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DIGITAL PROMOTION TOOLS FOR ONLINE MARKETPLACES

Ozon Case

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ABSTRACT

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The purpose of the study was to analyze an effectiveness of digital promotion tools used by marketplaces, especially Ozon. The motivation for this thesis was an active development of online sales in the global market in the previous years. However, promotion is still crucial for online stores to move to a new level of confidence among both buyers and sellers and become more widespread. The study problems directly relate to the study motivation.

The main goals were to study online marketplaces as an object of promotion, identify the basic tools for promoting online marketplaces, conduct a competitive analysis of promotion tools in the market and evaluate the effectiveness of Ozon promoting.

The research methods of the study are based on business literature, latest news, statistics published on reliable sources, and the results of the author's survey.

This thesis achieved all the defined targets which are presented those in the Conclusion part.

Keywords Marketplaces, online store, digital promotion, promotion tools, OZON

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1 INTRODUCTION

1.1 Background of research

The relevance of the research topic is determined by an active development of online sales in the global market. Compared to previous years, online stores are currently moving to a new level of confidence among buyers, and, therefore, are becoming more widespread. People are gradually starting to purchase higher value things through the Internet, ordering from other countries and from different categories of goods.

According to the analytical agency Statista, in 2021, the number of expected online shoppers increased up to 2.14 billion (Statista, 2021). Retail e-commerce sales amounted to approximately 4.9 trillion U.S. dollars worldwide. The positive dynamics will continue, and this figure is forecast to grow by 50 percent over the next three years, reaching about 7.4 trillion dollars by 2025 (Statista, 2022).

The analysed marketplace Ozon provides a wide range of products, gives great opportunities for customers to choose, and implements the organizational policy in communication management and brand promotion. According to an internet-portal New Retail, by the end of 2021, the number of active buyers of Ozon grew by more than 85% year-on-year and exceeded 25 million compared to 13.8 million in 2020. In Q4 2021, Ozon attracted about 4 million new customers (New Retail, 2022).

1.2 Research objectives

The *object* of the study is a set of methods and techniques that are used in the promotion of goods and services.

The *subject* of the study is the relevant tools for promoting online marketplace.

The *purpose* of this work is to analyse the tools for promoting online marketplaces and identify the most effective of them. In order to achieve the goal, it is necessary to solve the *following tasks*:

- 1) Consider promotion as a communication process
- 2) Study online marketplaces as an object of promotion
- 3) Identify the basic tools for promoting online marketplaces
- 4) Give general characteristics of Ozon
- 5) Conduct a competitive analysis of online marketplaces promotion tools in the market
- 6) Evaluate the effectiveness of promoting the Ozon online store.

1.3 Methodology

The theoretical basis of the study was the works of Russian, Ukrainian, American, British scientists in the field of studying promotion tools: Sokolov A.V., Okolnishnikova I. J., A. Sernovitz, Melentyeva N. I., Lobodenko L. K., Nikulin D. N. and Katochkov V. M., D. Ogilvy, C. Sewell, and P. B. Brown.

The empirical basis of this study was:

- the results of the author's questionnaire survey "Attitude of young people in Russia to methods of promoting online stores and assessing their effectiveness" held among young people in Russia from 16 to 28 y.o. in May-July 2022 (N=96);

- advertising materials from official websites of online stores Ozon, Wildberries, Yandex.Market, AliExpress, and Lamoda for competitive analysis.

The main research methods were general scientific methods (analysis, synthesis, induction), methods of scientific observation and description, methods of comparison and theoretical generalization of scientific literature, as well as questionnaire method and the competitive analysis method.

1.4 Thesis structure

The final thesis consists of introduction, two chapters, conclusion, list of references, and 3 appendixes.

2 THEORETICAL STUDIES

2.1 Promotion as a communication process

The term "product promotion" was first introduced in 1964 by one of the most sought-after marketers in the world - Phil Barden. In the modern world, this concept means a set of methods and techniques for informing potential buyers about positive characteristics of the product and stimulating the desire to purchase it.

According to the study by Prokudina O.A. and Malakhova N.L., teachers in MSUTM and BAGSU, often when using the term "product promotion" one way or another, the definition of "communication" is also affected (from lat. "communicatio", which means message, transmission and from "communicare" - make common, talk, connect, report, transfer) (Prokudina, Malakhova, 2014).

If we consider all modern approaches to the definition of the term "communication", then we can distinguish the main ones:

- 1) Connection (as a means of communication of any objects of the material world). This approach divides communications into transporting and engineering;
- 2) Communication, transfer of information from individual to individual;
- 3) Transfer and exchange of information in society for the purpose of influencing on them.

All these concepts of "communication" has a common is goal: conveying a message from one object to another through verbal and non-verbal sign systems.

2.1.1 Objectives of promotion

The main objectives of promotion include increasing the number of sales and creating a positive image. Promotion elements are applied depending on the specific

management objectives. Management objectives stem from the state of readiness of the consumer to purchase the product. These relationships are assessed and tracked through a hierarchy of promotion impacts on the customer.

Among the goals of promotion, the following can be distinguished (Lawrence J. Gitman, Carl McDaniel, Amit Shah, Monique Reece, Linda Koffel, Bethann Talsma, James C. Hyatt, 2018):

- 1) Creating awareness;
- 2) Getting consumers to try the product;
- 3) Providing information about the product;
- 4) Keeping loyal customers;
- 5) Increasing the volume and frequency of purchases;
- 6) Identifying target customers;
- 7) Teaching the customer creation process.

The promotion management role includes responsibility for communicative interaction of all subjects, integration of technologies, people and processes aimed at cooperation with the end buyer. Implementation of the listed tasks and promotion goals carried out using the influence of methods from the fields of advertising, public relations, and marketing.

2.1.2 Aspects of promotion

In "Promotion. Communication system between entrepreneurs and the market" Jan W. Wiktor, professor of marketing at Krakow Academy of Economics, considers two approaches to interpretation of the concept of "promotion" (Wiktor, J.W., 2001):

1. The first approach is limited. It implies promotion as a specific process of performing systemic actions aimed at notifying the public about the benefits of the product for its subsequent sale. This is the narrow meaning of the concept.

2. The second approach covers not only the sales themselves, but also communication of the enterprise with the market as a whole. In this case promotion is understood as a synonym for "marketing communication", since the approach covers not only the message from the advertiser, but also feedback from consumers or from other subjects of communication. This is an extended meaning of the concept.

At this development stage of communication and marketing activities, a huge number of tools have been developed aimed to achieve the objectives mentioned above. The more people saw the ad and gained interest in the product; the more effective tools were used. In this case, the whole mechanism of promotion is the subject of study. The tools, as the methods by which promotion is implemented, are the object.

In this regard, the basis of promotion on the Internet is an integrated marketing communication system. Integrated Marketing Communication is the planning and execution of all types of marketing communication needed for a product, brand, idea, company, or place in order to satisfy a common set of objectives and support the positioning of promotion (Shakeel UI Rehman, 2011). Promotion strategy on the Internet is the ways to use the complex of product promotion tools that consists of personal sales, advertising, commercial promotion, and other indirect means where advertising plays a major role.

2.1.3 Influencing the audience

As stated, the main purpose and expected outcome of any activities related to promotion - sales. Selling is a process implying commercial relations between individuals and legal entities. Both parties, the seller and the buyer, benefit.

According to the American economist, the world-famous business consultant, Theodore Levitt: "Kodak" sells photographic film, but they do not advertise films. They

advertise memory”. Meaning, the most important thing in promotion is to remember which motive drives the consumer, what are their actual needs. A buyer may not care for the place of the company in the world ranking, its long history appearances, awards, and merit. All that matters only for a manufacturer. The only thing a buyer will be interested in is what benefit they will gain from the product and what problems it will solve.

This is the most important moment in communication between participants of marketing process. A successful product promotion mechanism is being built based on such psychological techniques. Specialists in the marketing field have developed many techniques of influencing the audience to increase the likelihood of a subsequent sale.

These techniques are divided into 3 large groups (Xiaolei Wang, Terence T. Ow, Yuqiang Feng, Luning Liu, 2019):

- 1) Emotional;
- 2) Informational;
- 3) Psychological.

Emotional methods focus on people’s positive feelings, or rather the ways of how to get them. Naturally, the main “emotional” tool is the product appearance. The emotional component is transmitted through such values as friendship, family, leisure, pleasure, time. This technique is mainly used in kids and teenage products advertising because these age groups in the process of socialization perceive world through emotions and sensations.

Most of the existing slogans are built on the principle of influencing the emotional component. The world-famous slogan of L'Oréal Paris "Because you're worth it" appeals to the buyer’s self-esteem and the amount of respect and love towards themselves. "Red Bull gives you wings" actively demonstrates the pleasure and energy given from consuming their drink.

On the other hand, informational methods of promotion are based on the presentation of product specifications, benefits, other details that may contribute to the purchase. The manufacturer focuses on the facts: informational messages are concise and concretized. The main persuasive factors are the availability of goods, the seasonality of the profitable offers, the leading positions in the market among competitors.

This group includes the same Kodak advertisement that emphasizes on "selling memory". In a 2002 Kodak television commercial included such phrases as "universal film allows you to shoot even when fast motion", "unlike others, it will improve the quality of pictures". They are accompanied by a video about the tour in fast moving vehicles and subsequent comparison of the shooting result. Advertiser shows technical characteristics of the object of sale, distinguishes it from competitors with a visual example.

The last category is psychological techniques. The point is to influence the deepest motives, feelings, and experiences of a person. This group includes techniques related to NLP technologies (neurolinguistic programming), methods of hypnosis, suggestion, imitation, persuasion.

Not to confuse psychological methods with emotional, since there is a big difference. Psychological techniques are oriented more to the subconscious than to the conscious mind. If emotional methods cause the expected reaction in consumers, based on basic human needs, then psychological seek response in the inner world. They can cause not only different reaction in different people, but in one person it may differ due to variability of human nature. Therefore, such methods are addressed much less frequently, although if used correctly they can be much more efficient. Mainly experienced marketers are usually working with psychological methods.

2.2 Online marketplaces as a subject of promotion

The Internet is a global social and communication computer network designed to meet personal and group communication needs through the use of telecommunication technologies.

An Internet website is a mobile system that provides for regular timely updating of information, feedback, interactive, etc. The very first website in the world was created on August 6, 1991. Its author was Tim Berners-Lee. The first information published on this site, was a description of the new technology of the World Wide Web.

Website functionality is a set of different functions that are necessary for convenient work with a web resource. The main function of a website is to perform as a medium of information for people. Although there are other functions such as (Beekreatif, 2017):

- 1) Media for Communication: website serves as a medium of communication between both parties;
- 2) Media for Entertainment: website provides content that are entertaining for their users;
- 3) Media for Education: information provided in a website can be used for learning purposes;
- 4) Media for Business: website can connect specific companies, consumers, communities.

An online store is a special type of website that is basically a catalog of products. At the same time, an online store implements not only a commercial function. It can simultaneously implement each of those listed above.

For example, the website of an online store of building materials besides the product list, might also contain articles, compilations, reviews on some products. Hence, if an accidental visitor comes to read tips on choosing eurolining posted on

the store's website, he will most likely stay to view range of the eurolinings offered by this particular online store, because he has an already built trust and loyalty.

The advantages of online stores for the seller are the absence of rental costs and less staff involved, and for the buyer it is time saving and low prices.

2.2.1 Basic online retail principles

The principles of online retail are different from offline retail. When promoting online stores, it is important to consider this specificity to increase effectiveness of the approach.

There are a number of difficulties faced by the creators of online stores (Biryukova, 2014):

- 1) The structure of the website catalogue requires a long and careful study, especially if the store sells different types of goods or cooperates with many brands. This affects the problems of navigation among buyers, long-term loading of the site, etc.
- 2) From the first paragraph follows a large number of pages on the website. However, that fact contributes to successful SEO promotion.
- 3) Constant updating of information, configuration, monitoring of servers and protocols.

Retail stores might also face these problems if they are interested in finding customers via the Internet or if it is a big chain stores known globally. During the creation of the website, there is a chance to avoid most of these problems if thinking about promotion methods in advance.

When creating a website, it is important to pay enough attention to the analysis of competitors in the market. Starting with leaders and the most demanded companies at the level country/world, to the local companies/the same level of development.

There are many services and programs that specialize in counting meaningful analytics. However, a full analysis includes not only numbers about visits, activity on the website, and other quantitative characteristics, but also a comparison of designs, conciseness and convenience of the interface, and features of its organization. Such parameters are examined “manually”, highlighting what is worth and what, on the contrary, should be avoided to use.

Additionally, online stores consider the pricing policy of competitors in order to correctly assess the cost of the goods offered. Specialists also point out the peculiarity that the consumer is more likely to purchase a product on a website with prominently indicated prices and characteristics, because it gives more credibility.

Among retail stores, it is much harder to track competitors' sales and visit statistics. There will not be many entrepreneurs who are ready to provide reports on their activities, so the number of potential customers can only be assumed. Even the method of observation in this case does not give a clear picture and does not contribute to the understanding of promotion tactics.

In general, the analysis of online store performance indicators allows solving the following tasks (Nexcess, 2022):

- 1) Understand sales trends
- 2) Predict future sales
- 3) Fine-tune sales processes
- 4) Understand customer behavior.

It is very important to monitor changes in the retail market and in consumer preferences in a timely manner. The quicker is the company's response to floating

trends (the secondary needs of the target audience), the higher the sales rate will be.

The sales analysis might be performed according to several criteria which allow looking at the activities of an online store from different aspects. In addition to revenue and net profit, the following elements can be analyzed (iTeam, 2020):

- 1) Analysis of the dynamics of turnover and profit. Allows to identify negative changes in gross income and assess the need for correction of pricing policy or assortment.
- 2) Analysis of the structure and amount of the average bill. Allows to identify customer preferences, to create promotional offers, to relocate goods on the shelves.
- 3) Analysis of the turnover structure (ABC-analysis). Allows to identify the most profitable product groups and products that bring the least income.
- 4) Analysis of the demand uniformity (XYZ-analysis). Allows to distribute working capital in accordance with the stability of demand for goods.
- 5) Analysis of the effectiveness of working capital and fixed assets use. Allows to compare the profitability of stores, considering their size and turnover.
- 6) Analysis of customer behavior. Calculation of conversion and store attendance allows to evaluate the work of sellers and the overall customer satisfaction with a store.

After analyzing external and internal factors, the longest stage of the process – creating a promotion strategy and a concept for an online store – begins. To achieve higher likelihood of the website being at the top of the search, the concept must be as clear as possible. However, it is essential to mention that any strategy must be modified and corrected in a timely manner as modern technologies change every day. Yesterday is never relevant for tomorrow.

The emergence of new online platforms also affects further promotion. All top online stores are registered in the most popular social networks to address new

audience. However, each platform requires different content to suit the style. So, even the same information may look different in different sources. Most of all, this applies to the visual accompaniment (pictures, layouts, infographics).

When creating a promotion strategy, there are several points that are important to pay attention to (Creatopy, 2022):

- 1) Paid search advertising that helps to reach a broader audience but appears only when customers search for something related to the product;
- 2) Promotion using links, this includes link building (increasing the reference mass of the resource), contextual advertising, virus content, etc.;
- 3) Compiling a semantic core, requests for SEO - words and phrases in search string which will promote the website on (it is important to indicate words and phrases not only of high but also medium and low frequency since it is much easier to bring a query to the top using them);
- 4) Working with mailing lists, coupons (resources that provide users with the opportunity to receive a discount coupon), price aggregators (services that can be used to check the availability of a particular product in different online stores), and other resources.

E-commerce in an online store format covers all trading processes and options for interacting with the buyer: choosing goods and services online, placing orders, conducting and confirming transactions, tracking and delivering goods. In the case of selling information goods or the provision of information services, delivery is performed through electronic communications networks.

Online stores can be divided into two groups:

- 1) offline trading enterprises that, in order to increase sales, create their own website with the range of offered products;
- 2) online stores that exist only online.

A modern online store brings together an indirect nature of interaction, visualization of products, and an individual approach. E-commerce format has a significant difference from traditional commerce: on the Internet the buyers can use an online store service wherever they are. Thus, the traditional forms of marketing need to be adapted to the characteristics of communicational environment.

2.2.2 Amazon Flywheel

Jeff Bezos, the creator of Amazon, first sketched his famous Amazon Flywheel on a napkin. This strategy is mainly responsible for Amazon's fast growth.

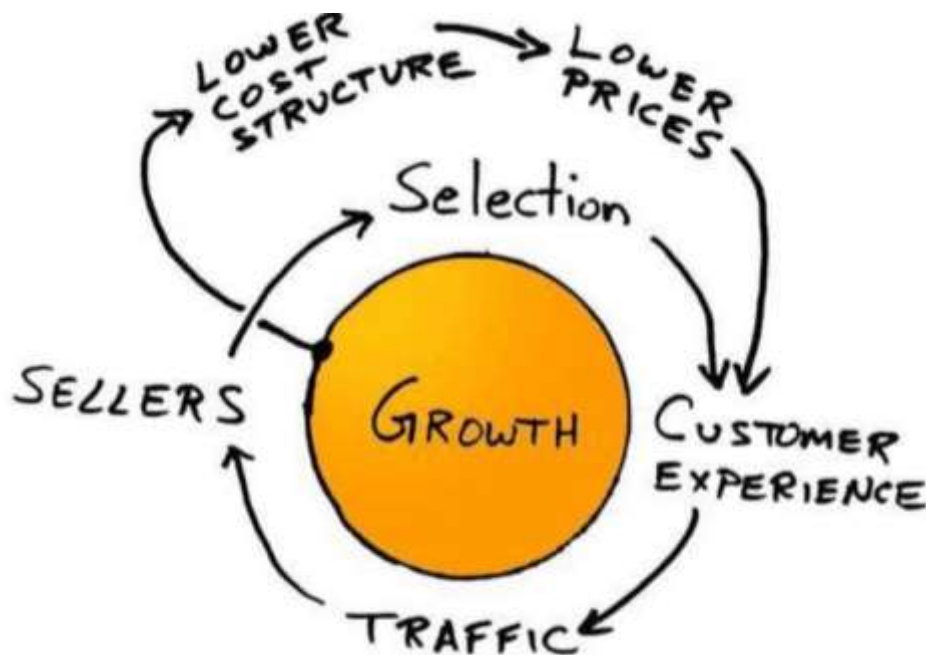


Figure 1 Amazon Flywheel (Ecomcrew, 2022)

To increase the traffic Amazon needed a greater selection. To attract buyers, they decreased transaction costs to make prices as low as possible. Demand creates supply, and the sellers got interested into this new way of gaining profit. None of

that would work without smart promotion strategy because how else the parties of the process would get aware of Amazon.

It is important to understand that creating a great eCommerce website is only part of the equation. Promotion of the online store is essential in order to get more traffic and eventually increase sales.

2.3 Promotion tools for online marketplaces

2.3.1 Online Marketing

Online store promotion starts being analyzed and performed when the idea of its creation arose. The first steps are implemented at the time of creating the website and choosing a domain.

To date, a huge number of marketing tools that popularize online stores have been invented. Often, they overlap and complement each other. The most effective promotion method is to use several tools at once. Thus, marketers manage to diversify the promotion of the website and the involvement of several channels at once.

This technique requires an understanding of the operation of each tool separately. A well-coordinated mechanism consists of a well-organized work of its parts, this also applies to website promotion. Thus, the maximum effectiveness of the developed strategy will be achieved. Tools used incorrectly can, on the contrary, make bad PR for the company and increase cash costs.

The article of Krista Neher, posted on Forbes portal, says that at the initial stage of implementing a digital marketing strategy it is necessary to (Forbes, 2021):

- 1) Determine the goals and objectives of the project. It is important to immediately understand what the website will be used for, since increasing company sales, communicating with customers, working on brand awareness, as a rule, require different marketing tools.

- 2) Choose an approach for achieving the goals to focus on and draw up an attraction funnel. It might include awareness, interest, desire, action.
- 3) Distinguish the objectives and align the tactics with the objectives.
- 4) Conduct an analysis of the target audience. The analysis should consider the socio-demographic and financial characteristics of consumers, personality portraits and character traits, etc.
- 5) Build a website structure. This is necessary to optimize the website and form a convenient navigation system. The development of a common structure allows to simplify the work with product groups, conduct visual demonstrations of products, and improve the indexing of the website by search engines.
- 6) Make a content plan. This should identify the main topics or buckets of content to include in the execution.

2.3.2 Digital Marketing

The promotion of an online store is carried out mainly through digital marketing communications. Digital marketing is the promotion of an individual, a brand, a company through the use of digital channels for transmitting information. It is focused on attracting and retaining customers, involving them in the trade turnover, or popularization as in the case of a person.

Internet marketing, which can be confused with digital marketing, is only a part of digital marketing communications. Their difference is that digital marketing includes not only promotion on the Internet but also the whole range of tools in other areas, for example:

- 1) advertising on television (digital);
- 2) “second screen” - the use of an additional device that expands the information received using another device (the user gets new opportunities to interact with the content);
- 3) creating apps (applications);

4) SMS mailing.

2.3.3 Basic elements of digital marketing

In their article (Nikulin, Katochkov, 2015) D.N. Nikulin and V.M.

Katochkov refers to the following main elements of digital marketing used in the promotion of online stores:

2.3.3.1 Search advertising

When analyzing the search queries, the first few lines of the displayed results are always highlighted with ads. If Internet users click on them, they go to the website of the advertised product.

Such advertising is analyzed in terms of CTR (clickthrough rate) - the level of clickability. It is calculated in percentage by the formula:

$$(\text{amount of clicks} / \text{number of impressions}) * 100\%.$$

The higher the CTR, the more potential buyers visit the website (or the webpage where the ad leads to). Therefore, in Internet marketing, the CTR of contextual advertising, advertising in social networks and other types of advertising are considered as ones of the main performance indicators.

Online stores pay for such advertising in accordance with click-through rate, and the cost per click may vary depending on how much competition for the query. An ad rises as high as an advertiser pays per click.

A necessary condition for the effectiveness of search advertising is a continuous thorough analysis of search queries. Ad positions for those queries that bring buyers to the online store and make a profit should be raised, because it makes no sense to incur expenses for displaying ads for low-profit requests. However, in addition to the low quality of the audience attracted by the search query, it is necessary to consider the following possible reasons for the absence of profitability:

- 1) The content of the advertisement does not correspond to the search queries by which users see it;
- 2) The landing page of the online store, which visitors get to after clicking on an advertisement, does not correspond to the search queries and ads that attract these visitors;
- 3) There are other problems that are not directly related to the settings of search advertising, but are more related to the assortment, website, service, or reputation of the online store.

2.3.3.2 Media advertising

This is a way of advertising communication focused on visual perception, attracting the attention of the audience with the help of images, video, audio. It is most often used to form a positive image of the company, attract new customers, and increase awareness.

In a broad sense, it includes almost all methods of advertising other than direct. In a narrower sense, the concept includes banners and videos.

Media advertising on the Internet is used in different displays, the most effective method of work depending on specific tasks and the target audience shall be used.

Targeting is configured depending on significant factors: socio-demographic characteristics, type of activity of the target audience, interests, requests on the Internet, frequently occurring words in personal messaging. Media advertisements are presented to the target audience in such a way as to form an image effect, even if it does not lead to a subsequent purchase of the product.

Most often, such ads can be found on the Instagram. It is placed in the user's feed, or among the list of the stories of other users. The Facebook advertising account, through which advertising on Instagram is set up, gives the most accurate description of the target audience, up to how soon a person is going on vacation to how recently they returned from it. Therefore, in the feed, the ads about products that a person discussed with friends the other day or the requests from this industry can be often found.

Advertising is shown repeatedly to the same user so that the product is remembered and the chances of clicking on the link increase. The same scheme works on other visited websites.

Experts distinguish different types of marketing campaign strategies depending on the user's readiness to purchase (Indeed, 2021). In particular, brand awareness strategy is opposed to traditional media advertising, which is aimed to satisfy the existing demand. Traditional advertisements are created for users who are already ready to go to the online store to make a purchase. On the other hand, brand awareness strategy is designed to attract potential customers to the company to make them cognizant of the brand and to raise the brand loyalty in the future. Unlike brand awareness advertising, text blocks and inexpensive banners can be used in traditional marketing campaign. For efficiency reasons, these ad campaigns should not show the ad to the same user more than once. This can be done only when using a single

system that allows to manage impressions on different advertising platforms.

In traditional display advertising, advertisers pay the sites for each impression of an ad (CPM payment model - the cost of 1000 impressions). However, in the contextual media networks of search engines, online stores usually pay not for impressions, but for clicks on ads (CPC model - cost per click).

2.3.3.3 Search Engine Optimization

The search queries that appear when searching for the advertised product or service are heavily important in order to use this promotion element. These queries are divided into (Mageside, 2021):

- 1) low frequency (up to 100 requests per month);
- 2) medium frequency (up to 1000 requests per month);
- 3) high frequency (from 1000 requests per month).

Alexei Kudimov, the CEO of Direct Line Development Inc, in his article implies that the importance of using many low frequency words is underestimated when creating the semantic core of the website. "...substantial results come from the many variations of the phrase that become available from having a diverse list of these types of words in your semantic core. The greater the depth of your semantic core, the more likely your website will occupy top positions online within Google's search result rankings." (Kudimov, A., 2018). Website traffic will not grow in large numbers, but the users who visit it are more likely to become customers.

Many websites are also promoted by medium frequency queries. This method is more effective in the informational than in the commercial field. This is due to the fact that sales, especially on the Internet, always involve a high level of competition.

High-frequency queries are the most extensive. They carry the most traffic. Both informational and commercial websites are promoted with equal success, and advertising among these search queries costs several times higher than the previous types. However, it has her shortcomings.

The most requested phrases are often not specific, and it is difficult to understand what exactly a person is looking for. Free service "Google Trends", which provides analytics on search queries and helps in the selection of words for SEO specialists, indicates the steadily growing tendency over past 5 years of results for the search for "marketplace" as of 16/04/2022 (20, 2022). At the same time, it is not clear what kind of online store the users are looking for and what products they are interested in. So, when promoting a marketplace of construction materials on this request, most likely the desired result will not be achieved, although contextual advertising will meet a large number of people.

The article "The role of digital marketing tools in the activities of online stores" states that the success of promoting a marketplace in search engines depends on many factors that we can divide into the following groups (Nikulin, Katochkov, 2015):

- *internal factors* that are related to the content on the store's website (original texts that fit the theme of the site; headings that attract users' attention and meet the content of the pages and the requirements of search engines; website optimization, development of correct links between the pages of the online store that will help you navigate better on the site to new visitors; a developed catalog of goods, which shows the entire range in a visually customer-friendly way, built taking into account the needs of customers; the presence on the website of up-to-

date data on the addresses of stores or points of delivery of goods, phone numbers, other methods of communication, etc.);

- *external factors* (links leading to the pages of the online store from other sources);

- *behavioral factors* ("clickability" of links to the site on the search engine page; variety of traffic sources of the online store; time spent by users on the site; number of pages viewed on the site; frequency of purchases through the shopping cart of the online store and other measurable indicators).

In our case, the online store and its products mainly determine the requests to give preference to depending on the website itself.

2.3.3.4 Website

The website appears to be the main communication tool of interactions. The success of the company largely depends on its convenience and presentability.

The website provides additional ways to influence a potential buyer, such as providing pre-sales and after-sales services, answering customer questions, selling products. Since the website provides all the necessary information, contacts for communication, the company's website might be called its business card. Specially configured counters can analyze the behavior of website visitors and help to improve the quality of service.

The following elements play an important role in increasing the interest of the target audience to the website:

- 1) A detailed description of the product with all important details, photos with its image, price, characteristics, reviews of experienced buyers; information about the possibilities of delivery of goods and its cost, availability in offline stores with their addresses; ways to return the goods;

- 2) Convenient ordering structure, several payment methods, the ability to edit the contents of the basket;
- 3) Website search, filters by parameters and categories, saving buyers time;
- 4) The ability to compare similar products according to their characteristics and description;
- 5) Consultants and Internet bots – a computer program that operates as an agent for a user or other program or to simulate a human activity (Lutkevich, B., Gillis, A.S., 2022) – on the website, establishing communication with visitors and providing technical support;
- 6) Counters, other services for collecting data and their subsequent analysis to improve the quality of work with the site and achieve greater conversion.

2.3.3.5 Shopping aggregators

This is a platform where various online stores offer their services, simply called “marketplaces”. On such websites, the user can immediately choose the right products among the volume of offers from different stores, comparing them by price, features, discounts.

On shopping aggregators, the buyers, who are looking for goods, are often interested in saving time and effort, since there is an opportunity to immediately see a wide range. In 2021, the most famous shopping aggregators worldwide were Amazon, eBay, Mercado Libre, Rakuten, and AliExpress (Kate Merton, 2021).

The most widespread when working with marketplaces are two models of work: CPC (cost-per-click) and CPA (cost-per-acquisition). CPC refers to the actual price the advertiser pays for each click on the marketing campaign (WordStream). When using this model, the advertiser pays

for the transition to the website. Depending on the price that the advertiser is willing to pay per click, the location of the ad on the website of the product aggregator is determined.

CPA is a marketing metric that measures the aggregate cost to acquire one paying customer on a campaign or channel level (BigCommerce, 2019). Meaning that is an advertising model that implies payment for an action performed on the customer's website: a call, an order, and so on. When interacting with CPA, payment for goods or services is carried out on the advertiser's website, delivery is carried out independently by the online store. The price aggregator receives a percentage of the final sales.

2.3.3.6 Social media marketing (SMM)

Social media includes social networks, forums, review sites, that is, resources on which direct communication between users is carried out. The main area is social networks. Every year their popularity is only growing, people of older generations begin to master them from an earlier age. In this regard, organizations of different levels and goals are mastering the space of social networks in order to influence the target audience.

Social media marketing has the following advantages over other methods (Nikulin, Katochkov, 2015):

- 1) Word of Mouth (WOM), as users prefer to talk about what they find interesting and meaningful. There are two approaches to WOM: point and social distribution. Point distribution means that users send information about the product they are interested in individually to their friends, acquaintances, and relatives. Social distribution is the creation of records with public access on Internet websites. For example, it can be a Facebook post shared on LinkedIn, a photo or a

video review in the stories on Instagram. The second approach is regarded as more effective, as it covers a larger number of people. However, point distribution causes more trust and interest of potential buyers.

- 2) Targeting, which was described earlier. In social networks, users provide additional information about themselves, such as age, gender, marital status, place of residence, interests, which makes it possible to identify them as a target or non-target audience.
- 3) Interactive interaction. Unlike traditional advertising methods (press, television, billboards), Internet users can give feedback on the content they consume in form of reviews, comments, messages. This reaction creates deep engagement with the audience as the interaction becomes a two-way process.

The most successful activity of a company in social networks can be assessed by the amount of positive content about it, which is created by other people (UGC - user generated content). In other words, this is called "acquired media" and is a more effective marketing tool than advertiser-targeted advertising because it generates more positive feedback from the real buyer. However, not all online stores manage to achieve full-fledged "acquired media".

2.3.3.7 Email marketing

This type of advertising communication is intended mainly to retain customers and organize additional sales. This is an Internet marketing tool, which consists in building a direct connection between the entrepreneur and the consumer. Via corporate emails, the company updates customers on the news, new products, or discounts to those who previously left their email addresses on the company's website.

The huge advantage of the method is that the advertiser does not invest in advertising when using this method of exposure. Email newsletters are highly cost-effective, so online stores are often willing to provide discounts and coupons in exchange for user's email addresses.

This tool is a great way to build customer confidence, a positive brand image and brand recall. Accordingly, these emails should consist of useful information that may be of interest to the audience.

Another advantage of the method is the possibility to receive quick feedback using questionnaires attached. Thus, the quality of delivery and the product itself is assessed, and the customer opinion about the necessary improvements in the company's operating activities is also collected.

The common features of these tools are the ability to select the target audience, that is, its segmentation by behavioral parameters, search queries or socio-demographic characteristics. Digital marketing methods also provide users with the opportunity to actively select products. Buyers, by accessing the Internet, find what they are interested in at a particular moment, as a result of which a positive result of interaction is achieved.

2.4 Conclusion to Chapter 2

Promotion is the most important part of the implementation of any online store. The purpose of promotion is to form a positive brand image and to stimulate sales. The implementation of the listed tasks and goals of promotion is carried out using the influence of methods from the fields of advertising, public relations, and marketing.

There are 3 large groups of psychological techniques: emotional, informational, psychological. Each of them is characterized by its own characteristics and methods of influence.

When promoting online stores, it is important to consider that the principles of commercial activity on the Internet are different from the principles by which retail sales are carried out, since the effectiveness will be higher. Online stores can be divided into real-life trading companies that create their own website to increase sales, and online stores that sell only online.

The promotion of an online store is carried out mainly through digital marketing communications. These include search queries, display advertising, search engine optimization, website, product aggregators, SMM and email marketing. Their common feature is the ability to choose the target audience, search queries or socio-demographic characteristics.

In the following chapter, the author would give overall characteristics of Ozon, conduct a competitive analysis of online marketplaces promotion tools using advertising materials from official websites of online stores Ozon, Wildberries, Yandex.Market, AliExpress, and Lamoda, and evaluate the effectiveness of Ozon promotion based on the results of the author's questionnaire survey.

3 ANALYSIS OF OZON PROMOTION TOOLS

3.1 Online marketplace Ozon: overall characteristics

Ozon is the oldest Russian multipurpose online store. According to the research agency Data Insight, Ozon is the second largest online store in Russia (Data Insight, 2021). In 1991, students Dmitry Rudakov and Alexander Egorov opened their own business - a software development company called Rekssoft. So they quickly reached a stable income, and in 1998 they decided to expand. There were two ideas for the product: an online store for auto parts or books. They decided to stick with books.

It all started with a small bookstore on the Terra Fantastica website – “Under the Dragon's Wing”. It was the MVP (minimum viable product) at the end of 1996. Creating an online store was a natural decision: there was not enough space on the shelves for books. “Endless assortment is the advantage of the book business,” says Nikolai Yutanov.

Websites with an online showcase were from various publishers and stores. They worked approximately according to the same scheme: the buyer selects the product, reserves it and goes to the specified address with payment. At that time, they did not pay with bank cards online at all. Nowadays Ozon sells over 80 million brand names starting with electronics and books ending with clothes and household goods. (Secret of the firm, 2019)

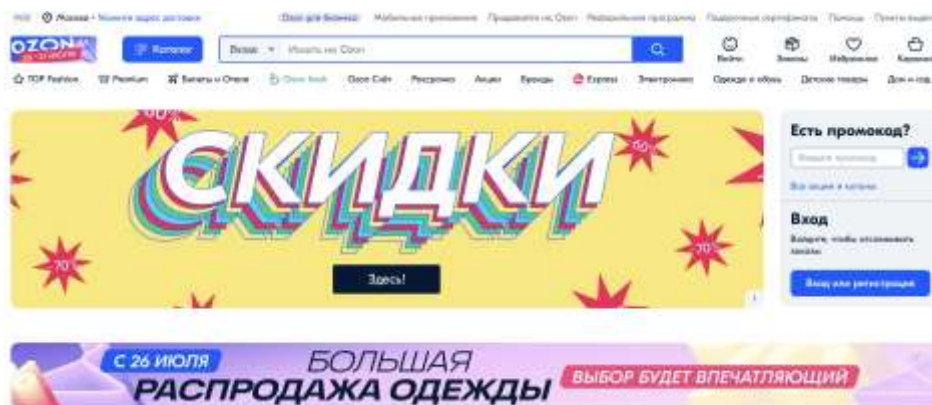


Figure 2 Ozon Website: Starting Page

According to statistics, more than 7 million users visit Ozon daily and make more than 750 thousand orders. The warehouse of the online store includes more than 90 million products that are transferred to customers at specialized points of issue.

In the corporate version of Ozon website (27, 2022), the company's representatives claim that more than 80% of orders are delivered the next day after registration, despite the fact that every day more than 2,000,000 items are shipped. Also, the website has developed a loyalty system and regular customers are provided with individual bonuses and discounts up to 90%.

The main color of the store is blue, with shades of pink added to it. These colors are used everywhere: on the website, in all advertising campaigns and on any attributes related to the online store. The interface and corporate identity of the online store are also designed in this style.

Ozon did not just created a sell-buy chain. They built an ecosystem. The company created working places for IT specialists, couriers/drivers, storehouse workers, employees of points of goods issue, and many others involved.

During operation period, Ozon reached a high level of development and received the following awards:

- 1) Russia PE&VC Awards. *Deal of the year in the Private Equity market - IPO Ozon.*
- 2) All-Russian competition Graduate Awards 2021. *3rd place in the nomination "The best program for working with young professionals" - Ozon Golang School project (2020)*
- 3) HeadHunter.ru: Rating of employers in Russia. *Headhunter's leader in the IT and Internet industry among participating companies with more than 5,000 employees*

4) INFOLine Retail Top-100: Rating by online sales. *Fastest growing retail chain by revenue (2019).*

In addition, in 2020 Ozon created its own book award to support publishers. The purpose of the award is to identify the most popular publications among users of the online platform. Any visitor registered on Ozon can support their favorite author, work or publisher on a separate award page. Online voting lasted from October 21 to November 6, 2020 (New Retail, 2020).

3.2 Ozon in competitive environment

3.2.1 Top 5 largest marketplaces in Russia 2021

No	MP	Cate- gories	Online Sales, MLN EUR	Growth	Or- ders, K	Growth	Aver- age bill, EUR	Growth
1	Wild-Berries	Cloth- ing, ac- cesso- ries	13 430	95%	771 900	153%	18	-23%
2	Ozon	Whole- sale	7445	126%	221 200	199%	34	-24%
3	DNS	Elec- tronics	2941	41%	16 200	14%	180	24%
4	Citilink	Elec- tronics	2594	24%	13 200	7%	197	16%
5	Mvideo	Elec- tronics	2104	15%	13 300	20%	162	-14%

Table 1 Top 5 Largest Marketplaces in Russia, 2021 (New Retail, 2021)

From the provided table it is visible that Ozon is in second place among all online stores in the country. However, its online sales in 2021 exceeded the sales of upcoming companies by more than 2 times. The growth in orders among other stores

(including Wildberries on the first place) also remains the strongest at 199%, while others, reached only approximately 150%.

Also, it is important to mention that among the top five Ozon is the only store that does not have a specialization – it is a wholesale marketplace. While the lower competitors specialize in electronics and Wildberries is focused on clothing and accessories. The Yandex.Market online store, which is in 6th place and is the second wholesale store in the TOP 10 market leaders, has sales of 2040 million EUR, which is a third of Ozon sales; the number of orders is less than 20% of Ozon's performance – 29 700 thousand.

But in spite of all the advantages of Ozon and its rich experience, how did Wildberries, in 18 years, manage to take the first place in TOP 5 by far?

The RBC article (30, 2019) cites the statement of Data Insight research director Boris Ovchinnikov that the Wildberries managed to break away from competitors due to the increase in logistics capabilities and debugging of business processes.

“Just pumping money into marketing they would not have been able to do this: Wildberries with hundreds of thousands orders per day maintains a high level of service. And, of course, an aggressive pricing policy - keeping democratic prices by "pushing through" suppliers. Now the online store has reached such a level that it no longer needs to fill it's showcase - suppliers themselves are interested in getting there and getting a strong sales channel.”

However, the promotion of the creation of a quality service in a set of marketing communications plays a significant role, as it contributes to an increase in demand for the company's product.

3.2.2 Ozon promotion tools

It is obvious that the situation with the pandemic influenced the strong increase in sales of online stores. Since the pandemic started, people are encouraged to stay at home, the population has increasingly begun to make purchases using

online technologies. And, most likely, this is not so much awareness as a lack of opportunities - most retail stores were closed due to quarantine. But, since the situation with income also worsened, the average check did not show a significant decrease or increase.

However, the pandemic did not affect the choice of promotion methods by companies. Online stores continue to choose digital marketing tools, as they are still the most effective.

Ozon, despite its growing popularity and high positions among competitors, continues to allocate a budget for advertising and present it to the audience in various formats using Internet space platforms.

For example, Ozon periodically launches contextual advertising in search networks. It includes the company name, a brief description of the website, sometimes the main categories and current great deals.

Contextual advertising is a measurable indicator that helps to attract the attention of new customers. For the query "online store", Ozon already occupies the first position among the results, however, the company's advertisers continue to turn to the tool.

The next method of attracting customers is ads on third-party sites. The Yandex Advertising Network identifies them as "Contextual and display banners from the leading advertising systems of the Runet." With the help of such tools, Ozon ads are shown to those users who are interested in the selected product or service. It can be found both on thematic websites, that is, on the websites of other online stores, and on any other page on the Internet, which provides places for advertising.

Ozon is also actively distributed in social networks since the main part of their target audience is concentrated there (solvent population from 16 to 55). The store is registered in such social networks as Vkontakte, Instagram, Telegram, Facebook,

Twitter. In each of them, the Ozon team exposes content adapted to the characteristics of the website and promotes pages through targeted advertising.

The social network "Vkontakte" at the time of July 2022 has 455 thousand subscribers. The content is updated daily, from 20 entries appear per day. They are divided into posts to stimulate sales - trends, collections, reposts from groups of themed products, promotional offers, each option is supported by links to products, and entertaining - memes, good morning wishes, photos from fashion shows, even recipes and movie selections. These two groups of posts are divided in the proportion of 50% to 50%. (31, 2022)

Ozon also has a special page in "Vkontakte" for sellers only. It is called "Ozon Business" where they tell the subscribers how to do business with Ozon, share success stories, publish site news and answer your questions. (32, 2022)



Figure 3 Ozon VKontakte webpage



Figure 4 Ozon Business (for sellers) VKontakte webpage

Instagram of Ozon is also updated daily with 1-2 new posts. The number of subscribed users is almost 1.8 million, which means that this site is more convenient for the target audience of the store. The profile feed is a visually pleasing overall picture, photos are designed in the same style in basic colors. Each post is a demonstration of a specific product. VKontakte and Instagram posts do not overlap. In the profile stories, promotional offers and the “product of the day” section

are displayed. The main information can be found in the highlighted stories. (33, 2022)

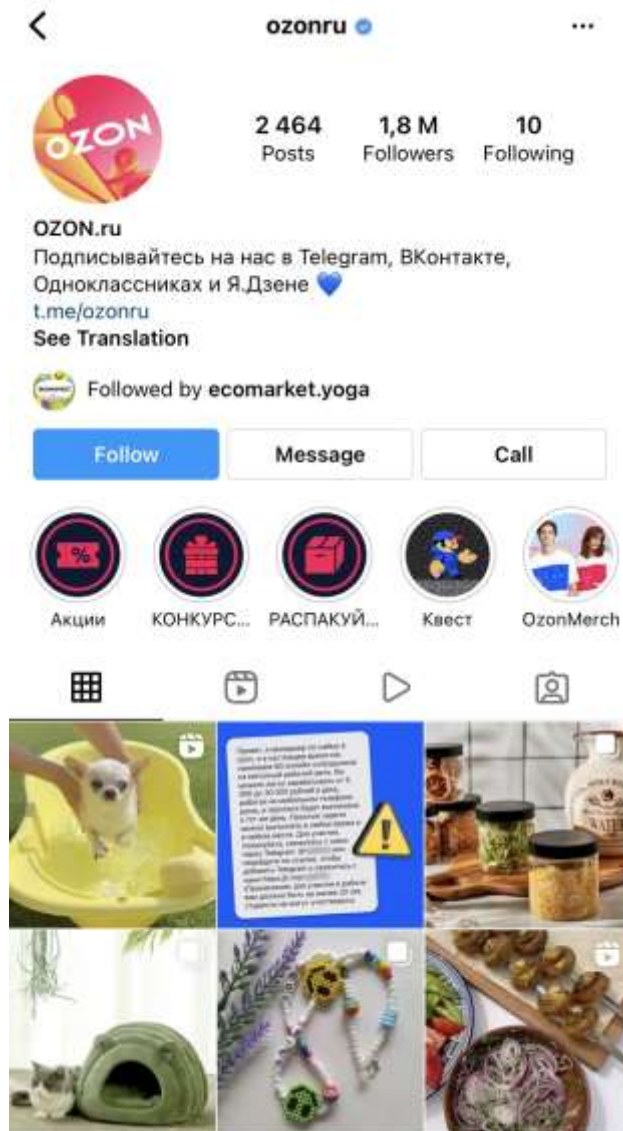


Figure 5 Ozon Instagram webpage

However, due to the fact Instagram is banned in Russia by Roskomnadzor, so it cannot be reached without VPN, Ozon also created its channel in Telegram to share the latest news and promote products. They already gained 45K subscribers. (34, 2022)

Facebook account is not kept as systematically as Vkontakte, Instagram, or Telegram. The content is similar to that published in the Vkontakte group, but the number of entries is 3 times less. The records do not repeat each other, although the style of keeping is the same.

On Twitter, materials are posted 1-2 entries per month. The content consists exclusively of promotional offers and a range of products. Number of subscribers – 6 500.

In addition to the Internet, Ozon advertising can be found on television. It consists of clips from 10 to 30 seconds. Most often, the duration is minimal, and the purpose of the video is to convey basic information about discounts to consumers. For the most part, the video contains cooperation with the brand presented on Ozon, for example, Pantene, Vitek, Sokolov, Pampers. Each of the listed deals with different types of goods but is sold through one commodity aggregator.

Outdoor and print advertising is used by the company not so often, mainly leaflets on the counters for the issuance of goods, their signs and banners. The main promotion, as expected, is carried out in the Internet space.

3.2.3 Comparative analysis of the largest marketplaces

When it comes to the competitive situation, it was previously indicated that the most popular online stores in Russia are wildberries.ru, citilink.ru, ozon.ru, mvideo.ru, dns-shop.ru (based on Data Insight statistics for 2021 (29, 2021)). However, these stores can hardly be called competitive, since they sell different goods: citilink.ru, mvideo.ru, dns-shop.ru specialize in technology and electronics, while wildberries.ru specialize mostly in clothing.

Initially, Ozon gained notoriety by selling books online via different bookstores. Now books are not a leading direction. The number of categories has significantly extended. Therefore, it would be reasonable to make a competitive analysis of

online stores that are actual multipurpose stores. The leaders among such chain stores, according to Data Insight, are [30, 2020: <http://>]:

1) Wildberries.ru - 1st place in the TOP of online stores among all categories. The store is mainly focused on clothing, but they slightly transfer into multipurpose store.

2) Ozon.ru - 2nd place in the TOP, industry - multipurpose;

3) Yandex.Market - 6th place in the TOP, industry – multipurpose;

4) Aliexpress.ru - 7th place in the TOP, industry - multipurpose;

5) Lamoda.ru - 8th place in the TOP, industry - clothes, shoes and accessories.

Since the listed online stores already have a turnover of millions of euros, it can be assumed that the promotion of each of them is a well-coordinated and carefully built system. Consider how promotion tools are used in these companies.

The first category is digital marketing tools. These include search advertising, display advertising, search engine optimization, website, product aggregators, social media marketing (SMM) and e-mail marketing.

Search ads can be tracked if you “google” into the search bar the name of the online store, any words connected to one particular marketplace, or products that an online store could offer to a customer. Advertising will appear as the first line if it is active. In Yandex, there are ads of Yandex.Market (on the top obviously), Wildberries, Ozon, Citylink, DNS. In Google, Ozon, Wildberries, Yandex.Market (Appendix 2).

However, if an online store does not appear in the first searching page, this does not mean that this online store does not use search advertising as a promotion tool at all. This means that they use it pointwise, not permanently. It is also likely

that this type of advertising is used not only in the most popular search engines, but also in lesser-known ones.

Display advertising is used by each store listed. These are banners and videos that the user sees on third-party websites in advertising spaces (or outdoor advertising) (Appendix 4).

Search engine optimization involves working with user queries in search engines. For large online stores, it will be most effective to work on high-frequency queries. When entering the query "online store" in the search box of Yandex, Wildberries, Ozon, Yandex.Market, Citylink, DNS appeared on the first page in the specified sequence. Google showed Wildberries, Ozon, Yandex.Market. At the request "buy clothes" in Google, two links to Lamoda and one to Ozon appeared at once, in Yandex - links to Lamoda and Wildberries.

One can see that Lamoda promotes with greater efficiency on request with a specific theme - the sale of clothing. Other stores appear on the first page with varying degrees of success. In addition to the top 5 leaders, there were pages of other online stores.

A website is the business card of an online store, and, of course, each of the listed companies has it. At the same time, the websites are convenient and visually pleasing. Also, each of them is a commodity aggregator. Due to this, there is an additional attraction of a loyal audience for brands that cooperate with them. This is a big advantage for scaling and interacting with a wide audience. Regarding social media marketing, since in the modern world every brand needs to use it as the most important promotion tool, Wildberries, Lamoda, Ozon, Yandex.Market and AliExpress have their own webpages.

Platforms among social networks that use online stores for promotion are presented in the table below.

	Wildberries	Ozon	Lamoda	AliExpress	Yan- dex.Mar- ket
VK	+	+	+	+	+
Telegram	+	+	+	+	+
Instagram	+	+	+	+	+
Facebook	+	+	+	+	+
Twitter	+	+		+	
YouTube	+		+	+	

Table 2 Representation of online stores in social networks

The most common social networks are V Kontakte, Instagram and Facebook. Every aggregator has them. Apart from messengers, Wildberries and AliExpress use all the platforms for promotion listed. However, the number of social networks does not mean high efficiency without an individual approach to the content.

If one could compare Telegram accounts as one of the main social platforms used to promote online stores in Russia. The criteria can be quantitative and qualitative indicators.

Among the quantitative highlight:

- 1) the frequency of posts publication of posts;
- 2) the number of subscribers;
- 3) the minimum and maximum number of comments among the last 10 posts;
- 4) the minimum and maximum number of reactions on publications among the last 10.

The quality features include:

5) which posts have the most user engagement;

6) how the profile is visually designed;

7) what text is written in posts;

Based on the identified criteria, one could compile a comparative table.

	Wildberries	Ozon	Lamoda	AliExpress	Yandex.Market
Frequency of publications	2 posts/day	1 post/day	2 posts/day	3 posts/day	1 post/day
Subscribers	55K	47K	4,5K	7,5K	3K
Comments among last 10 posts	No comments available	> 200 comments/post	< 10 comments/post	No comments available	No comments available
Reactions among last 10 posts	> 90 reactions/post	> 200 reaction/post	About 30 reactions//post	< 10 reactions//post	> 10 reactions/post
User engagement	The posts are of the same type, all posts with outfit ideas and links to products from photos get about the same number of responses. The greatest response is received by surveys about the preferences of subscribers.	The biggest response was received by recent news about a fire in Ozon warehouse (>1200 reactions and >1100 comments).	All publications get approximately the same number of responses. However, a little bit more of responses are received by heading "fashion	The posts are in very different formats: products reviews, surveys, funny videos, special heading "alphabet of AliExpress" (when they post one product/day starting with	All publications get approximately the same number of responses. However, a little bit more of positive reactions are received by posts with good hope-giving news (e.g., about IKEA products on Yandex.Market). And

		Apart from that, more than 200 comments were gained by prize draw post.	novelties of the week".	today's letter), stories about AliExpress workers and their hobbies, etc. The most popular formats are funny videos (most of positive reactions) and surveys (>190 votes)	the most of positive responses were given to publications with pets of Yandex.Market workers.
Visual component	Seasonally changing. This summer bright warm colors prevail.	Not very visually pleasing: information is mostly textual, and photos are designed in a special Ozon blue-pink style	Pictures are mostly minimalistic with different outfits. The common element of all the publication – clothes.	There is no general color range nor theme. AliExpress does not really care about visual component, but when they use pictures – they make only high-quality ones.	Publications have the same “vibe” – bright yellow color or similar.
Text	Outfit ideas & beauty lifehacks	Advertising of products (with elements of storytelling!)	Fashion Blog with personal touch	AliExpress does not like long posts. Minimalism is their motto. However, that	Blog about business news with elements of advertisement

				might be a strategic decision: since many people just scroll big publications – they would not do so if the main idea was in one sentence.	
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Table 3 Comparative Analysis of the Representation of Online Stores in Telegram

As a result of the comparison, it can be seen that each store has its own specifics in maintaining social networks. So, Ozon adheres to the classic visual design, actively publishes new posts to engage the audience. In their promotion, Ozon uses not only classic posts with product descriptions, but also introduces entertaining elements: master classes from public figures on hair care, recipes, humorous posts. The account shows that it is focused on families, as there are children, children's products, garden supplies and other things that characterize this segment. Ozon channel also has the highest user engagement level meaning their marketing and social media specialists know what they do, and they managed to gain trust and loyalty on the part of subscribers.

As for Wildberries, it is the largest account listed by the number of subscribers. However, with frequent activity, entertainment sections and the largest number of subscribers, this account is not very active. Perhaps the entertainment sections are not structured enough and therefore do not have the desired effect on users. There is no great response from readers: the Wildberries channel on Telegram is perceived as a glossy magazine: there's not even a chance to comment a post. The main segment of the target audience are women 25-45 years.

Lamoda, in turn, focuses on young girls: from 20 to 30 years old. For a given target audience, the content in the channel was chosen correctly. But this cannot be seen from the responses — Lamoda has the least number of reactions and comments. That might also be affected by lack of entertainment component — subscribers must feel engaged, personal touch is good but there must be a dialogue anyways.

AliExpress is also afraid of dialogue with subscribers which is quite surprising: they post entertaining content and have the biggest amount of posts/day, but they do not take advantage of that to make the channel look active and social by turning on the comment section at least. The lack of visible activities encourages low engagement, there is not enough interaction with subscribers and the number of subscribers shows.

Yandex.Market, with a relatively small audience, has the most of non-selling content. The channel contains a lot of useful information (e.g. the demand for which goods will increase in September) and the channel looks very stylishly with its bright warm colors. However, they receive the least number of reactions, and the number of subscribers does not increase at all. That might be because Yandex.Market did not even decide who are their target audience and what their core activities are. The channel does not look focused on couple of topics — they post information from too many different areas of life. Why would young people be interested in bikes for children? Or why would a family with children spend their weekend on a fashion exhibition of young designers? Making their channel a news blog, they lost themselves as an online store.

Taking a look at other social networks of these online stores, one can see that Wildberries, Ozon, Lamoda create content for each of them separately. AliExpress and Yandex.Market creates identical content for all of their social networks. That gives Wildberries, Ozon and Lamoda a competitive advantage in this online popularity race, as it makes sense for subscribers to follow the company's news not only on one platform, but also on others.

The last promotion way from the list of digital tools is e-mail marketing. Every company uses this tool. Newsletters come regularly and with similar content: promotions, great deals, products of the month, etc. Speaking of other digital marketing tools, each of the listed online stores was advertised on TV, each of them has its own website and mobile application.

Outside the Internet, there are many billboards advertising Lamoda, Ozon, AliExpress, Yandex.Market, less often Wildberries. Lamoda also used interactive street advertising. People could try on new clothes virtually. To do this, it was enough to approach the display and activate the system by raising a hand. The advertising structure recognizes the gesture using the built-in camera and starts to read the image and movements. After selecting a new style on screen, as in a mirror, a person can look at themselves in new clothes. And if they liked the image, they could immediately order it in the online store using a QR code (Appendix 3).

3.3 Evaluation of promotion effectiveness online store Ozon

In order to determine the effectiveness of promoting the listed online stores, in particular the Ozon store, we conducted a sociological study among 96 Russians from 16 to 55 y.o.

The questionnaire is presented in Appendix 1. 58% of female respondents and 42% of male respondents participated in the survey.

How do you feel about online shopping?

96 responses

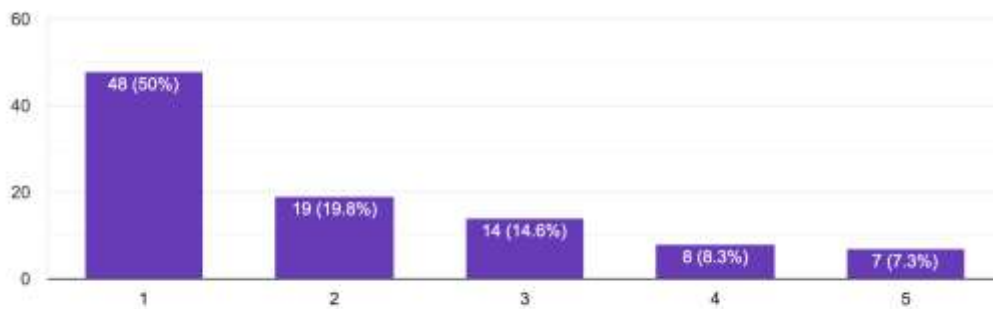
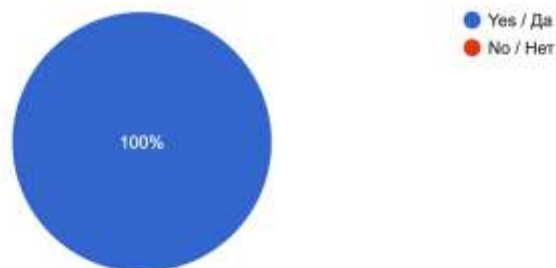


Chart 1 data shows that the majority of respondents are positive or neutral about shopping in online stores.

Have you ever made a purchase in online stores?

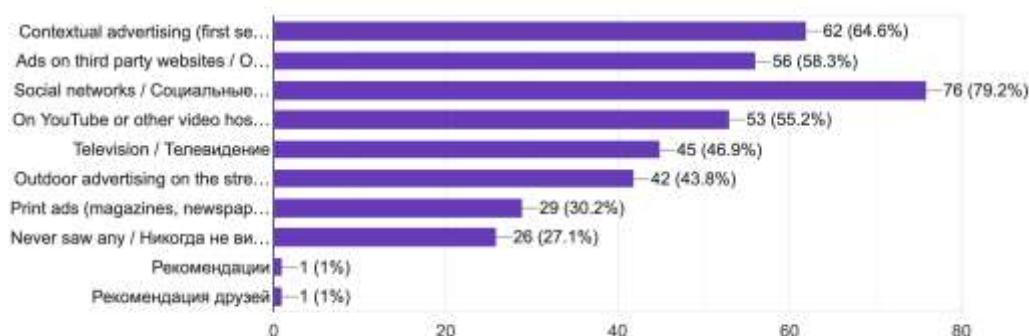
96 responses



Moreover, the second graph shows that 100% of the respondents visited commercial sites (online stores).

Where do you most often see advertisements of online marketplaces? (choose one or more)

96 responses

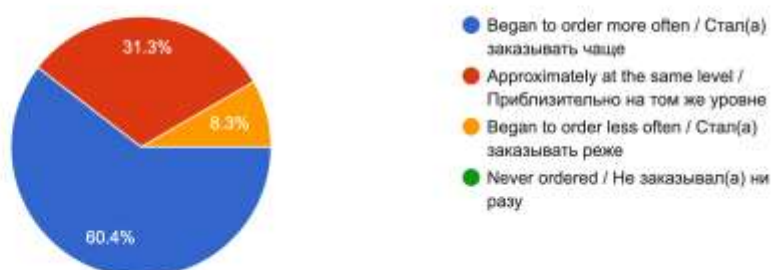


On the graph, we see that the number of people who have seen online shopping advertisements significantly exceeds the number of people who have learned about different marketplaces through the recommendations of friends. Considering that 100% of respondents made purchases in online stores, we can conclude that advertising is an effective method to attract an audience.

The graph also shows that most people are covered by contextual advertising, and advertising in social networks.

Compared to the previous years (2019-2021), how did your demand in online marketplaces change?

96 responses



Graph 4 shows an increase in the popularity of online stores during the pandemic, as well as the continued level of activity in their use by more than 30% of respondents.

In what format does the ad get the most of your attention? (choose one or more)

96 responses

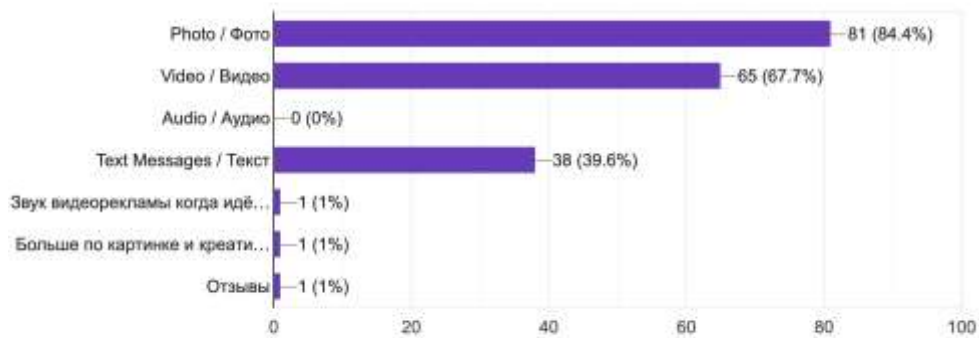
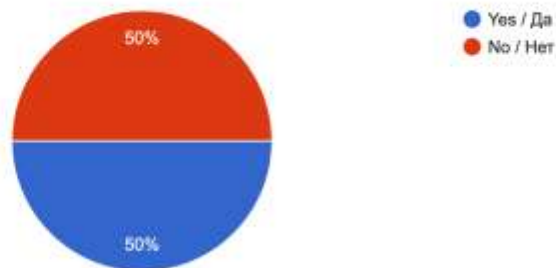


Figure 5 shows that visual methods of presenting information are the most noticeable according to the respondents. Audio messages are apparently ignored.

Are you subscribed to newsletters from any online marketplace?

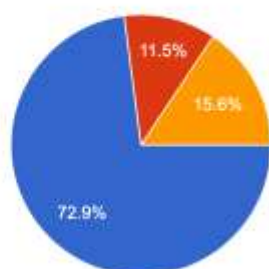
96 responses



The same number of respondents are both interested and uninterested in receiving the news from marketplaces.

Do you know the OZON chain store?

96 responses

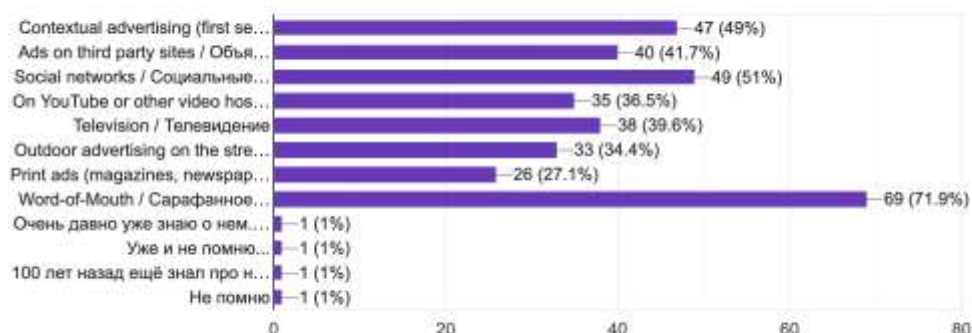


- Yes, I ordered goods there / Да, заказывал(а) там товары
- Yes, I visited, but did not order any goods / Да, посещал(а), но не заказывал(а) никаких товаров
- Yes, but did not attend / Да, но не посещал(а)
- Unfamiliar (press SUBMIT) / Не знаком(а) (нажмите "Отправить")

Most of the respondents (more than 84%) visited the Ozon store and almost 73% made purchases, respectively, the site is in demand among the surveyed population.

Through what source did you hear about OZON? (choose one or more)

96 responses



From Graph 8, we can conclude that digital tools are widely used among online stores, as the global network is their field of activity. However, not all companies go beyond its limits. So, Ozon barely uses other promotion tools, even though despite the volume of advertising distributed, word-of-mouth and communication with loved ones is one of the most popular sources of information. Contextual and social network advertising managed to bring about 50% of the respondents to the marketplace.

3.4 Conclusion to Chapter 3

Ozon is the second largest universal online store in the Russian market. They use all the main types of digital marketing listed in the first chapter, including contextual advertising, advertising on social networks, on YouTube and other video hosting websites, which were noted by respondents as the effective and widespread. Among the respondents, there were none who would not know about Ozon. Digital tools are also widely used among other online stores that occupy leading positions in the market. This cannot be said about outdoor, printed and other types of advertising since they do not have the ability to instantly interact with the consumer. Such interaction can be a transition to a website, a quick order, a subscription to a social network, and other actions that can be performed through a "click".

According to the analysis, the most advanced product aggregators pay a lot of attention to promotion through social networks, search advertising and display advertising on third-party resources. If search and media advertising contribute to the search for a new target audience, then social networks are, first of all, a PR tool. It not only attracts users, but also builds a trusting relationship with them. This is necessary in order for old buyers to make subsequent orders. However, targeted advertising on social networks is also highly effective and necessary for promotion.

4 CONCLUSION

Summing up, promotion is the most important part of the existence of any online store. The main goals of promotion include increasing the number of sales and creating a positive image. This is realized through methods from advertising, public relations and marketing.

Promotion elements are applied depending on specific tasks. Tasks arise from the state of readiness of the consumer to purchase goods. These relationships are measured and tracked through a hierarchy of promotion impact on the customer.

An online store is a type of a website that is a catalog of products from which a visitor can buy online. Their advantages are the absence of rental costs, a smaller staff for the seller, and for the buyer - time savings and low prices.

Online trading in the format of an online store covers all trading processes and options for interacting with the buyer: choosing goods and services online, placing orders, conducting and confirming transactions, tracking or delivering goods, and in the case of selling information goods or providing information services - delivery via electronic communications networks. At the same time, the functionality of the website, interface, design should be improved regularly so that the buyer does not switch to a competitor. In the case of online stores, the adaptation of traditional forms of marketing to the characteristics of the communication environment is required.

The promotion of an online store is mainly carried out through digital marketing communications. These include search queries, television advertising, online display advertising, search engine optimization, website, mobile applications, product aggregators, SMM, E-mail marketing, etc. Their common feature is the ability to select the target audience based on search queries or socio-demographic characteristics. Promotion is necessary for online stores to attract and retain both customers and sellers, as well as their regular involvement in the trade turnover.

The most effective promotion method is to use multiple instruments at once. Thus, marketers manage to diversify the promotion of the website and the involvement of several channels. This requires an understanding of the operation of each tool separately.

Ozon is one of the largest international commodity aggregators; it has been on leading positions in the market for many years. More than 80 MLN brands are listed on its website. The store has more than 115,000 points of issue of goods and parcel lockers. Ozon managed to break away from competitors due to the debugging of business processes. However, promotion in the marketing communications suite also provides the company with continuous growth. In 2021, the number of online sales reached 7445 MLN EUR, which indicates the growth of 126% comparing to the previous year.

The most effective promotion methods for online stores that Ozon uses are digital promotion methods, especially online marketing tools. They are the focus of the leading representatives of online trading.

Among advertising tools, search advertising and media advertising on third-party resources are regularly used. Less effective promotion methods are outdoor, print and other types of non-digital advertising since they do not have the ability to instantly interact with the consumer. Online stores are especially careful when promoting through social networks, as this is not only a tool to attract new people, but also to retain old customers. The perfect combination in their promotion is to increase the level of loyalty and trust among old consumers, communicate with them through mailing lists and posting on social networks, as well as the active use of proven advertising tools in balance with untested experimental methods to attract new consumers.

After receiving the survey results, the author found out that about 90% of respondents have seen online store advertisements on the Internet, which confirms the effectiveness of digital technologies. Contextual advertising, media advertising

on the Internet and social networks attracted the most of new users to Ozon. Media promotion outstripped other channels of information dissemination by almost 2 times among the respondents. And also, about 60% noted that they began to order more often in online stores than in the previous year. This highlights the trend towards online shopping and a gradual shift away from retail stores.

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APPENDIX 1

Survey

Dear respondents!

The study is being conducted in order to identify Russian people's attitudes towards the methods of promoting online marketplaces. All information will remain confidential. The research will not take you much time. Thank you for your cooperation.

Survey questions list:

1. Please indicate your gender:

1. Male
2. Female

2. How old are you?

1. 16-18
2. 18-22
3. 22-25
4. 25-28

3. How do you feel about online shopping?

1. Positive
2. Rather positive
3. Neutral
4. Rather negative
5. Negative

4. Have you ever made a purchase on online marketplaces?

1. Yes

2. No

5. Have you seen advertisements for online marketplaces?

1. Yes

2. No

6. Where do you most often see advertisements for online marketplaces?

(select one or more answers)

1. Contextual advertising (first search results marked "advertising")

2. Ads on third party websites

3. Social networks

4. On YouTube or other video hosting sites

5. Television

6. Outdoor advertising on the street

7. Print ads

8. Other

7. Compared to the previous years (2019-2020), how did your demand in online marketplaces change?

1. Began to order more often

2. Approximately at the same level

3. Began to order less often

4. Never ordered

8. In what format does the ad get the most of your attention?

1. Photo

2. Video

3. Audio

4. Text messages

5. Other

9. Do you subscribe to newsletters from any online marketplace?

1. Yes

2. No

10. Do you know the OZON chain store?

1. Yes, I ordered goods there

2. Yes, I visited, but did not order any goods

3. Yes, but did not attend

4. Unfamiliar (press SUBMIT)

11. Through what source did you hear about the store?

1. Contextual advertising (first search results marked "advertising")

2. Ads on third party sites

3. Social networks

4. On YouTube or other video hosting sites

5. Television

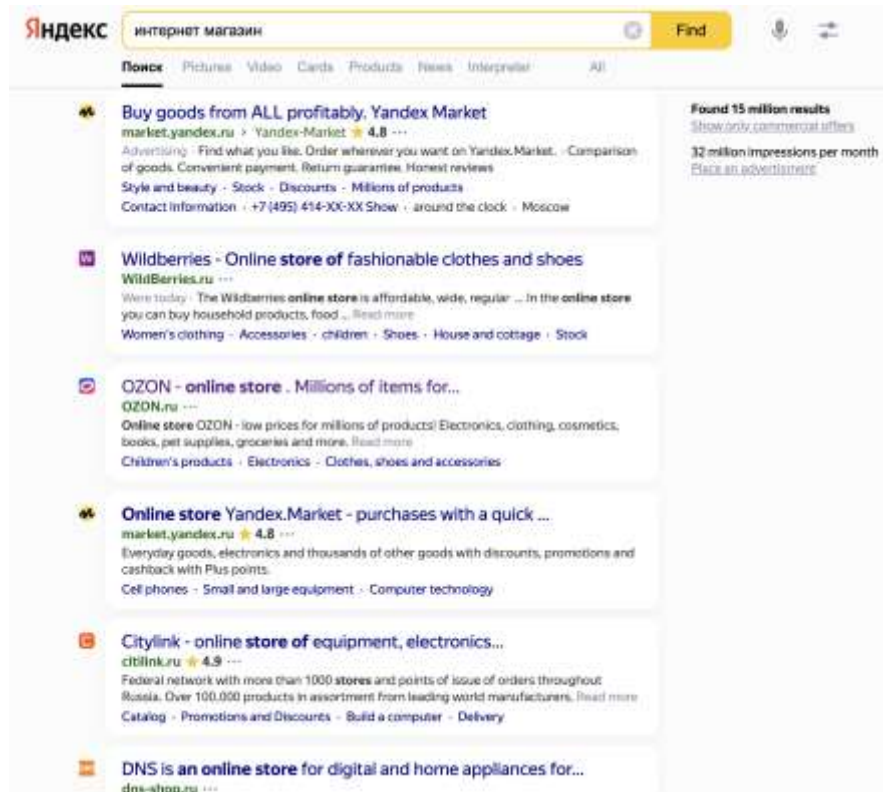
6. Outdoor advertising on the street

7. Print ads

8. Other

APPENDIX 2

Search Advertising in Yandex:



Яндекс интернет магазин

Поиск Pictures Video Cards Products News Interpreter All

Buy goods from ALL profitably. Yandex Market
market.yandex.ru > Yandex-Market **4.8** ---
Advertising Find what you like. Order whenever you want on Yandex.Market. - Comparison of goods. Convenient payment. Return guarantee. Honest reviews
Style and beauty - Stock - Discounts - Millions of products
Contact information - +7 (495) 414-00-XX Show - around the clock - Moscow

Wildberries - Online store of fashionable clothes and shoes
WildBerries.ru ---
Were today - The Wildberries online store is affordable, wide, regular ... In the online store you can buy household products, food ... Read more
Women's clothing - Accessories - children - Shoes - House and cottage - Stock

OZON - online store . Millions of items for...
OZON.ru ---
Online store OZON - low prices for millions of products! Electronics, clothing, cosmetics, books, pet supplies, groceries and more. Read more
Children's products - Electronics - Clothes, shoes and accessories

Online store Yandex.Market - purchases with a quick ...
market.yandex.ru **4.8** ---
Everyday goods, electronics and thousands of other goods with discounts, promotions and cashback with Plus points.
Cell phones - Small and large equipment - Computer technology

Citylink - online store of equipment, electronics...
citylink.ru **4.9** ---
Federal network with more than 1000 stores and points of issue of orders throughout Russia. Over 100,000 products in assortment from leading world manufacturers. Read more
Catalog - Promotions and Discounts - Build a computer - Delivery

DNS is an online store for digital and home appliances for...
dns-shop.ru ---

Found 15 million results
[Show only commercial offers](#)
32 million impressions per month
[Place an advertisement](#)

Search Advertising in Google:

<https://www.ozon.ru> *

OZON is an online store. Millions of items across...

Online store OZON - low prices for millions of products! Electronics, clothing, cosmetics, books, pet supplies, groceries and more. Fast home delivery...

[Internet product catalog](#) · [Clothing](#) · [0 Orders](#) · [My OZON](#)

You have visited this page several times (3). Date of last visit: 11/21/21

<https://kazanexpress.ru>

KazanExpress - online store with free ... - Kazan

Millions of products and thousands of online stores on one marketplace. Free delivery per day. Low prices for the entire product catalog.

<https://www.wildberries.ru> *

Wildberries - Online store of fashionable clothes and shoes

Collections of women's, men's and children's clothing, shoes, as well as home and sports goods. Delivery and payment information. Size charts, care tips...

[All products of RT SHOP](#) · [Women's clothing](#) · [Women's dresses](#) · [Men's clothing](#)

You have visited this page several times (3). Date of last visit: 01/20/22

<https://www.onlinetrade.ru> *

Online store ONLINE TRADE.RU. Buy everything online!

At your service is a convenient online store selling household appliances, electronics, goods for home and garden, children's goods, auto products, pet supplies.

[PC accessories](#) · [Discounts](#) · [Pickup points](#) · [SSD drives](#)

<https://market.yandex.ru> *

Yandex.Market online store - shopping with fast ...

Everyday goods, electronics and thousands of other goods with discounts, promotions and cashback with Plus points.

You have visited this page several times (2). Date of last visit: 09/10/21

APPENDIX 3

Lamoda interactive street advertising:



APPENDIX 4

Outdoor advertising of online stores:



