at company level and cases of companies that are increasingly frequent they take advantage of the advice and experience of buying their customers to improve the design and distribution of a product / service . Social media have certainly accelerated this trend shift and changed the environment of reference for the marketing operators, have modified for example many knowledge about products / services and promotions to be conducted. The web has as its sole purpose the search for information, it is now recognized by all the polyvalence of the World Wide Web and the search for information is just one of the many possibilities offered user. The real difficulty of current companies is that of combining traditional means and those digital products in order to develop an effective marketing campaign. The goal of traditional marketing is to expose your product / service to an audience of potential consumers.

Function of Marketing	Traditional	Digital
Segmentation	Demographic	Psychographic, behavioral, emotional
Advertising	Selective	Attractive
Promotion	Massive	Personalized
Price	Established by the Company	Established by the Client
Sales management	Sales Information	Shared Information
Distribution channels	Presence of intermediaries	Tendentially directed
New products	According to company directives	According to client directives
Control parameters	Market shares, profit	Continuity and value of the relations

Table 1. Traditional Vs. Digital

Own procesing

The progressive establishment of these trends will not lead to the disappearance of traditional marketing, it will necessarily have to be supplemented by new strategies aimed at building relationships with customers. Every business function and process must be closer to the consumer and be defined in based on how it adds value to the relationship. With the decrease in the returns of traditional marketing and the increase in complexity of the information available to businesses, the Internet, intranets and extranets, will become tools essential for competitiveness.

2.2.1 Changes in the company structure

The progressive establishment of the Internet imposes the overcoming of the traditional marketing models, the same marketing techniques that use the Web are however very different from those applied to traditional media. The company, in this new context, must think mainly about how to become a supplier of information and must be aware of the fact that a new type of customer, an item, is facing active in the marketing process. It is the information, the contents and the services offered by the website to attract the customer to the company. On the other hand it is the Internet user who decides which sites to visit based on the content to which he is interested and what are the methods and times for the use of information. The characteristics of the vehicle therefore impose a total overturning of the marketing approach which is no longer selective, but attractive. Network marketing means first of all putting the consumer at the center of attention first, during and after the purchase process; establish a sincere and fair dialogue in which the sale is not the primary objective, but the natural consequence of the established relationship, is therefore necessary to abandon a quantitative logic in favor of a qualitative dimension.

Business Variables	From	To
Strategy	Sell to the main segments of the clientele	Add value to the relation with individual customers through personalized

		interactions to reach customer loyalty
Business Values	Serve customers well	Serve customers in a differentiated and personalized way; serve the best customers really good
Skill	Analytical orientation towards the main customer segments and their collective behavior over long periods	Ability to collect, analyze and interpret data and designing systems to exploit a large customer database in continuous evolution and update; capacity of react on an individual level customer
Staff	Managed marketing analysis statistically; the information is support	Integration of the creativity of marketing with the skills of information systems to create an approach that is at the same time rich in insights and supported by analysis
System	Support tools detailed and segmented decisions but relatively static	Management systems and support tools for extended marketing, dynamic and flexible. Operating links a

		support for the actions of the front-line
Style	Plan orientation marketing with emphasis on programs for the main segments. Concentration on mass media	Analytical and open approach to experimentation with emphasis on lifelong learning and on the value of information
Main Indicators of success	Market share, profits of the current period and periodical plans of marketing	Share of the most interesting costumers(based on the profit potential for the duration of the relationship), marketing customized based on learning, big impact on a small group of customers

Table 2 : Changes in Company structure

Source: own processing

2.3 The value of Digital

The term "digital" is used to reinforce a simple, but effective, all that is digital is more modern and efficient, everything else is old and outdated. It therefore identifies a new way of doing marketing, of approaching the market, of interpreting the demands of the changing question precisely because the technologies, give life to a system deeply different.

Yannopoulos (2011, p. 7) states about internet impact that *“all aspects of marketing including marketing research, consumer behavior, segmentation, relationship marketing, product management, pricing, distribution, and promotion are affected by the Internet”*.

Digital marketing goes beyond the concept of the Internet and comes into play to understand not so much new channels and technologies but to refer to a deeper concept that concerns the whole of habits, behaviors and expectations of a modern client who lives and interfaces with these dimensions, so it consists of the set of activities that through the use of digital tools, develop integrated marketing and communication campaigns, targeted and capable of generating measurable results that help the organization to identify and constantly map needs of the application, to facilitate exchanges in an innovative way, building a relationship with it interactive that will generate value over time.

The concepts on which digital marketing is based are:

- digital channels:

from the Internet to e-mail marketing, mobile and its applications, and interactive TV etc;

- integration:

digital marketing does not replace the traditional one there are levers such as advertising, events, public relations that are fundamental if they are integrated precisely with the digital and vice versa;

- customization:

digital is par excellence the set of means through which the dream of one - to - one marketing - one comes true and takes shape;

- listening:

social media conversations allow understanding needs, behaviors, perceptions and need of its target audience reference;

-measurement:

in digital marketing everything can and must be measured;

-report:

digital is made of interaction and mutual knowledge, a personalized exchange of experiences, openness, transparency and dialogue, having a relationship over time with companies can grow and build trust, loyalty and innovation constantly.

2.4 Digital Marketing Plan

Sheehan (2010, p. 27) reminds that so as to strengthen the general selling strategy it is essential to integrate each on-line and offline selling efforts properly consistent with market desires.

Strauss et al. (2006, p. 24) outline e-business strategy as *“the deployment of enterprise resources to capitalize on technologies for reaching specified objectives that ultimately improve performance and create sustainable competitive advantage”*

The digital marketing plan represents the formal decision planning tool for marketing, becoming an integral part of it. The formulation and drafting of the digital plan allow management to establish in a manner timely objectives, strategies and operational tools, to integrate them within the marketing mix and in general the long-term plans of the entire organization.

The plan therefore allows to reach 4 objectives:

- allows you to manage these tools in an innovative way but respecting the activities of traditional marketing, past experiences, brand positioning and everything it is already in place in the company;
- facilitates communication within the organization, stimulates the creation of procedures and roles related to these new activities and allows its integration in respect of values and values company ethical codes;
- enhances the demand and its needs, allowing greater closeness and creating the foundations for the creation of a competitive advantage that will generate value over time;
- stimulates innovation and a bottom - up approach to the market and in which the question is posed to center and listening becomes the critical success factor for the creation of campaigns communication capable of generating lasting results.

Implementing a digital marketing plan for a company requires four conditions fundamental:

- a change in approach compared to traditional marketing;
- a structured plan with precise and measurable objectives, a digital strategy and a series of analyzes among which those of the market and of the competition, the definition of reference

targets and of the his behaviors, finally arriving at the choice of effective and innovative tactics;

- an adequate organizational structure with dedicated people and the support of competent partners for the implementation and development of digital campaigns;
- a budget proportionate to the objectives to be achieved and the parameters of measurement of results that are flexible and appropriate to the context. Every business strategic and operational decision passes through the creation of plans in which they are represented different scenarios, calculating the returns of the organization accordingly.

According to these plans are defined goals and objectives for the different areas that make up the company and on these are the managers of the divisions that make up the company each year and on these each year the division managers define their strategies.

From 2006 onwards there have been a series of important phenomena among these:

- the affirmation of the globalization of the markets;
- the impact of the crisis that has hit the main world economies;
- the rapid change of technologies;
- the significant evolution of consumer needs.

These elements have raised the average level of competition and made marketing an orientation fundamental to this new economy.

Marketing can create a competitive advantage linked to satisfying customer needs served, leading companies to achieve relevant results.

The orientation to the satisfaction of the customers, to the construction of a relationship with them in order to better interpret their needs and actual needs can produce a series of positive effects that activate a virtuous circle in the development of the company and that lead back to:

- turnover stability;
- growth in turnover over the medium to long term;
- opportunities for innovation;
- word of mouth.

It can therefore be said that for organizations investing in digital marketing can be decisive for the achievement of a competitive advantage that will give value over time. Managing marketing processes effectively is essential and this concept is strengthened when we do refers to the digital one.

2.5 Digital Marketing Strategies

Unlike the forms of marketing conveyed by mass media only The Internet is able to both expand and focus on the scope of marketing contemporary.

The Internet provides unprecedented control to consumers, with a series of tools, techniques and tactics never seen that allow consumers and themselves to reach to relate with them. Whether or not an activity is suitable for digital marketing depends very much on nature, on its own current location and where you want it to arrive in the future.

Hollensen (2010, p 90) points out to latest trends of “*globalization of technology*” and “*Internet revolution*” which brought plenty of opportunities to the global market.

In truth, today there are very few activities that can not benefit at least in a certain way

It is a measure of digital marketing in its various forms: from simply providing the public with a summary brochures that illustrate your business, occasionally send an update to customers acquired using e-mail or an RSS feed. The more the market that has been chosen as a target relies on online channels for needs of information, research and commerce, the more digital marketing will become a support fundamental to those who have a commercial activity and nurture the ambition that continues to flourish.

When it comes to deciding whether a business requires an organizational strategy of digital marketing ask two questions:

- Is the public online? Is it going to become it?

If customers use digital technology to search for and / or purchase products or services which provide without doubt we must adopt digital marketing to get into relationship with them and retain them, but if they do not do not need to invest in this type of marketing;

- Are products, services or brands suitable for digital marketing?

It is characteristic that it does not count what the product, service or service is brand, if you can establish that online a sustainable public exists then you have to promote it online, some products more than others are more suitable for purchase online, but through the digital channels they are effectively marketed lots of things that few consumers go online to look for, evaluate and compare.

There is no magic recipe to guarantee the success of digital marketing, it is mainly about identify your own exclusive strategy based on your particular set of circumstances.

Digital marketing is communication between people, technology is nothing but the trait d'union that it is makes it possible. The crucial strategy is the choice of realistic goals, you must explicitly define the goals that you wishes to achieve according to the commitment made. It is therefore an iterative process of continuous improvement and refinement, it is possible to monitor and analyze the effectiveness of digital marketing campaigns practically in real time, measure anything and even manage parallel advertising and alternative strategies to see which one it works better before engaging in certain procedures, testing, refining, re-testing and then decides where to invest, based on real data from real customers. The formal definition of the marketing strategy involves the commitment to stop and analyze critically, the market in which it operates, realistically thinking about the various elements of the activity and its ways in which digital marketing can help achieve goals.

2.6 Brand Value

Organizations must try to cope with this new situation by focusing on experiences as a key element on which to rotate the buying process. At the basis of experience is the relationship that needs to be established with one's own target audience and precisely in this digital marketing comes into play strategically.

Doole and Lowe (2008, p. 18) say that “*the Internet has revolutionized international marketing practices and also impacted the relationship of consumers with brands*”.

The relationship between brand and consumer finds the space on which to come to life. It should be noted that it is not enough to apply some online tool to achieve the result and improve.

In fact, consumer behaviors have been influenced by this evolution and today the numbers confirm that they are the protagonists of digital lives in which the Web is the element on which everything revolves. Businesses viewed the Internet as a first step as a medium in which to be present with the same methods used in traditional marketing.

The sites were online brochures in which to affirm and consolidate their corporate identity and that of the own brands. Following this, the Web is explored as a true sales channel. It's the stage where sites dedicated to the sale of books like Amazon and auctions and sales like eBay itself They affirm.

E-commerce, on the other hand, is considered interesting by organizations, especially because of the ease of access and the possibility of reaching a broad target without significant investments. Consumers have started living brands as a way of self-expression and some companies have been able to perceive this trend and transform it into a new way of approaching the Web .

The role of marketing is in profound transformation, brands can no longer expect to tell and selling through traditional marketing and communication tools and obtaining results satisfactory, they must try to build a relationship with their target audience of reference, through the creation of experiences that leverage on involvement.

The main element on which this approach revolves is, first of all, the transition from image to commitment of the brand which in turn becomes the tool through which:

- involving consumers;
- create unique shopping experiences;
- generate value and meet expectations.

Creative marketing becomes authentic, advertising turns into culture and the audience or better, the target audience takes the form of a community of people sharing the same need.

The identity, the personality of the brand can not therefore derive from the difference related to the sole traditional communication. Material and immaterial elements, the socio-cultural context that is transformed and above all the consumers and their experiences become the key factors that generate the brand and increase continuously its value.

If the traditional brand image includes the identification elements, the product's personality and the perceptions evoked in the consumer, currently a fourth is added: the relationship.

For marketing, this trend leads to conceptualizing and accepting the consumer as a communicating subject that actively communicates the social reality that wants to live.

3 INTERNET MARKETING TOOLS (OPTIONS)

The factors that most influenced this scenario are:

- the loss of effectiveness of the mass media and in general of push strategies and the need to build a relationship with its target audience;
- the growth of the network, mobile and social media resulting worldwide affirmation of the digital economy and access to it unconditional to information from users;
- the phenomenon of taking control by consumers who thanks to this unprecedented access to information and the ability to easily switch from one channel to another to verify them, he brought them in a certain sense to have the control of the marketing relationship.

A real revolution, fertile ground that has allowed digital marketing to be born and of affix a solid base for its global growth, thus leading to the acquisition of marketing a new meaning and above all a new approach that starts from this renewed context, from the economic crisis in progress and radical change in behavior and attitude of the consumers who, thanks to the technologies, have broken down the barriers to access to information. The Internet does not represent a new marketing paradigm in itself, but the demonstration that it is possible for organizations, use cross-cutting tools to understand the needs demand and satisfy their needs in a more timely, direct and immediate manner. The focus on which the concept of "Internet Marketing" is always the relationship with the target audience, but it is not a synonym of digital marketing. Internet marketing typically refers to the exclusive use of the Internet as a medium through which to promote products and services, meeting place and exchange between demand and offer.

This limits and circumscribes an area that according to the evolution of the various means of communication it is one of the components but not the only one. The choice of the different communication channels that the target audience has available to live the his shopping experiences, it is really wide and the various choices are interconnected.

Today a company can use a website, e-mails or open a Facebook channel Twitter even the Youtube video channel can be useful to explain through video tutorials like use a product or solve certain problems.

3.1 SEM

The Search Engine Marketing, abbreviated as SEM, is the complex of web marketing activities aimed at bringing targeted traffic to a website, increasing its visibility on search engines (Google, Yahoo, etc.).

In recent years, search engines have assumed the role of mediator between companies and users and have replaced, or at least integrated, the traditional methods used to search for information preliminary to the purchase of a product or service, such as newspapers, TV, word of mouth and specialized magazines. According to Forrester, 88% of users on the network would use the search engines for this purpose. What drives consumers to look for information about a purchase on search engines is the ability to compare prices and obtain updated information.

Panda and Tapan (2013, p. 58) define SEM as *“a form of Internet marketing that seeks to promote websites to increase their visibility on Search Engine Results Pages (SERPs) through the use of Search Engine Optimization (SEO), paid placements, contextual advertising and paid inclusion”*.

The SEM is divided into two components: SEO (Search Engine Optimization) and SEA (Search Engine Advertising). The first one is free and indicates a set of practices implemented to increase the natural, or "organic" visibility of a site on search engines, improving their positioning on the pages resulting from a search for relevant keywords. The second instead indicates paid advertising on search engines.

Today the term "Search Engine Marketing" is increasingly used to describe only paid activities, while the generic expression that includes both SEO and SEA is "Search Engine".

The organic optimization takes into account the ranking algorithms, calculation procedures that search engines jealously guard, aimed at classifying web pages on the basis of criteria susceptible of continuous improvements to prevent incorrect actions being implemented.

The goal of SEO is to make sure that a website is more visible and easily indexed by search engines.

The SEO techniques are distinguished in on-site activities, which mainly concern the improvement of the site's architecture, and off-site activities, essentially represented by link building.

To put the on-site techniques into practice:

- carefully choose the key words, verifying them with appropriate tools;
- insert an effective title and a clear and concise description;
- assign a specific keyword to each article and insert it also in the title and in the description, making sure that it also appears in the page link;
- facilitate the work of the crawlers, that is, software designed to automatically scan the pages of the site;
- guarantee a good navigation system between the pages, linking them to each other;
- use a well written code;
- add a description and the "alt tag" to the images;
- avoid the keyword stuffing, that is the excessive repetition of the keywords;
- enter the site map;
- compile original content, useful and easy to read, remembering to write for users and not for search engines.

The main off-site technique consists in making sure that sites authoritative and with a good positioning link to our site (link building), but there are also other techniques, such as Article Marketing, Guest Posting and Social Media Marketing.

While SEO is an Inbound Marketing activity, where the users are looking for companies, SEA is part of Outbound Marketing, the old fashioned way in which the company pushes consumers towards its products.

Also called Search Engine Marketing, SEA is a promotional method that uses paid advertisements to appear on top of SERPs, which is the search engine results pages. The SEA tool most used by companies to be competitive on the Internet is Google Adwords, a platform reserved for advertising that allows websites to place themselves above or to the right of natural results in SERPs. Similar tools are also available for other search engines, such as Bing or Yahoo.

Adwords uses the keyword system, based on which the company, after identifying the search terms that best identify its business (eg Search Engine Marketing Torino), makes an offer, as in an auction, focusing on specific keywords, derived from market analysis, provided they are not too "disputed" and expensive. The ads are paid according to the criterion of "Pay per

click": in practice, the company pays only when the user of the search engine click on the link of the listing, until the budget is exhausted.

An index to be taken into account is the Click Through Rate (CTR), which expresses the percentage ratio between clicks performed and impressions. Alone, however, is not enough to establish the success of an Adwords campaign, as it does not tell us if the clicks come from people really interested in the announcement.

3.2 PPC (Pay per Click)

Miller (2012, p. 159) describes PPC ads as “*contextual or context-sensitive*”

Pay per click or ppc is a way of buying advertising, paying based on the clicks that the end customer makes on our advertisement. google is a master in this form of advertising. It is a means to promote something hic et nunc, here and now, suitable when you have a product to store and you want to reach a multitude of people in a short time. The positive side is that the budget is programmed first and there are no surprises (the operation is always managed correctly). The cost varies according to the topic that is, to what is sought, to what other customers are willing to offer for a click. Here are interesting applications of google that in the management of the campaign lets set the budget and compare them with potential competitors, triggering an upward game based on what is sought or used the sector; in fact we find clicks from 10 cents and clicks from a few euros of cost.

Generally the pay per click system consists in making an appealing announcement that google then rotates according to the indications that are set in the searches that the end user makes. These ads know each other because they are the pink ones, generally the first 3 of the choice or they are on the side of the page and this depends a little on the cost that you are willing to pay, or are ads hosted on other sites and recognize themselves because they are marked by terms such as sponsored space or ads by google etc.

Roberts and Zahay (2013, p. 212) describe the process of effective PPC campaign execution as follows:

1. *Investigate broad search categories and trends.*
2. *Narrow down keywords.*
3. *Determine traffic and cost.*

4. *Select terms and match criteria.*

5. *Design ads.*

By itself the ppc system is a great way to help the site be found, but if it is interpreted as a good way to position the site constantly in the first positions, we say that everything is debatable, because it would be appropriate to look for a natural development with studies and investments on the sem that is a combination of content and code work. Once the ppc campaign is over, in fact google interrupts the publications and we find ourselves without any possibility of being found on the web if not by those who know us or by those who have had good experiences with us. (it is very rare that a customer stores our address unless he has special interests, but if the visitor gets used to finding us with google, it is easy to continue to do so, if you click paid link, it will always be easy to do so It is always advisable to give it the way to find us naturally to avoid waste of money).

Often the ppc really works, often it is an insignificant loss of money. We try to remain neutral in recommending its use, because every aspect must be contextualised. We find, in fact, many times, paid ads of very distant shops that do not offer online sales but only publicize the new opening and we wonder what sense makes a national announcement of a store more than 200 km away, but not knowing the motivations behind the choice, we avoid every comment. Usually the costs for a campaign with google are the direct expenses of google (the clicks) the costs of those who do the work that are generally in percentage or one-off based on the project. Contextualizing the content for an SME, or for understanding small businesses that decide to start working with the web, we believe it is appropriate to mix well spending choices, often the budget is limited, and it would be able to direct certain efforts to retain a clientele rather than look for immediate results with the payment of the click.

3.3 Social Media Marketing

Miller (2012, p. 50) says that social media marketing is “*the hottest thing going today*”

Social Media Marketing is the way to increase popularity and spread to a wide audience (community) its brand, products and services, through social networks (online social channels such as Facebook, Twitter, YouTube, LinkedIn, etc.). The presence on Social Networks is fundamental and profitable. Any news that would normally take months, if not years, to spread, on Twitter and on Facebook spreads like wildfire within a few hours. The real power

of communication on social networks is represented by online word of mouth, which is propagated simply thanks, for example, to "share" and "like" buttons. This will obviously work if the message, product or service is objectively interesting, engaging, innovative. Unlike mass media advertising, where the consumer passively receives the message, without any contradiction, on social networks is the community that can decree the success of a company, interacting and leaving a comment. A coordinated marketing action on Social Networks, if well implemented, can have a huge impact on the commercial level and, in a short time, increase the business of the company. A good web marketing strategy in addition to the presence on social networks, must necessarily provide a corporate website, well indexed on search engines and a blog.

Miller (2012, p. 214) defines social media as *“those websites, services, and platforms that people use to share experiences and opinions with each other”*. Chaffey and Smith (2013, p. 214) add that social media are online media encouraging *“audience participation, interaction and sharing”*

Social networks connect people and brands directly, without the filters of the past and this is the great step that identifies social media marketing. Building a world of relationships on the various social networks is the mission of the brands and the use of these tools allows immediate feedback on their activities and products, creating a sense of belonging in the user and encouraging them to approach and then invite them to take precise actions (shares, interactions, evaluations, purchases).

A good part of doing online marketing is made of forecasts, of understanding what will happen in the future, because selling online is a matter of performance, of costs on the action. And if we want to sell on the desktop to a population that is predominantly using mobile phones, we are not following the change. But what does it mean?

It means that social campaigns are a preparatory act for the knowledge of a brand and then the purchase of a product and if the platform on which this product is presented on social media is not optimized, is not up to date, we will have done less half of the work. It is essential to predict the actions of users, understand how they will make their purchases online and take them where they want, where they are at ease. For this reason it is always good to test new technologies to adapt them to social media campaigns and to understand their performance.

To make a long story short, if today I know that the majority of users buy and surf via mobile and send it on a page of purchase is not optimized and not intuitive, I'm doing everything wrong.

Do not be afraid to change if things are not going as planned and seek advice from our followers, make them participate, co-create, make them an integral part of the communication process.

3.4 Content Media Marketing

What is Content Marketing is a question often faced by more experienced marketing managers. Indeed, we can not deny that content has now become a fundamental part of any web marketing strategy. In less than 10 years, Content Marketing has definitively challenged the traditional advertising sector. But what does Content Marketing mean?

Content Marketing is a form of marketing that involves the creation and sharing of content aimed at acquiring and maintaining customers. The contents can be of different forms: articles, infographics, videos, guides, seminars, webinars, Q & A. The purpose of Content Marketing is not to sell directly but to inform the customer to generate a stable and fruitful relationship with it.

The markets are back conversations and your potential client or voter, does not look for pounding advertisements, does not look for winking spots, does not look for billboards or flyers, but wants something more able to tie it to your company or to your person during the whole journey choice of the product-service and beyond: the selection, purchase and trial process becomes an experience; Your audience does not want to be interrupted but attracted. We have moved from advertising techniques of an interrupt type to less invasive and pounding strategies that seek permission from your potential audience: Content Marketing is able to magnetize your client; The size of the company is relative: being engaging is not equivalent to having large budgets available. This does not mean that the creation of quality content is low cost: for example producing scientific research can be a challenging activity, and even maintaining a blog or interacting with a community is not free of cost. It does not even mean that economic resources are not able to influence the result of a campaign: just think of paid Google campaigns or FB campaigns. It only means that there are fewer barriers and with a good strategy you can achieve interesting goals by attacking the niches at significantly lower

costs than traditional advertising; Banally, we can say that if users are attracted to the content provided, they are much more likely to be willing to leave their contact information. In addition, by constantly offering high quality content, companies are able to generate interest in their website and entice users to visit the page regularly.

Every Content Marketing action must be developed over the medium or long term and inserted in a precise strategy. With this you can measure the results and check the actual return on investment.

An effective Content Marketing plan must answer these 3 questions:

- What benefits do you intend to bring to your business?
- What is the target audience?
- What are they involved?

The creation of a self-respecting editorial plan provides for a precise planning of the activities to be followed. Basically you have to create a real calendar in which you define day by day (or even monthly) which topics to deal with, the main keywords and any links of benefit.

The steps can be these:

- Definition of objectives
- Analysis and definition of the reference target
- Choice of channels
- Choice of tools to use
- Drafting of the editorial calendar

This last point is the part concerning the definition of precise dates and times for messages on social media, e-mails and newsletters. Moreover, if there are different social networks it means having to use them in different ways: each content gives the best of itself on the most suitable platform. Both as a type of content and as a moment of publication.

The Content Marketing Matrix

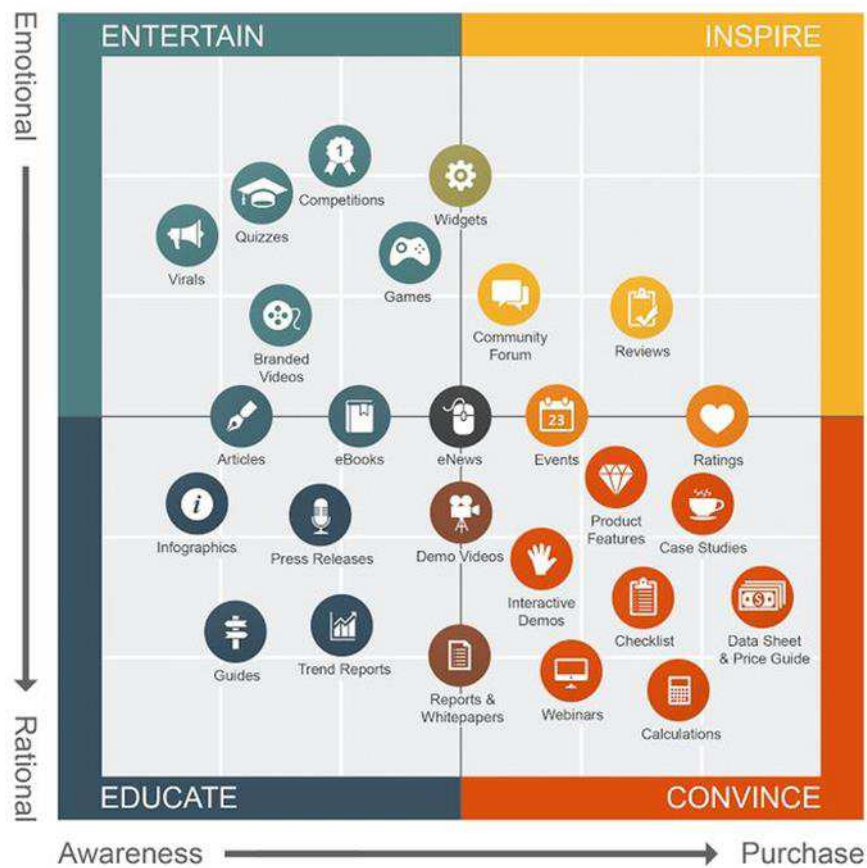


Figure 2 The content marketing matrix

Source: Bosomworth (2012)

Bosomworth (2012) has developed a great tool known as “the content promoting matrix” which is structured in an exceedingly thanks to show completely different dimensions of various content delivery channels . every quadrant and position on the axis represents completely different stimuli influencing client purchase intent.

3.5 Web Marketing

We often hear that if you are not on the internet, you do not exist. In fact, even simply being there is not enough: just as it happens for a physical store, what matters is to be found. In practice, having a website and not promoting it with the right techniques to attract visitors is like not having it. This is why, to earn online, it is essential to know and apply the principles of web marketing.

Miller (2012, p. 10) calls websites as *“hub for all online activities”*.

Adams (2013, p. 28) argues that the visual illustration via company web site ought to attract, engage and most significantly cause conversions. so as to secure fulfillment of those objectives ideally there got to be a activity in cooperation of graphic designer, programmer and merchandiser, with all of them having the ability to deal with user wants. Graphic designer should give associate appealing web site look, software engineer ought to deliver a transparent practicality and user-friendliness whereas marketers ought to ensure that websites area unit serving the aim for which they're created.

Web marketing is nothing more than marketing applied to the web, meaning the set of actions conducted online in order to analyze the reference market, identify the needs and find the most suitable solutions to meet them. These activities take the form of a project and, subsequently, the creation of a website and its promotion. The web offers companies new and exciting opportunities to profile their customers. The interactive internet space simplifies the ability to track, store and analyze data regarding consumers' online preferences and behavior. Online marketing integrates traditional offline advertising / sales techniques, allowing you to start a profitable interaction with people acquired through the "old fashioned" channels. The professional figure of reference is the web marketer, that is the one who has the task of promoting the website using the main tools related to the network. The web marketer must have skills in the field of SEM, that is the marketing applied to search engines, and the relative declinations: SEA or to be practical for online advertising services, such as Google AdWords, direct mailing, lead generation and affiliate marketing, SEO and know

the actions necessary to optimize the site to reach the top positions of search engines and finally social media marketing.

Web marketing combines a wide range of strategies that require an integrated understanding of traditional techniques and emerging technologies. To develop their marketing strategy, marketers need to understand the strengths and weaknesses of various online businesses by creating a marketing plan.

The realization of the project can not be separated from the definition of what is intended to be sold and the target of reference. Each type of strategy adapts to a different segment of the population. Social media, for example, is widely used by young people, while the more "mature" users of the network are more attached to emails.

Also the definition of objectives, budget, timing and risks are fundamental points in the preparation of a web marketing plan.

Once you have identified the target to be targeted and the general strategy to be applied, you just have to start promoting your online presence. This can involve various activities, from creating videos to implementing entire websites. The technological infrastructures behind web marketing are just as important as the message you want to communicate; the latter must be accessible to anyone, regardless of the device used.

Web marketing makes it easier to keep track of a site's success. Every time a user clicks on a banner or looks at a video, the information arrives at the marketer. If the goal of the site is reached, the campaign can be considered successful, otherwise the company will have to review some points of its marketing plan.

WEB ANALYSIS: It is the detailed study of a website, through the use of a web analytics software. Web analysis plays a fundamental role for a good performance and increase in the results of a website.

WEB ANALYTICS: Term that indicates an advanced analysis software of a website. A web analytics software, besides being able to provide all the information that can provide a web statistics software, if well configured, can provide all the information related to the actions of the users, all the data related to the information requests and the number of sales and their value in the case of online sales. These tools have features that allow not only to display data, but also to carry out tests and evaluate in detail the most meticulous performance of a

website, so that we can act to improve them, thus optimizing the ROI, the main purpose of a software web analytics.

WEB TRACKING: Activity of archiving and monitoring of visits generated on a website. Through statistical log analysis it is possible to evaluate any problems presented by the website on the technical, communication and visibility level and define the marketing strategies best suited to the layout of the website. It is also possible to analyze the navigation paths of the individual visitor.

Chaffey and Smith (2013, p. 320) summarize the wants for an efficient web site design in following points:

-An aesthetic, visually pleasing layout

-Clear stress of various content sorts

-Visual hierarchy showing the relative importance of various content through size

-Prioritization of promoting messages and calls-to-action for various audiences and products for persuasion functions

-Clear navigation choices to a spread of content, services and traveler engagement devices

The Internet is an excellent tool to connect with a very large number of potential customers, yet many companies still do not understand the value the web has to offer them in terms of acquiring new customers and retaining existing ones. Although you are still suspicious of many people, web marketing is the most effective way to generate visits and increase the ROI of your online activities, provided that it is able to converge the interests of the company with the real customer satisfaction.

3.6 E-Commerce

ECommerce is a form of commerce and sale of products or services that takes place through the network, thanks to the use of IT platforms of different types, genres and structures, depending on the type of business involved.

Chaffey and Smith (2013, p. 478) described four major perspectives for e-commerce as follows:

- 1. A communication perspective – the delivery of information, products or services or payment by electronic means.*
- 2. A business process perspective – the application of technology towards the automation of business transactions and workflows.*
- 3. A service perspective – enabling cost cutting at the same time as increasing the speed and quality of service delivery.*
- 4. An online (transaction) perspective – the buying and selling of products and information online.*

The objectives and motivations that lead a company to choose to start an online business can be multiple and varied. There are mainly two types of electronic commerce: direct and indirect.

Direct form: the sale is processed and concluded online. The order, payment and delivery of products or services, which have a digital format, take place online.

Indirect form: combines the order and electronic payment of online purchases with their delivery via traditional routes.

In addition to these two eCommerce approaches it is also important to consider sales of products made through traditional channels, but stimulated by the Internet through online advertising and marketing (eg a company's online catalogs).

There are various types of e-commerce and, to define the main categories, on the one hand the subjects that define it, on the other, the recipients have been considered.

Business To Business (B2B): identifies a business transaction that takes place between two companies. In addition to selling products and services online, businesses can use the web to strengthen relationships with important industrial customers.

Business To Consumer (B2C): this is a transaction that takes place between the company and the final consumer. Real virtual stores in which there are catalogs and price lists freely accessible to site visitors, accompanied by increasingly detailed and updated information.

Consumer To Consumer (C2C): an increasingly popular approach thanks to the growing presence of sites that manage online auctions. The transaction methods are handled directly by the seller and the buyer as they are real online exchanges of goods. On a more abstract level, the C2C concept implies that network buyers not only get information about the products but are themselves creating them.

Consumer To Business (C2B): in this type of transaction are consumers who define the price they are willing to pay for the purchase of a product and companies can decide whether or not to accept the offer.

The problems associated with each category are different. If you intend to start an online activity, you need to choose between the models presented, in order to frame both the technical and the strategic objectives of the objectives to be achieved.

The creation of an eCommerce site represents the activation of a new sales channel that has several advantages compared to traditional approaches:

Temporal: an eCommerce is active 24 hours a day, seven days a week.

Geographic: it is possible to reach consumers all over the world.

The decision to open an online store modifies the purchasing process, as we move from a linear and unidirectional model to an omnichannel model, characterized by a network of interdependent activities. Another factor of success for an eCommerce are the CRM tools (Customer Relationship Manager), which help in the collection and analysis of quantitative and qualitative data, allowing the user to be profiled in order to understand the consumption choices, the preferences of purchase and behavior. This allows you to better respond to specific needs, allowing the company to exploit this information to target the offer and after-sales assistance.

The public is getting more and more used to making purchases on the internet and the turnover of online sales increases exponentially every year. In recent years, purchases made not only by computers but also those made by mobile devices are increasing

Miller (2012, p. 118) concludes that the key of eminent e-commerce style lies in proper integration of checkout system, easy accessibility and searchability of product, buyer-friendly direction structure, practicality, acceptable content, appropriate product presentation and also the simple a payment system.

3.7 Lead Generation Marketing

Never again without Lead Generation. Nowadays, all or almost, small and large companies, entrepreneurs and freelancers have understood the importance of an online presence. Having a website, being present on multiple communication channels such as social and blog, positioning on search engines is now an essential factor to be found by customers.

But having a company website is not enough to succeed online ?

One of the biggest needs of a company is to find new customers. Now it has become increasingly difficult to attract the attention of a user who navigates among the many opportunities and information that the web offers. The main objective of a company is, therefore, to transform that user into a real contact and convert it into a potential customer.

Stevens (2012, p.2) defines a lead as a *“prospect that has some level of potential of becoming a customer”*.

Through this business model, it is the users themselves who express their interest in the products and services offered and who try to get in touch with the company, leaving their data to be contacted or to obtain benefits and specific communications in return. To generate new contacts, multiple marketing strategies can be used, which are necessary to attract the user's attention and generate leads, that is, the contact request made by the user who completes an online form.

Targeted contacts with a high probability of conversion. The Lead Generation offers a company just this: not any users but possible customers who, most likely, proceed to purchase the company's products or services.

Using Lead Generation marketing actions turns out to be a winning strategy for both the consumer and the company: the consumer requests and obtains the information he wants, the company communicates directly with his target audience.

The ultimate goal of the Lead Generation, however, should not be understood as the immediate sale: the purchase process is now changed, users are used to receiving communications and are overwhelmed by promotions and sales requests. Marketing strategies must adapt to the change taking place, aiming, in addition to obtaining contacts, to build continuous relationships with potential customers.

Creating a solid Lead Generation strategy is important for building a relationship of trust with users, capturing their interest before contacting them for sale. First you need to identify and reach the ideal target of a company. Once a list of targeted contacts has been obtained, through the use of promotional campaigns, Opt-in Page and a contact form, it will be necessary to take care of and build a relationship with the customers. This phase is defined by the term Nurturing of the collected contacts, an integral part of a successful marketing strategy. Find out what Lead Nurturing is and how to apply it to your Web Marketing strategy.

This is a very important activity because it helps the company to communicate in a consistent and constant way with users for the entire period from the first contact obtained at the time of sale. For this reason, the acquisition of a Lead is often associated with the principle of a funnel: over time the company will try to accompany a potential customer, using appropriate tools and messages, on their journey to purchase.

Here are some useful methods to generate successful leads:

- Production of qualified contents
- Use of Social Media and blogs
- e-Mail Marketing and Direct Mail
- Paid advertising
- Events

These methods are used to generate Lead indirectly. They are used to bring traffic to your website or to a page you use to increase your subscribers. But specifically why a person must register on your page and leave their data? What is the tool that convinces him to register? For this phase of the Lead Generation campaign, the tool to be used is called Lead Magnet. The Lead Magnet serves to attract visitors to your website or page in Lead. Therefore, visitors leave their data in your form because they know they can have benefits or can find solutions to their problems.

Both online and offline channels are important when developing a lead generation strategy. Roberts and Zahay (2013, p. 261) explains lead generation management in 4 steps:

1. *Generate leads – potential customers identification*
2. *Qualify leads – evaluation of ability and willingness to purchase*
3. *Distribute leads – segmenting and categorizing*
4. *Follow-up to convert – conversion*

3.8 Referral Marketing

Referral marketing is a strategy that consists of pushing, through specially created messages and communications, customers already acquired to advertise and bring other customers. This is a series of actions that are particularly important for companies and also for e-commerce for a variety of reasons.

Affiliate marketing defined as “*a commission-based arrangement where referring sites (publishers) receive a commission on sales or leads from merchants (retailers)*” by Chaffey and Smith (2013, p. 584) is one of them.

Referral marketing has really brought the logic of coupons and discount coupons to another level. While in this case it is simply a matter of courting a customer who has already made a purchase trying to convince him to do another, with referral marketing we will try to make him an ambassador. To suggest our company or our products and services must be a truly satisfied and loyal customer who decides to put his face and act as an intercessor with his personal contact.

Adams (2013, p. 115) suggests simple 8 steps how to do it right as follows:

1. *Create your content.*
2. *Get the attention of someone big.*
3. *Be controversial.*
4. *Be shocking.*
5. *Be funny.*
6. *Be relevant.*
7. *Be brief.*
8. *Call to action*

There are online platforms that are linked to an e-commerce system in order to provide users who make a purchase or fill a shopping cart with the ability to report directly to other friends the opportunity to buy in turn on the site. The software is able to keep track of the users who will come to buy on the site after the report and when this occurs both the user who has reported, and the user who has responded to the report can be assigned awards. The most typical prizes are a discount on the next purchase, a rebate of shipping costs or even an accumulation of money in an electronic purse, to spend on the site or even to redeem in the form, for example, credit back to a credit card.

But what are the reasons why referral marketing is so useful and important for companies and e-commerce?

1. Increase sales

Surely one of the main advantages of referral marketing is the surge in sales. If our campaign works properly, we will at least manage to earn a customer for each message sent. But how do you convince a user to become our ambassador? Precisely with the logic of the award. It is a very delicate moment that could even blow up the whole strategy: recognizing a prize only to those presented is not a strong enough trigger to join the plan; while providing an advantage only for those who introduce a new friend would push the second to trust little. The best referral marketing strategies are those that provide benefits and benefits for both parties.

2. Create a climate of trust

If a customer decides to contact a friend of his to recommend a brand or a product, it means that he has a maximum level of trust in the company so as to get involved in the first person.

On the other hand, those who receive the invitation would have no reason not to trust: it was not the company that contacted him trying to offer him the purchase but one of his contacts and therefore his peers. We know how much power the reviews have for the health of a company's business, well a referral marketing plan does a bit of the same thing, and it all ends with a prize that does not hurt.

3. It allows to reach the maximum result with minimum effort

Referral marketing can appear to be a complex system to put into practice and it would be so if we were to act autonomously and manually. To make it feasible and effective even on a large number of users of a site are the appropriate software and technologies that allow you to design specific campaigns for this type of customers and actions. It is simply a matter of creating a customer segment and then a specific message; chosen the channel (email, social, sms, etc.) just send and wait to collect the fruits. Ultimately it is an operation that companies can carry out quickly and that allows a gain in terms of image return and unparalleled conversions.

3.9 Online Display Advertising

To understand the potential and the evolution of this type of advertising it is appropriate to take a step back and a bit of clarity with respect to what is meant by this expression.

Miller (2012, p. 167) refers to display ads as “*visual opposite or graphical versions of text ads*”.

Display Advertising represents the digital transposition of traditional offline advertising of newspapers and magazines. It is a type of online advertising that takes advantage of the graphic impact to capture the attention of users, and uses the commercial spaces on the page of a content to promote a product or service.

Online display ads are helpful when building a website traffic or for brand recognition strengthening according to Chaffey and Smith (2013, p. 400).

The same advertising space can be used by several ads according to the so-called Ad Rotation, which is a way of managing the ads that appear in rotation. But what are the characteristics of an effective ad?

3.10 Online PR

Strategies and techniques put in place to get in touch with an online audience and enter the conversations on the network that take place around the Brand or its products. The main goal is certainly to "inseminate" and stimulate conversations "positive" on the company or on the product by creating relationships that can last over time.

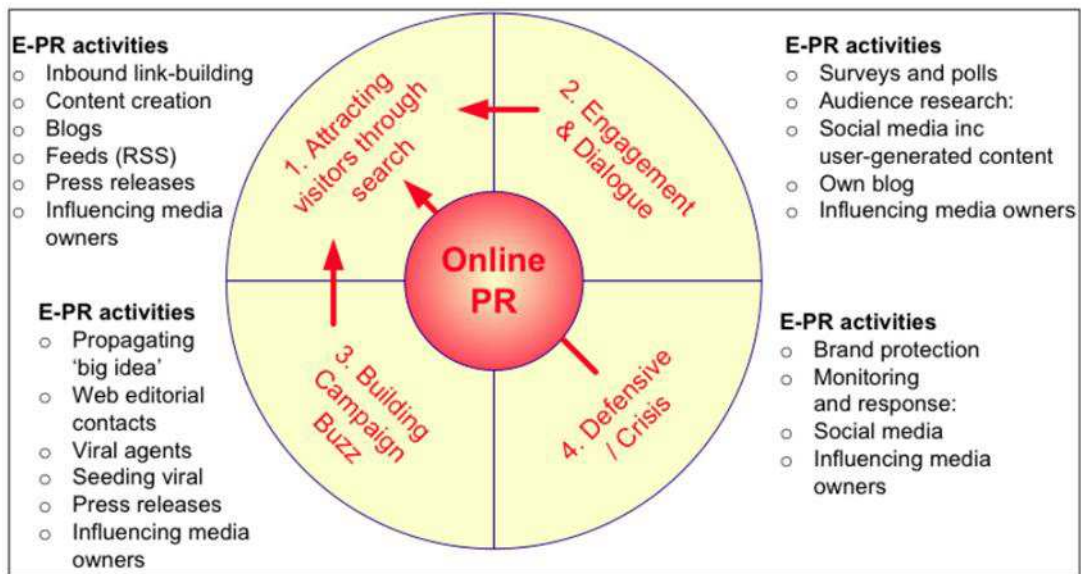


Figure 3 Online PR options

Source: Chaffey and Smith (2013)

Miller (2012, p. 259) says that in PR strategy the goal is to “*get placement in a number of important online channels*”

Chaffey and Smith (2013, p. 379) evaluated four styles of on-line PR methods employing a easy scheme showing four completely different objectives and specific activities needed to their attainment.

Digital PR and Online Reputation are essential for a successful business. A good online reputation is essential for growing your business and achieving marketing goals. Among other things, it is important to communicate daily with your target, answer user questions, moderate online discussions and positive and negative reviews. Digital PR is the branch of web marketing that has the task of giving visibility to products / services and dealing with the company's online reputation. The Digital PR specialist creates social relations and constant communication between the company and the industry influencers, potential

customers, suppliers. The opinion of influencers is fundamental, as users give more confidence to those who know how to be competent in this area.

Influencer-Where they come from? And what do they want? First we must remember that behind the PC there are human beings like us! These are certainly people who are considered authoritative by users in certain sectors or on certain specific topics. They therefore have a certain influence on the purchase decision of many users, for example. We need to know how to take and conquer and this is perhaps the biggest challenge of doing Digital PR!

SEEDING - This is the key action of the Digital PR process, it means "inseminating" a certain content in the network, so as to sprout a (positive) conversation on the brand. In short, to report content (without spamming!) To influential people (influencers) communities and forums of potentially interested users, to activate their involvement and activate a mechanism of virality of the content, conveying the news in other parts of the network.

BUZZ MARKETING - It is in fact marketing based on "word of mouth", in fact "buzz" indicates an uncontrolled buzz: the viral propagation of a news item. The buzz marketing certainly has many advantages, let's see someone together to begin to really understand what relapses have the Digital Pr in the concrete:

- Increase the awareness of a product or a brand
- Being able to correct a "wrong" brand reputation and intervene in conversations
- Have expert feedback on a service or product, for example during testing
- Improve SEO positioning thanks to good backlinks obtained from quotes or influencer articles

Even this first short list of benefits and usefulness seems sufficient to justify the integration of Digital PR activities into our web marketing plan, since we can no longer disregard the network and its users! As usual: consumers are already talking about the product, you just have to participate in the conversation!

II. ANALYSIS

4 INTRODUCTION TO SELECTED COMPANY

Shaka Zulu is a new start up business producing mainly organic unrefined cosmetics like soap ,hair cream and other skin care products. This new company since one year now is trying to expand in the Balkan region. In 2016 they started their bussines cycle in Greece where they were very successful on attracting the costumers. Shaka Zulu cosmetics are produced organically in northern villages of Ghana, Wester Africa the product is Unrefined, Pure Shea Butter means you get 100% of its renown moisturizing and skin nourishing benefits; this is truly the best food element that you can Feed To Your hair & Skin, plus it is Vegan and Cruelty-Free.

As mentioned before , the web plays a very important role once coming into an overseas market today. I am aiming to develop a study that may help in the creation of an acceptable and effective online marketing strategy. This strategy would make possible the facilitation of the company penetration in the foreign market. Also this strategy would help the company to gain the awareness of the target group desired and drive its sales in the Albanian market. As a Targeted market Albania was choosen.

Features and strengths of the production line are:

- Naturally non-comedogenic
- Loaded with vitamin A (for cellular turn over and also collagen production)
- Vitamins E, F and fatty acids for deep moisture without greasiness
- Repairs oxidative stress and severely aggravated skin
- Natural SPF of 6–10 to prevent sun damage
- Shields skin from pollution, sunlight and strong winds
- Contains phenols, the same antioxidants found in green tea
- Strengthens and regenerates skin by enhancing collagen production
- Undo the damage of heat and friction.

4.1 Situational Analysis

The starting phase is especially decisive for the success of a project. The basis is a comprehensive analysis.

A competent action plan is based on a precise situation analysis as well as a thorough evaluation of the planned project. We place requirements and needs and then we proceed with actions based on practical experience and market knowledge. For making the project a success, exchanging all technically relevant information that might have an impact on the design of the solution is of importance. Thus, costs may be reduced even in the initial phase of the project.

4.1.1 PESTLE analysis

Abstract

Albania officially the Republic of Albania, is a country in Southeastern Europe. Albania spans 28,748 square kilometers (11,100 square miles) and had a total population of almost 3 million people as of 2016. Albania is a unitary parliamentary constitutional republic with the capital in Tirana, the country's largest city and main economic and commercial center, followed by Durrës and Vlorë. It is located in the south-western part of the Balkan peninsula, bordered by Montenegro to the northwest, Kosovo to the northeast, the Republic of Macedonia to the east, and Greece to the south and southeast. The country has a coastline on the northern shore of the Mediterranean Sea, the Adriatic Sea to the west and the Ionian Sea to the southwest where the Albanian Riviera begins. Albania is less than 72 km (45 mi) from Italy, across the Strait of Otranto which connects the Adriatic Sea to the Ionian Sea.

Political Factors

Albania is a unitary parliamentary constitutional republic in which the President serves as the head of state and the Prime Minister as the head of government.

Albania is in a stable state of politics. Since the 1990s, Albania has shown a good political situation which does not hinder any kind of business, both in export and import. Regarding start-up businesses from both home and abroad, Albania offers various programs involved

in their policy strategy that facilitate the penetration of these small and medium-sized companies in the market.

The Albanian legal system ostensibly does not discriminate against foreign investors. The Law on Foreign Investment outlines specific protections for foreign investors and allows 100 percent foreign ownership of companies except in the areas of international air passenger transport, electric power transmission, and television broadcasting.

Online environment in Albania is not regulated in a way to prevent foreign entities from establishing exporting e-shops by any means, therefore our company is more or less free to do so. International businesses have a completely free access to the Albanian Internet.

If we are to talk geopolitically, this country is a great advantage for our company as the country offers a very practical distribution of products in neighboring countries.

As mentioned earlier, the welfare and finance ministries offer programs that help develop local businesses and not just in the form of business hubs. It is worth noting that there is no law that could penalize the businesses of the type of commerce.

Economic Factors

Albania is an upper middle-income country with a GNI per capita of USD 4,300 (2015) and a population of approximately 2.9 million people, more than half of who live in urban areas. Real GDP grew by 3.46 percent in 2016, and growth is projected to reach 3.8 percent in 2017, supported chiefly by higher private investments and consumption. Albania received EU candidate status in June 2014 and is working to implement reforms necessary to open EU accession negotiations. Albania joined the World Trade Organization (WTO) in 2000 and the North Atlantic Treaty Organization (NATO) in 2009.

Exports of merchandise totaled USD 2 billion in 2016, 6.2 percent of which were destined for the United States. Albania imported USD 4.67 billion of goods and services in 2016, one percent of which originated in the United States. Primary exports from the United States to Albania include vehicles, meat, heavy machinery, and chemicals. Primary exports from Albania to the United States include mineral fuel and oil, medicinal and aromatic herbs, ferro-alloys, and textiles. Two-way trade in goods between Albania and the United States totaled USD 174 million in 2016. The EU remains Albania's primary trading partner. In 2016, the

EU provided 67.5 percent of the country's imports and received 80 percent of exports. Albania's primary trading partners are Italy, China, Germany, Greece, and Turkey.

Albania has a free trade agreement (FTA) with Turkey and is signatory to the Central European Free Trade Agreement (CEFTA), which includes Macedonia, Montenegro, Kosovo, Moldova, Serbia, and Bosnia and Herzegovina. Albania also enjoys important trade benefits with EU members since it signed and ratified the Stabilization and Association Agreement (SAA) in 2006. In June 2009, Albania also signed an FTA with the European Free Trade Association (EFTA), which includes Iceland, Liechtenstein, Norway, and Switzerland.

As a developing country, Albania has a good economic growth. The only problem that is worth mentioning on the financial side is the exchange rates of the currency.

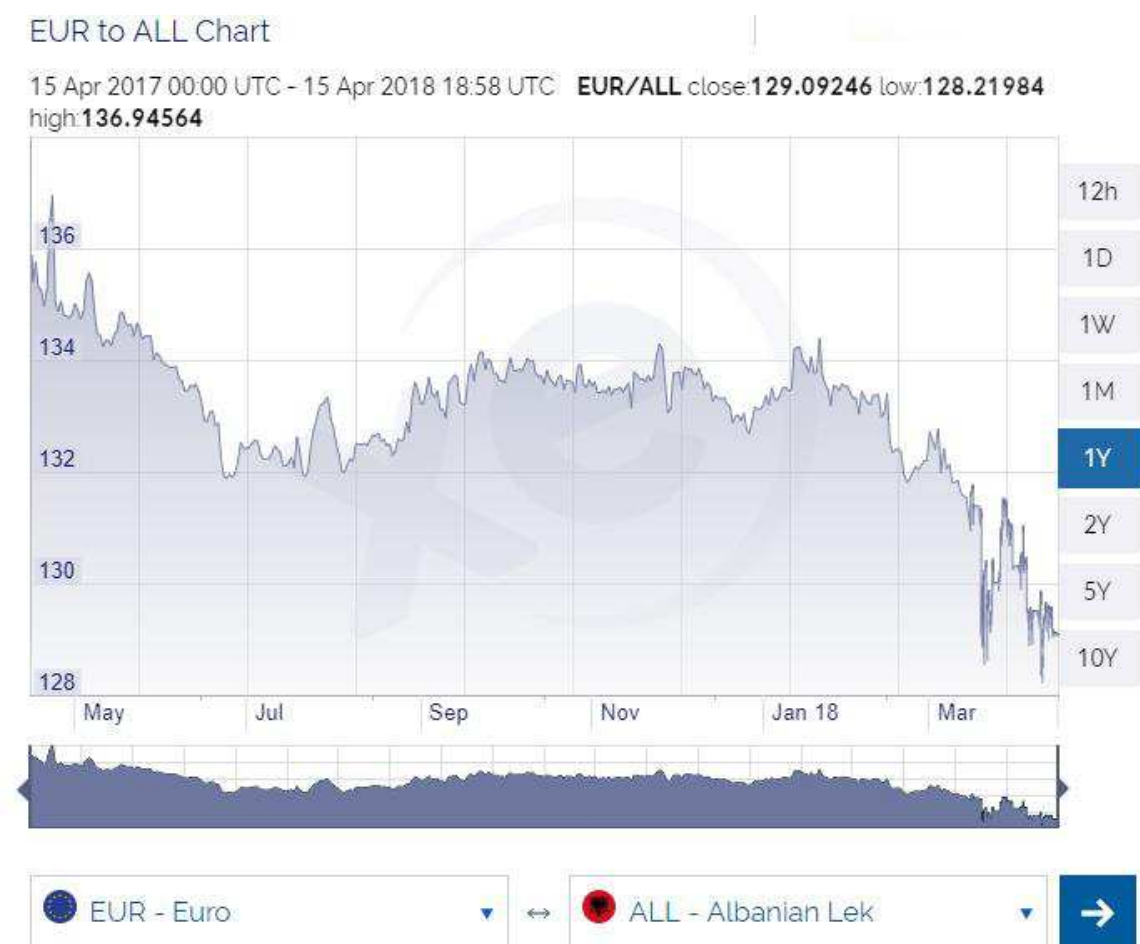


Figure 3 EUR to ALL

Source: fx-exchange.com (2018)

Unfortunately this country is not yet part of the European Union, so exchange rate fluctuations often occur. During these fluctuations, the profit of the company may be damaging.

Competition in the field of cosmetics in Albania, and especially in the capital with a dynamic in development every day and more, is great. However, cosmetic products promoted as organic products, handmade, and without chemical additives, have a high position in the competition. Cosmetics and healthcare or receive special attention in this capital where the market is offering every day and with many luxury products and the people are embracing them.

Social Factors

E-commerce is in its infancy with only a limited number of domestic merchants offering this option in Albania. The country remains a predominately cash economy and credit cards in Albania are not widely used outside of major hotels, major grocery stores, restaurants, and department stores. Although the use of debit cards has increased significantly in recent years, many use the cards solely to withdraw their salary. In order to promote the use of credit cards, local banks have just started to introduce periodically special discounts of various consumer goods in partnership with other companies. Cross border internet shopping is in its early stages, due to the low use of credit cards, low purchasing power, and the high cost of shipping. Additionally, many online merchants either do not ship to Albania or charge prohibitively high shipping charges.



Figure 5 Digital Statistical Indicators

Source : We Are Social Digital Agency

In 2016, the GOA also reduced the de minimis amount from 150 euro to 22 euro, which reduced significantly the cross border online shopping.

The use of cell phones to pay for goods and services is developing. Vodafone, one of the four mobile companies operating in Albania, recently announced MPesa, which also includes money transfer.

Year	Internet Users**	Penetration (% of Pop)	Total Population	Non-Users (Internetless)	1Y User Change	1Y User Change	Population Change
2016*	1,823,233	62.8 %	2,903,700	1,080,467	1.6 %	28,435	0.24 %
2015*	1,794,798	62 %	2,896,679	1,101,881	3.3 %	58,103	0.24 %
2014	1,736,695	60.1 %	2,889,676	1,152,981	5.3 %	87,459	0.22 %
2013	1,649,237	57.2 %	2,883,281	1,234,044	4.7 %	74,781	0.09 %
2012	1,574,456	54.7 %	2,880,667	1,306,211	11.3 %	160,311	-0.19 %
2011	1,414,145	49 %	2,886,010	1,471,865	8.3 %	108,298	-0.55 %
2010	1,305,847	45 %	2,901,883	1,596,036	8.2 %	98,734	-0.96 %
2009	1,207,113	41.2 %	2,929,886	1,722,773	70.5 %	498,942	-1.29 %

Figure 6 Internet usage in Albania

Source : <http://www.internetlivestats.com>



Figure 7 Digital Statistical Indicators

Source : We Are Social Digital Agency

MPay is another platform that serves to make payments from mobile phones. The use of mobile phones is currently limited for mobile banking and is used mostly by businesses while the limited pool of individual users use it only to pay utility bills.

Technological, legal and environmental factors

There are not any particular technologies that would be affecting our company or any particular foreign organisations in Albania.

Several factors surrounding Internet as a key technological tool were described in previous sections. Since the environmental factors do not have a direct impact on the company operations they are exempted from the analysis.

In terms of legal factors there are obviously plenty of rules and regulations governing activities of foreign entities operating on the Albanian market and our company has to make sure that it is aware of them. Especially regulations governing online environment.

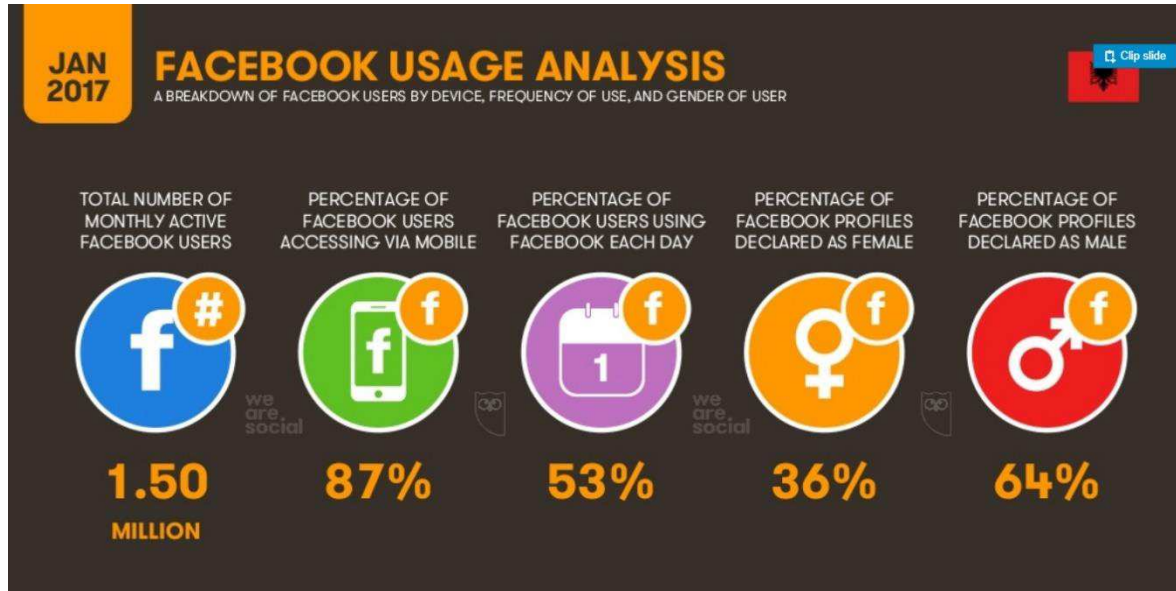


Figure 8 Digital Statistical Indicators

Source : We Are Social Digital Agency

4.1.2 Key Drivers of change

The creation of this pestel analysis is not intended to mention the potential factors with little impact on our company. These pestel analysis can be used to highlight some of the external factors that can be perceived as threats or good opportunities for market penetration. However there are always changes in the market as far as the macro-environment is concerned, so a good manager should return to this analysis several times to monitor the factors influencing the company.

Key drivers of changed are explained as “*environmental factors that are likely to have a high impact on the success or failure of strategy*” according to Johnson, Scholes and Whittington (2008, p. 56) should play the crucial role in the process.

Few of the key drivers of change based on the PESTEL analysis may be highlighted as follows:

- Further fluctuations of exchange rates
- Search engines as evolving tool of Internet marketing in Albania
- Growing number of people buying online
- Tendency of people buying healthcare and cosmetic organic products

A clever decision would be that these key drivers of change would not be treated as universal by the managers but to conduct different studies of these factors at different times and make proper forecasts to see how the market changes and develops for the products company.

4.2 SWOT Analysis

The four elements above are common to all SWOT analyses. However, many companies further compartmentalize these elements into two distinct subgroups: Internal and External.

Typically, Strengths and Weaknesses are considered internal factors, in that they are the result of organizational decisions under the control of your company or team. A high churn rate, for example, would be categorized as a weakness, but improving a high churn rate is still within your control, making it an internal factor. Similarly, emerging competitors would be categorized as a threat in a SWOT analysis, but since there’s very little you can do about this, this makes it an external factor. This is why you may have seen SWOT analyses referred to as Internal-External Analyses or IE matrices.

While we're on the topic of internal versus external factors, I wanted to mention a tangential but entirely separate type of analysis closely relevant to SWOT analyses, known as a PEST analysis. Earlier, I mentioned that external factors such as changing regulatory policies and market volatility could be considered threats in a standard SWOT analysis. However, despite their importance, challenges like this are often highly nuanced and driven by dozens or hundreds of individual factors. This can place them beyond the scope or intent of a typical SWOT analysis. This is why many companies also conduct PEST analyses.

SWOT analysis is very important in order to identify companies weak and strong sides evaluate internal and external factors. The SWOT Analysis is a helpful tool to integrate both internal and external analyses. The objective for the SWOT is to generate alternatives or choices of future strategies that a company can pursue given the internal strengths and weaknesses and external opportunities and threats. Where the “central purpose is to identify the strategies to exploit external opportunities, counter threats, build on and protect company strengths and eradicate weaknesses.” (Hill et al, 2014) Martin (2014) regards the SWOT analysis as any kick-off to any strategic plays or decisions and rationalizes that there are no generic areas but regards a strength as a strength only in the particular context of where the company plays and how it plans to win. The summaries of strength and weakness with respects to the 4Ps of Marketing are listed in the table below.

4p	Strength	Weakness
Product	-Organic -Healthy -No side effects	-existence of competition
Price	-Various prices for different amount -Discounts -Low operational costs	- There is no segmented price for new and old client - Lack of Taxes free if the person buy in large amount
Place		- Lack if website visitor, social media presence, promotion discount and loyalty program
Promotion		-Since this company is still new so the they have less staff as well as online customer support. -Absence of PR

Table 3 Swot analysis

Source : Own processing

Strengths

Our new product should be built around two concepts: satisfying the need or demand of a specific target audience and doing so with a unique selling benefit. This requires conducting focus groups and surveys of potential customers and a thorough examination of your competition. Our strengths might include your price, perceived value, customer service, unique features, online or retail store availability or a warranty. Marketing messages should communicate our unique benefit, rather than just our features. Create strength in our profitability by effectively managing our cost of production and using distribution channels that give us the biggest sales volumes at the lowest prices.

Weaknesses

A weakness related to a new product launch doesn't necessarily mean you've done something wrong – it might just signal that your competition has an advantage you have to overcome. For example, until you gain market share, you might need to spend more on marketing and give away more free samples. You might need to sell your product at break-even or at a loss for a short time to introduce yourself to customers. If your competition has negotiated exclusive endorsements and distribution agreements, that will further weaken your position. Even if your product is as good as or better than the competition and competitively priced, customer brand loyalty is hard to break. Use free sampling and the endorsements of trusted individuals or group to combat this challenge.

Opportunities

Because we've got a new product, you have some built-in opportunities. Early adopters and influencers like to be the first to try the hottest new thing, telling the masses who follow the lead of these groups their experience with a new product. This allows you to set your prices higher for a short period if competition isn't an issue. If you have lower overhead costs than a mature competitor, you might be able to price yourself more competitively. Take advantage of the media's interest in new products by mounting an aggressive public relations campaign that educates news outlets.

Threats

Once we enter the marketplace, our competitors will likely react. One of the biggest threats you face is your competition changing the playing field after you launch. We have to have backup plans for our pricing, promotion and distribution channels so we can respond to

competitor changes. We have to Consider launching in a few test markets to see how our competitors respond before we roll out our entire marketing and distribution campaigns.

4.3 Market Evaluation

Segmentation is an important marketing technique that helps you reach each group of potential customers with an approach that appeals to them. Evaluating each segment ensures that your company doesn't waste resources on segments that won't buy your products. You have to match the characteristics of the marketing segment to the qualities of your product and the abilities of your company to achieve your sales performance objectives.

Market Potential

You can evaluate the market potential of a segment by looking at the number of potential customers in the segment, their income and the number of people in the segment who need the kind of product you offer. A market participant is one who is going to buy such a product, and the total number of participants times their purchases forms the total market. A market participant has to need the product, have the ability to pay the price of the product and has to want to buy the product. Evaluating how many such people are in each segment lets you gauge the potential market.

Sales Potential

The sales potential is the share of the potential market of a segment that your company expects to achieve. You can estimate your company's share based on your performance in other markets, or you can build up your share by asking how much of your product you expect an average customer of a segment to buy and multiplying by the total number of customers. The result of this evaluation gives you an idea of how valuable each segment is to your company.

Competition

A key factor in the evaluation of each segment is the competitive situation. If the total sales of existing suppliers are below the market potential, then you can achieve sales without taking business away from competitors. If the sales of your competitors are close to the market potential, then any sales you make will result in fewer sales for them. This means you will

have to lower your prices or spend more money on promotion to achieve your sales potential, and it makes the segment less valuable for your company.

Cost

Some markets cost a lot of money to service and this affects the value of the segment. If you physically have to deliver large items over long distances, the freight costs will be high and the resulting prices may put your product out of the reach of the customers' income range. If the cost of the promotional campaign you think is required to introduce your product to a particular segment is high in relation to the expected sales, then the value of the segment is low. Your evaluations identify the segments which will be the most valuable for your company.

4.3.1 Market Segment Attractiveness

Those keywords that Internet users put in mostly to search engines as search queries are the important source of data for any online marketers and they allow gaining significant insights from particular segments. The good news is that those data regarding search queries are available which enable analyzing them properly in order to decide whether there will be potentially an Albanian demand for shea butter products coming from online channels. And

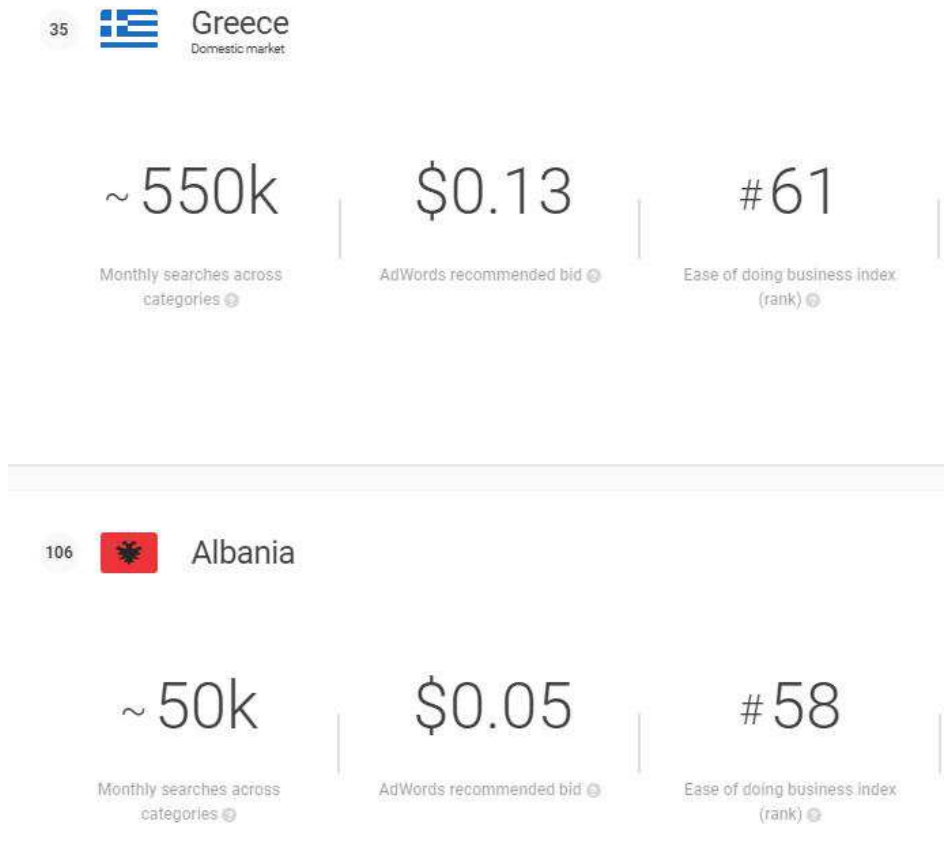


Figure 10 Monthly searches of specific keyword

Source : Google Global market finder

for this purpose, “Global market finder” from Google, will serve to explore the potential of the target market related to our product searching. It indicates various useful data related to selected keywords for selected regions.

From Global Market Finder we can compare results of the same keyword that presents our company in search engines. For example in Greece there are 500k monthly searches across our category more than in Albania. While the recommended bid in Albania is way cheaper than in Greece. This tells us that the competition in Albania is much smaller than in Greece for our company, and we can use that as an advantage.

Results are ranked according to opportunity which particular countries present. This opportunity is obtained from the ratio of local average monthly search volume and average CPC (cost-per-click). The desirable state is the big volume and small CPC. Keywords that were entered in the input table were automatically translated into other languages so that besides already selected market.

4.4 Keyword Analysis

Keyword analysis is the process of analyzing the keywords or search phrases that bring visitors to your website through organic and paid search. As such, keyword analysis is the starting point and cornerstone of search marketing campaigns.

By understanding what queries qualified visitors to your website type into search engines, search marketers can better customize their content and landing pages to drive more traffic and increase conversion rates. For this reason, keyword analysis is an important skill for both SEO and PPC experts.

Keyword analysis helps to increase conversions, find new markets, and optimize spend, but it requires time-consuming examination and decision making to beat your keyword competition. The Google Keyword Analysis Tool takes the analysis of your website keywords a step further by not only analyzing your keywords, but also suggesting actions and automating your activity for the best efficiency and results.

Do you really want to look at spreadsheets and graphs for hours a day every day? And after that, what comes next? Google eliminates this time waste, streamlining the process of analyzing keywords, highlighting the vital marketing performance metrics, and prioritizing actions to greatly improve your efficiency while simultaneously improving your PPC performance.

The Importance of Keyword Analysis

Marketing is inherently analytic. Field-testing marketing outreach and marketing performance is key to optimizing budget allocation and market reach. Search marketing is no different, and since keywords dictate your entire search campaign, keyword analysis should be your primary focus. Analyzing keywords allows you to:

- **Optimize Spend:** Distribute more budget to successful keywords and eliminate wasteful spending on those that aren't producing results
- **Increase Conversions:** Identifying and focusing on well-converting keywords is good for conversion rate optimization and return on investment (ROI)
- **Eye Trends:** Knowledge of keyword search frequency provides insight into market behavior which you can apply to multiple aspects of your business
- **Prioritize Your Time:** Keyword performance guides campaign importance--spend your time optimizing areas that have the biggest impact on your bottom line
- **Find New Markets:** Use keyword analysis to expand your long tail efforts and discover more specific keyword queries and corresponding warm leads

Despite all the benefits, most search marketers don't spend nearly enough time on keyword analysis because it's time-consuming and repetitive.

Improved search engine visibility rarely happens overnight. Continually adding new, keyword rich content to your blog or website over time will improve your search engine ranking and attract more qualified traffic to your site.

Two reports in Google Analytics can help determine if this is happening. The first can be found at Traffic Sources > Search Engine Optimization > Queries. This report shows your site's average ranking for any keyword that "resulted in impressions, clicks and click-throughs." You can see if you're moving up or down over time.

There is a tool suitable for the needs of keywords analysis available online. It is “Google AdWords” and its “Keyword planner”. This tool allows to insert wide range of keywords and to analyze search volumes in a particular country that is chosen in the selected language.

Top Phrase Match Keywords				
#	Keyword	Volume	CPC (USD)	Search Trend
1	shea butter	60500	1.08	
2	african shea butter	9900	0.37	
3	raw shea butter	8100	0.86	
4	shea butter for hair	6600	0.85	
5	cantu shea butter	5400	0.22	
6	what is shea butter	4400	0.63	
7	shea butter benefits	4400	0.78	
8	shea butter for face	3600	1.09	
9	unrefined shea butter	3600	0.93	
10	shea butter lotion	2900	2.31	
11	organic shea butter	2400	1.37	
12	shea butter walmart	2400	0.25	
13	whipped shea butter	2400	1.01	
14	shea butter soap	1900	1.01	
15	pure shea butter	1900	0.95	
16	shea butter for skin	1600	0.91	
17	shea moisture raw shea butter	1600	0.62	
18	raw african shea butter	1600	0.50	
19	shea butter for acne	1600	0.85	
20	shea butter shampoo	1300	0.72	

Table 4 Keyword Analysis

Source : Own processing

In this manner the keywords analysis of our company was conducted using a Keyword planner from Google AdWords. Following keywords were selected by the mix of our company product range, competition scanning and keywords ideas offered by Google AdWords

Last but not least we will also use google trends.

Google Trend is a free Google tool that provides a comprehensive insight into online search searches, useful for marketing research and for assessing global trends. The tool lets you know how many times a term is used over a period of time and in a particular geographic area. You can also compare different terms to see its popularity.

The Google Trends home page includes news, charts, and more. By clicking on the Trend home page, you can find topics by topic filtering for the period that interests us. Always in Trend, on Explorer, you can type a term and evaluate the search volume by filtering the location, time range, category, and search on Google (Search, Images, News). Google Trend also proposes related research and regional interest. By adding more terms, you can compare the arguments, or you can compare a word search at different time intervals or locations.

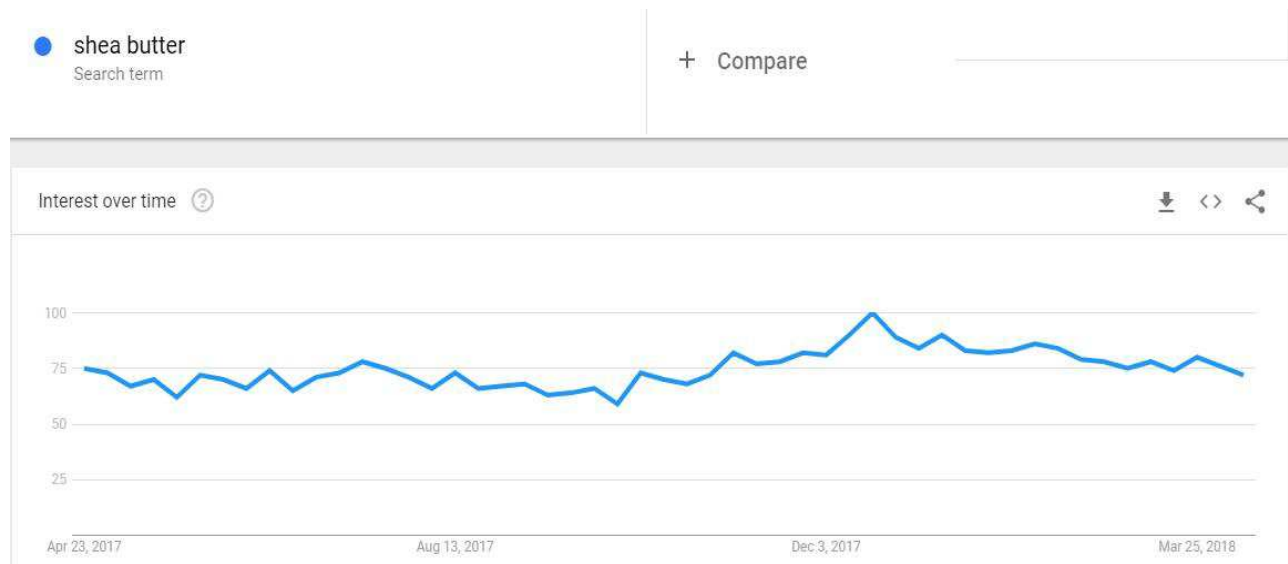


Figure 11 Interest of time of specific keyword

Source : Google trends

4.5 Customer Evaluation

What's the right path for our business or organization? Before we launch a new store, product or service we can change up our website, or introduce new pricing. One of the most important thing to do is the use of a marketing survey to check in with our target audience.

Online marketing surveys make it easier to know our customers and make informed choices for our business.

4.5.1 Online Survey

Online survey that was developed is a very general one and it aims to trace down some of the final traits of Albanian on-line client behavior with many specific queries.

The target audience was a general public with not many specifications. The survey was developed via Google forms tool and it was distributed through social media.

The overall outline of the survey is attached within Appendices of this thesis. In this questionnaire participated 201 people, of whom 72 were male and 128 females. the dominant age of respondents includes age groups 15-26 with 50.5%, and the rest is 48% age group 26-45. Since the questionnaire is distributed among people who are thought to be online buyer of various healthcare products we are capable of assuming that there is a high probability that our typical online client is a girl or a middle-aged woman.

How often do you shop online?

196 responses

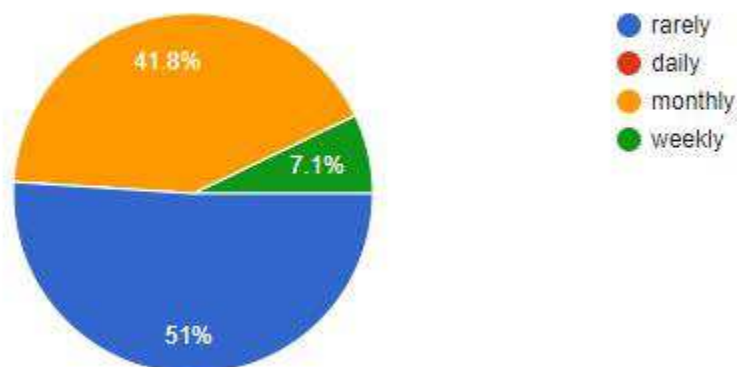


Figure 12 Trend of shopping online

Source : Google forms

Almost 50% of respondents have shown that they make online purchases very often, 10% each week, and the rest almost every month. This is a very important indicator for this research as our product is a product that should be purchased at least once a month by a customer. Being a luxury product would be enough enough to offer a loyal customer every month.

Do you make an online research before purchasing the product you are interested in?

197 responses

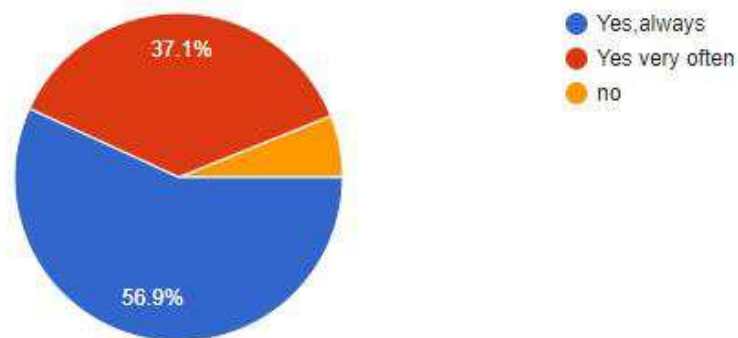


Figure 13 online survey

Source : Google forms

An even more important detail is that over 50% of respondents always request online information before they buy an online product. So here we can understand that the company's focus on an effective online marketing strategy would be very lucrative. Less than 10% of respondents did not ask for online information, so we can say that this part of the population is not included in our target group.

When using search engines(when you google), do you put emphasis on the website position within search engine results page?

197 responses

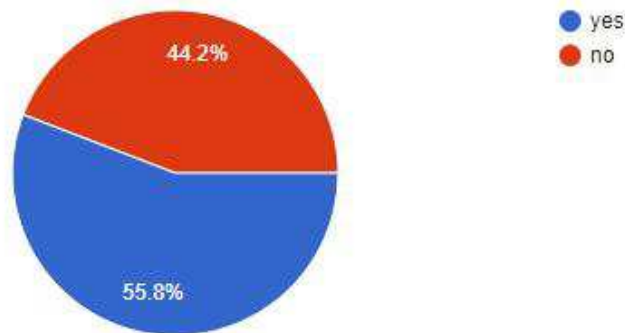


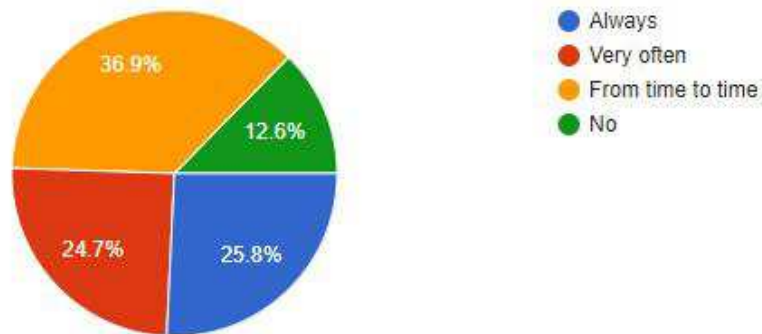
Figure 14 online survey

Source : Google Survey

Responses to this question also point out that a good management of key words is never excessive in a marketing strategy. In addition, we need to increase the visibility of our brand, we must work in an organizational manner and need to upgrade the keywords in a disciplinary manner using SEO optimization. Keywords should not be treated as universal changing but an expert should make periodic studies in this area.

As for our customers, a very important channel of communication is social media. Most of them do so before making an online purchase for social networks. In most cases, social networks are broadcasting the right information that encourages these consumers to buy. only 13% are the share of consumers who do not rely on social media purchases. And yet it is very important and vital for our business that the context and information distributed to social networks be well-anticipated and effective. As shown below:

Do you check social media profiles of the company before making the purchase?



Have you ever made an online purchase based on the information you got through social media?

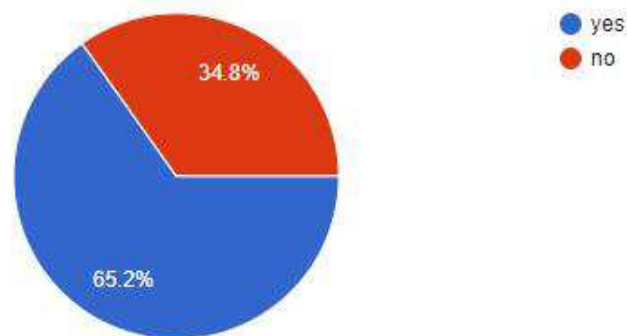


Figure 15 Online survey

Source : Google form

The very last question of the survey (to check the overall survey outline see the Appendices) was aimed to examine the awareness of Albanian people about Shea Butter products (see figure below) . The result we obtained is truly the unambiguous one.

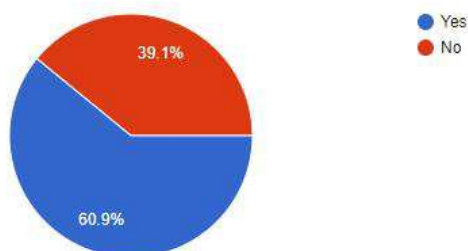


Figure 16 Online survey

Source : Google forms

4.6 Evaluation of Competition

A good market study is very important for our company. Beyond that, it is imperative that before the business cycle starts, we need to become acquainted with the potential competitors who can harm us or even replace our product line. Normally a benchmarking process is definitive in our case, but how to organize this process? Since our product is very specific, and on the other hand, the strategy we are working on is limited only on the internet and is not a general marketing strategy I have decided to use the 'best in class' benchmarking method

We will try to find the best possible competitor, The highest current performance level in an industry, used as a standard or benchmark to be equaled or exceeded. Also called best of breed.

The best way to develop this benchmark for companies in the internet is to find the best keywords in google search. The keywords I have decided to use are "shea butter albania" as our products are made of shea butter and also the keyword 'albania' specifies the location of the market where our research is happening. The company that appears first in the google search list will also be the best in class company we will investigate and compare.

After the search these are the results:

Produkte Natyrale - SHEA BUTTER

www.produktenatyrale.com/ProdukteInfo.php?pid=356 ▼ Translate this page

Shea Butter, Super ushqim për lëkurën tuaj Gjalpi Shea është një nga mrekullitë e natyrës, por ajo është një nga mrekullitë më të veçanta të saj, gjalpi nxirret nga Arrat e pemës Shea. Është përdorur për ... Gjalpë Shea është nxjerrë nga arra e pemës Shea (parkii Butyrospermum), e cila rritet në Savanat e Afrikës Perëndimore.

Body cream with Shea butter - Silcare Albania

<https://silcare.al> > Higjeha ▼ Translate this page

Gjalpë Shea përmban filtër mbrojtës 3 - 4 SPF (UVB), i cili ndihmon në mbrojtjen nga djegiet nga dielli. Balsam i butë, delikatë cilësi Silcare e bën produktin të përkryer absorbues dhe lëkura është krejtësisht e butë dhe e lagur. Aroma delikate e qumështit të vaniljes mbetet për një kohë të gjatë. Si të përdorni: masazh në ...

ebuy.al - Ju ben te lumtur - L'Occitane

www.ebuy.al/Store/ManufacturerProducts.aspx?mid=37 ▼ Translate this page

Vaji esencial i Immortelles është dyfish me efikasë se vitamina E. Perberja e kremi i lares - Krem i lares për lëkurën Divine. 4,900 L [36.2 €]. Vaj i lares për lëkurën, garanton butësi të mendafshite në lëkurën tuaj dhe rehati për lëkurën. Shea Butter Shower Oil. 2,590 L [19.1 €]. Skrub për trupin aq i pazevendësueshem dhe me ...

SHEA BUTTER, GJALPI I MREKULLISE - Produkte Natyrale M&D

produktenatyrale-m-d.com/product/shea-buttergjalpi-i-mrekullise/ ▼ Translate this page

Shea Butter është nxjerrë nga arra e pemës Shea (parkii Butyrospermum), e cila rritet në savanat e Afrikës Perëndimore. Emri anglisht Shea vjen nga emri i saj Bambara "sii", që do të thotë i shenjtë. Si një pemë e shenjtë, ajo është trajtuar me respekt të veçantë Shea Butter ose gjalpi nga pema Shea, është një nga ...

Figure 17 Evaluation of competition

Source : Google search

Now that we have identified the best in class we need to make a simplified analysis of how this company uses the internet for marketing. "PN" is a small family business established in Tirana in 2010. If we look closely at the online channels selected by this company, we have a website with a pretty informative set, their product line is very pronounced and the information given is pretty useful. The design used on the web is not quite attractive but apparently the company has decided to give more importance to the content than the design.

To know more details about our competitor I will use spyfy.com

SpyFy is a very powerful All-in-one "Spy Suite" that let's you tap into your competition to find or even replicate and profit from their successful e-ad campaigns.

For example, I personally use SpyFy to look at my competition to see what is working in a particular niche and then just copy the ad (Change a few things around of course).

SpyFy also let's you find proven products based on trending topics on Youtube, Facebook Ads and much more.

From spyfy.com data we understand that the company "PN" has a strong presence on social networks. 100% of their clicks are organically uninfluenced by various payments.

This company does not use PPC and their site does not have a high traffic. Most web traffic appears to be generated by social networks.

The facebook site possesses approximately 7,000 followers. The content on social networks is updated every day. The content is also very rich with different types of media.

What makes me more impressive is that especially on facebook "PN" has a very fast interactivity with customers.

However, it seems clear that even though the site does not use SEO or PPC strategy, it has achieved great success and it seems that customers tend to buy online influenced by their social networks.

4.7 Evaluation of current state of online marketing

Analyzing the current situation of our brand will be short as there is not much material to analyze. Currently there is a website built in 2017 for Albania. The site introduces a modern, appealing layout for the client but with a lack of information updating.

The site needs a day-to-day management. The biggest shortage on the site is that so far there is no e-commerce area involved.

A clear promotional plan for this web site is expected to be presented to the company's representatives.

Although The company has a nice presence in the social medias as instagram and facebook.



Figure 18 Social Media Insights

Source : Instagram Insights

5 PROJECT PROPOSAL

5.1 Introduction

Online-marketing planning, in essence, will draw on everything we know about planning for conventional marketing disciplines and amalgamate the methods, benefits and expediency of IT and knowledge-network based solutions.

The mission of this proposal is to create a marketing strategy for the company "Shaka Zulu". After we have analyzed all the digital assets of the company we will try to upgrade the digital tools and create a powerful presence in the network. In this chapter we will define the activities needed to be implemented in order for the company to withstand competition. A very important part, apart from the activities, is budget planning and risk forecasting and cost of time. Based on the theoretical part and in the analyzes carried out earlier this chapter focuses on two main points:

- To create an Integrated Digital Marketing Scheme and plan, this plan will be Build a Comprehensive Website , Social Media optimization, Content Marketing, Paid Search Marketing
- To develop any possible offline activity that can be utilized in the social media and this part will categorized in Promotion part.

5.2 General objectives

When talking about customers we should be clear that there are 2 types of clientele B2B and B2C. The strategy should attract both of this costumers . Strategic approach towards both types can be a little bit different for this 2 kinds, but the strategy proposal itself is designed in a general way to fit both B2C and B2B customers without any further specifications. Anyway a higher engagement is expected from the area of B2C .

The strategy directed in the market development should be focused on the gain of more and more traffic of visitors in all our digital channels,so mainly the strategy should be "SMART":

S –company website traffic increase

M – number of unique visitors throughout the year

A – search engine marketing, social media marketing, online PR...

R – appealing website with a great potential already in place

T – 1 year

This objective should be integrated with all the digital tools used. Network traffic needs to be meticulous and translated into a real revenue. Below we will continue with some indicators defined by those who will be periodically used to analyze the development of this proposal.

5.3 KPI

Before explaining each of these metrics in detail, I want to introduce a principle that applies to every aspect of business: Your business will produce more of whatever you measure.

Or, to put it more simply, “What you track is what you get.”

This becomes particularly important in PPC advertising, where you are paying for every click, and there is an opportunity cost associated with every lead—you can’t afford to spend your time optimizing for the wrong metrics.

1. Traffic

Traffic metrics like clicks, clickthrough rate (CTR), and cost-per-click (CPC) are some of the easiest metrics to track. Since you are paying per click, every PPC platform automatically tracks this for you.

If you’re new to analytics, traffic metrics are an easy way to get your feet wet. It doesn’t take much to look at your traffic and determine which campaigns are driving the most clicks for the lowest cost.

They give vital feedback on which ads are being seen and whether or not those ads resonate with viewers.

This, in turn, allows you to identify and eliminate unproductive keywords, recognize and expand on new niches, and better customize ads to match customers’ interests.

2. Conversions

. To ensure that you’re getting the right traffic to your site, you need to track conversions.

However, it's not enough just to track some of your conversions—you need to track everything. What Percentage of AdWords Accounts Have Properly Implemented Analytics?

So, why is it so important to track conversions?

Well, traffic metrics tell you what your audience thinks of your ads—conversion metrics tell you what your traffic thinks of your landing page. When you are paying for every click, you need that traffic to do something that benefits your business.

Conversions aren't as easy to track as traffic, but with just a little upfront effort, they can be a very low-maintenance metric.

3. Return of Investment

If there's a golden metric out there, it's return-on-investment (ROI). Chances are what you really want out of your marketing campaigns is not visitors to your site or extra subscriptions—it's profit! So, if what you track is what you get, start tracking revenue!

Base on this famous KPI and looking at the nature of our business I am presenting you the KPIs I will use and their desired Level.

KPI	1Q	2Q	3Q	4Q
Visits	7500	13500	17500	22000
%New Visits	90%	80%	70%	60%
Pages/Visits	5.2	6.5	7.5	8.3
Av. Visit Duration	2:30	4	6:20	8
Bounce Rate	50%	35%	25%	20%
Conversion Rate	1.5%	2%	2.5%	3%

Table 5 KPI

Source : Own Processing

Normally, each online media will have the respective indicator. This is a table with a general indication of the indicators, and is important for the fact that sets a time limit, ie for every quarter of a year.

These KPI indicators should be achieved by targeting the target group with the exact use of any medium we can. Visits to the network need to increase during the implementation of the strategy. Bounce rate represents

the share of visitors who do not click on any subpage and leave the website from the landing page and this number should be reduced as much as possible. vonversion rate is the most important KPI because it shows how many visitors did the desired action by the company.

5.4 Financial Perspective

These indicators will be place into money perspective by adding the item “estimate of average order value” and a simple conversion-based model will be assumed.

Given that we will operate with B2B and B2C clients we can assume that the average value of an online order will be 30 Euros.

On the table below an expected revenue scenario is shown.

		Q1	Q2	Q3	Q4
Acquisition	<i>Expected number of visits</i>	7500	13500	17500	22000
Conversion	<i>Expected conversion rate</i>	1.5%.	2%	2.5%	3%
Sales Value	<i>Average order value estimate</i>	30	30	30	30
Revenues	<i>Expected revenue estimate</i>	3375	8100	13125	19800

Table 6 Expected revenue

Source : Own processing

The sum of the revenue expected would be 44400 euro in the end of the forth quarter.

This preliminary state of affairs doesn't count with the value perspective since it will be treated in

the last section of the project unit assessed along with time and risk factors. This is simply an easy future outlook of desired expected revenues levels that might be ideally achieved through the effective net promoting strategy implementation within the corporate.

5.5 Desired Visitors behavior

Tracking user behavior is very important for the success of your digital business, not only because it enables you to understand what visitors are doing so you can improve your performance, but testing also confirms that previous user behavior is the best indicator of future behavior. It's a better indicator, in fact, than knowing demographics.

While the ability to understand statistical metrics such as the number of unique visitors are coming to your site, what pages they are landing on and leaving from, how long they are remaining on your site for, what keywords people are searching for, page views, referring websites, etc.

Different customers could have completely different incentives and final conversions could slightly vary for every group of target guests. It's helpful to summarize this sort of things into Associate in Nursing organized table that would clearly indicate partial objectives for various teams of users.

Objectives		Target Visitors	Conversions
Primary Objective	Sell Assortment online through Albanian E-Shop	Cosmetic/healthcare users	To buy product(s) via e-shop
Secondary Objective	To strengthen B2B contracts	Wholesale Buyers	To send an inquiry about possible cooperation
Secondary Objective	To increase number of registered users	Cosmetic/healthcare users	To register an account on the website

Secondary Objective	To increase number of followers in social media	Cosmetic/healthcare users	To subscribe in social media
Secondary Objective	To increase the engagement level	General public	To leave a comment in forum or social media
Secondary Objective	To increase number of website contributors	Cosmetic/healthcare users	To write an article to the blog
Secondary Objective	To increase number of opt-in email subscribers	Cosmetic/healthcare users	To subscribe for e-mail news
Secondary Objective	To increase brand awareness	General Public	To read the subpage "About us"

Table 7 Visitors Behavior

Source : Own processing

As the table above suggests, it is very important that the objectives are not limited to the sale.

5.6 Marketing Strategy

The formal definition of the marketing strategy involves the commitment to stop and analyze critically, the market in which it operates, realistically thinking about the various elements of the activity and its ways in which digital marketing can help achieve goals. A good web marketing strategy in addition to the presence on social networks, must necessarily provide a corporate website, well indexed on search engines and a blog. Indeed, we can not deny that content has now become a fundamental part of any web marketing strategy. After processing All this information we start creating an action plan.

5.7 Action Plan

After all, by now you've probably read so much about content marketing strategy, business marketing, social media tactics, search engine tips, and reeling in that customer base– that you're just left feeling overwhelmed and not sure of what needs to be done.

When you feel like this, it's important to take a step back and create a marketing plan.

In this chapter, we're going to take a look at all the online tools that we will use for the online strategy ,and use this plan to hit your marketing goals.

5.7.1 Website Marketing

Local Webhosting

Our company is now in the phase of creating the website, so we can not suggest a new domain name because domains are now purchased and the name of the website represents the brand name of our company. Anyhow what we can suggest is the acquisition of a local webhost from a local webhosting provider.

This is a small detail that needs to be changed but can help a lot. The probability that search engines give priority to localized sites in the specified market during search is pretty large. In a local webhost the site will be accessed more quickly by users and this is of great importance. this is a small investment that may seem irrelevant but has great benefits.

Additional Categories

My goal as a marketer is not just the sale of products. As i mentioned before, we want to create trustworthiness, perseverance, and especially a regular clientele. My second goal after sales was to keep the client's interest in the web. So I suggest that the web site be rich with different categories to provide broad information related to our products, and not just an e-commerce site where you can buy something. The content of the website may include information related to the use of our products, how to use it, how to use it in the most optimal manner. One such suggestion would be to create a blog although we will talk about this topic below ...

Product Reviews

Our product line is not very wide but this does not hinder the fact that customers need to comment on certain products. Express their opinion and give feedback on our products and their use. This is a potency that increases page interactivity and increases the time each user visits. So a space for visitor reviews would be a good suggestion.

B2B contact form

B2B customers for our company has great significance.

Because if we were successful in B2B sales we would also have great revenue gains.

Therefore I suggest that besides the area of contact on the website, we also create a specific interface for B2B contacts. The site would be a simple form that enables easy information transmission and contact with the company's representative.

Responsive Design

Nowadays we have a multiple range of devices from which we could acces the web. So that's why our website should have the proper adjustment for all of these devices.

Testimonials

Placing the costumer reference somewhere on the layout of the website it would be very smart. This will have the effect of an ad and could help attract costumers or make the visitors purchase faster from the website.

5.7.2 Search Engine Optimization

Definitely SEO is one of the most important processes in that strategy. It is also a process that requires time and money costs because it is not suggested to be made only once but it is suggested to be periodically done. To help the company have a better rank in the search engines this is what I suggest an SEO manager should do:

Keywords

Everything has to do with key words. It is very important to integrate key words into many parts of the web site. A small list of relevant key words was first introduced during the analysis process, that list is important to be periodically analyzed, keywords added to or discovered new words. Such a list serves for effective optimization.

HTML elements

The optimization should start from scratch ,and this is some suggestions made for the web developers:

- Readable URL – example – www.shakazulu.info/category/sheabutter-cram/
- Alt attribute with images –text describing an image should include keywords – sheabutter.jpg
- Tag <TITLE> - this tags should include keywords also because they appear in first row in search engine results

Copywriting

Content and SEO go hand-in-hand. Without one, your efforts on the other are seriously diminished. For example, your keyword research won't do much good unless you then use those keywords in your content. And, creating content without knowing what your audience is looking for will leave you without any significant traffic. Beyond that, high quality content is what earns you backlinks, and it's also what search engines crawl when they arrive at your site.

LinkBuilding

Link building, simply put, is the process of getting other websites to link back to your website. All marketers and business owners should be interested in building links to drive referral traffic and increase their site's authority.

Why build links? Google's algorithms are complex and always evolving, but backlinks remain an important factor in how every search engine determines which sites rank for which keywords. Building links is one of the many tactics used in search engine optimization (SEO) because links are a signal to Google that your site is a quality resource worthy of citation. Therefore, sites with more backlinks tend to earn higher rankings.

5.7.3 Content Marketing

Blog

The blog is a great way to increase the visibility of our brand and at the same time to increase sales. I suggest creating a blog rich with information about our line. Information is not necessarily transmitted directly. The blog can include articles or guides on shea butter history or even tutorial on how to use this product. An even more important detail is that in block users can be able to create their content. They can for example write articles on how they use the product line or what they think about the results of these products. And the last but not least the blog would be a fantastic platform for the backlinks mentioned earlier.

Forum

Creating a forum is also a good idea. In the forum, visitors can ask questions that are not included in the FAQ section on our website. They may also ask the company's representative for information on product composition, discount price opportunities, or bulk purchases.

Tutorials

Nowadays, creating tutorials in different social networks is a big trend, especially when it comes to cosmetic products. Therefore, I suggest that tutorials be included in the content of our web site. Tutorials can be created by the company itself, but on the other hand it is also given the opportunity to customers to upload their tutorials. In this way our site turns into a creative platform.

Microsites

Microsites are webpages run on separate domains dealing with particular topics referring to the parent site. Microsites, if built properly, have a good value for SEO and help to transfer traffic to the parent site as they are built in a way to get high rankings for specific relevant

keywords. In our case Shaka Zulu company may set up microsites for each type of cream it offers.

RSS

To help XY company website visitors to get latest news from the website immediately implementing of RSS is recommended. It is a simple feed-based system that informs its subscribers about newly published content at the website in a brief format with basic info (e.g. new blog post, new tutorial published etc.). RSS reader, a simple panel summarizing latest feeds, can be located wherever on the website, ideally below the current vertical menu on the left side.

5.7.4 Social Media Marketing

Social media often feeds into the discovery of new content such as news stories, and “discovery” is a search activity. Social media can also help build links that in turn support into SEO efforts. Many people also perform searches at social media sites to find social media content. Social connections may also impact the relevancy of some search results, either within a social media network or at a ‘mainstream’ search engine.

This sector has grown faster than the Internet itself. Within the first ten years of being publicly available, the Internet managed to gather roughly 1 billion users.

Facebook

Facebook today is a must have tool for every company. It is number 1 platform for brand recognition around the world. With a live content with a day-to-day management and a coherent online promotion, the number of followers grows organically. Once the facebook page is created it will be used to distribute the entire above mentioned container, so it is very easy to reach these social users. A coherent daily page update and consistent communication would have a great effect on our brand visibility. Although I believe a well-managed site is able to create a follow-up naturally I think a paid budget for optimizing ads on Facebook never goes wrong. Especially in the first month as the brand is introduced in the market.

It is important to ask questions and tell stories as well to gain the engagement. There are countless ways of creative use of Facebook, it just takes some time and little thinking to invest. There are many ways we can create noise on facebook. One of the activities I suggest

is a competition of the best tutorial for example. Or a short interactive quiz. Where the winners take our products as prizes.

Instagram

While Instagram may not seem like a search engine, it does still have a search function, and the most popular search is actually hashtags, or what you can think of as keywords with ‘#’ in front. You want to utilize the hashtags that are getting the most search volume and that are relevant to your photos for maximum exposure. The cool thing about hashtags, as opposed to keywords, is that you can add as many hashtags as you want right at the end of your post. No need to naturally squeeze them in or worry about keyword stuffing—simply listing the hashtags at the end of your post is totally acceptable.

For many businesses, Instagram is all about connecting with the audience through stories, relevant photos, utilizing the right filters, and getting the images out to the right people, and then the next step is oftentimes paid advertising. While all of these things should come first, your next step needs to be utilizing Instagram’s features that were created specifically for businesses. These features allow us to see metrics on how certain posts are performing ,so they’re essentially the Insights option of this social platform, and they’re available to everyone.

Influencers are Instagram power users with a large following of people who, as you may have already guessed, they have a lot of influence over (think: celebrities, well-connected people). Businesses can partner with influencers within their niche and in turn, the influencer promotes the business.

Youtube

YouTube channel should serve as a hub for all video materials published by Shaka Zulu company.

5.7.5 E-mail Marketing

The power of a B2B email marketing strategy is inherent within the distribution lists we build around it. These lists of email addresses should be developed with care, and should be curated and tagged appropriately, that way when it comes time to email our intended audience, we've sent the appropriate email to fit our objective.

A lot of companies build lists based off new and old clients. Others build lists based off other things. Ultimately, the lists we will build will be specific to our business or industry, and will be designed toward a specific objective.

When it comes to B2B communications monthly sending of e-mail newsletters to registered subscribers who used website registration form is suggested.

Imagine if every time we generated a new piece of content for our company's blog, an email newsletter was sent out to everyone on our subscription list. This is the idea behind an RSS-to-email feed for our email marketing strategy.

The beauty behind this strategy is that it's completely up to us to decide when and how often an email subscriber gets hit with our content. The key to creating an RSS-to-email feed is to always allow our reader a chance to opt in or opt out. Chances are if our content remains relevant and of good quality, the reader will continue to tune in each and every time our RSS-to-email feed goes to work.

5.7.6 Online PR

As an online PR strategy I think the best action to do is keep an effective communication with trend-setters.

The most famous Trend-setters in our market, that are also big influencers of our kind of industry are:

-Famous social Media Pages

-Fashion/Beauty Bloggers

-Lifestyle Magazines

As I mentioned above, co-operation with influenza instagrams would be pretty effective.

Perhaps this collaboration would be short-term and not long-term, but it is very necessary

when the company needs to be introduced to the market. PR articles in various online magazines are also a good suggestion. At a little cost, you can pull a large part of the targeted target group. On the other hand, bloggers are a very powerful asset, because cooperation with them can be different. Bloggers can help with the advertising of our products, but their collaboration for creating tutorials would be interesting.

5.7.7 Display Advertising

Following what I wrote before. The cooperation with trend-setters would involve the creation of the necessary online space for ad display. It could be pictures or banners.

5.7.8 Summary of the online tools

Online Marketing tool	Structure
Website Marketing	local webhosting, product reviews, B2B contact form, search configurator, responsive design, testimonials
SEO	on-page optimization, off-page optimization
Content Marketing	blog, forum, tutorials, microsites, RSS
E-mail Marketing	newsletters, promotional e-mails, notification e-mails
Online PR	trend-setters communication
Display advertising	Banners, photos

5.8 Cost – Time – Risk analysis

So far, we have conducted numerous analyzes to complete the proposed project. It is of vital importance to examine a cost-benefit analysis and risks that can be anticipated during project implementation.

5.8.1 Cost Analysis

A cost analysis (also called cost-benefit analysis, or CBA) is a detailed outline of the potential risks and gains of a projected venture. Many factors are involved. We will include some abstract considerations that will make the creation of a CBA more of an art than a science, though a quantitative mindset is still a must-have.

I will continue with the creation of two scenarios which consist in the project costs estimation as shown below. The first Scenario is when the strategy is implemented by an internet marketing specialist and the second one is when the implementation is done from an external Agency.

Tool	Expected Costs (Euro/year)	
	Scenario 1	Scenario 2
Website adjustments	3000	3000
SEO	2000	6000
Content marketing	1500	2000
Social media marketing	800	1500
E-mail marketing	1500	2500
Online PR	1300	2300
Display advertising	2900	3300
Labor costs	3000	0
TOTAL	16000	20600

Table 8 Cost scenario

Source : Own Processing

Website adjustments are paid directly and the cost is the same as in both cases an outsourcer is paid. SEO costs are linked to linkbuilding and copywriting. It should be noted that Content marketing relates to the costs of paying for blogs or microsites mentioned above. Social media also includes advertising costs. Online PR includes sponsorship costs and email marketing includes buying a B2B business database.

$$\text{ROI Scenario 1} = (44.400 - 16.000) / 16000 * 100 = 177.5 \%$$

$$\text{ROI Scenario 2} = (44.400 - 20.600) / 20.600 * 100 = 115.5 \%$$

5.8.2 Time analysis

For the Time Analysis I will be using the Gantt Chart Method.

A Gantt chart, commonly used in project management, is one of the most popular and useful ways of showing activities (tasks or events) displayed against time. On the left of the chart is a list of the activities and along the top is a suitable time scale. Each activity is represented by a bar; the position and length of the bar reflects the start date, duration and end date of the activity. This allows you to see at a glance:

- What the various activities are
- When each activity begins and ends
- How long each activity is scheduled to last
- Where activities overlap with other activities, and by how much
- The start and end date of the whole project

5.8.3 Risk Analysis

There are many events that may undermine the correct implementation of our proposed strategy. Therefore, it is very necessary to compile a risk analysis, this analysis would help the responsible person in a lighter management of the events. These potential risks have to be assessed in order to have the general awareness of what can go wrong. The analysis consists again in creating a scenario. Before we prepare the scenario we need to identify the different risks.

After identifying the risks, each of them should be evaluated. The assessment is made on the basis of the probability of happening and the impact that it would have on the company.

Some of the identified risks that may have a high impact on strategy implementation and in the company will be evaluated as follows.

Probability:	Impact:
0,65 – 1,00 High	5 – Severe
0,35 – 0,65 Medium	4 - Significant
0,00 – 0,35 Low	3 – Moderate
	2 – Minor
	1 – Minimal

Risk	Probability	Impact
Major changes in EC Directive	Low	2
Demand downturns	Low	3
Incompetent person hired	Medium	4
Inappropriately set objectives	Low	3
Wrongly set keywords targeting	Low	4
Website breakdowns	Medium	4
Incorrect measurements	Low	3
Incorrect optimization	Low	3
Hacker Attack	Low	5

Table 9 Risk Scenario

Source Own Processing

The list of risks is general. Such events need to be revised from time to time to possibly anticipate the risk of loss. However, the Internet in Albania as mentioned in the pestel analysis is safe and is not affected by many factors. There are, however, a number of external factors that the company "Shaka Zulu" should consider during the work process.

In any case continuous risk assessments should be an integral part of the proposed strategy.

CONCLUSION

Digital marketing is the very innovative and novel concept in the 21st century. Through this form of media products and services are promoted with the use of database-driven online distribution channels to reach consumers in an appropriate, significant, individual, and lucrative manner. The term digital marketing has not any specific definition or meaning but it can be well explained with the examples such as emails, online advertisements, pay per clicks, wireless text messages, instant messages, RSS, blogging, fax, video streams, podcasting, broadcast, etc. All these examples are included in the definition of digital marketing.

Digital marketing has become so powerful network of advertising, that with the introduction of "Double click" strategy of Google for internet, the world has become very close linking to each and every place conveniently. With the help of digital marketing, campaigns for promoting any product through internet has become very cost-effective and convenient.

With the feature digital technology, in digital marketing, the advertiser easily comes to know how many times and how long the campaign has been showed on internet, also it comes to know how many people have seen this campaign, how many responses have received, and how many purchases have been made though online mode. With this fast-end technology, marketing of any particular products becomes easier, the consumers' convenience become possible and the organization makes huge profits, too.

In conclusion, this project has clearly shown that e-marketing impacts upon businesses in a number of important ways. When used effectively, e-marketing campaigns and strategies have the potential to reach customers in a speedy and low-cost manner and can provide promotion for a wide range of products and services. E-marketing also offers businesses the opportunity to garner data about their consumer base to an extent that has hitherto been very difficult to achieve via traditional marketing methods. The development of e-marketing and social media advertising has led to examples of businesses in recent years that appear to little more than categorise and filter information relating to products and services on the Internet, taking a small cut from any transaction that may occur as a result. However, despite the global reach, speed and the extent of information that can be gained from e-marketing there are a number of important disadvantages to this type of marketing that businesses must bear in mind. The technology driven approach of e-marketing leaves certain businesses vulnerable and overly-dependent upon technology. It also empowers dissatisfied consumers to a far greater extent than ever before and can lead to bad reviews that have the potential to greatly

destabilise certain e-marketing campaigns and operations. However, despite these problems it is reasonable to conclude that e-marketing is on the whole a positive development for businesses and that despite certain dangers its impact upon businesses has been largely positive.

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LIST OF ABBREVIATIONS

B2B Business-to-Business

B2C Business-to-Customer

CBA Cost-Benefit Analysis

CPC Cost-per-Click

CRO Conversion Rate Optimization

CTR Click-Through-Rate

EC Electronic Commerce

EU European Union

FAQ Frequently Asked Questions

HTML HyperText Markup Language

IT Information Technologies

KPI Key Performance Indicator

PDF Portable Document Format

PERT Program Evaluation and Review Technique

PPC Pay-per-Click PR Public Relations

RSS Rich Site Summary

SEM Search Engine Marketing

SEO Search Engine Optimization

SERP Search Engine Results Page

SMART Specific, Measurable, Achievable, Relevant, Time-bound

SME Small and Medium Enterprises

TV Television

URL Uniform Resource Locator

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APPENDICES

Appendix PI Online survey form

APPENDIX P I: ONLINE SURVEY FORM

Online Consumer Behavior in Albania

Hello my name is Arel and this is a short online interview which would help me in my master thesis processing.
This is just a prerequisite for my research and hopefully it will lead me to useful insights.
Completion of this survey doesn't take more than few minutes. All data will remain confidential and will be used for academic purposes only.
Thank you for the cooperation!

What is your gender?

Female

Male

What is your age group?

15-26

26-45

45-60

Do you shop online?

never

occasionally

quite often

regularly

How often do you shop online?

rarely

daily

monthly

weekly

Do you make an online research before purchasing the product you are interested in?

Yes,always

Yes very often

no

When using search engines do you click on "sponsored" links as well?

yes

no

When using search engines(when you google), do you put emphasis on the website position within search engine results page?

- yes
- no

Do you check social media profiles of the company before making the purchase?

- Always
- Very often
- From time to time
- No

Which social media influences you the most?

- Facebook
- Instagram
- Youtube
- Twitter

Have you ever made an online purchase based on the information you got through social media?

- yes
- no

Which of this internet marketing tools is more important for your online purchase decision-making?

- Search engine results.
- Social media.
- Display ads.
- Appealing website.
- Rich website content.

Have you ever heard the term "Shea Butter" ?

- Yes
- No

Have you ever heard the brand "Shaka Zulu" ?

- yes

