

Digital Marketing Strategy for Small B2B Companies in the Electrical Heating Industry

Focused on the Slovakian market



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ABSTRACT

In recent years, digital marketing has influenced the way of how products are presented in all business sectors. In this work, the author decided to explore the possibilities of promoting the field of electric floor heating. This type of heating is one of the oldest in the world and its history dates back to 1000 B.C. Underfloor heating arrived in Europe much later, and in recent years the European Union has seen a rapid increase in this industry. Despite this favorable forecast, Zoul, the commissioning company for this thesis is facing a deep decline in sales of these products.

In the introduction, the author observes the historical development of the establishment of the company Zoul. By understanding the background behind the company, the author will gain an understanding of customer expectations and consumer behavior. This chapter also deals with the research question, its objective, and how to conduct research.

The theoretical framework contains a detailed description of the development of electric floor heating from the Bronze Age to the present. By obtaining this information, the author understood the development of the market and the product itself. Such a step helped to create a strategy stated by Zoul, the commissioning company. The author also collected information on digital marketing and used it for research. The content of this chapter was implemented by the author in the next part of the work.

The research was conducted in the form of interviews. The author considered it suitable to obtain opinions and information from people who come into direct contact with the underfloor heating or electrical industry. All respondents chosen by the author have the necessary knowledge to be able to offer an objective assessment of the situation of the company. Every small business that does not use online platforms risks a significant loss of customers. In the penultimate chapter of this bachelor thesis, the author created a digital marketing strategy. Its objective was to increase sales of Zoul products. In order to be able to

meet this goal, the author used the knowledge gained in the literature and through interviews.

The last chapter is the conclusion, which contains the answer to the research question given in the introduction. The author evaluated the process of creating research and its subsequent implementation. The Conclusion chapter also describes the possibility to modify the plan in the future.

Keywords digital marketing, social media, SEO optimisation, underfloor heating, B2B

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1 Introduction

There were a series of movements in the European economy during the 1980s. One of these movement was the processions of privatization. The privatizations were huge in Europe at that time because the ownership of companies had changed from state to private.

In practice, companies were either transferred directly to new owners or transferred to joint-stock companies or sold only partially. Privatization has helped kick-start the European Union's economy and created new jobs and better competition in the market. (Tang, 2000, p. 34)

A decade later, the wave of privatization needed to change and economic reform swept over the newly formed Czech Republic and Slovakia. Businesses moved from state ownership to private ownership. At that time, Czechoslovakia electrical production lagged in the European Union, mainly due to isolation between the Eastern Bloc (Soviet Union) and the West. Due to the privatization that went hand in hand with the opening of the economy to the West, this sector found itself in a deep crisis. Many companies were replaced by international factories who were importing goods from abroad. This import created competition from Czechoslovakia companies which was very difficult to beat. Individual companies in the countries split into smaller units. The electricity industry was eliminated and restructured. Companies bought by foreign investors have successfully survived the process. Total production fell by up to 50% during privatization. Since 1990, there has been dynamic growth in the electrical industry, which continues to this day. (Machek, 2007, p. 23)

In 1992, an agreement was signed between between the Czech Republic, the Slovak Republic, Poland, and Hungary which was based on a free trade policy. These countries were able to exchange industrial products without implementing import duties or taxes. Also, no quantitative restriction was also issued for this type of goods. (International business law of Czech Republic (n.d.).)

Positive dynamic growth with a newly created place in the electrical installation market offered the entrepreneur Jaroslav Zoul an opportunity to establish a company dedicated to the specific production of this type of material. A free trade agreement between the Czech Republic and Slovakia made it possible to include the markets of both countries in this process. Jaroslav Zoul was born and raised in Prague. He was pioneer in this field. Zoul had humble beginnings. He graduated from a technical school where he focused later in life on the production of cables. Zoul found a gap in the market when there was a crisis in the economy, then he started his own company where specialized cables were produced. This initiative filled the gap in the market and there a high demand for cables in the 1990s. His company did not focus on producing cables only, but electrical installation materials as well. He got recognized in the market. He called his company "Zoul" after his family name.

The headquarter was based in Prague. The company operated for three separate years, during which a strong business relationship between the Czech and Slovak markets developed. The company received orders from both countries. It was only a matter of time before this initially negligible business grew.

Thanks to the law on trade between the Czech Republic and Slovakia, Zoul was able to expand into the Slovak market. This step became a reality in 1995. At that time, the company placed special orders for cables to Czech and Slovak production halls, then delivered them to customers. Therefore, a new store was strategically opened in the Slovak town of Dolný Kubín, where the largest number of partner companies and customers were located at that time.

The company successfully fulfilled its purpose until 2012, when the production of specialized cables for the Czech and Slovak markets ended. At that time, the Slovak branch became the property of the new owner and the Czech branch was abolished after the end of production. The new owner, like Jaroslav Zoul, was one of the specialists in special cables. This fact also weighed on when choosing a new assortment with which the company had to replace extinct cables. The company therefore focused on the supply of electrical installation material and, as a main direction, expanded its product range to include heating cables, floor mats and other products associated with underfloor heating. This type of goods uses heating cables that fall under the range of special cables, so the company has still been able to use its potential and high expertise.

Based on an interview between the author of this thesis and the owner of the company, the owner describes the current state of the company as insufficient to survive. The current situation has forced many companies to digitize and convert sales from physical stores online. In the last year, the company recorded a 50% drop in sales, and the company's profit compared to the profit of its competitors of the same size fell by 50% as well. Unless the company increases its sales and thus its profit again, its survival in the market will not be realistic.

1.1 The current challenge of the company

In 2020, the author of the thesis collaborated several times with the Zoul company. The author's main job was creating graphic material as well as advertising products for the company. At that time, the company was considering expanding the department to include a marketing team, but due to the company's financial situation, this plan was not fulfilled. The current situation in Slovakia does not allow the company to continue to sell products in a physical store and therefore sales have moved online. The company's website was updated in 2019 and has not undergone any changes since. As the owner of the company states, the

company did not attach much importance to digital marketing, as the company used word of mouth and email marketing.

Due to the pressure of the last challenging that the company faced during the years, and the company owner's vision that digital transformation and digital marketing might increase the opportunities for the business to keep growth, the company acquired this research.

In the last decade, the company has witnessed digitization that has gained momentum since 2020 due to coronavirus pandemics. Many small Slovak companies have successfully managed to transfer sales from offline to online, but some companies have found this process complicated. The idea of this bachelor's thesis is to bring valid information on how to proceed in creating digital marketing for small companies whose sales are mainly business to business (B2B) and are engaged in the sale of underfloor heating.

The author decided to investigate different ways of visibility online. Due to the financial situation of the Zoul company, it was necessary to find a strategy that would not be financially demanding, and the owner would be able to continue working with it by herself. Therefore, this research will deal with both underfloor heating as well as various ways of digital marketing and B2B marketing strategies. The next step in the research will be the implementation of the strategy created by the author for the company and monitoring the development of sales.

1.2 Research question

The research question of this bachelor thesis deals with the review of digital strategies that could be implemented in the future for small B2B companies engaged in the sale of underfloor heating. Zoul urgently needs to increase the company's visibility and website traffic to generate more sales. Therefore, the research question focuses on evaluating what digital marketing should be implemented in order to increase online sales.

Digital marketing offers small and medium businesses opportunities to compete and attract an audience. Back in the day, big companies have had the biggest share of digital marketing, but now, even small companies have the resources to perform sales and digital marketing processes.

Small businesses have very little recourses. Therefore, digital marketing provides them with cost-effective channels that delivers results.

In addition to this fact, the goal of the research question is to bring up-to-date information and ways of digital marketing. The work also examines whether a digital marketing company can make a profit.

The research question is: How can a digital marketing campaign could improve sales for small B2B underfloor heating companies?

1.3 Research objective

The author has received knowledge and expertise from the business as well as HAMK. The author believes that there are certain ways of improving the business performance and productivity. Hence, the objective is studying the market and finding the right tools to improve the business. The world has become digital, and digital transformation is important for all businesses, from small to big companies to increase productivity and elevate profitability. (Kotler, 2017, p. 62) Businesses should take on digital transformation for many multiple reasons, but the most likely reason is that they have to survive in the market. Sticking with the old and traditional strategies will not increase the business performance, and therefore, it will not survive.

The author focused on increasing sales on the Slovak market, since the company has been operating in it since 1995 and is not considering expanding abroad. In addition to the above objectives, the aim of the work is to explore ways of creating digital marketing, to examine digital strategies as well as ways of creating marketing. The information obtained from the theoretical part will then be applied to the research part.

Due to insufficient already existing data, the author decided to conduct qualitative research. Qualitative methodology is devoted to the collection of descriptive data. This data can be in written or oral form. Using the analytical method, the researcher obtains information based on a sample of respondents. Qualitative research helps answer the question "why" and "how". (Taylor, Bogdan & DeVault, 2015, p. 19)

2 Methodology

The author will use the qualitative research methodologies for collecting data in this research. This method provides insights in the problem and help develop ideas for solving the problem. The data are mostly collected by a verbal form. The author will conduct in depth interviews with a ready list of questions. (Taylor, Bogdan & DeVault, 2015, p. 23)

The author collected data by telephone interviews. The Covid-19 pandemics made face-to-face meetings inaccessible for conducting the research. An advantage of collecting research by phone call were quick access to respondents. The interview was conducted despite the different locations of the researcher and the subject. The author divided interlocutors into three groups. This step was taken to cover the expectation from Anna Fintorova, the company owner, customer opinion about business performance and customer service and

Anton Katrenčík, CEO of a marketing company to confirm the author's theory and procedure for creating a marketing campaign.

1. Owner of the company - this respondent was chosen in order to approach the commission company. Among other things, the reason for this interview was to find out the current situation of the company, its lenses for the future, and what it expects from this research.
2. Head of a marketing company - Anton Katrenčík, an owner of the Digital Story marketing agency, was invited to an interview due to his expertise and experience with companies that deal with B2B. The result of this interview was information on the direction in which the digital marketing strategy should go.
3. Company customers - each company hangs onto its customers. The result of the interview with some customers, whether one-off or loyal, was supposed to be a comprehensive answer to the question "what customers are missing" and how to strengthen their interest in purchasing through Zoul.

3 Theoretical framework

3.1 Development of underfloor heating

Korea was the first country to use an underfloor heating system. This system is called Ondol and its beginnings date back to the Bronze Age 1000 B.C.E. (Sweeney, 2012) Back in the days, open fire was used as a source of heat, while today electricity is the most commonly used. In Western countries, the heat in the underfloor heating is conducted from the inside to the outside. Ondol, on the other hand, conducted heat from the outside to the inside. The hot air was filtered through flues under the floor and created a connection between the furnace and the chimney which was on the opposite side of the house. The smoke heated the stone floor, creating heat in the building. According to Kim Hyelin and Hahm Hee-Eun (2018), the heating of the floor allowed the inhabitants to sit on the ground, which was important due to the culture of the country. To ensure strong heating, the smoke that circulated under the floors had to stay in the vents for as long as possible. Then it transfers its heat to the stone floor. Smoke also served as a disinfectant as it destroyed bacteria. At present, Ondol is listed as a cultural heritage site of Korea. (Sweeney, 2012)

During 500 B.C began to use a floor system known as the Hypocaust system in Greece and Ancient Rome. (Macaulay, 1983, p. 79) This type of underfloor heating was different from Korean. Households with this type of heating had a floor built on clay pillars. Hot air flowed freely beneath her. Instead of a flue, the Romans exposed this system to layering. First, a

layer of tiles was built, then a layer of concrete, and again the tiles. Hot air was vented through the walls and escaped from the roof. (Macaulay, 1983, p. 83)

3.1.1 Europe

After the disintegration of the Roman Empire, floor heating systems gradually fade away. Hypocaust reappeared in the late Middle Ages in German monasteries. (Underfloor Heating Expert, 2017) During the 1960s, engineers started to use pipes to distribute water underfloor heating. It found its function in large buildings, and the system again used furnace smoke as a heat transfer medium. Smoke flowed through metal pipes in ducts on the floor. (Underfloor Heating Expert, 2017) At the time, Frank Lloyd was testing a radiant underfloor heating system. However, this method of underfloor heating was not adopted due to the high price. Electric underfloor heating has been used in Europe since the 1980s. (Strathearn) Metals are the two most used types of underfloor heating, electric and water. Their biggest advantage is the economic aspect. Operating costs are 20% lower compared to radiator heating. (Dufka, 2006, p.9)

Electric underfloor heating

Electric underfloor heating is installed just below the floor. Thin electric cables convert electrical energy into heat and thus warm up the entire area of the room. It is very energy-efficient. Electrical cables are put on a mat or foil, then plugged into an electrical network. The total thickness of the floor after installation is 1.5-2 centimeters. (UPONOR, 2012 p. 6) Electric underfloor heating is suitable for buildings with central heating. To use the most of the potential of cables, they are often inducted into thermally conductive materials such as pads. Control of electric heating is very simple as it is connected to a thermostat which is installed in each room where this heating is implemented. The owner can therefore heat each room to a different temperature. Also today, mobile applications are increasingly used and control is possible via wifi connection. (Dufka, 2006, p.31) Electric underfloor heating is implemented with electric resistance cables. Cables are powered by electricity, so electric underfloor heating is used in households without the possibility of connecting to gas or other boilers. (Dufka, 2006, p.33)

Water underfloor heating

In a household that is connected to a gas boiler, it pays off more to install water underfloor heating. This type uses hot water that flows through pipes thick of 15 millimeters below the floor. There are two ways to install this heating system. The wet method is where the pipes are filled with a layer of concrete or anhydride. (Dufka, 2006, p.81) With a dry system, the initial costs are higher, but the subsequent operation is more economical. The heat-conducting plates into which the water pipes are installed are laid on the base plate. A separating foil and a floor are placed on them. (UPONOR, 2012, p. 19) The advantage of this

type of heating is that it can be connected to various heat sources such as a fireplace, a wood boiler, or a gas boiler. (Dufka, 2006, p. 86) Hot water flows through the pipes and heats the floor on a same principle as electric underfloor heating. The great advantage of water is that it retains heat longer.

3.2 Zoul branch in Slovakia

At present, ZOUL Slovakia specializes mainly in the import of products associated with underfloor heating. In addition to high-quality products of Czech and Slovak production, customers will also receive advice from employees with more than 25 years of experience in the field. The company is proud about supplying heating elements made of quality materials.

The best-selling heating elements include heating mats, gutter assembly kits and heating cables. In addition to these products, the company is one of the only two suppliers in Slovak Republic of Norwegian design convectors ADAX.

According to information from Slovakian financial database (FinStat, 2021) Zoul company is having several competitors. The author investigated the competition with the same size of companies and the number of employees, there are 3 competing companies. Elektro-Siete s.r.o. with an annual yield of € 161,769, Típa SK with an annual yield of € 458,944, and ESAT s.r.o. with annual revenue of € 322,843.

Company has a wide range of customers, from small customers, retail stores, wholesale companies, manufacturing factories to industry. Its focus is on external customers. In the claim of Anna Fintorova, owner of the company the main goal is currently to gain more customers from retail and small business owners. This decision is justified by the positive experience of working with such customers.

To this date, no reorganization of the market condition for underfloor heating has been made. However, this type of range is directly related to the construction industry, which has already issued several statements regarding the state of the market. In the claim of Marek Štrba (2020), the coronary crisis affected the activities of 96% of construction companies, which were approached by CEEC Research as part of a six-month analysis of the Slovak construction industry.

According to its findings, which were published in May, the state's measures against the pandemic resulted the most in a decline in profits and at the same time in increased costs for companies. Construction output in September 2020 was down by 22.1% year-on-year. (Petránsky, 2020) The pandemic dampened most construction and production activities. After first wave of lockdown companies started production again, due to the lack of production capacity, they gradually slowed down.

3.3 Digital marketing

3.3.1 Definition

Afrina, Tasneem & Kaniz (2020, p. 488) claims that digital marketing is a digital marketing method of promotion where digital networks are used as a communication channel. The authors also state that this type of marketing consists not only of placement on the Internet but also of the use of other digital media such as SMS. The technological development of the digital economy has accelerated the process of buying online. Customers shopping online have a different shopping culture, they also require different information and communication. It is not enough for them only communicate performed by the company. In their work, Kannan & Li (2017, p. 23) state that consumers who shop online can skip decisions completely differently than offline consumers by searching for information, reading reviews, or just engaging with targeted advertising. This fact as well as the current situation where the commissioning company is dependent on online sales decided that the author in his theoretical part of the work will continue to focus on various ways of creating digital marketing, which is later implemented at Zoul. The main component of this chapter will be an explanation of the concepts of search engine optimization (SEO) and pay per click (PPC), which are necessary for promotion in the digital environment. Customers currently face many opportunities when choosing a store to make a purchase. Their decision-making is fast and depends on how they perceive the initial contact with the company. Many users will purchase a page that appears in the top rows of search engines. SEO and PPC are tools that will enable the Zoul to get the website to the first place in the search engine and thus increase traffic to the e-shop.

3.3.2 Search engine optimization

Search engines (SE) could be described as software whose task is to collect data about websites on the Internet. Thanks to it, customers can get information about companies and their products for free. (Digital marketing: A framework, review, and research agenda 2016) Software records data in the form of keywords, which are located in the URL of the page (Uniform Resource Locator), the codes, and also in the content that the page contains. Programs that are part of the SE go through the website and store their data in a system also called an index. In their work, Yalç & Köse (2010, p. 499) further state that users of Internet browsers usually click on the first 5 searched web pages. This puts pressure on companies to always have their websites among the first search engines. The company's website is currently difficult to find. Once entered, product names do not appear in the search engine. According to the company's owner Anna Fintorová, neither the SEO campaign nor any other paid advertising was used to raise the company's profile. For the author to be able to meet the company's goal of increasing its turnover, he plans to create an SEO and PPC strategy

using keywords associated with underfloor heating. This step gets the e-shop to the first page of the search engine. From this point on, it will be easier for the company to gain customers.

Search engine optimization (SEO) is a tool that allows us to influence how a website will appear in a search engine. We can influence her position either naturally or by paying for the position. (Afrina, Tasneem, & Fatema, 2015, p. 70) Kannan & Li (2017, p. 30) report that paid SEO promotion is more effective than offline promotion. (The position on the first search page is created after the web page contains keywords that the Internet user enters the search engine. For a site to be optimized for SEO, it must contain appropriate technical conditions. When researching eligible keywords, the process of SEO is used, which is shown in Figure1.

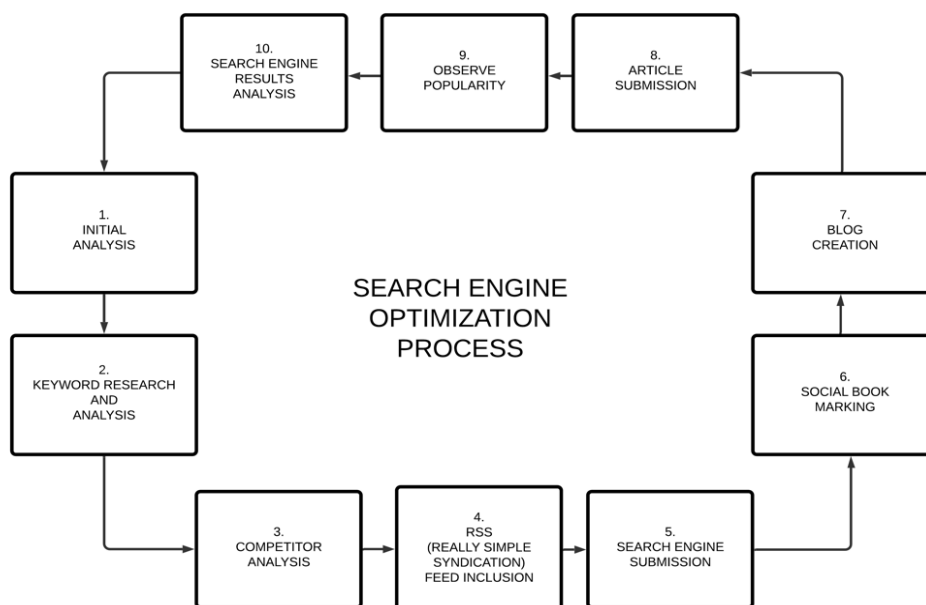


Figure 1. Search engine optimization process.

To find suitable keywords, Yalç & Köse (2010, p. 488) claim to use free searchers available on the internet. When entering suitable keywords on a page, it is useful to enter these words in both long and short versions. Besides, the words should be directly related to the corner or service that the company wants to make visible on the website. Yalç & Köse (2010, p. 488) further state that users prefer to use 2 or 3 keywords when searching. These words appear on the page in several ways. One of them is inserting words into the codes during the process of creating a page. In this case, it is advisable to keep the website simple and make sure that it does not contain a lot of animated content. Animations do not allow you to include a keyword in your code. As well as JPEG images. It is better to replace such images with PNG format. In general, keywords are inserted into a website in product names or descriptions. The sentence in which the keyword is located should be around 150 characters. In a claim of Yalç & Köse (2010 p. 489), the keyword should appear on the page at least three times to ensure their density and make it easier for the search engine to recognize it. SEO?)

3.3.3 Pay-per-click PPC

Pay- Per- Click (PPC) is a marketing technique that uses paid advertising. When getting a promotion without financial investment is called organic advertisement. Hui (2010 p. 3) states that PPC advertising is one of the most widely used models in creating online advertising. For PPC ads, the advertiser pays for each click that a customer makes when interacting with a link. Online advertisers offer popular words at a price. These words are selected based on how customers choose words when searching for a specific product. T Cost-per-word represents another model called cost-per-click (CPC). The task of this model is to calculate the maximum price per word. In the claim of Chaffey & Smith (2017, p. 384), PPC advertising is very precisely aimed at the target group. Such an advertisement will be displayed only to the user who enters the keyword specified in the PPC search engine. This advertisement also creates a win-win situation for both the customer and the entrepreneur. A customer searching for a specific word or phrase is often decided to purchase a specific product, and the advertisement displayed based on the correct keywords created by the company will speed up the purchase process and overall customer satisfaction.

There are several companies on the market that offer a platform for creating PPC ads. In this work, the author will use a platform created by Google - Google Ads. Here, businesses pay to have their business appear at the top of the page. Google ads include services like Google AdWords or AdSense. When using AdWords, advertisers pay to target users based on keyword searches. It can also be targeted based on the location and type of device that users are using. (Hui, 2010, p. 2) AdSense works the other way around. The purpose of this platform is to match the best possible ad to your site. This selection is made based on the relevance of the content on the site. This method of advertising also allows small businesses to gain a good position for advertising in the online space. Different companies that allow ads to appear on their site have different placement prices. That is why AdSense offers opportunities to promote your ad to small businesses. (Hui, 2010, p. 3)

When setting up a PPC campaign, through the Google Ads platform but otherwise, it is important to create a daily budget for the company. According to Chaffey & Smith (2017, p. 392) budget should be divided into subcategories such as geographical location, product type, and more. In each campaign, groups with keywords should be set up this way. The recommended number of words for one group is between 10 and 20. As the author states in the introduction, PPC is a very effective way of targeting ads, although nowadays it is necessary to pay attention to the fact that the market is oversaturated by companies paying to display their pages. Therefore, the price per click also varies depending on the product.

3.4 B2B Social media marketing

3.4.1 Definition

Shepherd (2012, p. 18) claims that Business to Business (B2B) marketing refers to the type of marketing that helps to sell products from one business to another. Its difference compared to, for example, business to customer (B2C) marketing is that it is more professional and communication between the media is more professional. Social media marketing for B2B has become popular only in recent years. Its role is to support the company's existing marketing strategies. (Bodnar, 2011, p. 4) They have explored in depth the market in which they operate and often look for solutions to make a profit at low advertising costs.

3.4.2 Social media in B2B

Website design

Currently, one of the easiest ways to track data is to track the movement of customers on the website and their consumer behavior. For an entrepreneur to obtain this information, it must be first created a good quality and interesting website. An important step in building a website is understanding how users navigate the site. Many customers get lost while searching for products. (Du Fresne, 2014, p. 9) The success of a website is calculated by counting the customers who have purchased on the website divided by the total number of customers. (Bodnar& Cohen, 2011, p. 11) means getting the customer to the point where product has been purchased. Website visitors require easy navigation. Businesses often lose customers because their users cannot navigate the online store and prefer to leave it before they even find the product they're looking for. A well-navigable page should include panels such as: Home, About Us, Contacts, Products and FAQ's. Du Fresne (2014, p. 17) also recommends placing the company logo in the upper left corner. As research stated in the further chapter navigation on Zoul website (www.zoul.sk) lacks transparency. The search button is a useful feature that can make it easier for customers to make a purchase. (Du Fresne, 2014, p. 20)

Call to Action (CTA) is an impulse that allows a user to respond to certain stimuli (such as a purchase spin) on a page. The CTA button should directly lead to the required purchase step. After clicking on it, the user should click directly on the page where the CTA button stated that he would get. (Siroker & Koomen, 2012, p. 23)

Unique Selling Point (USP) is also called a unique selling proposition. USP characterize company's position in the market. (Dewey, 2016, p.135)

The user experience (UX) is an integral part of creating a website. Its task is to evoke in each feeling. The website works mainly with its functionality. UX also includes human factors such as emotions, trustworthiness, and design. Orlova (2016, p. 9) claims that when designing a website, it is important to emphasize how the human eye directly informs information. The text should have a font size between 12-13 years and titles that will draw your attention. The choice of colors is equally important, for the company Zoul the author decided to design the website in the colors of the company - white, black, red, and green. This will make the company easier to recognize for customers.

Key performance indicators (KPIs) are used to measure how a company successfully achieves its goals. (Alhlou, Asif & Fettman, 2016, p. 146) By using them, it is possible to learn what are the objectives of the company, what steps need to be taken to be fulfilled, and how their performance will be even better in the future. (Smith, 2018, p. 15) The author considers it necessary to use this method of measuring the success of a website's marketing strategy.

Google Analytics is a service offered by Google. Its task is to collect and sort website data. Zoul does not have a sufficient budget to invest in KPI's evaluation service. The author decided to use this service as a free tool to monitor digital marketing performance on the site. Alhlou, Asif & Fettman (2016, p. 131) claims that Google Analytics can be used to observe KPIs as a movement on a website.

Blogging

The blog describes a section of the website or the website itself that contains textual content. (Rich, 2014, p. 25) A business blog is often a source of observation of customer behavior on the web.

Businesses often publish their blog to an existing page as a subsection (Rich, 2014, p. 18) Zoul will use same type of blog on their website. Finding keywords to write posts or posts can help to boost website position in the search engine. There are currently sites dedicated to keyword searches for various audiences. Recording to Bodnar and Cohen (p80) recommends installing Google Analytics. Except for tracking KPIs this service observes the keywords used by customers when searching for products or the company itself. According to Passive Marketing (2015, p. 21), it is better to choose keywords that are not among the most popular. Words derived from popular keywords work more effectively. It is best to place only a small percentage of keywords in the content. Many keywords can make the article difficult to read. The risk of penalty optimization also increases. The recommended ratio is therefore 1% keywords in the whole article.

A company blog does not only have to be written texts, but it can be video, or audio form of podcasts uploaded to the web, social media, or YouTube. Distributing content to other media increases the awareness of the company. Generating new followers can also be done

by increasing word-of-mouth marketing (WOM). It is one of the oldest forms of graduation and at the same time the most effective. To enhance a WOM blog, it needs to get the reader to engage in discussion and share content. It will be easier for users to interact if the company responds to their comments and sharing with a meaningful and professional response. (Bodnar & Cohen, 2011, p. 91)

Companies also start a blog for the purpose of satisfying customers who are looking for information that will support their purchasing decisions. It is possible to facilitate the purchase of the customer by adding a link to the product below the post and thus increase the call to action. For the blog to be able to completely meet the needs of the customer and at the same time attract his attention, it is necessary to adapt its display not only to the computer but also to the mobile phone. (Bodnar & Cohen, 2011, p. 79)

LinkedIn

LinkedIn is considered a social network for professionals. According to Bodnar & Cohen (2011, p. 97), B2B companies tend to gain the most leads on this social media. The first step in using the platform should be to set up a company page. For a business to receive support from LinkedIn, it must be listed on a business list. A list is a database that creates user-generated content. This feature allows companies to track their clients as well as potential customers. Among other things, it also makes it possible to connect companies with suitable job candidates. (Schaffer, 2011, p. 106) LinkedIn users can search for companies using the search button by entering a name, keywords, industry, or location. Bump (2021) states that 30 million company sites and over 740 million active users are currently registered on the platform. These are displayed depending on the search in the catalog under the search button. LinkedIn creates an opportunity for B2B to establish new collaborations. The business owner can engage with other companies based on criteria such as location or industry.

The entrepreneur needs to understand how to use the potential of the company website. In addition to serving as an information panel for future customers, the site has other features. One of them is the ability to add products and services that the company offers. When you click the Products and Services panel, the user sees the option to add JPEG or GIF photos. Also adding 1000 characters long descriptions which also serves well as keyword content. In addition to browsing products, it is also possible to create offers where a URL is added, and the customer can directly click on the company's website. (Von Rosen, 2012, p. 198)

Groups on LinkedIn achieve more sales force than on any other social network. Groups bring together professionals with the same focus. Members often share the same values or professional industry. Creating such a group or being an active member allows the entrepreneur to interact with its target audience. The company can show credibility and competence. By participating in discussions, a company can effectively monitor customer behavior. Sharing products, ideas, content, or the company itself increases its traffic on the

site. (Shek, 2019, p. 23) Absorbing visual presentation of the group is crucial when setting down a new group.

Advertising via LinkedIn is a successful way of marketing. This platform is mainly focused on text documents. Adding ads in the form of videos or images will catch the eye of the viewer and increase your chances of clicking. In addition to the format, where it targets it plays an important role. The platform is used by professionals. Writing their titles in the audience tab increase targeting. It has also proved successful to enter the names of corporations that have the potential to buy the goods that the company offers. The advertising price is higher than the price offered by other social networks. (Shek, 2019, p. 16) The LinkedIn Ad is created by clicking on the “advertising” button. The user will then see an options field along with a link to which the user will upload the text and campaign media. LinkedIn Ads allows the user to create 15 variations of one campaign so that each target audience is displayed a little differently and remains interesting to their eyes. There are several options for targeting options: job title, company title, geography, age, and group. Filling them incorrectly increases the effectiveness of the campaign. The price of advertising is also calculated in terms of whether the creator focuses on CPC or CPM. The minimum is € 1.70 per click. (Schaffer, 2011, p. 251)

Facebook

Facebook is the social network that has the most users. 1.8 trillion users login to it every day. From a marketing point of view, it creates the best opportunities for marketers and companies to connect with their customers. With the growing number of companies promoting products on the platform, Facebook advertising is constantly growing in popularity. (The Implications of Facebook Marketing for Organizations, Rooma Roshnee Ramsaran-Fowdar) It was created for entrepreneurs to create a Facebook page. The possibilities of use are various. Companies can use the line to share their products. Add posts and increase overall awareness of your business. When creating a page, the social network will display several tabs that need to be filled out. These are profile photos, cover photos, contact, website, and company information. After filling in the data, the page becomes official and Facebook users can mark it "like" and follow it. Maximizing a site's strength and increasing its return on investment (ROI) requires applying SEO. Organically, the page appears in the search engine after you enter its title, keywords, or content. It is also possible to increase its reach if there is engagement on it. Businesses use the Facebook page as a basis for paid advertising. (Zarella, 2011, p. 66)

The platform offers the Ad Manager service when creating ads. This platform will be displayed automatically when you click on the “create ad” button. After filling in the media and ad text, you can enter a target audience depending on age or geography. Murphy (2020, p. 5) recommends uploading media in video format. This is because of the attention they attract compared to images or text. A catchy slogan is added to this. The

video or ad image should include the company logo. Advertising should engage the viewer. It should tell a story that leaves emotions in the customer, introduce business and product. How the page will be displayed depends on the algorithm that Facebook is currently using. This algorithm depends on 3 pillars (Murphy, 2020, p. 131)

The first is an affinity between your page and fans. If the follower interacts with the posts, comments on them or shares them, his relationship with the page will increase and the algorithm will automatically throw the news to the introductory page. The second is the so-called page weight, which depends on the content the company is adding. Videos and images carry more weight than written posts, so they will appear more on the main pages. The last pillar is time. Old posts will not appear on the main pages of followers. (Murphy, 2020, p. 131) Therefore, it is important to add content at least once a day and at a time when the page is making the most interaction. Facebook generates this data with respect to the page data itself.

Facebook groups are a place where communities of users with the same interests meet. A company that joins a group or creates itself one whose main focus will be the industry in which it operates is able to obtain valuable information from customers. Compared to the Facebook page, the group does not have as many options as to target content to users. It also does not contain any metrics, so the marketer will not be able to find out how followers respond to posts. the potential of the group, it is important to note that its main focus is on creating discussions. (Zarrella, 2011, p. 78) The group creates a community around the company website. In addition, groups have the option to choose whether they are open for loyalty or to be added first, depending on the use of the site, the company has the option to decide whether to have a published or private group. has no more than 5,000 members. (Zarrella, 2011, p. 91)

Instagram

Instagram is a social media that works by publishing visual content. Users responds more to images and videos than to text documents. It is currently gaining great popularity and, thanks to the ability to search for profiles based on geographical location and keywords, it is becoming a platform where users also like to search for companies. 67% of people aged 18 to 29 use this application. At the age of 30 to 49 years, it is 47%. For companies and entrepreneurs, the platform has created the opportunity to create a business profile. Its advantage is that it includes analytics and the ability to create paid ads. (Bullas, 2019, p.5) The content that is shared on Instagram differs from other networks mainly in location. Instagram has created three main channels that display content. Feed is where the main posts of users are displayed. It is possible to support their interaction by adding so-called "stories" which are displayed at the top of the page for 24 hours. Stories can be saved in highlights on the user's profile. IGTV and Reels are new features focused on video production. There are only videos in this section. (Sterling, 2018, p.108)

Users encounter the creation of keywords directly when adding posts. Hashtag represents a unique word that the company chooses to make it easier to find for customers. Thanks to the unique hashtag that can be entered in the search button, all posts that contain it will be displayed in the feed. This feature makes it easy for Instagram users to search. Adding successful posts also depends on when they are uploaded to the platform. If the company focuses on selling products of the age category 30+, it is better to add in the morning or the afternoon, as customers are most likely to spend time at work during the day. Businesses should set aside about 15 minutes before adding a post to interact with followers and 30 minutes after adding. (Bullas, 2019, p. 18)

For companies, Instagram has introduced several ways to make their products visible. Product tags are a feature where the company can mark its product in the photo and after clicking it, the user gets directly to the page. This step will speed up the customer's purchasing decision. (Robertson, 2018, p. 21) Brand awareness can also be supported by paid advertising.

Contributions are supported by paying an amount starting at \$ 0.20 to \$ 2 for cost per click or from \$ 5 to \$ 1,000 for cost per impression. Ads have different forms. Story ads are displayed for 15 seconds and can be placed 3 times in a row. Single image ads are displayed as a traditional post in the feed. Carousel ads work on the same principle, but there can be 10 of them in a slideshow format. Video ads are currently one of the most popular forms of paid advertising. Users respond to the video more than the image (Bullas, 2019, p. 26)

Instagram influencers are users with a higher number of followers. They have the power to influence users' shopping behavior. For small businesses that are not financially able to pay for the celebrity that would be the face of the campaign, influencers are an affordable choice. Instagram is the main platform where they are located. The company should first do market research and find an influencer that deals with the same industry as the company. This will increase customer targeting. Most influencers have this contact when seeking collaboration. Both parties must agree on the price for the promotion, the number of posts, and the number of people reached. The price for influencer marketing varies and depends on the number of followers, reach but also the type of product that is offered. (ADEK Series, 2020, p. 40)

Email

Sending emails to customers is a type of marketing where the product is promoted based on text. (Hawkins, 2019, p. 5) Email is the way most companies prefer to receive news and promotions. Many users use one email for both personal and professional life. For a B2B company, this means that they can reach customers even after working hours, in the morning, in the evening, or at night. According to Bodnar & Cohen (2011, p. 143), the best chance of clicking on an email is between 6 am and 7 am. In addition to this factor, other benefits of email marketing are its availability. Ads or email newsletters are created using

dedicated applications. All the business owner has to do is find a program that suits him and learn how to create content in it. Susan Gunelius (2018, p. 19) claims that for every euro that is used for email marketing, the created profit is around 37 euros. This turnover is not guaranteed but can be easily measured, for example, by linking to Google Analytics. Personalized messages have more potential for CTA. Messages should be customized in the colors of the company to represent its image. It is also worth using segmentation based on age or location. These steps help the company build credibility and make it easier for customers to recognize it. (Gunelius, 2018, p. 24)

When creating an email marketing campaign, it is important to choose the right service provider. The service provider is software that allows companies to send email messages to a specific audience at a given time. It can do this process automatically. When choosing it, the entrepreneur should consider the price. It depends on the capabilities of the software. The simplest is often free. The number of emails the company plans to send, and the number of customers also play a role in the selection. Based on the size of this group, the need for professional service has been taken into account. (Hayes, 2013, p. 21)

The email itself, which the company sends, should contain several parts that will catch the eye of the customer. The basis is to arouse curiosity. This can be created, for example, by asking a question. Hawkins (2019, p. 16) claims that special characters can be used as well. They can be words written in caps-look such as "NEW" or "LIMITED". This type of content will not escape the customer's eye and increase the chance that the email will click on the desired page. Email is like writing a letter. If it contains a strong introduction that captures and is written with enthusiasm, users will feel that it is something special. This feeling should be followed by the answer to the question of what email offers the customer. Each campaign must meet the customer's needs. He has to solve his needs. The feeling that the product is worth buying is strengthened by the body of the email that tells the story. Telling the story creates a personal bond between the seller and the customer. When the content of a message sounds like a conversation between friends, the content has a stronger weight than a formally sent message. Final Words email should be completed by P.S. By message. It summarizes the content of the email and sells the CTA point. For example, "Don't forget to take advantage of our limited offer until January 26."

The best way to increase the effectiveness of email marketing is to always focus on promoting just one product. Hawkins (2019, p. 24) also recommends sending an email every day for 3 days when promoting the product. This is because one email is often lost in the inbox. Follow-up emails have more sales force.

4 Research

Qualitative research focuses on examining the reality that a single individual sees. Based on this interpretation, the researcher can observe differently or even the same views on the

same question. (Merriam & Tisdell, 2002, p. 3) During this type of research, the researcher collects non-numerical data. Their differences as a result of examining different personalities will bring the research a deep understanding of the topic being studied. (Flick, 2006, p.30)

In the following part of the thesis, the author displays the information provided by the respondents. Based on the extensive research, the author decided to publish only the most important data. He then added his comment to them. The chapter ends with an analysis of the results.

4.1 Interviews

The author conducted interviews during the month of April 2021. The first respondent was Anna Fintorová, the CEO of the commissioning company. This interview took place on April 8, 2021. This interview aimed to approach the situation in the company. The author also obtained the necessary information about what the business owner expects from a digital marketing strategy.

In the second round of interviews, the author focused on obtaining feedback from the company's customers. The main goal of this research was to obtain information about customers' expectations when buying. These interviews were conducted on April 10, 2021.

The last respondent was the owner of a marketing agency. Her expertise helped the author to consolidate the content of the marketing strategy for Zoul. The interview was conducted on April 18, 2021.

4.1.1 Owner of the Zoul company

Anna Fintorová has worked for Zoul since 1995 when a branch was established in Slovakia. In 2005, she became the owner of the company. After graduating from technical school, she worked in the industry. Today she has 25 years of experience in the sale of cables and electrical installation materials. The author decided to conduct an interview to present the current state of the company and its goals. The total interview time was 45 minutes. During that time, she received interviews with 9 questions aimed at finding out current marketing activities, sales of the company, and vision for the future. This interview will help create a digital marketing campaign aimed at improving the company's weaknesses.

1. How did you prepare a business plan to redirect your business from physical to online shop?

"In 2020, we had to completely reduce physical store due to the Covid-19 pandemics. We have not returned to the company in full mode since March 2020. In the beginning, we

informed our regular customers via email and SMS. We explained the situation to them and that from now on they can only connect with us electronically. We also posted this information on the company's front door."

The question was asked by the author mainly to review the current state of operation of the company online. When moving a company from a physical environment to an online environment, it is necessary to ensure the company's visibility and easy traceability. Apart from sending emails and SMS messages, the company has not taken any further steps to improve its position in the online market. The company lacks SEO which, as mentioned in the previous chapter, ensures that companies appear in the first ranks in search engines. Anna Fintorová states that she would like the company to appear on sales portals. This impression can be made by using PPC advertising. PPC advertising works by paying for space on another site. An ad with a link to the company's website will be displayed on it, thus traffic to the e-shop will increase. The advantage of the method of advertising via PPC is that the money for advertising is counted only after the user is redirected from the website to the advertised e-shop. The website is the main sale point. Redirecting customers directly to the product they are interested will increase the chances that they will buy a product and thus increase the company's profit. Social networks are a worldwide channel for the contact between the company and customers. The literature used also mentions the use of Google Ads as a PPC advertising option. Paid advertising via Google is also recommended by Anton Katrenčík in the following part of the thesis.

2. How much are you willing to invest in your marketing strategy?

"The total budget is currently realistic for € 1,500. Subsequently, we can imagine a monthly investment worth € 150."

Marketing campaign funding varies depending on the platform where the ad is located. Therefore, it is not possible at this point to precisely draw up a budget for the marketing strategy. The author of the thesis recommends initially investing first in the visibility of the company using PPC advertising. This step will ensure that customers navigate directly to the site. For the site, this means an increased number of potential customers, which should lead to increased sales. Paid advertising on social networks has the greatest potential on the Facebook platform. The advantage is a low price and high reach. Instagram has an equally low price for paid advertising. The budget stated by the company does not provide many possibilities of use, but it is sufficient to achieve the desired result in increasing sales. At this point, the author recommends investing € 100 in PPC advertising and allocating the remaining budget for social media.

3. How are Zoul products different from those sold by competitors?

"There is no big difference between the products offered by our company and the competition. Zoul takes goods directly from the manufacturers. We have products from

either Slovak or European production. Nothing we sell comes from China and has no lower quality.”

Understanding the company's strengths is important for the author, especially when creating content for social networks and blogs. In the introduction, the author focused on the history of the company. The history of Zoul is constantly connected with its presence. Expertise, which was a strong point of the services accompanied by the sale of the product, is still part of the company's mission today. Product quality plays a big role for many customers. In the past, the cables that the company sold were manufactured at the request of individual customers. This approach has now been transformed into maintaining the high-quality underfloor heating that the company offers. The company has created a strong commitment to offering products made in the European Union. The origin of the products can be a competitive advantage. Products manufactured in Slovakia or Europe are subject to European parameters and are accepted by European Union (EU) policy. For customers who buy products for their companies, proof that the product is approved by the EU is essential. During the interview, the owner also stated that a great competitive advantage of the company is the service and advice available 24 hours a day, 7 days a week, and during the holidays. This option does not appear anywhere on the website or social media. When creating a digital marketing campaign, the author will focus on making this service visible.

4. What are the changes in sales that is company facing?

“We noticed the biggest change in the redirection of the sales force of certain types of products. In the last two years, our sales of high-current sockets and products intended for buildings such as production halls and retail chains have decreased. On the contrary, the company recorded an increase in sales of switches, sockets intended for family homes.”

Social networks like Facebook Instagram and LinkedIn can browse products. After clicking on their photo, the user is redirected to the e-shop where he or she can buy the product. Information obtained during the study of the literature on social networks mentions this possibility for companies to facilitate the purchase. By researching the change in the company's sales, it is possible to see which products need to be presented. Zoul is looking to increase sales of household products. The author of the thesis wants to focus on the promotion of these products for the final consumer, which are construction companies focused on the construction of residential houses. To increase awareness of a particular assortment, it is good to focus on its display. The company has several options for effectively making products with a high sales force visible. Writing a blog that is uploaded to a website will increase the number of keywords that help the company's visibility in the search engine. In addition to draw attention to the product, creative contributions on social media can also deepen the relationship between the customer and the company.

5. What marketing is the company currently doing?

“Emails are sent to customers and partners monthly, we also had Instagram and Facebook profiles, but they are currently inactive. The website was last updated two years ago.”

Company brings opportunity to explore new marketing ideas due to the lack of marketing they use. As mentioned in the introduction, the roots of underfloor heating date back to the Bronze Age 1000 B.C.E. In Europe, the Hypocaust system was used mainly during the Roman Empire. At present, underfloor heating is very widespread due to its low cost and high efficiency. These aspects have helped to build a strong position in the heating market. The author wants to use this position when creating content for a marketing campaign, especially for social media. B2B marketing is based on creating strong relationships between firm and customers. The role of the company on the market is to represent itself and capture the eye of the user. Anna Fintorová states that the only type of marketing that the company creates is via email. During the interview, the author of the thesis realized that, given the company's goal, it is not enough to focus only on this area. By expanding the channels to social media, search engines, and display on sales portals, the company will expose itself to a larger number of potential customers.

4.1.2 Company customers

To better examine customers' purchasing decisions, the author decided to interview 2 representatives of companies that work closely with Zoul. The first representative of Kraintek, Mr. Martin H. and the second representative of Vikon, Mr. Marek CH. Both customers were approached based on long-term cooperation, which has their companies with the company Zoul. The interview was focused on finding out the process of purchasing decisions and how to increase the volume of the order. The author asked 10 questions to each participant. This document lists the most important ones. The author also states that due to the low number of respondents, the answers can lead to the potential risk of distorting the idea of what customers would welcome as a change in marketing.

1. From 1 to 10, where 1 is very difficult and 10 very easy, how easy was it to buy or place an order online?

“Ordering the product itself is very simple, ie 10. It always makes it difficult for me to find the product, because I can't enter what I'm looking for anywhere and I have to click through pages on the website.” (Martin H.)

“8, it's easy to get through the payment gateway, but it takes me a while to find the product I'm looking for.” (Marek CH.)

When examining the functionality of the payment gateway, the author found that the problem with the purchase stems from the complex control panel of the products. New

customers are making purchasing decisions very quickly. If the e-shop is opaque and dull, most users will leave it and buy from a competitor that will provide purchasing with more transparent shopping options. Both customers reported difficulties in finding products on the website. Compared to the recommendation the author has gathered about the website, Zoul lacks several options that would make the purchase easier. The e-shop does not contain a search button, customers have no way to search for a product and have to find it manually on the website. The sorting of products is unclear and contains many subcategories. The company's homepage does not contain a CTA or provide any valid information. To increase customer satisfaction, it is necessary to change the page and allow easy navigation on it.

2. When would you increase the volume of orders?

"I'm missing product promotions. I am a long-term customer, and the company rarely has products at a discounted price. If the company offered a discount, I would certainly re-evaluate the volume of orders often. At the moment I am moving in the price range around 3000-3500 € when buying." (Martin H.)

"My budget when purchasing is around 2000 €. I would exceed this limit if the purchase were advantageous. They usually shop with target products that we are missing from stock or in demand. To order a larger volume without buying a larger quantity of products, I had to be convinced that it was a good buy." (Marek CH.)

The author was interested in the possibility of researching when customers would increase the volume of orders as one of the ways to raise profits. If existing customers increased the volume of orders, Zoul would be able to meet its goal. The information provided by both respondents indicates that they would welcome special promotions and discounts. Their opinion also created a place for another way to promote products. Social media is a popular way to get an audience through competition. If the user meets the conditions, he or she can participate in the game for valuable prices. The company should consider creating a special offer for long-term customers. With this gesture, it is possible to strengthen the relationship between the company and them. The competition on Facebook and Instagram will increase the awareness of the company.

3. What information would you like to include in our Facebook and Instagram pages?

"News and events. I miss product promotions the most." (Martin H)

"Operating instructions and more advice and information about how to choose underfloor heating. I would also like to know how the heating can be combined so that the house is efficiently heated at a low cost." (Marek CH.)

The company speaks best to its customers if it knows their needs. Respondents to the question of what content they would welcome on social media indicate interest in sharing news. They would also like to see information about underfloor heating in this area. They are interested in professional advice on how to use it as effectively as possible. While learning about marketing on Facebook, the author learned that the algorithm supports video content. One of the respondents states an interest in operating instructions of the products. Zoul can create a video marketing framework that will be uploaded to the company's website. This would satisfy the needs of customers and also support the algorithm that displays the posts for new users. Instagram contains the possibility of posts in the Reels section. If Zoul uses the video format, this is a new section where potential customers might be found.

4. How can company reach you? Do you prefer the form of e-mail, telephone, or subscription to news on social media?

“The easiest way is to contact me by email. I would prefer to receive newsletters in the form of a newsletter, for example, once a month.” (Martin H.)

“It is certainly the safest form of contacting our company by email or even a phone call. We could miss special events or news published on Facebook, LinkedIn, or Instagram as we do not monitor the social networks of other companies daily.” (Marek CH.)

At the end of the interview with the respondents, the author wondered if email marketing was effective. As both respondents state, this is the most reliable form of catching up with the customers. The advantage of this strategy is that many small companies that are also Zoul customers use their email addresses for personal use. This information was obtained while studying email marketing in Chapter 2. Over the years, Zoul has built a strong list of users to whom emails are sent. To increase their readability, it is necessary to change the content of the text. The company must also begin to distinguish the purpose for which it sends the email to its customers. The author created a procedure for sending emails for sale in the next chapter.

4.1.3 Anton Katrenčík- owner of marketing company

Anton Kantrenčík is the owner of the digital marketing agency Digital Story. He acquired his knowledge after studying marketing at the Cyril and Methodius University in the Slovak city of Trnava. Subsequently, he worked as a Social Media Specialist for Atlantis Capital Group and Dotcom.sk. After gaining sufficient skills, he founded a marketing agency that helps companies assert themselves through digital marketing.

The author chose this respondent based on his expertise. The interview was primarily focused on gaining information and know-how on how to properly create a digital marketing strategy for Zoul company. In the following section, the author selected the most relevant information obtained during the interview.

1. In your opinion, what company should be focused on when creating a marketing strategy for B2B? (Social networks, blog, paid advertising, customer service, etc.)

“People often feel that communication for B2B is quite dull. I recommend for companies to communicate in the same way as with B2C (business to customers). Use humor, use emojis when texting. You need to give discounts because people who are from B2B are also just people. I recommend joining LinkedIn because this is a place where the company can be more professional. I would also offer education and training in the form of vlogs. When, as a company, I have a segment captured as B2B, I have the right to comment on it, to give interesting information, advice and ideas. The company can excel in this way from competitors.”

The question was asked to compare the information obtained during the research and by studying the literature. As the respondent stated, when creating digital marketing for B2B, the content and communication that the company shares with customers are important. In addition to its professionalism, the company should maintain a human attitude and emotions. Anton Katrenčík recommended using LinkedIn as a platform. The author will give a detailed description of how to represent the company on this platform when creating a marketing strategy. The company should be vocal to draw attention to itself. Zoul did not use enough channels to complete this step. Once you have set up your blog, this issue will be resolved.

2. . Do you have any proven procedure that you use when creating a digital strategy for B2B companies?

“Yes, I have, it's to have a humaneness and to work with emotions. No matter how big the B2B segment is and what company supplies to another company, it is still about people and relationships and you want to see who is behind it. Therefore, include a lot of photos, a lot of videos where there are faces, if not faces from the company, hire actors. Slovak power plants and energy have paid for the influencer through which they communicate. Then the content catches a person. When people experience emotions in the brain, the so-called amigdala is triggered which is the memory center. Therefore, people remember a situation where a strong emotion is displayed.”

The author of the thesis dealt with the topic of the use of influencers in the section about Instagram. Respondent to a question that focused on examining the process of creating a digital strategy, states the use of this person as very effective. Using a person who

represents the company helps customers identify the company. Zoul does not have enough budget to pay for the influencer to promote it. However, it can use its employees and create content in which they will appear. Employees will serve as brand ambassadors. This type of marketing is called influencer marketing. The strategy is to use a person who, on a word-of-mouth basis, will spread awareness about the company. Applying information get by the respondent, customers connect the ambassador with the company and the dude is easier to recognize from the competition.

3. What do you think an e-shop should contain to be able to increase sales?

“Simple navigation page. The company should consider what should be deleted from that site. When customers come to the site, the company has to captivate them right at the beginning. This is done by having a "hook" on the front page, something that doesn't fit. 80% of customers, when they come to the site, leave at the beginning. Therefore, they need to be brought something illogical that will interest them and force them to roll up. Then they need to get an answer for this illogical step. The third thing is CTA, a call for sale. Companies often think that customers know that they have to order, but the opposite is true. Therefore, it is necessary to place on the page the reason why to order, for example, "order now and you get delivery within 24 hours". Small businesses should be inspired by the best-in-class competition because they have the research behind its strategy.”

After combining the information from the section about the website and the feedback of the respondent, the author discovered three points that the web magpie must contain. They are easy to navigate. The user should feel from the beginning that he knows exactly how to control the page. The second point is the CTA. The site should contain a trigger that will guide the customer to purchase the product. The third point contains the USP. A site that states why it is suitable for purchase and also has reviews from previous customers creates credibility. The steps mentioned above are part of content marketing. This type of strategy is used in B2B marketing. The principle is to create content with relevant information for customers. By offering knowledge, the company is creating communication between them and customers. The purchasing decision is made based on this experience. (Dewey, 2016, p.13)

4. Do you think it pays to invest in SEO so that the website appears on the first page of the search engine?

“Definitely yes if the company plans to do business in the long run. For me, however, Google advertising pays off the most. What companies invest in SEO can be done in a shorter time through Google advertisements especially if the company is now moving to digital, there is no need to spend on SEO, which will start appearing after half a year. It is better to first invest in Google advertising to accumulate turnover and then gradually allocate capital from

it to SEO. So, I recommend investing in SEO but gradually, not spending the whole budget there right away.”

When creating a marketing strategy, the respondent recommends that author should first invest in promoting the company using Google Ads. This method of visibility uses the display of ads on websites. Anton Katrenčík justifies this step as suitable for a quick response to the campaign. For this purpose, the author considers it necessary to collect keywords that are associated with underfloor heating. When setting up a Google Ads campaign, an average of 15 words should be used to enter with an ad. Keyword research will be used later in setting up SEO for the company. When creating a paid ad, the system often requires you to specify the aging interface and geographic location where the ad should target. Based on the average age limit between the two business respondents, the age limit is 40-50 years and the geographical location is in central Slovakia. This information can be used to place paid advertising.

4.1.4 Analysis of the interviews

The marketing plan that Zoul has used so far has only dealt with the use of email marketing. The company did not devote any money to creating SEO for the site or any other form of a paid marketing campaign. Social media pages were last used almost a year ago. During the research obtained in the form of an interview, the author found that the email marketing company uses is not enough. The company's goal is to gain customers and increase sales. To evaluate the current marketing strategy, the company faces a loss of profit even compared to the competition. Based on the feedback provided by respondents, it is evident that the efforts made to satisfy customer needs are insufficient. The marketing that the company runs is dedicated to only one channel, which is the promotion of products via email and SMS. In this regard, the company loses the opportunity to be visible to new customers and does not create added value for existing ones. The current marketing plan does not involve any finances for advertisement, it is organic.

During an interview with the owner of the company, the author learned that the goal for the following period is not to gain a certain number of new customers but to increase the company's turnover. This fact changed the planned tactics. The author of the thesis decided to include in the marketing plan already existing customers who have the power to increase the amount of turnover by increasing the number of orders. Zoul should focus on redesigning the website to make purchasing decisions easier. By creating pages on social networks, the company will be able to connect with potential customers. In his interview, Anton Katrenčík recommends conducting marketing communication in a friendly tone. The company should focus on offering additional services in the form of providing information in video format or written words in posts or on a blog. Research has shown the need for loyal customers to receive membership benefits. As both respondents saw, they lack discounts or promotions on purchases that would increase the number of products purchased. In this

case, Zoul should build on a marketing strategy in the form of offering a discount or 1 + 1 free product. For this group of customers, it is best to focus on email marketing. As they say, this is the most reliable form of contact.

The author recognized that over the past period, the company has seen an increase in customers from the construction field. These companies are engaged in the construction of residential houses. Therefore, small B2B construction companies have become new potential customers for Zoul. The forecast for the future is to focus the marketing strategy and advertisement towards this target group. Small construction companies can be linked to the company's existing marketing activities. By adding the possibility to subscribe to the newsletter, the company will expand the list of customers. At the same time, new customers will have a sense of belonging thanks to the opportunity to receive discounts and promotions.

In the following chapter, the author focused on creating a custom marketing plan. The main mission is to meet the goals that the company set. The author focused on creating a strategy for new customers in the form of creating content for social media. For the existing loyal customers, the author modified the form of the email marketing campaign and also proposed design changes to the website.

5 Recommendations

In the following chapter, the author focused on creating a marketing campaign that would help Zoul increase sales. To cover all parts of digital marketing, the author divides this chapter into three subchapters. In them, she deals with the use of SEO and PPC paid advertising as an opportunity to invest the budget, which Anna Fintorová presented during the interview. The marketing strategy is designed to work at the lowest possible cost. The author, therefore, paid more attention to the possibility of using the optimization of webpage to meet UX principles. During this time, the author researched the main keywords that the company can use in creating a blog. Social media focuses mainly on various possibilities and forms of content. The author has created a 4-month plan that describes what kind of content Zoul will promote on the site. Based on the information provided by loyal customers, the author modified the email marketing that the company was engaged in. Its modification should arouse greater interest in existing customers in purchasing products.

5.1 Website optimization

The Zoul website was last updated in 2018. After reviewing the website, the author first noticed the missing text. The site does not contain any blog and product information is broken down only very briefly. This is a reason why the page is not in the first ranks in search

engines. Texts on web pages often contain keywords that allow the page to be optimized. As the author states in the literature review SEO helps the site to be visible. The author used answerthepublic.com application, which searches for keywords based on the entered word. The author choose this tactic based on recommendation given by Yalç & Köse (2010, p. 488) in the literature review. A list of them is in Table 1. The phrases listed in the questions section will also serve as inspiration for articles for the blog that the site will need to create.

KEYWORD QUESTIONS	KEYWORD COMPARISON	KEYWORD PREPOSITIONS
which underfloor heating is best which underfloor heating mat which underfloor heating kit is underfloor heating better than radiators where to buy underfloor heating where to connect underfloor heating what underfloor heating do i need what underfloor heating for karndeian what underfloor heating for laminate can underfloor heating crack tiles can underfloor heating leak can underfloor heating go under carpet can underfloor heating go under laminate does electric underfloor heating need its own circuit does electric underfloor heating cost a lot to run does electric underfloor heating work how electric underfloor heating works what wattage electric underfloor heating what does electric underfloor heating cost to run how is electric underfloor heating connected how is electric underfloor heating installed how is electric underfloor heating controlled how to fix electric underfloor heating how to check if electric underfloor heating is working which electric underfloor heating who fits electric underfloor heating	electric underfloor heating vs radiators electric underfloor heating vs water electric underfloor heating vs radiators running costs electric underfloor heating vs central heating electric underfloor heating vs gas central heating electric underfloor heating vs storage heaters electric underfloor heating vs oil electric underfloor heating or gas electric underfloor heating or water electric underfloor heating or radiators electric underfloor heating or gas electric underfloor heating and carpet electric underfloor heating and laminate electric underfloor heating and solar pv electric underfloor heating and rugs underfloor heating and laminate flooring underfloor heating and cooling underfloor heating and tiles underfloor heating and rugs underfloor heating and karndeian underfloor heating or not	electric underfloor heating with carpet electric underfloor heating with laminate electric underfloor heating with solar panels electric underfloor heating with lvt electric underfloor heating without screed electric underfloor heating without insulation electric underfloor heating without thermostat electric underfloor heating not working electric underfloor heating not getting hot electric underfloor heating not coming on underfloor heating near me underfloor heating installers near me underfloor heating suppliers near me electric underfloor heating installers near me electric underfloor heating repairs near me wet underfloor heating installers near me how much does it cost to get underfloor heating how much does it cost to do underfloor heating

Table 1. List of keywords for “underfloor heating” and “electrical underfloor heating” (answerthepublic.com, 2021)

The next step is to edit the products section on the page. Based on the feedback provided by Zoul customers, it is necessary to increase the number of images in the range. The author also recommends entering video content in this section, which captures the detail of the product and guide to its installation. Overwriting the "about the product" section will increase the number of keywords on the page. Currently, this section contains only a few sentences. The author recommends expanding the "about product" section. In addition to the product parameters, also itemize where are they used and how they are used.

Based on the literature used and customer feedback collected during interviews, the Zoul website has several flaws. Figure 4 shows an image of the current page. A landing page is users' first contact with the website. Zoul uses a large control panel. It contains a list of products, contact information, and a photo gallery. Customers stated problems with searching products due to the opaque panel and missing the search button. Website design is hard to use when looking for products. The company uses green and red colors since

established, but it is nowhere to be found on the site. A positive aspect is a product image. After clicking on it the user will be refiled to the given product site. Zoul misses a CTA button.

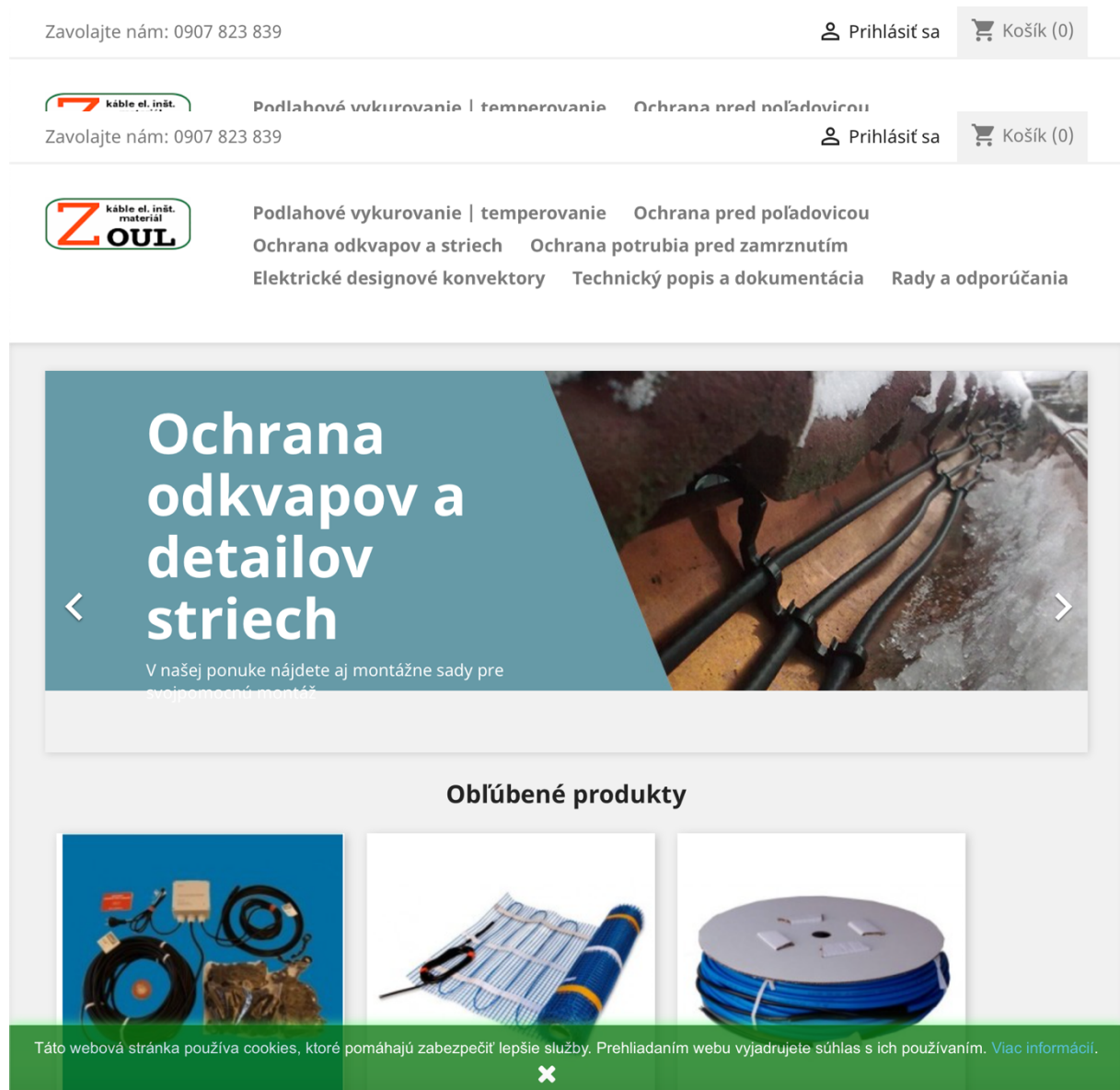


Figure 2: Image reflect Zoul website that is currently used. (Zoul, 2021)

As part of the creation of a digital marketing strategy, a website design was created for Zoul. Figure 5. shows the design of the new landing page. The author has completely changed the control panel of the site. In the upper right corner is first a search button that allows customers to easily search for information by using keywords. Next to the search button, there is a home section after which the user can click on the landing page. Users can also get there by clicking on the company logo in the upper left corner. The shop section contains an e-shop with products. Adding a blog to business website will increase the organic number of keywords on the page. The blog can also be used on social media. The company can share articles on Facebook, Instagram, and LinkedIn. The author recommends creating a blog as a form of added service. Customers will be able to find extra information about the product on the blog. This step will ultimately help in their purchasing decisions. Except for the function

of increasing keywords, the blog will also have the function of attracting customers and satisfying their needs. The Zoul company sells underfloor heating. This type is one of the oldest and most advanced methods of heating. Zoul employees have top knowledge of how to use this heat source efficiently. Sharing this information on a blog will help in the customer's purchase process. By using the blog, the company will add additional value to its customers. Contact contains the email phone number of the company and a form that can be sent directly from the site. The FAQ is a section with frequently asked questions related to the sale of underfloor heating. As you can see the new design uses colors. The background color is green and the search button red. By adding a red search button and green background the author used both corporate colors. In the interview, Anton Katrenčík pointed out the fact that users are used to responding to a stimulus that logically does not make sense to them. The author placed a telephone on the page about underfloor heating. At first glance, this step may seem illogical to the user. Truth is that the phone alerts the CTA to a call for a new type of wifi thermostat. Email marketing is promoted on the site as an opportunity to get a discount after subscribing to the newsletter. In the lower right corner, there is an option to click on from the page to the company's social networks. In the lower-left corner is the company slogan which reads: "We will help warm your home."

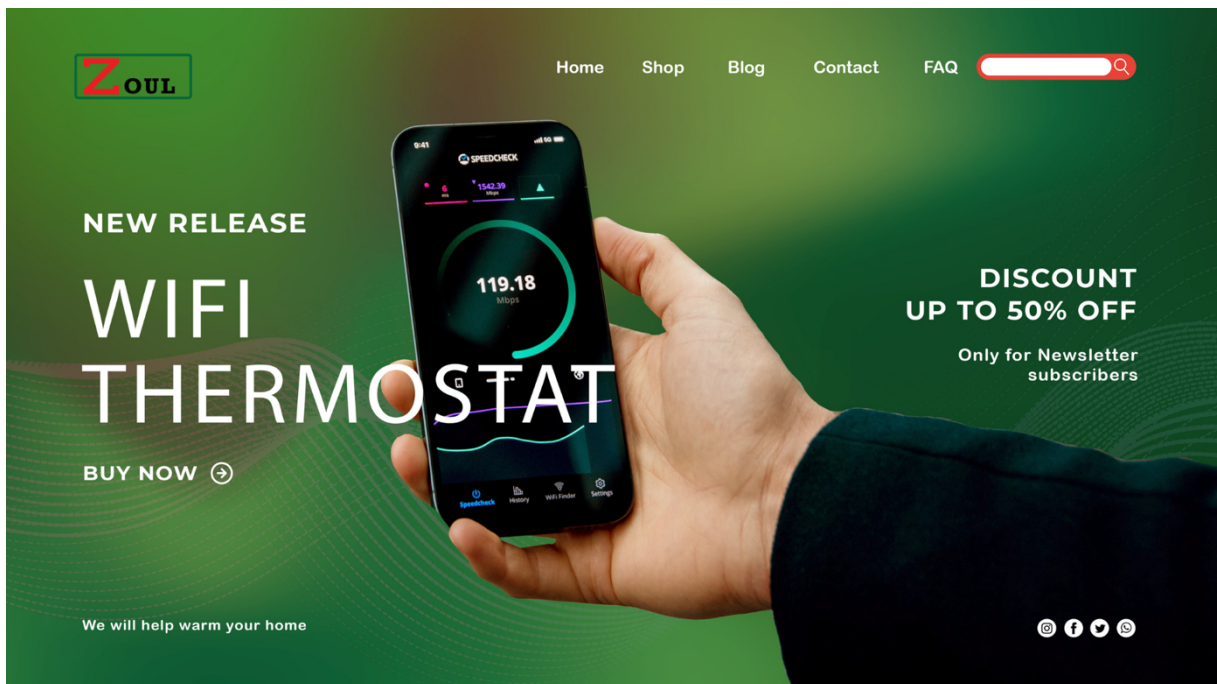


Figure 3. Image represents new design of Zoul website.

When setting up a digital marketing strategy the author recommends investing in linking the site with Google Ads. After paying for a PPC campaign, the website will start appearing on the first page of a Google search engine. Given the company's goal of increasing sales, it is necessary to get the site to this position and increase the volume of users who visit it. The marketing objective in research is to increase the volume of orders. In order for the company to monitor the success of the marketing strategy, the author set a time period of 4 months to monitor the development of the strategy. Website optimization will cover existing

customers' target group. This group was created by the author based on the results collected in the research. The website used by the company has not yet tracked consumer behavior or collect any data. Google offers Google Analytics service, which measures the KPI's of websites. The author recommends connecting the website to this service. The company gets an overview of what type of audience is visiting the site, what is the conversion rate and also calculates the earnings from advertising.

5.2 Social media marketing plan

Zoul has established corporate Facebook and Instagram, which are currently inactive. In addition to these social media, the author strongly recommends setting up a LinkedIn company page. This platform has a great sales force for B2B companies. The company doesn't need to run paid ads on social networks in the beginning. Roadmap describes , pages should be filled with content. The author recommends publishing posts daily to increase reach. Later, the number of posts can be reduced to 2-3 per week.

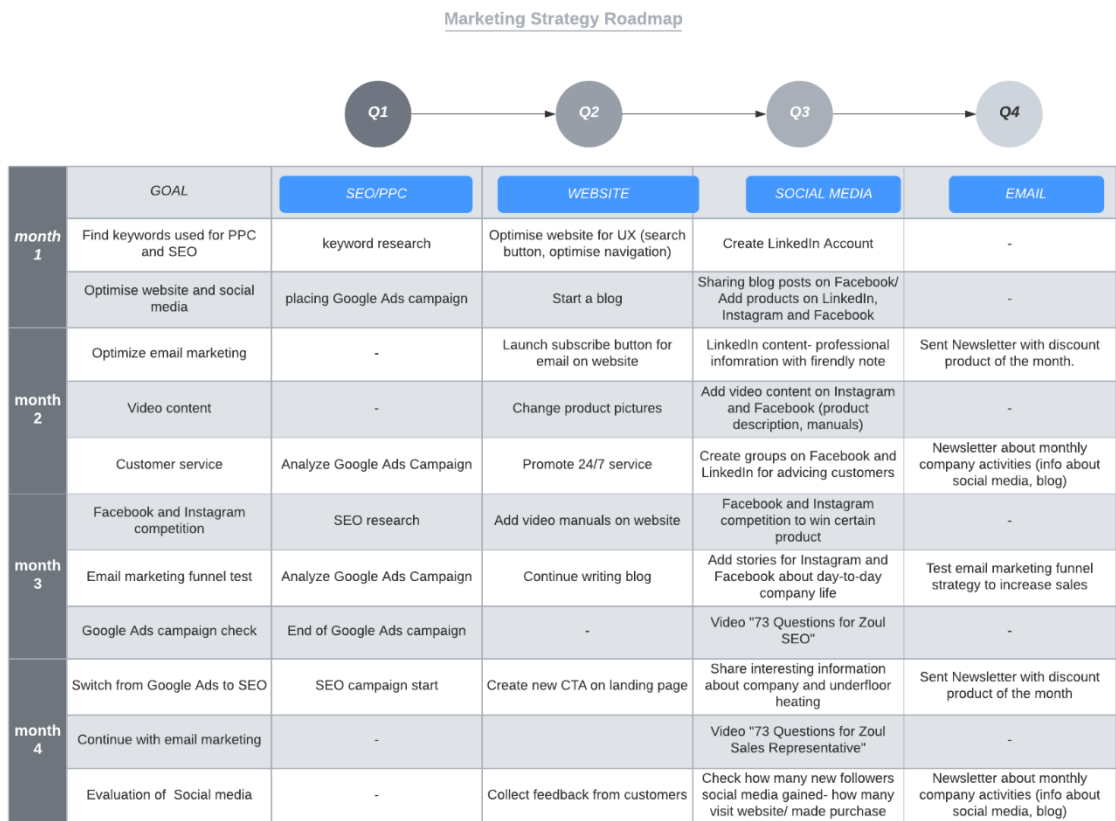


Figure 4. Marketing Strategy roadmap description for 4 months.

Facebook was mentioned by all customers as a platform where they would like to follow the company. In addition, they also stated that they would be interested to see news, promotions, and discounts on the page. In addition to these posts, the company should also take advantage of the fact that Facebook supports video content. Facebook can be a great

place to upload videos about using the products and instructions for installing them. By creating a Facebook group where Zoul employees would advise users on how best to choose and install underfloor heating. This will create a space where the company would promote products directly to its end users. In the Figure 3. Author developed marketing strategy roadmap for 4 months. Roadmap was inspired by collecting information from chapter 2, readings were focused on digital marketing for website, social media and email.

Instagram is a platform that focuses on images rather than video. The company can use it to add pictorial posts on topics that interest the audience. They can also add more detailed product photos. To create space with the day-to-day company's life, the author recommends using the stories section. It can be connected to Facebook stories as well. In this way, it can bring them various interesting things from behind the scenes of the company. Also, employees can answer questions there or prepare interesting polls and other ways to interact with the audience. Instagram shows posts more often to their users than Facebook, this algorithm can be supported by being active on the platform.

LinkedIn is a platform for professionals. As the author states in the previous readings B2B companies achieve excellent results on it. It is necessary for the company to establish a profile on the platform and at the same time write it on the business list. This space can be used to share articles, add posts in video format as well as images, and of course answer questions about products. Groups created on the platform have more salesforce than on any other social network. The author, therefore, recommends setting up a group on underfloor heating here as well. Zoul can use this space not only to share its products but also to bring information and news from the world of electric heating.

By gaining followers on social media, the company creates a list of potential customers who can directly see promotions without any paid advertisement. The author recommended that the company list products on all social media. By increasing the number of followers, the company can redirect its movement from the social media product list to the e-shop. Social media should also serve as a place where a company can share content from a blog. Facebook, Instagram and LinkedIn use tools to track page performance. Measuring of social media performance can be gain using such tools. In order to increase the number of followers on social networks, the author created a plan based on obtaining them through competition. Zoul will select one product for the competition, for example, the ADAX design convector. A post about the competition will be created for it. Users have to like and share the post. On social networks (Facebook, Instagram, LinkedIn) is the possibility of a planned promotion which would be used in this case. The post will be displayed to the audience. Users can enter the competition by sharing and liking the post. At the end of the month, competition will increase the number of followers and traffic on the page.

5.3 Email marketing

Anna Fintorová, the owner of Zoul, states that email marketing is the most widely used form of product promotion within the company. At the same time, customers state that this is the best form of receiving information for them. Based on the information obtained from the reading process, the author recommends creating a plan for sending news by email.

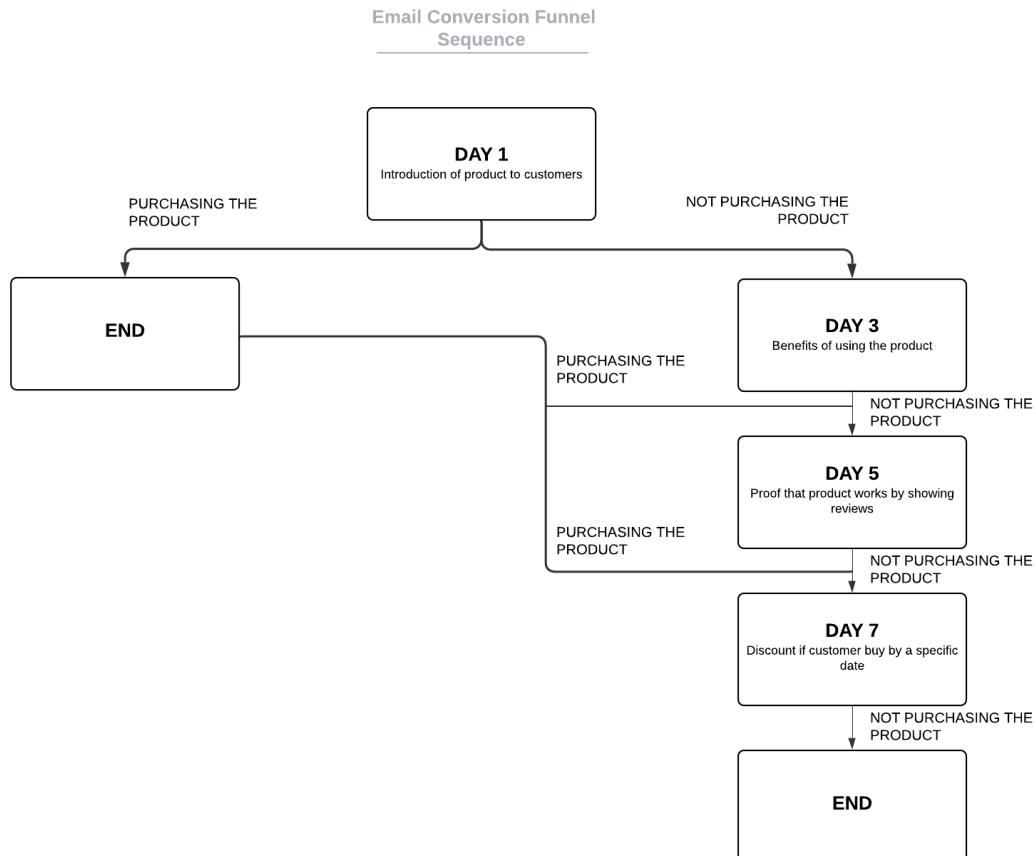


Figure 5.
One week product sales conversion funnel. (Gunelius, 2018, p.220)

Designing a plaid with the logo, signature of the owner and the colors of the company will increase awareness of the company and its credibility. The content of the email should include a reason to click it, it should respond and address customer needs. The author divided the types of newsletters into informational ones, where the company will send news, instructions, and blog content. Sales emails will be focused on increasing sales, with content always focused on one product that the company wants to sell. The email with entertaining content will contain a link to social networks that are focused on entertainment. The company currently does not plan to expand its range with any new products. It is therefore sufficient to send the newsletter once a week.

When creating an email marketing campaign, the author decided to focus on increasing product sales. Susan Gunelius in her work *Email Marketing for Business* mentioned the possibility of using a marketing funnel to increase turnover. Inspired by this method of promotion, the author proposed a weekly strategy that aims to increase the number of pieces sold. Zoul will send one to 4 emails to sell one product in 7 days. The purpose of these emails will be to arouse interest in the purchase. Figure 3. describes exactly content and sending process.

6 Conclusion

This bachelor thesis focused on the introduction of the company Zoul, which sells underfloor heating. This type of heating is one of the oldest ways of heating living spaces. Europe is currently experiencing a boom in the sale of electric floor heating, which is also provided by the commissioning company. By introducing underfloor heating from its history through the development of the market in Slovakia, the author wanted to introduce the reader to better understand the subsequent steps in the research.

Zoul has seen a large drop in sales in the last two years. The author's task was to explore ways of digital marketing, as this type of promotion is worth using the most in the current situation. Theoretical background was used to collect information about this field. Based on the data obtained in this section and later also by analyzing interviews with respondents, a marketing plan was created for the company to increase its sales. The author decided to focus on three areas, website, social networking, and email marketing. These three areas are inexpensive and effective when the campaign is set up correctly. Zoul has limited financial resources in paid marketing. Using the professional literature, the author was able to set up a marketing plan that will not cost a large initial investment and will not be financially demanding in the future.

The research question of the thesis was stated as "How can a digital marketing campaign could improve sales of small B2B underfloor heating companies?" Respondents helped to answer this question. After analyzing the interviews, the author concluded that with the help of digital marketing it is possible not only to increase sales but also to increase awareness of the company and its credibility. By creating content that brings valid information along with attractive purchase offers, the company can create a concept that meets customer requirements and allows them to make purchasing decisions easier and faster. Questions were asked to examine where the company has strengths that it can promote and where, on the contrary, the approach needs to be changed. Both customers offered important information which the author later applied in a marketing campaign. After the company will run a digital marketing campaign, the author recommends running interviews again to test if changes are positive.

In the last chapter of the work, the author created a plan that should bring the company an increase in sales through the use of digital marketing. The first step in the marketing campaign created by the author was to upgrade the website. Based on the obtained literature as well as information from the research part, it follows that the website does not meet the requirements for its full use. The author suggested a complete redesign, adding more detailed shots of the products, as well as creating a new section - the blog. In addition to meeting the wishes of customers, this step will increase the number of keywords that are on the site. These will then be used for paid advertising.

Social networks are a financially unpretentious way to increase awareness of the company. The author suggested to initially focus on relaunching pages that already exist. For the first few weeks, Zoul will just be adding posts. Subsequently, the campaign will be supported by a competition. Its goal is to increase the number of following users of the site. The author also recommended the establishment of a corporate LinkedIn profile. This platform is built for B2B sales.

Email marketing needed several adjustments. The author has scheduled to send a newsletter once a week. Forms of the email were divided into informational, entertaining, and those that will have a sales force. A weekly schedule was created for the last group to send the emails along with their contents to increase sales. Email marketing will be the most direct way of promoting products, as the company has already created a list of customers and it is not necessary to work on it anymore. In order for the database to continue to grow, the author recommended mentioning the possibility for customers of filling in an email address for this purpose on the website.

The marketing plan can be modified and adjusted in the future. The author first recommends this run the current campaign. If the result does not increase in order volume, the company should consider adjusting the campaign. Marketing campaigns usually last several months. Messages of strategies usually change after 45-60 days. The author does not recommend drawing a conclusion before the 3-month period. The business owner will be able to deliver results after the first few weeks because the campaign is linked to several applications that track its development.

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7 APPENDICES

Appendix 1: Interview with Anna Fintorova, commissioning company owner

1. What do you expect from the marketing strategy that will be created based on this bachelor thesis?

"I expect the new marketing strategy to help the company navigate the market. At the moment, we have only a small overview of who is on the floor heating market and what products it offers. This information, together with the strategy, could also help us increase sales of products for underfloor heating and heating systems."

2. What are the changes in sale you are facing?

"We noticed the biggest change in the redirection of the sales force of certain types of products. In the last two years, our sales of high-current sockets and products intended for buildings such as production halls and retail chains have decreased. On the contrary, the company recorded an increase in sales of switches, sockets intended for family homes."

3. How did you prepare a business plan to redirect your business from physical to online shop?

"In 2020, we had to completely reduce physical store due to the Covid-19 pandemics. We have not returned to the company in full mode since March 2020. In the beginning, we informed our regular customers via email and SMS. We explained the situation to them and that from now on they can only connect with us electronically. We also posted this information on the company's front door."

4. What do you consider to be the biggest challenge of this change?

"Our biggest challenge was, and still is, building a strong e-shop that would appear on the first pages of browsers. We would also like our products to be displayed on sales portals."

5. How much are you willing to invest in your marketing strategy?

"The total budget is currently realistic for € 1,500. Subsequently, we can imagine a monthly investment worth € 150."

6. How many new customers would you like to acquire?

"I do not see the potential in the number of customers but in the volume of orders, they need to be raised by at least € 3,000 per month. The state concessions caused by the pandemic.

7. How are Zoul products different from those sold by competitors?

"There is no big difference between the products offered by our company and the competition. Zoul takes goods directly from the manufacturers. We have products from either Slovak or European production. Nothing we sell comes from China and has no lower quality."

8. What do you consider to be the company's greatest advantage over the competition?

"The biggest advantage is the advice that is offered when buying products. I have been selling electrical installation material for more than 25 years, selling floor heating since 2012. I work with small and large companies as well as with small customers, I understand their needs and I can advise them correctly. Also, flexibility. Our company is on the phone 24/7 and we also answer phone calls during the holidays."

9. What marketing is the company currently doing?

"Emails are sent to customers and partners monthly, we also had Instagram and Facebook profiles, but they are currently inactive. The website was last updated two years ago."

Appendix 2: Interview with customer company Kraittek, Mr. Martin H.

1. From 1 to 10, where 1 is very difficult and 10 very easy, how easy was it to buy or place an order online?

“Ordering the product itself is very simple, ie 10. It always makes it difficult for me to find the product, because I can't enter what I'm looking for anywhere and I have to click through pages on the website.”

2. When would you increase the volume of orders?

“I'm missing product promotions. I am a long-term customer, and the company rarely has products at a discounted price. If the company offered a discount, I would certainly re-evaluate the volume of orders often. At the moment I am moving in the price range around 3000-3500 € when buying.”

3. What information would you like to include in our Facebook and Instagram pages?

“News and events. I miss product promotions the most.”

4. What form of operating instructions would you welcome?

“I would welcome the operating instructions of wifi thermostat in the form of video. Overall, I would accept more visual content on the site. Even when ordering products, it is possible to see only one photo and a professional description. So, I would welcome the product to include a video or more photos of what it looks like. It would make my decision easier.” (Martin H.)

5. What type of posts from us would you like to follow on our Facebook or Instagram?

“I'm sure I'd be interested in the news. Also, articles and interesting facts about how to use the products in an effective way.”

6. How can company reach you? Do you prefer the form of e-mail, telephone, or subscription to news on social media?

“The easiest way is to contact me by email. I would prefer to receive newsletters in the form of a newsletter, for example, once a month.”

7. Why you decided to buy through our company?

“Communication and willingness. Delivery. For years, we can rely on the high quality of the products we order. The company is also always sure that we will receive products on time exactly

as agreed. If we are not sure about choosing the right type, we will always get a human and professional opinion and recommendation.”

Appendix 3: Interview with customer company Vikon, Mr. Marek CH.

1. From 1 to 10, where 1 is very difficult and 10 very easy, how easy was it to buy or place an order online?

“8, it's easy to get through the payment gateway, but it takes me a while to find the product I'm looking for.”

2. When would you increase the volume of orders?

“My budget when purchasing is around 2000 €. I would exceed this limit if the purchase were advantageous. They usually shop with target products that we are missing from stock or in demand. To order a larger volume without buying a larger quantity of products, I had to be convinced that it was a good buy.”

3. What information would you like to include in our Facebook and Instagram pages?

“Operating instructions and more advice and information about yes to choose underfloor heating. I would also like to know how the heating can be combined so that the house is efficiently heated at a low cost.”

4. What form of operating instructions would you welcome?

“I'd like to find more pictures or videos on how to operate the products. I would like to be able to see instructions on how to install underfloor heating or outdoor heating”.

5. What type of posts from us would you like to follow on our Facebook or Instagram?

“I would like to follow some interesting posts. I would enjoy videos or polls. I do not like it when social networks are full of sales promotions. I would rather expect this space to improve the relationship with the company. To do this, get to know the backstage more.”

6. How can company reach you? Do you prefer the form of e-mail, telephone, or subscription to news on social media?

“It is certainly the safest form of contacting our company by email or even a phone call. We could miss special events or news published on Facebook, LinkedIn, or Instagram as we do not monitor the social networks of other companies daily.”

7. Why you decided to buy through our company.

“Long-term cooperation. Communication willingness. The employees are always on the phone. So even if I have a problem, I know that I can call at any time and I will be given advice. I also value human treatment in the delivery of goods. I can always agree on which date the product is needed and based on that they will choose the method of delivery.”

Appendix 4: Interview with customer CEO of Digital Story, Anton Katrenčík

1. In your opinion, what company should be focused on when creating a marketing strategy for B2B? (Social networks, blog, paid advertising, customer service, etc.)

“People often feel that communication for B2B is quite dull. I recommend for companies to communicate in the same way as with B2C (business to customers). Use humor, use emojis when texting. You need to give discounts because people who are from B2B are also just people. I recommend joining LinkedIn because this is a place where the company can be more professional. I would also offer education and training in the form of vlogs. When, as a company, I have a segment captured as B2B, I have the right to comment on it, to give interesting information, advice, and ideas. The company can excel in this way from competitors.”

2. . Do you have any proven procedure that you use when creating a digital strategy for B2B companies?

“Yes, I have, it's to have a humaneness and to work with emotions. No matter how big the B2B segment is and what company supplies to another company, it is still about people and relationships and you want to see who is behind it. Therefore, include a lot of photos, a lot of videos where there are faces, if not faces from the company, hire actors. Slovak power plants and energy have paid for the influencer through which they communicate. Then the content catches a person. When people experience emotions in the brain, the so-called amigdala is triggered which is the memory center. Therefore, people remember a situation where a strong emotion is displayed.”

3. What do you think an e-shop should contain to be able to increase sales?

“Simple navigation page. The company should consider what should be deleted from that site. When customers come to the site, the company has to captivate them right at the beginning. This is done by having a "hook" on the front page, something that does not fit. 80% of customers, when they come to the site, leave at the beginning. Therefore, they need to be brought something illogical that will interest them and force them to roll up. Then they need to get an answer for this illogical step. The third thing is CTA, a call for sale. Companies often think that customers know that they have to order, but the opposite is true. Therefore, it is necessary to place on the page the reason why to order, for example, "order now and you get delivery within 24 hours". Small businesses should be inspired by the best-in-class competition because they have the research behind its strategy.”

4. Do you think it pays to invest in SEO so that the website appears on the first page of the search engine?

“Definitely yes if the company plans to do business in the long run. For me, however, Google advertising pays off the most. What companies invest in SEO can be done in a shorter time through Google advertisements especially if the company is now moving to digital, there is no need to spend on SEO, which will start appearing after half a year. It is better to first invest in Google advertising to accumulate turnover and then gradually allocate capital from it to SEO. So I recommend investing in SEO but gradually, not spending the whole budget there right away.”

5. Which social networks should companies use to raise awareness of the company?

“It depends on the industry the company is working in. Facebook and Instagram are a must. It is good to build branding on Instagram. LinkedIn is more professional it is a good place where to lead discussions. Facebook is good for creating groups and having fun (interact) with users. The Zoul company sells underfloor heating, so I would create a group dedicated to housing and once started adding something about it. Then I would do Youtube training and if the company is dedicated to visual things, Pinterest as well.”

6. Where do you think small businesses make the biggest mistakes in creating digital marketing?

“The biggest mistakes companies make are that they write texts very professionally for B2B, they think that the segment is sterile, so the content can't grab the viewer's heart. They don't excel at anything. The images look like from Google Bank because the company wants to act as big and professional as possible and that is a big mistake. I recommend that you should operate on Facebook and keep a human face even if the company is large. For example, as Pepsi or Coca-Cola does. Another mistake is that there is insufficient content, like, they add posts once a week. Regularity is important when marketing on social networks. I recommend adding posts about 3 times a week and stories every day.”

7. What advice would you give to companies that now have to redirect their sales from the physical store to the e-shop? How should they proceed?

“The first piece of advice is for the company to switch to digital form as soon as possible. The second piece of advice is to make it as simple as possible. There is no need to complicate the page, to put only the most important information. The B2B sector often receives orders from referrals, business cards, Google ads so the customer already knows what he/she is looking for, he/she just

needs to get there. Therefore, the page must not be complicated so that it is not lost there. I also recommend reading 6D of exponential organizations by Peter Diamandis. The book is about how the world is changing, the dematerialization of things is simplifying. Every company should go through this."