

Developing Online Marketing

Case: Installatie Wereld

LAHTI UNIVERSITY OF APPLIED
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Case: Installatie Wereld

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ABSTRACT

The increasing usage of the Internet has made e-commerce a common phenomenon. In the Netherlands over 70% of people used online shopping in 2015. Studies have shown that in future more and more people would rather do all their shopping online, if possible. We can all agree that online marketing has become vital, especially for e-commerce companies to survive in the modern world.

Installatie Wereld, the case company, commissioned the thesis. They were interested to know if they could use their more successful sister company's marketing methods to improve their brand and sales. The thesis offers suggestions for the case company to improve their online marketing, based on marketing methods used at their sister company.

The thesis was done by using qualitative research methods, with case company approach. The thesis uses both primary and secondary data. Primary data was collected through observation, company's internal communication and open-ended questionnaire for managers at both companies. Secondary data was collected from Google Analytics of Any-Lamp, Eurostat database and publications related to the topic.

The theoretical background used for the study concentrates on e-commerce and online marketing tools. The focus of online marketing tools is on search engine marketing, social media and e-mail marketing, as they are used by the case company's sister company.

The thesis starts by introducing the topic and giving the structure of the thesis. After that the theory of e-commerce and online marketing are introduced to the reader, followed by explaining research methodology. Then the case company and its sister company are introduced and their marketing methods analyzed, finishing the thesis with conclusions and suggestions.

Key words: e-commerce, online marketing, search engine marketing, social media, e-mail marketing

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TIIVISTELMÄ

Kasvava internetin käyttö on tehnyt verkkokaupasta yleisen ilmiön ja Alankomaissa yli 70% ihmisistä teki verkko-ostoksia vuonna 2015. Tutkimukset ovat osoittaneet, että tulevaisuudessa yhä useampi tekisi kaikki ostoksensa verkossa, jos se olisi vain mahdollista. Voimme olla yhtä mieltä siitä, että verkkomainonnasta on tullut erittäin tärkeää, eritoten vain verkossa toimiville yrityksille, selvitäkseen modernissa maailmassa.

Aihe lopputyöhön tuli tilaajayritykseltä. Yritys oli kiinnostunut selvittämään, josko he voisivat käyttää menestyneemmän sisar yrityksensä markkinointi metodeja, parantamaan omaa brändiään ja myyntiä. Lopputyö tarjoaa parannus ehdotuksia tilaajayrityksen internet markkinointiin. Nämä ehdotukset perustuvat tilaajayrityksen sisar yhtiön markkinointi metodeihin.

Lopputyö tehtiin kvalitatiivisen tutkimuksen metodein, tilaajayrityksen näkökulmasta. Lopputyö käyttää ensisijaista ja toissijaista tietoa, jossa ensisijainen tieto on kerätty tarkkailemalla, yrityksen sisäisestä viestinnästä ja avoimista kyselyistä kummankin yrityksen esimiehille, kun taas toissijainen tieto on kerätty Any-Lampin Google Analyticsistä, Eurostatsin tietokannasta ja aiheeseen liittyvistä kirjallisista materiaaleista.

Tutkimuksessa käytetty teoreettinen taustatieto keskittyy verkkokauppaan ja internet markkinoinnin välineisiin. Internet markkinoinnin välineet keskittyvät hakukonemarkkinointiin, sosiaaliseen mediaan ja sähköpostimarkkinointiin, koska näitä välineitä käytetään tilaajayrityksen sisar yrityksessä.

Lopputyö esittelee aluksi aiheen ja työn rakenteen. Sen jälkeen verkkokaupan ja internet markkinoinnin teoriat esitellään lukijalle, jota seuraa tutkimus metodeiden selittäminen. Sen jälkeen esitellään kummatkin yritykset ja heidän markkinointi metodinsa. Lopuksi esitetään päätelmä ja ehdotukset tilaajayritykselle.

Asiasanat: verkkokauppa, internet markkinointi, hakukone markkinointi, sosiaalinen media, sähköposti markkinointi

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1 INTRODUCTION

As internet usage becomes more common, people are also slowly shifting their shopping to online. The shopping advantage of online shopping is the convenience for the consumer, as they do not need to leave the home and they can quickly compare prices from multiple online sites. Other benefits include shops offering free shipping and different special offers. This has led people to make impulse buying decisions and has created a hype around online shopping. Now when mobile technology offers possibilities of comparing prices while in brick-and-mortar shops and late technology adopters are starting to put their security concerns aside, the sales of online shopping is growing faster than sales of brick-and-mortar shops. (Kaplan 2011.)

According to the European Union (EU) 2015 study, 79% of EU citizens used the Internet during the last three months, while 53% of all EU citizens have purchased online during the last 12 months. This means a 6% increase in internet usage and 9% increase in online shopping in at the European scale, compared to the year 2012. (Eurostat 2016a; Eurostat 2016b.)

The thesis topic was assigned by World Wide Lighting, which is the holding company of Any-Lamp BV and Installatie Wereld. The thesis examines how to develop online marketing of Installatie Wereld, mainly focusing through Any-Lamp BV's already tested marketing tools.

The thesis was conducted as qualitative research method using primary and secondary data. Primary data was collected through observation, company's internal communication and by open-ended questionnaires, Product & Data Manager of Any-Lamp BV and Manager of Installatie Wereld, as they had broad knowledge about the two companies. Secondary data was collected from Google Analytics of Any-Lamp BV, Eurostat database, books, articles and researches about the topic.

During the author's eleven months internship at Any-Lamp BV, he worked with and in the marketing department, in multiple projects to increase

sales. For example, projects such as improving upsell and cross-sell, through informing customers with a pop-up, about a better product or additional products they need for using the product in the shopping cart. This knowledge will be used in parts of the thesis which covers Any-Lamp BV and Installatie Wereld.

1.1 Aim & research questions

In 2015, 93% of Dutch people used the Internet during the last three months and 71% bought online during the last 12 months. Comparison of individuals who used the Internet and who bought online, in EU and Netherlands, are demonstrated in Figure 1. This comparison shows Dutch people being ahead of average EU consumers in buying online. This means that a company in a Dutch market should have a good online marketing strategy to take advantage of the increasing amount of online consumers. (Eurostat 2016a; Eurostat 2016b.)

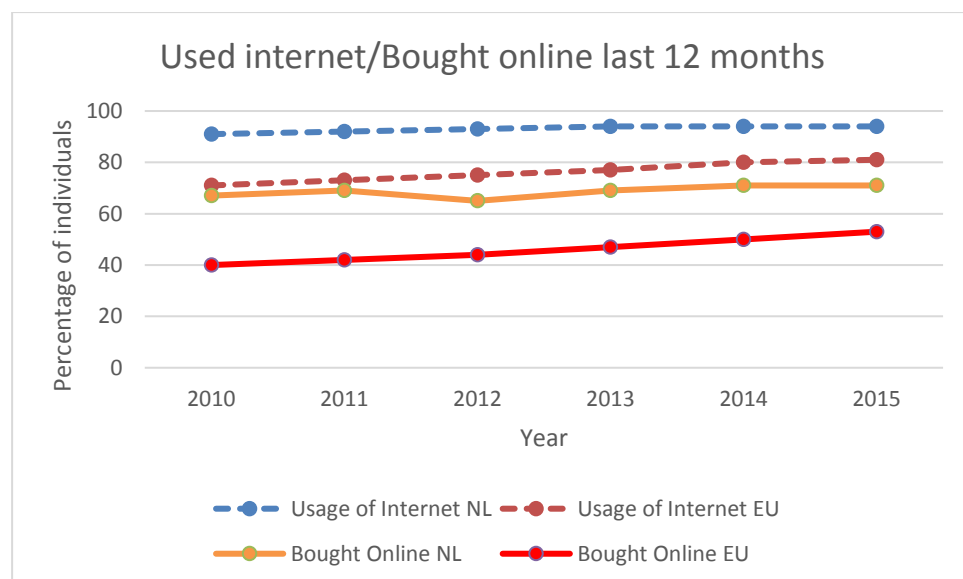


FIGURE 1: Comparing people who used internet and people who bought online during last 12 months in European Union & Netherlands (Modified from sources Eurostat 2016a; Eurostat 2016b)

This was one of the reasons for the thesis; to develop Installatie Wereld's online marketing, another being that they do not have a physical location, making online marketing extremely important.

The aim of the study was to understand different online marketing methods. Compare Any-Lamp BV and Installatie Wereld online marketing methods and see if the case company can improve their marketing with the Any-Lamp BV methods. The end goal offering the case company a online marketing suggestion, which could increase Installatie Wereld sales in the long run.

Any-Lamp BV has already tested multiple marketing tools and seen what works on their site. As the company is more known and successful, the case company wanted to know, if these marketing tools would be also usable in their marketing for making their brand more known and increase sales.

Because the final goal is to improve Installatie Wereld online marketing, the main research question is:

- How to improve the case company's online marketing?

Helping to answer this and commending the secondary objective of the study the following sub-questions are:

- What is online marketing?
- How could online marketing be improved?
- Can the case company use same online marketing tools as Any-Lamp BV?

1.2 Limitations of the research

Any-Lamp BV sells through 15 webshops around Europe. Although Installatie Wereld has some international buyers, the customers are mainly from Netherlands and the web shop language is only Dutch. For this

reason, the study was narrowed down to only including Dutch markets of the two companies.

Another limitation is that both of the companies sells lighting and electrical related products, so this study may not be usable in other business fields. As the last limitation, the thesis is for a specific company, meaning it is not usable by other companies.

The thesis includes confidential information so information which could harm the case company is present as a percentage. The source data of confidential information is not included in this thesis.

1.3 Structure of the study

This chapter goes through the structure of the study. It introduces the subjects of the six chapters, shown in Figure 2. These chapters are introduction, electronic commerce phenomenon, online marketing, methodology, the two companies and conclusion & recommendations.

Chapter 1 is the introduction to the thesis. It explains what the thesis is about, while also giving the aim, research questions and limitations of this thesis. In the end of the chapter, the thesis structure is explained and shown.

Chapter 2, the first theoretical part, explains electronic commerce. Chapter 2 is divided into two parts: history & future of e-commerce and advantages & disadvantages of e-commerce. The first part gives the reader information about the phenomenon and the second part introduces the influence e-commerce has on shopping.

Chapter 3, the second theoretical part, explains online marketing. This chapter starts by presenting the theoretical part of online marketing tools used in this thesis. The end of the chapter is about the measurement of online marketing.

Chapter 4 explains research methods and the reason behind the chosen method for this thesis. The chapter continues by explaining data collection process and chosen metrics for the data.

Chapter 5 introduces both of the companies, their customers and explains their current online marketing methods. In the end, a brief SWOT analysis will be conducted for the current situation of Installatie Wereld.

Chapter 6 will give a conclusion of the findings and suggestions for developing online marketing of the case company.

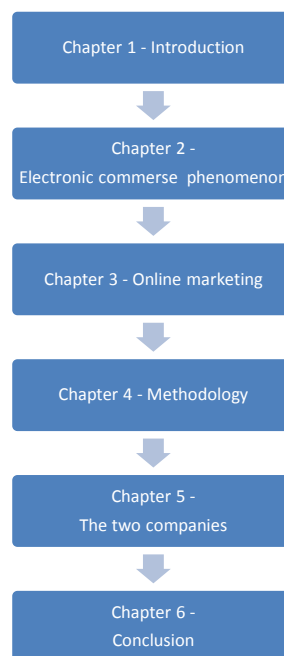


FIGURE 2: The thesis structure

2 ELECTRONIC COMMERCE PHENOMENON

Electronic commerce, also known as e-commerce, is any transaction between customer and business in the Internet or direct exchange of data by the automated data systems of two companies (Dann & Dann 2011, 7-8). This thesis examines only commercial transactions through the Internet in e-commerce.

This chapter will examine theory of e-commerce, through two sections: history & future of e-commerce and advantages & disadvantages of e-commerce. The chapter starts by giving an overall image of e-commerce to the reader. Then moving to advantages of e-commerce in modern shopping and major problems of e-commerce.

2.1 History & future of e-commerce

E-commerce as we know started at mid-1990s, shown in Figure 3. In the begin the customer had to use a desktop computer which was connected to dial-up modem to access the e-commerce site. The first sites intrinsically were slow and static, meant customer could not interact with the page, only look for information. The first sites also did not have search function or it was not accurate, making customers manually browse categories and products until finding the right product. (Goetsch 2014a, 5, 10-12, 17, 31.)

The problem in the e-commerce for companies in the early years were missing standardization of web browsers, making companies choose which browser they wanted to focus, and build the site exclusively for that browser. Another problem for companies were that cost of e-commerce platform used to be as much as the physical store. Management saw it as a separate physical store and managed it as one, with own employees, inventory and growth targets. Competition between the online stores and the physical stores of the same company, led to employees not mention the online shop, as they would had lost their reward and sale. This was holding back the growth of e-commerce. (Goetsch 2014a, 10, 17, 25-26.)

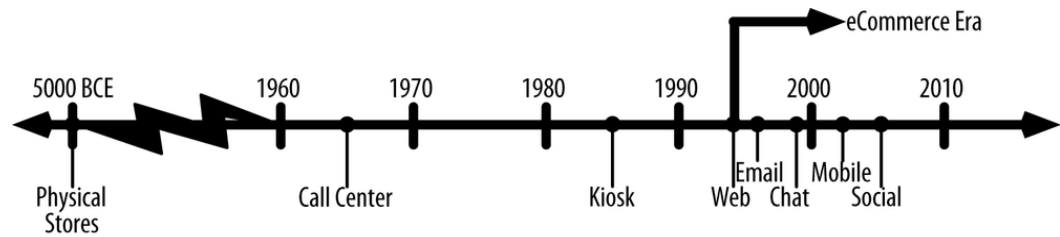


FIGURE 3: Timeline of e-commerce (Goetsch 2014b)

The future of e-commerce is looking bright, as it has grown double to three digit numbers annually since people started buying personal computers in 1994 and it is expected to keep growing for coming decades. DDB Worldwide (2013) survey showed that ideally 31% of United States males and 27% females would buy everything online, where with the 18-34 years old these numbers are 40% for males and 33% for females. These numbers will increase in future, as internet usage is going to increase and newer generations will take the place of the old ones. (Goetsch 2014a, 3-4, 10; DDB Worldwide survey according to Dolliver 2013, 9-10.)

2.2 Advantages and disadvantages of e-commerce

Nowadays e-commerce offers multiple advantages for a consumer, such as price, convenience, larger assortment, usability of multiple platforms and more personalized shopping experience. The e-commerce the biggest problems on another hand are customer inability to see or try the product, before buying and the cost and time of shipping. (Goetsch 2014a, 5-10, 14-17.)

According to Accenture Interactive (2012) survey, 52% of participants believe that prices are cheaper online. The same study shows that after price comparison in the store, 48% of them would buy the goods online. In most cases the prices are cheaper, thanks to smaller overhead, companies buying directly from manufacturers and in some cases taxes, depending on the location and laws. The consumer has to keep in mind that there is no mandatory rule for companies to do this, and companies can price discriminated customers based on anything, their previous

purchases, geographic location, gender or income. This was seen in Australia where a company added 6.8% surcharge to all customers using Internet Explorer 7 (IE 7), defending this as IE 7 is taking longer time for their web team to make their site look normal. (Accenture Interactive 2012, 3, 7, 13; Goetsch 2014a, 5-6, 16; Vaughan-Nichols 2012.)

The convenience of online shopping is greater than in traditional shopping, as a consumer can now shop anywhere where there is an internet connection, they save transportation cost, can compare prices easier and do not have negative human interactions, such as lines or crying babies for example. The convenience has also made it easy to shop under the influence, as people are in a good mood seeing products in a more positive light, but not keen on going to a physical shop. This has been noticed by e-commerce companies as spikes in sales at night and morning. To take advantage of this, they have started sending their newsletter later on the evening or at night. (Goetsch 2014a, 6-7, 11; Clifford 2011.)

As of physical store has restriction with space, they cannot display a whole assortment of products. Even the biggest shops tend to have a wide range of products, but usually they are only the most common versions. E-commerce businesses can focus their inventories to centralized locations, as they do not need to supply multiple stores, leaving them having smaller quantities of one product and using the free space to increase the amount of different products, including niche products. Sometimes e-commerce companies also use drop shipping, where they have a deal with a manufacturer or wholesaler to drop the goods directly to the end customer, saving them having cost of storing the goods and labor costs. (Goetsch 2014a, 7-8.)

As tablets and smartphones become more common, customers are not limited to only desktop computers to access e-commerce sites, making it possible to access from anywhere. This has led mobile devices to become primary access to the Internet worldwide, but also added different ways to access the e-commerce sites, like native apps. Forrester (2012) estimates

that by 2017, 60% of internet users in North America will own a tablet, while in Europe this number would be 42% (Lomas 2013). Furthermore, a study about Kony's customers showed, that 51% uses native app instead of web browser to buy on their mobile devices. The same study showed that half of the mobile phone conversions came from native apps, while iPhone app conversion rate was 30% higher than the mobile web. For these reasons e-commerce companies may be missing even half of their customers if they do not offer native apps as the apps pays off with conversion rates. (Forrester & Lomas 2013 according to Goetsch 2014a, 5, 17; Eads 2011.)

Personalization of e-commerce shopping experience aims to increase customer satisfaction and sales. The algorithms offer customer goods they could be interested, based on either attributes or behavior of the customer. The attributes based approach uses demographic information, obtained from registration form or from browsing behavior, where behavior based approach uses purchase history and browsing history for offering products. This gives a slight advantage for online shops as of sales person in a physical shop usually knows nothing about the customer who walked in. (Goetsch 2014a, 14-16.)

The problem in online shopping is that the customers cannot touch or feel the products before buying. Some physical shops spend hundreds of thousands on lighting and changing rooms for this reason. While this is not possible online, customers tend to have higher return rates for this reason. This has led to new kind of problem for the brick-and-mortar shops, as in some cases people go to these shop to view and try the goods, even though after this they are going to order it online. Accenture Interactive (2012) study showed that even though 60% of participants goes for a brick-and-mortar shop to see the product they saw online, they go back home to buy it from the Internet. The same study also showed that if customer compares prices online while in a shop, only 20% buys from that store after price comparison. (Goetsch 2014a, 5, 8-9; Accenture Interactive 2012, 3, 8, 13.)

Another major disadvantage of e-commerce is the time where customer receives the goods and cost caused by the shipping of the goods and possible returns. Harris Interactive (2013) survey showed that average 48% of United States males and 37% females would buy more online if the process would be faster. The overall trend was the younger the age group more they would buy, as from male age between 18-34, 58% would buy more and 52% from same-aged females would buy more. Over 55 year of age the numbers for males were still 37% and for females 29%. As the customers want their products as soon as possible, the e-commerce companies have started offering one-day shipping or an option to pick up the goods from their physical shop closest to the customer, narrowing down the time of delivery and delivery cost. They have also started taking returns in physical shops, making it easier for the customer. (Goetsch 2014a, 8-10; Harris Interactive 2013 according to Dolliver 2013, 9.)

3 ONLINE MARKETING

Online marketing is part of direct marketing, which is the fastest growing form of marketing. Direct marketing connect marketer directly with specific customer or selected customer groups by interactive basis. Usually these marketing offers is tailored by using a company's database, which can contain geographic data, demographic information, interests, opinions and buying history of the customer. Direct marketing can be divided into face to face selling, direct mail marketing, direct mail marketing, catalog marketing, telemarketing, direct response television marketing, kiosk marketing and online marketing, shown in Figure 4. This thesis will focus only on online marketing from direct marketing, as the goal is to improve the case company's online marketing. (Kotler & Armstrong 2014, 429, 444, 516-517, 520-521.)



FIGURE 4: Different ways of direct marketing (Modified from source Kotler & Armstrong 2014, 521)

Kotler and Armstrong (2014, 517, 525) defines online marketing as “Efforts to market products and services and build customer relationships over the Internet”. Internet usage and impact is increasing steadily, which has led to all kind of companies to market online. This has affected online marketing to become the fastest growing form of direct marketing, and for the same reasons direct marketing is expect to become even more internet based in future.

Online marketing can be divided into search engine marketing, e-mail marketing, online advertising, viral marketing, online partnership, online public relations and online promotions, shown in Figure 5 (Gay, Charlesworth & Esen 2007, 392-393; Chaffey & Smith 2008, 281). The following subchapters will focus more closely on online marketing methods used by Any-Lamp BV.

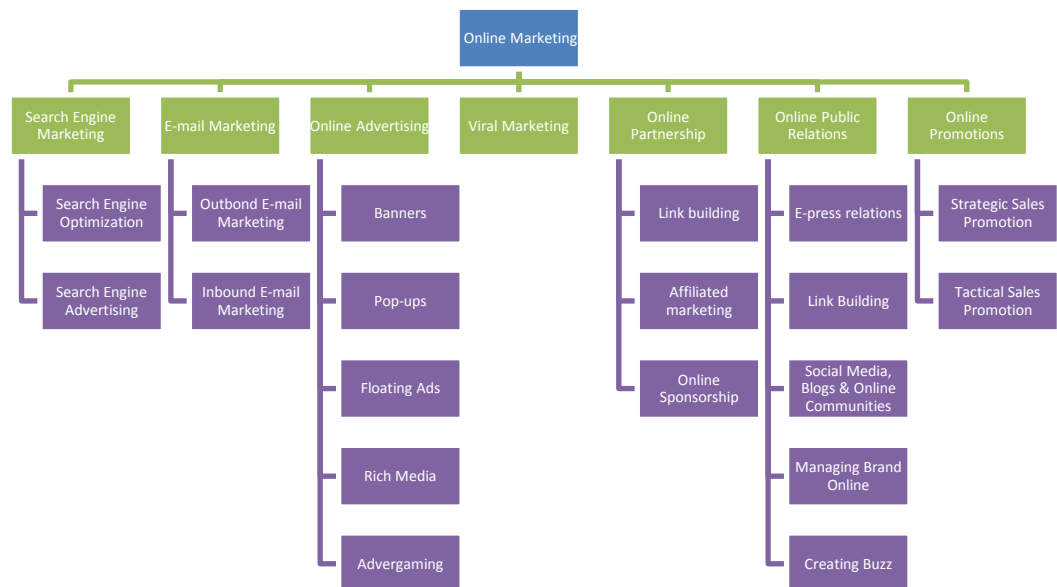


FIGURE 5: Different online marketing channels (Gay et al. 2007, 392-393, 399-402, 421-422, 430; Chaffey & Smith 2008, 281; Chaffey 2009, 511-517, 520; 1&1 2016)

3.1 Search engine marketing

Search engines have become critically important for online marketing as over 90% of internet traffic comes from four big search engines, Google, Yahoo!, MSN and Ask Jeeves. The most of the Internet usage starts by the user making a search in search engine. The Internet users also rely heavily on search engines, as even 90% of them research the information needed for buying decisions using search engines. In addition, 36% of the search engine users believed that companies among the top results are the leading brands in their field, while this number was 3% smaller in 4 years earlier study. Search engines have changed marketing as now customers are looking for companies, making it easier for companies to focus only for interested customers with their marketing campaigns, instead of marketing for the masses, where only few may be interested in their products. (Gay et al. 2007, 202, 204, 219; Juslén 2009, 111; iProspect 2006, 4, 6, 10-11, 16.)

Early day directories were built by hand, but as the internet got larger this became an inefficient and slow method. This led to the development of computer programs, which goes from known websites to unknown websites through links. These programs copied the content of the web page to one big database, where the search engine would show the results to the searcher. The problem was that the program could not understand what the pages were about and the results showed all pages with the search term, without any order, making searches bad, when compared to human categorized directories. This problem was solved in 1998 by Google PageRank, which compared links leading to the page, assuming that more links the page had, the more relevancy it had. Nowadays Google uses over 200 factors for PageRank, where some influence positively and other negatively for it. (Fox 2010, 111-112; Chaffey 2009, 506.)

These days most popular search engines are the automated ones, with computer programs scan the Internet, although Yahoo! is still having their directory part running where editors review the submissions side their

automated search engine. Earlier companies could submit their link to the search engines to copy the page for their database, but as some companies started to submit fake pages with links to their original page, fooling the PageRank to get higher search results, the search engines decided to stop taking submissions. Now, if a company is wanting to be listed in a search engine database, they need to be linked by already listed website for the automated search engine programs to list them. (Fox 2010, 114; Gay et al. 2007, 210, 218-219, 224.)

People have high expectations from the search engines, as they expect perfect answers, even if question would not be accurate. The searcher assume that the search engine understands what they are meaning, correcting their grammar and offering the information they are looking for, not the information they asked. Same problem where customer do not fully know correct terms occurs to a librarians, but the librarians are able to ask questions and specify what customers really want, where search engines only have an average of one to three words to determine the nature of the search. To ensure searchers to use the same search engine also in future, search engine providers have started to make smarter search engines. Now they can understand searcher intention better, for example, if the searcher is looking to buy something, it will prioritize e-commerce sites and remove duplicate sites to ensure diversity of the results. Search engines compare searches to past search behavior and organize the results according to what people clicked most of the times, with same or similar search terms. They have also started to personalize the results for the individuals, by tracking what they have previously searched, what kind of web pages they usually click at in the results and which pages they never click. Then when the user searches something, the search engine will show adjusted results according to the factors. (Gay et al. 2007, 205-206; Fox 2010, 64-65, 116-118.)

Search engine marketing is the best form of advertising and promotion, as it offers the highest return on investment and lowest cost of acquisition, from all of these. It has become the most important online marketing channel for companies to get customers, with 77% of internet users

discovering pages through search engines more often than banner ads, e-mail links, web links or any form of offline marketing, according of iProspect (2002) study. If the company does not practice search engine marketing, potential customers may be lost since they rely only on brand and offline marketing to drive visitors to their site. (Chaffey & Smith 2008, 282; iProspect 2002 according to Gay et al. 2007, 202; Chaffey 2009, 503-504.)

Search engine marketing can be divided into two subcategories, search engine optimization (SEO) and search engine advertising (SEA) (1&1 2016). These will be explained more closely in the following subchapters.

3.1.1 Search engine optimization (SEO)

On average, 71.33% of people click organic results, results excluding adverts (Figure 8), on the first page, the second page has 3.99% of organic clicks and third page and over get only 1.60% of the clicks, see Figure 6. The missing 23.08% is explained in the study by people either clicking paid adverts, changing the search terms as results were not relevant or finding the information by instant answer service. From all the clicks, the first result accounts for 31.24%, the second result 14.04%, third result 9.85%, fourth 6.97%, fifth 5.50% and from six to ten results together 3.73%, on the first page, see Figure 7. Not forgetting the earlier mentioned 36% of people believing top results are the leading brands in that field, make this extremely important for companies to rank in the top at search engines organic searches. If the company is not in top 20 to 30 results they are in danger of not being found by customers, as they rarely go beyond the second page and usually even changes search term or search engine after the first page. (Petrescu, Ghita & Loiz 2014, 25-26; iProspect 2006, 4, 6, 10-11, 16; Gay et al. 2007, 206.)

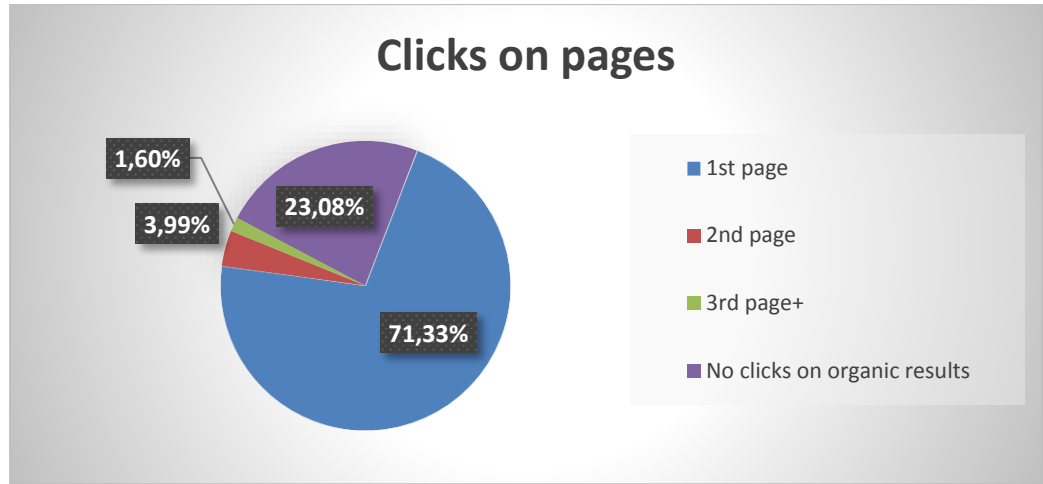


FIGURE 6: Clicks on pages in organic search results (Petrescu, Ghita & Loiz 2014, 25-26)

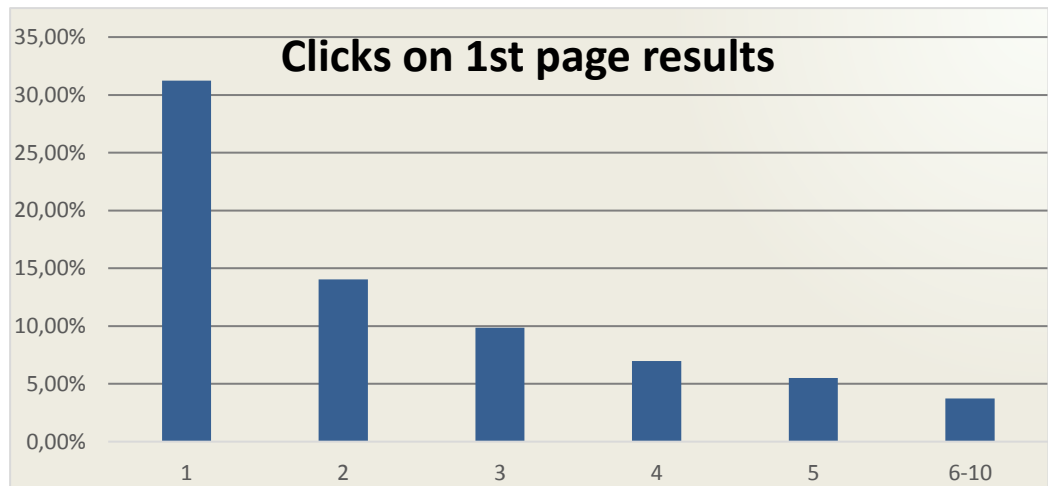


FIGURE 7: Clicks on organic search results according to placement on the first page (Petrescu, Ghita & Loiz 2014, 25-26)

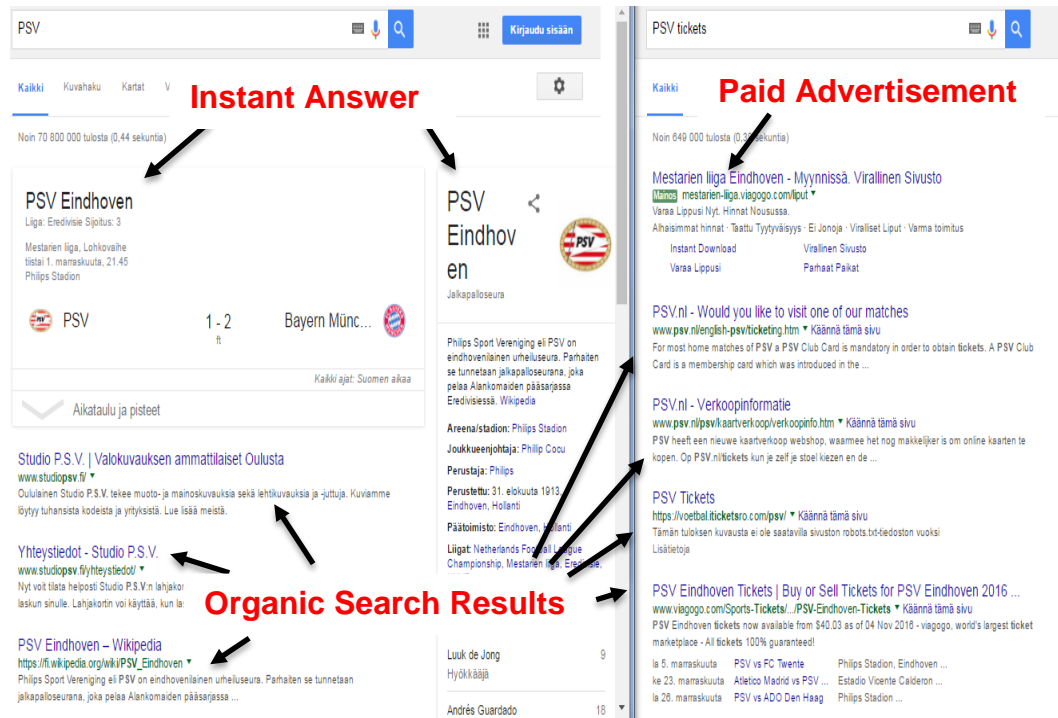


FIGURE 8: Two Google searches demonstrating instant answer service, organic search results and paid advertisement, by Googling case company's local football team

Search engine optimization is modifying the web page to achieve higher page position in organic search results when using certain key phrases. By doing SEO, a company can get into those highly critical top search results. SEO has multiple factors influencing page ranking in search engines, almost all of them being internal, meaning a company can influence them directly. The known internal factors are title tags, meta tags, alternative graphic text (alt) tags, headings, keywords and internal linking. The only external and most important single factor is external linking, where other sites link to a company's web page. (Chaffey 2009, 507-508; Gay et al. 2007, 220-223, 530; Chaffey & Smith 2008, 289-296, 496.)

Title tag refers to the name of the web page. This is located on top of the address bar, left corner in the browsers. Title tag should be named reflecting the content on the web page as this is the first thing search engines compare when a search is made. Search engines compare web page title tags to their content. If the title tag is empty or not related to the

content, the search engine will rank the page lower in organic results. On the other hand, if the key phrase is also in the title tag, the web page is more likely to be ranked in top results. (Gay et al. 2007, 220-221; Chaffey 2009, 508.)

Meta tags are not visible by human eye, but search engines can recognize them. These contain description and keywords of the content of the web page. The meta description is shown in search results under the title, by the most of the search engines Google being the expectation and trying to show most relevant part of the page, by showing few lines of the content related to the search term. The meta keyword can be used for listing relevant keywords, but also the most common misspelling forms of these. If the meta keywords are not relevant or are repeat too many times, it will influence negatively to the page rank. In the past, search engines gave more value to sites using meta tags than the ones that did not. This lead sites to spam keywords and some to copy meta tags of their higher ranking competitors. This led to legal actions against these companies in some cases. Google has announced that they do not give any relevance to meta tags, but other search engines, most known being Yahoo!, still give some relevance to them and it is still seen as good practice to incorporate them. (Gay et al. 2007, 221-222; Chaffey 2009, 508.)

Because sites with lot of pictures and videos do not have lot of text, they are more likely to rank lower. Alternative graphic text (alt) tags are used to name these, and can be used to increase the keywords. As search engine cannot recognize graphical content, alt tags give more information to the search engine. Alt tags can be seen when graphical content is turned off in a browser. Screen readers and people who want to surf faster on the Internet use this feature. In the past, it was given higher value in ranking, but because of spamming it has lost some relevancy. Companies should still use them as laws in some countries require alt tags so that the blind and visually impaired can use their screen readers for these parts. (Gay et al. 2007, 222; Chaffey 2009, 508-509; Chaffey & Smith 2008, 290.)

Headings work the same as in Word document, <H1> being the largest and <H6> being the smallest. <H1> should only be used once per page, as it is the topic of the page and subheadings should be used in order, not jumping from <H2> to <H4>. There can be multiple subheadings, <H2>-<H6>, is not limited. If the key phrase is in headings, the search engine will give them more relevance. This is because headings jump out from the text and is noticed easier by the searcher. (Gay et al. 2007, 222; Fox 2010, 166; Chaffey 2009, 508.)

Keywords are the words companies use to try and get customers. Search engines match the sites according to the text appearing in the search bar, so companies try to use the most common words their customers use on their site to direct the searchers. It is important for companies to know what terms their customers use and put these on their site, because otherwise, they may not show in the organic results. Search engines will check how many times the search term appears in the text, how far apart the keywords are in the text, do they appear in headings, meta tags, alt tags and anchor text of hyperlinks. Search engines consider all of these factors and determinate a web page position in organic search results. If the keywords appear too many times, a search engine may interpret this as an attempt of fooling the search engine for better position and lower the page ranking. (Chaffey & Smith 2008, 287, 289; Fox 2010, 145; Gay et al. 2007, 223-224; Chaffey 2009, 507-508.)

Internal linking is when companies link inside their own pages to their other page. This is often overlooked by companies as it is not as big a factor as external linking, but it still provides some positive influence to page rank. Search engines use internal linking to determine content and the importance of the page as they track how many internal links leads to that page, assuming that the more links that lead to a page the more important the page is. The most value internal linking gives is when the link leads the related content to the anchor text, as it is helpful for the searcher and helps search engines determine the content. Sometimes this leads to messy site structures, but sometimes this can work better than simple structure where every page just links previous pages or main

pages, as it helps searchers navigate better on the site. (Chaffey & Smith 2008, 294-295; Fox 2010, 148; Chaffey 2009, 508.)

Search engines give great value to external linking when determining page rank. There can be two kind of external links, organic (which comes from creating good content) and partner sites, which company either pays or works together. Media sites, bloggers, social media and press release sites can create organic external links. Companies can also work together with bloggers, link directories, trade associations and other business partners to achieve more external links. Search engines try to define the type of site, which links to page to determine the value of the link. Search engines give more value to sites, which have higher page rank than the site it links to and if the content of the page is related to the linked page. Same way as in internal linking, search engine determines the content of the page, by anchor text of the link. If the content of the linked page is not related to the page linking there or the anchor text is not related, the link will not have any positive influence. (Chaffey & Smith 2008, 292, 294; Chaffey 2009, 508.)

Many companies have tried to achieve a short way to happiness by trying to fool search engines with SEO. They have been trying techniques like spamming, doorway pages, pagejacking and bait-and-switch. Search engines are fighting back and when they find web pages doing this kind of fraud, they penalize these pages by giving a lower page rank, ignoring the page in searches or even blacklisting the page. (Gay et al. 2007, 224-225; Chaffey 2009, 507-508.)

Spamming has few techniques, keyword stuffing, tiny text and hidden text. In keyword stuffing, companies add hundreds of keywords to meta tags, constantly repeating the keyword in the text or just adding lots of keywords at the end of the page. The hidden text consists adding keywords in same font color as the web page background, hiding these from the reader, but visible for the search engine. Tiny text is very similar, but instead of color, the text is written with the smallest possible text size. All of these methods

rely on achieving better ranking through increased amount of keywords. (Gay et al. 2007, 224-225; Chaffey 2009, 507-508.)

Doorway pages, pagejacking and bait-and-switch relays tricking search engines through a highly optimized page. Doorway pages are highly optimized informative pages, aimed to achieve top ranking with a certain keyword. This page works as an entry page, which then links the searcher to other company pages, which are not that optimized. Pagejacking searches the top ranking competitor page and then copies the code and remakes the page under the company's own site. In bait-and-switch, a company creates one highly optimized page which they replace after the search engine has given a high ranking for it, to any page they choose. (Gay et al. 2007, 224-225.)

With SEO, companies can achieve a great market position with lower budget than in mass marketing. A good example of this was vice president of Avvo, Conrad Saam (2009) statement that they grow to be the market leader in two years by implementing SEO, while their competitors with massive marketing budgets, advertised on television. Companies should still keep in mind in search engine optimization, that even though it aims to improve page ranking through optimizing the web page for a search engine, searchers uses their websites, not the search engines. The page ranking systems were created, from the need to offer better results and greater value to searchers, by the search engines. Usually, companies can achieve decent ranking just by producing good content, which offers value for visitors. If a company is just focusing on SEO, but not having value on their site, they are more likely to be at the bottom of the ranking and hurt them self. (Saam 2009 according to Fox 2010, 24-25, 111-112, 138-139, 144; Dann & Dann 2011, 205.)

3.1.2 Search engine advertisement (SEA)

Search engine advertisement (SEA) is an advertisement with a link to company's website, shown to person based on a search term or context of the web page. Searchers prefer to click on organic search results, which

can see from only one-quarter to one-third clicking on the paid advertisement, depending on the search term. Still, when it comes to conversion rate, the percentage of visitors who bought from all the visitors, search engine optimization and search engine advertisement are about the same. This is because search engine advertisement is highly targeted. Search engines let the advertiser choose keywords, how exactly keywords should be in search to launch the advertisement and negative keywords, meaning words which will not show the advertisement, even if a keyword is written in the search. This narrow down the audience leaving only the visitors whom company website can offer some value and are more likely to become customers. (Chaffey & Smith 2008, 296; Juslén 2009, 244, 251; Chaffey 2009, 709.)

Search engine advertisement is also known as pay per click search marketing, as most often an advertiser pays after user clicks on the advertisement and are redirected to a company's web site. Other method to paying is cost per thousand, where the advertiser pays every thousand impressions, times advertisement load to user browser. SEA can be divided into two categories, relevant text ad in search and contextual ads in content network. (Chaffey & Smith 2008, 296; Juslén 2009, 241.)

Relevant text ad is 95 characters long text advertisement on the search result page, displayed with a specific search term, see Figure 8 paid advertisement. These advertisements can locate top, right or bottom of the organic search results, depending on a search engine. Google has three places for ads above the organic results and eight places at right of them. The amount of the advertisements depends on how popular the keyword phrase is the most popular ones have ads at every position, while some search phrases do not have any. (Gay et al. 2007, 226; Juslén 2009, 112-113, 248; Chaffey & Smith 2008, 296; Chaffey 2009, 509.)

Search engines uses bidding system with the keywords, were advertisers define their maximum bid for a keyphrase. Many think misleadingly that the highest bidder ad is shown in the top placement, but search engines consideration also many other factors than just the highest bid. Simplified

these factors would be click through rate, relevancy of the advertisement and relevancy of the landing page. These factors are quality score. This score is multiplied with company bid for the keyphrase to determine order of the ads. Search engines have only limited advertisement space and this method ranks the ads according to the revenue, as search engine is only getting paid when the ad is clicked, maximizing their profit. This method offers the user better content as results show only relevant ads and ensures the advertiser's ad is only shown to the right searchers. If the quality score of the advert is too low, it will disappear from the listings, even if it would be only advertisement for that keyphrase. (Juslén 2009, 246-247, 249-250; Chaffey 2009, 509; Chaffey & Smith 2008, 297; Gay et al. 2007, 227.)

In newspapers and newsletters, bought ads are by location, not by the context. Content network is third-party sites which work with the search engines. The search engine will automatically show advertiser ad on sites which content related to the advertiser product or service. These types of advertisements are contextual ads. The search engine will also use user cookies to determine user point of interests and target the advertisements based on these. This advertisement model uses, most often, the cost per thousand method where the advertiser pays based on showing the ad, not by clicks. With content network the advertiser will reach a wider audience than by just using text ad in search results. In year 2009, contextual ads accounted by around 30% of Google's revenue. (Juslén 2009, 252; Chaffey 2009, 509-510.)

Advertisements have great tracking possibilities, so the advertiser can calculate return on investment for all keyphrases and see which ads get most clicks. This can be used to test different marketing messages and market reactions to new products, which helps the advertiser to produce better marketing campaigns. The advertisements can be published even on the same day, making it extremely fast when compared to SEO, which results can take even months and which ranking drops while search engine is ranking it again. Another advantage when compared to SEO, is the simpler manageability, as your position comes from bid amount and

quality score, where SEO needs working on multiple factors on site structure, optimization and link building. Because there is less changing factors, SEA is generally stable and predictable with the ranking, traffic and results. Even if the searcher would not click the advertisement, a test has showed that there is a positive branding effect and the advertiser is getting the ad to visible position. (Chaffey & Smith 2008, 297-298; Juslén 2009, 244-245; Gay et al. 2007, 227.)

As search engine advertising has become more popular, there is bidding wars in some keyphrases, meaning bids rise to unacceptable levels in some cases even over £10 per click. For companies with low budgets or small product ranges, it is not worth competing on keyphrases. Other negative sides of SEA is knowledge needed about the bidding software of search engines, which can change fast and time consumption of SEA, as every keyphrase need to be managed individually, to ensure them staying competitive. This is difficult to do with multiple keyphrases and can mean daily to hourly checkups of keyphrases. Considering that most of the people do not click on paid adverts, companies need to spend lot of time getting lot of keyphrases to achieve same visitor amounts as in search engine optimization. Even if company can generate many visitors, they should monitor conversion rate, as ad can be effective while the website need to be improve or ad is getting wrong audience to visit, having company to pay a lot for low sales. (Chaffey & Smith 2008, 298, 300-301.)

Some companies have seen search engine advertisement as a way to harm they competition, by clicking their advertisements and generating cost to them. Search engines system will detect clicks from same IP-address and not charge from these, but there is software tools, which enable multiple clicks from multiple locations and companies offering their people to click on wanted ads, going around the system. It is estimate that in competitive markets every fifth click may be fake. Search engines offer to refund these clicks, if companies can prove them being fake. (Chaffey & Smith 2008, 302; Chaffey 2009, 510.)

The intense competition in search engine advertisement have reduced the profitability and soon only the companies with most efficient conversion rate and highest cross-selling, selling a related product with the original, are the only ones at top. This with the fake clicks could destroy the whole pay per click method, and search engine marketing is believed to change to pay when a sale or other wanted outcome happens, in future. (Chaffey & Smith 2008, 301-302; Chaffey 2009, 510.)

3.2 Social media

People tend to think social media as rather new phenomenon, sites like Facebook and MySpace, but social media has been around since people have used media and participated in it. Early form of social media was letters to newspapers and start of online social media was bulletin board systems and later chat rooms, before World Wide Web. This thesis focus only on online social media and mentions of social media refer to the online part of it. (Fox 2010, 185-186.)

Social media is a site where the user can interact with other users, through a group or directly to individual users, by using self-made content and comment or message an other user content. Social media can be divided into three categories, social networking sites, content sharing sites and information review sites. Facebook is a networking service, while YouTube is content sharing service and Digg is information rating service. Blogs have been argued, to be part of social media, but they can be considered as content sharing social media as well. (Juslén 2009, 116-117; Chaffey 2009, 17; Fox 2010, 186-187; Dann & Dann 2011, 364.)

Social media has grown fast and it has notable influence over online sales. Smith (2013) estimates that 74% customers interact with social media before making a buying decision (according to Goetsch 2014, 16). This interaction is most often searching for information about a product, searching discounts or other customers experiences of the company or product. The Forrester (2007) study shown people trusting their friends and acquaintances opinion the most when buying a product, while

consumer ratings were least trusted, see Figure 9. (Juslén 2009, 306; Forrester 2007 according to Chaffey & Smith 2008, 114-115.)

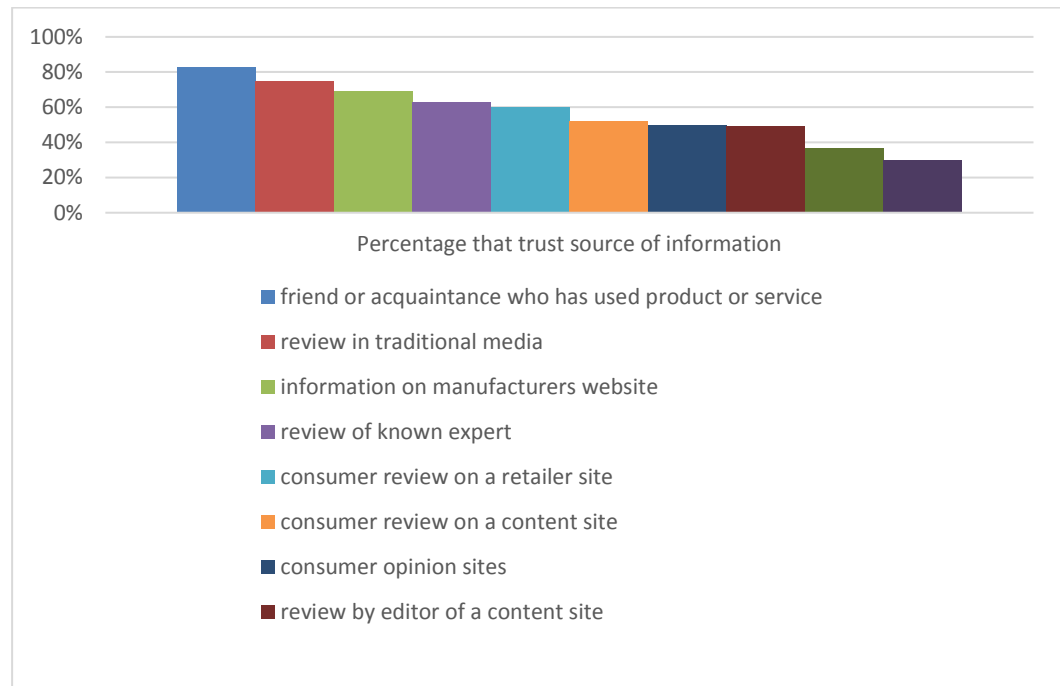


FIGURE 9: Showing Forrester (2007) study about percentage of people that trust each source, when making buying decision (According to Chaffey & Smith 2008, 114-115)

Social media can be used for marketing point of view or for public relations. In marketing approach, a company creates content which people share in their social media, giving the company brand exposure and reaching more possible customers. With public relations, the company can influence their brand or product image on the market or avoid a public relations catastrophe and get a fast response from the market if something has gone wrong. The high user amounts of social media make it an important factor for companies marketing and public relations strategy, highlighted by Facebook, which had alone 1.78 billion active users in September 2016, which was 16% increase year-over-year. (Rouse 2011; Chaffey 2009, 512-513; Fox 2010, 190-191, 195; Facebook 2016a.)

3.2.1 Facebook

As mentioned earlier, Facebook is social networking site. These are divided into two main categories, general social networking sites and topic-based social networking sites, where Facebook is part of the first one. Meaning the site is based around networking with friends and there is no shared interest among the people joining the site. Users can create their own profile and add people as their friend, creating a social network in the service. If a company wants to create a profile for them or their brand, they can create a page. Pages have few differences with the personal profile. These pages can have multiple admins posting and editing on it, the page is public so anybody can become their fan, these are categorized to support the purpose of the page and the pages can improve SEO with external linking. Fan option works the same as personal profile friend, expect to become a friend, both parties have to accept friend request, before showing persons are connected. Post on profile or page will still show to all friends or fans in both cases. (Juslén 2009, 117-118, 313-314.)

Originally, Facebook was interactive yearbook system, where a user could only create a profile with their picture and information, view other people profiles and add people to their friends and only Harvard University students could join to the service. Facebook got a great response from the students and decided to expand other US schools, later schools in other countries and finally release to the public. They have improved the functions and added new ones over the time, such posting messages on a wall, news feed, messages, uploading photos and videos, groups, applications and advertisements to the page. Now Facebook is world largest social media site and as earlier stated, has 1.78 billion monthly active users. (Chaffey 2009, 17-18; Dann & Dann 2011, 368; Juslén 2009, 118; Facebook 2016a.)

The Facebook website has four aspects, straight consumption, meta collection, user generated content and commercial content. The straight consumption means the users consuming the service when they play games, chat with friends and interacting other ways with their social

network. Meta collection means users sharing links from other sites and using Facebook login service to post comments on other sites, allowing them to post a link in user timeline. User generated content is all the pictures, videos and posts user uploads to the site. Commercial content is the companies and groups pages, applications and advertisements. (Dann & Dann 2011, 368.)

For companies, Facebook offers multiple strategies and benefits, such as cost oriented, sales oriented, behavioral change, promotional and entertainment oriented strategies. In cost oriented strategy, the aim is lowering cost by highly targeting people, based on keywords, geography and demographic elements, who they show the advertisements. Sales oriented strategy works best on Facebook applications, where users are offered add-ons and bonus content to buy in the application. Behavioral change strategy is not as effective as others are, as it tries to move the user from a help page or support group to their website. Promotional strategy does direct marketing, by same methods as in cost-oriented. It relays to word of mouth element, where status updates, memes and articles, which a user likes or share, are shown to their friends and on their timeline. Aiming to get people speak about the company or get company mention in their actions. Entertainment strategy relays companies making applications, which users like to use and advertising and selling in these. (Dann & Dann 2011, 368-369.)

Facebook has become the role model for social media (Dann & Dann 2011, 369). The huge active user base and great possibilities for marketing make Facebook the perfect channel for companies to reach their customers. Still, marketers should keep in mind that the page is useless if it does not reach the target audience and page without fans is missed possibilities for sales (Juslén 2009, 315).

3.2.2 YouTube

YouTube is a content sharing service, meaning anybody has the possibility to share self-made content in the website. The service is second largest

social media site after Facebook, with over billion monthly users and currently owned by Google. YouTube can be seen as non-social media site, work just as video distribution service, but it can be used as social media site, by creating a community around your content, sending onsite mail and commenting on videos, either text or video replies. (Juslén 2009, 119-120; Dann & Dann 2011, 376, 378; YouTube 2016a.)

YouTube has had a lot of problems with owners, content creators and copyright lawyers, over the rights of the content and people leaving hostile and offensive comments on videos. YouTube have been trying to solve these issues in different ways, and with content, they block, filter or sell advertising space, when automated system finds copyrighted material on videos. This, for example, means automatically added links to iTunes, when fan films use copyrighted music, making it advertising opportunity for the bands. As anybody can comment on videos, there is a lot of people leaving inappropriate comments. YouTube tried to decrease these, by implementing a feature, which reads user comment aloud back to them, before posting it, but as this was not effective, YouTube gave up with it. Later on, YouTube has made it possible for users to disable comments on their videos. (Dann & Dann 2011, 376-378.)

YouTube is easy to use and accepts most common video format on the site, converting them automatically for usable on the site. The service will automatically give user code, which is easily attached to other social media sites or a website, embedding the video there. Other than linking, companies can use the site for having longer ads, than what is possible in traditional media, and cost effective way of globally distributing advertisement. (Juslén 2009, 120; Dann & Dann 2011, 378.)

As long as a company focuses on creating value for their target group, the budget and effects of the video do not matter. This gives the companies great opportunities to test different ads and endless possibilities in marketing (Juslén 2009, 120).

3.2.3 Blog

Blog is a web page which can be diary or article on a specific subject, usually including author comments or opinions. Anybody can start a blog and at cheapest it is free, as long as the blogger accepts provider's banner advertisement on the blog page. Blog can contain pictures, videos and external links to other blogs or websites, which companies can benefit in link building. Often blogs use comments, fulfilling the social media requirement and enabling discussion over an interesting topic, which can spread fast across the internet. (Juslén 2009, 113; Gay et al. 2007, 369; Chaffey 2009, 129-130; Chaffey & Smith 2008, 305.)

Blogging started in the early 1990s, even though the term was created in 1999. Early bloggers listed websites on their personal pages which they found interesting, with comments or review about the content of that site. Before search engines, people followed well known bloggers, and used their blogs as portals for finding interesting sites. The blogging we know today started in 2002, when it became a mainstream phenomenon. Reason being the blogger did not need to host their own site anymore as they could use free hosting service for web space. In year 2007, blogs went over 100 million blogs in the world, and the growth has not slowed down. These blogs do not always stay active and it is estimated that 50% of all the blogs are abandoned as the author's interest has died. (Gay et al. 2007, 426-427; Juslén 2009, 114.)

Blogs consecrating on specific topics are perfect for marketing topic related target groups, as the blog gathers the audience for the marketer. With the blog, the company can influence on customer opinions and replace them with the company's opinions. This is achieved through proving the expertise of the company and building opinion leader status in the community, if successful press can be quoting the company. The blog can also improve company's search engine optimization through linking and offering highly focused pages on a specific topic, with a regularly updated content. These can be fast to set up and get feedback, by the comment section, but also to identify the early adopters, as usually

bloggers are opinion leaders spreading the word about new products. (Gay et al. 2007, 396, 429; Chaffey & Smith 2008, 306-307; Juslén 2009, 205-207.)

Even though blogs are easy to start, they are hard to maintain. This is because a writer needs to be passionate about the topic and people usually reads the blog because they like the writer persona. Meaning if a company tries to keep the certain style and the writer changes for any reasons, making the text feel the same is a hard and time consuming task. Some companies have one persona working full time on the blog, while others have outsourced the blogging for professional companies. Both of these have flaws, as with the dedicated person, holidays and sick leaves will be problematic and with outsourcing, the costs can rise very high. Independent which company chooses, the blog needs to be manage, as it is presenting the company to customers. The person managing the blog should make sure that company does not release harmful information and that the comments sections do not have damaging comments, such as link spam to other sites. (Gay et al. 2007, 426, 429; Juslén 2009, 210; Chaffey 2009, 130; Chaffey & Smith 2008, 308.)

Blogs are usually overlooked by the companies as a business opportunity, but they can attract natural searchers, giving other way getting customers than constantly bombarding customer with ads. Companies just need to decide for what reason and for whom the blog is aimed for, while offering professional knowledge and value to get customers reading it. The blog will not offer results if the company does not spend time on it, why it is important to update it at least once a week, but more often is recommended. (Juslén 2009, 206-210, 216; Chaffey & Smith 2008, 306.)

3.3 E-mail marketing

E-mail is the most used service in the internet. It is estimated that over 80% of e-mails are spam or viruses. E-mail spam, means sending multiple e-mails to different recipients without their permission or previous business connection. E-mail marketing can be done with normal e-mail services, but

these are built for personal use. So, sending e-mails for more receivers can be seen unprofessional and as spam, leading the e-mails getting block by the e-mail services. For these reasons, e-mail marketing is recommended to be done through professional e-mail marketing services. (Gay et al. 2007, 403-404, 426; Chaffey 2009, 520; Juslén 2009, 256-257.)

E-mail marketing can be divided into inbound and outbound e-mail marketing. Inbound e-mail marketing is managing incoming e-mails from customers, such as sales inquiries, complaints and after sales service requests. If a company mismanages these, they can lose sales and damage their brand. Outbound e-mail marketing is contacting potential customers and old customers with a campaign aiming for sale. Conversion e-mail, newsletter, house-list campaign and event-triggered e-mail are different ways of outbound e-mail marketing. (Chaffey 2009, 520; Chaffey & Smith 2008, 378-379, 381-382.)

Conversion e-mail and event-triggered e-mail are usually automated e-mails. Conversion e-mail are registered customer has shown interest in a certain product and a automated e-mail is sent afterward encouraging the customer to buy that product or service. Event-triggered e-mail is automatically sent during certain events such as a customer's birthday or holidays, such as Christmas. (Chaffey & Smith 2008, 381.)

The newsletter is an important factor in a company's communication. It can be used to inform stakeholders about organization success or promote products, services and events. The newsletter aims for brand and relationship building among the customers, while offering value to the customer. The customers subscribe to the newsletter and they will only stay if the organization can offer value for them, which is hard to achieve and maintain over time. Another problem being that some people can see too often sent newsletter as spam, while other want to receive it more often. To avoid this, companies can offer weekly, monthly and quarterly newsletters, with different content depending on how often customer want

to receive the newsletter. (Gay et al. 2007, 425-426; Chaffey & Smith 2008, 381.)

House-list campaigns support different objectives like promoting new service or product and getting old customers to repeat their purchases by reminding them of the service (Chaffey & Smith 2008, 381). House-list is a company's database of their customers and possible customers e-mail addresses, who has granted permission to receive marketing e-mails (Chaffey 2009, 524). These lists can be created from existing customers, competitions, events and give-a-ways. Companies can buy existing lists, which can be helpful for new companies without existing customer base. These lists can be very successful if bought from trusted agencies, but bad lists do not often work and can ruin the reputation of the brand. Newsletters also use house-lists. (Gay et al. 2007, 409-410; Juslén 2009, 257.)

The advantage of e-mail marketing is easy personalization and segmenting the target audience, as customers choose to receive certain information and tend to segment them self (Gay et al. 2007, 404-405). E-mail marketing is relatively low cost method of marketing and fast to produce, so the results do not need to be waited, as long as in traditional media. With directing customer straight to a website where they can buy the product, it opens a possibility for more impulse shopping decisions and combining it with other marketing campaigns reinforces the marketing message. Even if the e-mail is not open and deleted instantly, the receiver still reads the subject line, reminding the receiver about the company. (Chaffey & Smith 2008, 325, 379.)

One of the biggest problems in e-mail marketing is if the e-mail does not reach the receiver, which can be due to a wrong e-mail address or e-mail is given spam classification. There is too reasons why e-mail can be seen as spam. Either the e-mail consists spam words in the subject or body or the service provider has gotten multiple complaints or have been sending a lot of e-mails similar to spam, losing the reputation among e-mail services. Another problem is different e-mail services, as they present the

e-mail for the user in different ways. The e-mail may be designed using one e-mail service, and when received by the user of another service provider, the same e-mail may look completely different. Receivers are difficult to keep interested about the e-mails over time, so the e-mails are most effective at the start when receiver subscribes to the e-mail list. (Chaffey & Smith 2008, 379-381.)

E-mail marketing can be tracked with opening rate, click through rate and conversion rate (Gay et al. 2007, 408). Opening rate is measured by having a small image in an e-mail. When the e-mail is opened, the image will load and a tracker counts how many times the image has loaded indicating how many times the e-mail have been opened and send this information to the company. The problem of opening rate now days is a default setting which disabled pictures in some e-mail services, resulting in inaccurate results. Click through rate can be monitored by services such Google Analytics, which shows where the customer came to the website. Conversion rate is measured by the website, as how many of those who came through e-mail did a purchase. The house-list can also be measured, by how many joins the list in a certain period, how many leaves the list in the same period and the amount of returning e-mails, meaning incorrect e-mail address. If there are more people leaving than joining the list, it indicates e-mails offering little or no value for the customers. (Juslén 2009, 260-263.)

Marketing e-mails should be interesting and offer value for the reader as a customer decides in two seconds, whether they are going to open the e-mail or not, based on the subject line. If the customer decides to open the e-mail, they decide in 5 seconds, will they read it further or close it. Usually, receivers who reads the first sentence will read the whole e-mail and these people usually consider e-mail offering something valuable to them and click the link to the website. (Juslén 2009, 258-259.)

3.4 Measuring online marketing

Without measuring online marketing company does not know how they are doing in reality and can be overspending in areas that are already working well while underspending in areas, which needs improvement. Metrics offer companies important value, by indicating did a company reach the objectives and what areas should be improved for future. Tracking online marketing is easy to do, as it offers many metrics for tracking success. Because there is so many metrics, it is important to choose right ones depending on the objective, which is measured. (Dann & Dann 2011, 306-308; Juslén 2009, 343, 345.)

The most basic metrics, which should be tracked by e-commerce companies, are traffic, the source of traffic, sales leads, a number of new customers, the results of different traffic sources and conversion rate. Traffic means the amount of customers coming to the page and it indicates interest over the business and effectiveness of marketing. The source of traffic means how people come to the company website and there is three method for this, search engines, external links or directly writing website address to address bar. This information show strengths of different channels, driving traffic to the company site and can indicate site having good content if natural search engine traffic is high. Leads indicate customers who are interested in product and potential customer later on. The results of different traffic sources measure the wanted outcome from the different source of traffic, such as sales or subscriptions. Conversion rate follows the percent of customers who make wanted action on the web page and is used to monitor the effectiveness of the page. There is more specific metrics such as content traffic, new and returning visitors and keyword traffic, where content traffic follows most visited pages on the company site and keyword traffic measures traffic from different keywords. In some social media sites, such as Facebook and YouTube, the popularity can be measured on site indicators, such as the amount of likes, subscribers and views. (Juslén 2009, 346-348, 350-351, 364.)

The profitability of marketing and effectiveness can be tracked with cost per order (CPO) and return on investment (ROI). Cost per order follows how much a new customer or order cost for the organization, by dividing marketing costs with the new customers in the certain period. It is used to indicate how expensive it is to expand customer base and estimate the cost of leaving customers. Return on investment gives the profit percentage of an investment and is calculate by revenue minus cost of marketing, divided by cost of marketing. If marketing is seen only as a cost, companies are likely to decrease the budget on financially tough times. Companies should notice that marketing actions can only be seen afterward and it is more of an investment on raising sales than a cost. (Juslén 2009, 343, 352, 354-355; Dann & Dann 2011, 306.)

Usually, metrics focus on customer actions and if a company is focused only on these internal factors, they may miss what is happening in broader economic and social environments. In worst scenario this may lead, an organization not noticing external threat rising until it is too late. (Dann & Dann 2011, 308-309.)

4 METHODOLOGY

Primary research can be conducted as a qualitative research or quantitative research (Gay et al. 2007, 145). These research methods use primary data, secondary data or both of these when conducting a research.

Choosing the data method depends on what the research aims to achieve, the budget of the research, available resources and abilities of the researcher. (At Work 2015.)

Qualitative research is investigating research by trying to find a reason for action, opinions and motivation. It provides reasons behind the phenomenon and inspects the problem deeper. The sample size is usually small and selected, but the results are applied on a larger scale. Quality research data can be collected by either unstructured or semi-structured methods, most common being focus groups, individual interviews and observation while participating. In quality research, the impact of the person conducting the research is higher as it relies on the interpretation of the results and observations. (Gay et al. 2007, 145; Wyse 2011.)

Quantitative research approaches the problem from a numerical way, where something is measured, to create facts and patterns from gathered statistics. It bases the facts on a generalization of a large population, making the results more reliable, as the research is re-creatable with usually similar results. Quantitative research data is collected structured methods, most common being different surveys, interviews, online polls and systematic observations. Quantitative research measures usually opinions, attitudes, behavior and characteristics of the people. (Wyse 2011; Gay et al. 2007, 145.)

Primary data is data collected by a researcher, directly from subjects. The data is for a specific purpose, which is needed by the research. Data collection methods are surveys, interviews and direct observations, which is fast to collect from the internet with e-mails, forums, chat rooms and online surveys. In surveys and interviews, the questions presented to the

subjects are planned to help answer the research questions. (At Work 2015; Gay et al. 2007, 144.)

Secondary data is already existing information and it can be divided into external and internal secondary data. External secondary data is information gathered and published by a public, non-profit or private organization. Internal secondary data is information gathered inside the organization, which is conducting the research. Often the secondary data used is administrative data, information regularly collected from the organization operation. The benefit of secondary data is less expensive and it offers a wider timeline for inspection than primary data, as data is already existing and regularly collected. Data collected through the internet tends to be more accurate and complete, because of the multiple measurable metrics, explained in chapter 3.4, Measuring online marketing. The main problem for the online secondary data collection has become private issues and concerns with the tracking cookies, leading some internet users to install browser extensions blocking cookies. This can affect cookie receive metrics, such as is user visiting the first time or returning visitor. (Gay et al. 2007, 132-134; At Work 2015.)

This study was conducted by using qualitative research methods, through observation and having a semi-structured open-ended questionnaire for Any-Lamp Product & Data Manager and Manager of Installatie Wereld, with an option for follow-up questions. Primary data of this study was observation, company's internal communication and the questionnaire. Secondary data used for this study was Google Analytics of Any-Lamp, Eurostat database and different articles, books and researches relevant for this study.

Google Analytics track different metrics of the web shop. The amount of traffic, the source of traffic, the sales of different traffic sources and conversion rate metrics were chosen from the service, as these indicate the importance and effectiveness of different marketing methods. The traffic sources with and less than 10 visitors, were left out, as these would have distorted the conversion rates. These metrics were collected from the

1st of May to the 28th of August 2016 and for the same period in the year 2015, as the companies granted access to Any-Lamps Google Analytics for one week at the end of August 2016. The year 2015 data was included for examine if there would be an important change in marketing methods or in their effectiveness. The social media on site indicators were also collected. The two managers were chosen based on their broad knowledge of their companies. The questionnaires were send out in October and in November 2016, through e-mail.

Any-Lamp data was chosen as both companies are e-commerce companies selling lighting and electrical related products and work close together as they are sister companies. Any-Lamp has been longer in the market and has an established market position, which the case company is trying to achieve. Installatie Wereld wanted to know if they could use the marketing methods Any-Lamp has already tested, to improve their brand position and increase sales.

5 THE TWO COMPANIES

Any-Lamp BV is an e-commerce company specializing in sales of lighting products, such lighting bulbs, fixtures and accessories for both of these. The company was established in 2009, by Bram van der Linden in Netherlands. The company has currently 14 webshops targeted to different European markets and is the leading online supplier of lighting products in Europe. They are also an official retailer of Philips lighting in Netherlands. (LinkedIn 2016.)

Installatie Wereld was established in June 2015, by Bram van der Linden and Paul Jongen. Installatie Wereld is also an e-commerce company specializing in selling electrotechnical products, such as light switches, dimmers, cables, joint boxes and wall plugs. Currently, Installatie Wereld has one web shop and it is only available in Dutch. The size of the case company is only a fraction of their sister company Any-Lamp. (Wouw 2016a.)

This chapter will introduce Any-Lamp and Installatie Wereld target groups and customers. Any-Lamp customer is analyzed more closely, through the accurate data provided by Google Analytics. After these, online marketing methods are presented, with focusing on how they are currently working for Any-Lamp, from the provided data. In the end, there is a brief SWOT analysis of Installatie Wereld current situation.

5.1 Target groups & customers

The two companies have some similarities in target groups, but their main customer group differs a lot. Any-Lamp is focuses their marketing on businesses, installers and private customers. The most important target group for Any-Lamp is decision makers and influencers in organizations, aiming for business sales. Installatie Wereld targets their marketing on private customers and installers, focus being people who have construction at home. (Kostadinovska 2016; Wouw 2016b.)

Any-Lamp's largest visitor age groups, with less than 1% difference between the two, are 45-54-year-old and 35-44-year-old, with 44.6% of visitors belonging to these groups. Interesting is that 18-24-year-old is the smallest group and there is twice as much over 65-years-old visitors on the website when comparing to the fact that younger people were using the internet much more than the older generations. In sales, Any-Lamp has a good success among the biggest visitor groups, by having 52.1% of sales generating from these two group. The over 65-year-old generated 38.5% more sales than the 18-24-year-old age group. (Google Analytics 2016a.)

Popularity among the 35-54-year-old may be explained, by these people achieving a higher position in an organization and making a business order, they are more stable part in their life and are constructing or renovating a house or they are working on a project which needs lighting products. The low interest of 18-24-year-old may be due to these people most often being students, living in a student housing or still at home, not needing to think about lighting in a larger scale. As Any-Lamp uses a minimum order value, the student cannot order only one light bulb at the time, making it cheaper to buy it a grocery store when compared with minimum order amount and shipping costs.

Most of the Any-Lamp visitors were male with 66.2% of all visitors. Females had better conversion rate than males, but this can be explained the large difference in the visitors. From the customers who made an order, 83.9% bought during the same day, where 73.1% from all customers did purchase during the first visit, meaning the missing 10.8% of customers compared other sites or rethink the buying decision, before returning and buying from Any-Lamp. (Google Analytics 2016a.) This can indicate customers having an urgent problem needed to be solved quickly, the customer already doing a research before coming to the website and knowing what they want or customer using multiple tabs in the browser and not closing the tab with Any-Lamp website, as then Google Analytics will not see them as returning visitor.

Even though Any-Lamp is focusing more on the business sales and Installatie Wereld is focusing on private customers, their customers still have some similarities. The case company customers are mostly 36-46-year-old and mostly male, which is similar to Any-Lamps customer structure. It is important to notice, that even though the focus on certain customers, both companies have a large group of installers as customers and the biggest customer group of Any-Lamp depends on the point of view. From the amount of sales, the biggest customer group would be companies, but from the number of orders, it would be clearly private customers. Most of the orders Any-Lamp get are from private customers, making it important aspect for the company. (Wouw 2016b; Kostadinovska 2016.)

5.2 Online marketing methods of the companies

The only same marketing method between Installatie Wereld and Any-Lamp is currently search engine advertisement, which is focused on Google and Bing. While this is the only marketing done by Installatie Wereld, Any-Lamp has more marketing channels. These being social media, e-mail marketing and they just finished implementing a upselling and cross-selling project, which is believed to improve their search engine optimization, with increased internal linking. The upselling and cross-selling, project implemented pop-ups offering a better version of the product or related products, which were needed for using the original product in the shopping cart, by linking the customer to a related page. In future Installatie Wereld plan to start a newsletter and expand on social media. (Wouw 2016b; Kostadinovska 2016.)

The online marketing channels can be rank by generated traffic, sales or by the conversion rate. The most traffic was generated by search engine advertisement with 47.8% of all Any-Lamp visitors, where advertising in Google counted 95.4% from SEA visitors. Organic search results, presented as SEO channel, as it is directly involved with search engine optimization, were the second largest traffic channel of Any-Lamp with

26.2% of all the visitors. Google again dominating this, with 94.1% of all SEO visitors, leaving Bing, Yahoo and Ask with 5.9%. Then the next two main traffic channels were people coming directly, by writing website address, with 10.5% of visitors and newsletter with 6.2% of visitors. The last major channel was through e-mails, with 3.8% of visitors, where marketing e-mails counted 93.9% of these visitors and visitors coming by clicking e-mail signature in customer service e-mails were 6.1%. Social media were generating only 0.7% of traffic, which is mainly Facebook as YouTube generated only 0.01% of visits from all the visitors. Facebook had over doubled the generated traffic percentage from 2015, while YouTube has not increased nor decreased. Figure 10, summarize Any-Lamp generated amount of traffic in different channels, with the five main channel and other, which refers to links to third party websites, comments and messages. (Google Analytics 2016b.)

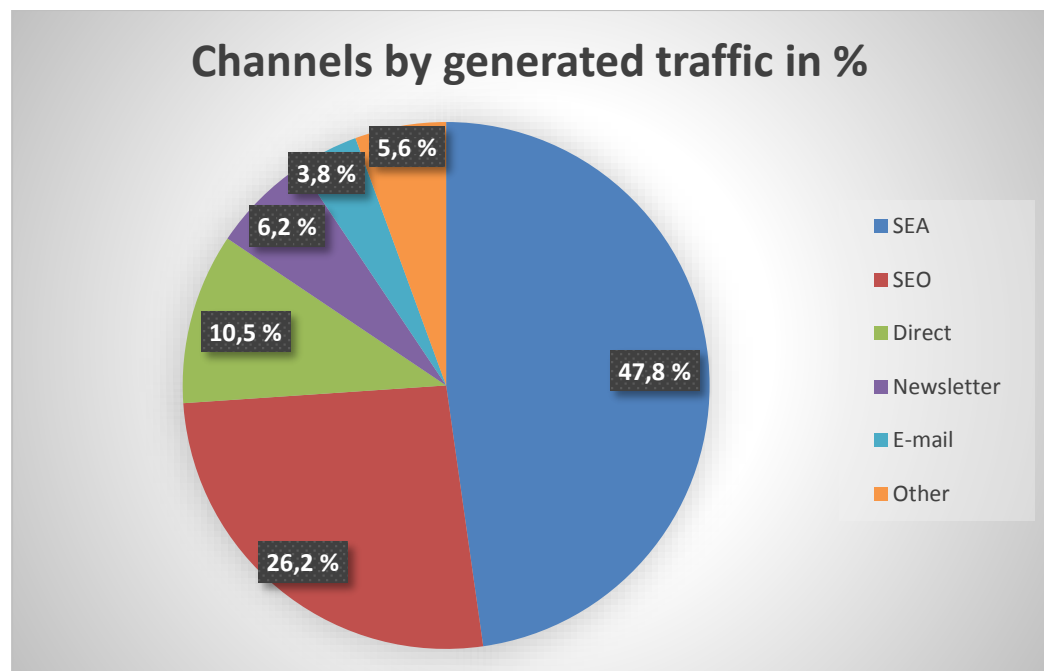


FIGURE 10: Any-Lamp five main traffic channel by generated traffic in percentage of all visitors (Google Analytics 2016b)

The sales are very similar with the traffic, as with more visitors there are more opportunities there are for sale. The biggest sales were generated by

SEA, with 42.5% of total sales, where Google were 90.3% and Bing 9.7% of SEA sales. The only difference to traffic amounts is that direct channel had second largest sales, with 24.4% of total sales. SEO related sales were third, with 18.6% of total sales, where Google had 91.3% of SEO related sales, leaving the three others with 8.7%. Fourth and fifth largest were the newsletter with 5.1% of total sales and e-mails with 4.1%, where marketing e-mails accounted 91%. Social media did 0% of sales. Figure 11, summarize five largest sales channel for Any-Lamp. (Google Analytics 2016b.)

Conversion rates indicate the effectiveness of the marketing channel, as it indicates how many did buy the product. This is useful when comparing different marketing channels, as it shows where to improve. When comparing Any-Lamp regular traffic channels conversion rates, the best is direct, with 7.26% conversion rate. Second and third best being SEA, with 4.2% and e-mail with 3.6% conversion rate. The two worst were SEO, with 3.2% and newsletter, with 2.5% conversion rate. (Google Analytics 2016b.)

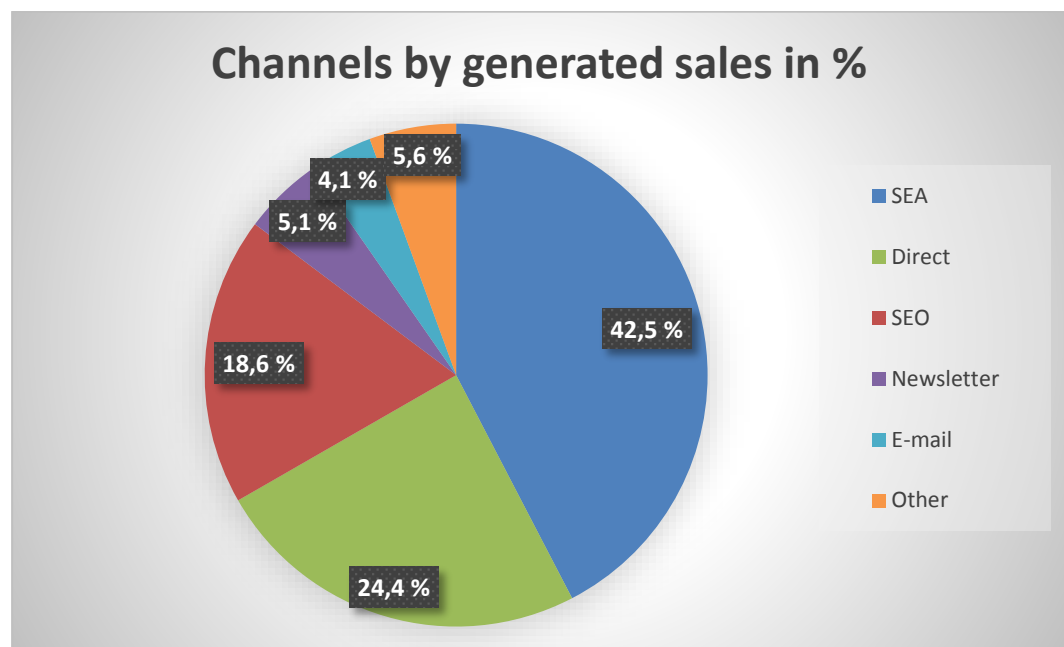


FIGURE 11: Any-Lamp five main sales channel by generated sales in percentage of total sales (Google Analytics 2016b)

The poor results of social media can be explained by not that actively updating. During the measured period, there were only four Facebook actions, where three were posts and one changing a cover picture. These generated four customer comments and 15 likes all together, where over one-fourth were likes inside the company. Currently, Any-Lamp's Dutch website has 1259 fans on Facebook. The last video on YouTube was posted in November 2015, which explains the lower performance from the two. During 2015, there were published 9 videos, which have generated 30,153 views, the most successful having 16,160 views alone. The how to install product videos have been much more popular than the company related information, published on the channel. Currently, YouTube has 37 subscribers in Any-Lamps Dutch channel. (Facebook 2016b; YouTube 2016b.)

Measuring the performance of the online marketing methods is key for the success. Currently, Installatie Wereld is measuring this through service provided by the search engines for SEA measuring and Wouw (2016b) believes that they are doing all right. Any-Lamp is seeing the success by any general outcome, such as new subscribers, positive feedback and turnover. Making defining the successfulness of marketing method hard according to Kostadinowska (2016), as there are no clear goals to define whether the marketing was a success or a miss on a larger scale.

5.3 SWOT analysis of Installatie Wereld

SWOT analysis inspects company's strengths, weaknesses, opportunities and threats. Strengths and weaknesses are internal factors, meaning what resources and experience are available for the company. External factors are opportunities and weaknesses, meaning factors not controllable by the company and which directly or indirectly influences the company. Installatie Wereld SWOT is summarized in Figure 12, page 47. (Taylor 2016.)

Installatie Wereld strengths are close co-operation with the sister company, fast decision-making and expertise on the products. As the

sister company is also specialized in e-commerce and their products are electrical and lighting related, they can use already existing knowledge and get help from Any-Lamp. For example, if Installatie Wereld decides to expand other market areas in Europe, Any-Lamp has already established web shops in 14 countries and can help with local problems, such as shipping to Norway. Due to the small size, the reaction is faster when problems occur than in big corporations. Installatie Wereld has excellent expertise over the products, and they are more specialized than their competition, as their main competitors sell also LED bulbs, electric tools and air conditioners (Wouw 2016a). With the lighting products, Installatie Wereld can direct customers to Any-Lamp and vice versa with installation needs.

The main weakness in a marketing point of view would be the size of the company. The social media marketing and search engine marketing when done well, take a lot of time and need constant managing. As a still growing company, the Installatie Wereld do not have at this time enough employees to have one for working full time on these marketing channels. Another weakness is that the company is still young and have not yet created a brand image on the market (Wouw 2016a).

Opportunity for Installatie Wereld would be the large target audience and a high number of internet usage and ordering. In Netherlands, homes are renovated as good as new, twice as much as there is actually new ones build, and the most important target segment for the case company were customers who have construction at home. Most often persons living in a self-owned home invest annually between 2,900€ to 3,500€ to home renovation according to Housing Demand Survey (2002). In the same survey second largest group investing home renovation were people living in pre-war houses and apartments, investing between 2,500€ to 2,900€ annually. According to KWR (2000), 52.5% from all residential buildings are self-own homes, meaning a good opportunity for Installatie Wereld. (House Demand Survey 2002 & KWR 2000 according to Itard, Meijer, Vrins & Hoiting 2008, 23, 93-94.)

Threats for Installatie Wereld would be direct competitors, such as Elektrobode and Klusspullen, which have already been in the market longer time and established a regular customer base and brand image (Wouw 2016a). The indirect threat would be the global economic situation, as some economics are preparing for economic collapse due to Brexit and US presidential elections. Meanwhile, some politicians saying that EU will break and others supporting Nexit (Netherlands Exit). The economic collapse would make people rethink the spending and leave non-urgent renovation projects on a later time.

Installatie Wereld can work together with Any-Lamp to improve their SEO and set up newsletter marketing for improving the brand and coverage on the market until they find a person for this job. With the improved SEO, they can rank higher or close to their main competitors, as even if their link is not clicked, they will be strengthening the brand, as people see companies at the top as market leaders. With these changes, they would reach wider audience, as large amount of Dutch were on the internet and many uses search engines as the first choice for finding information. With the newsletter, they would be creating a brand image and reminding previous customers from their company.

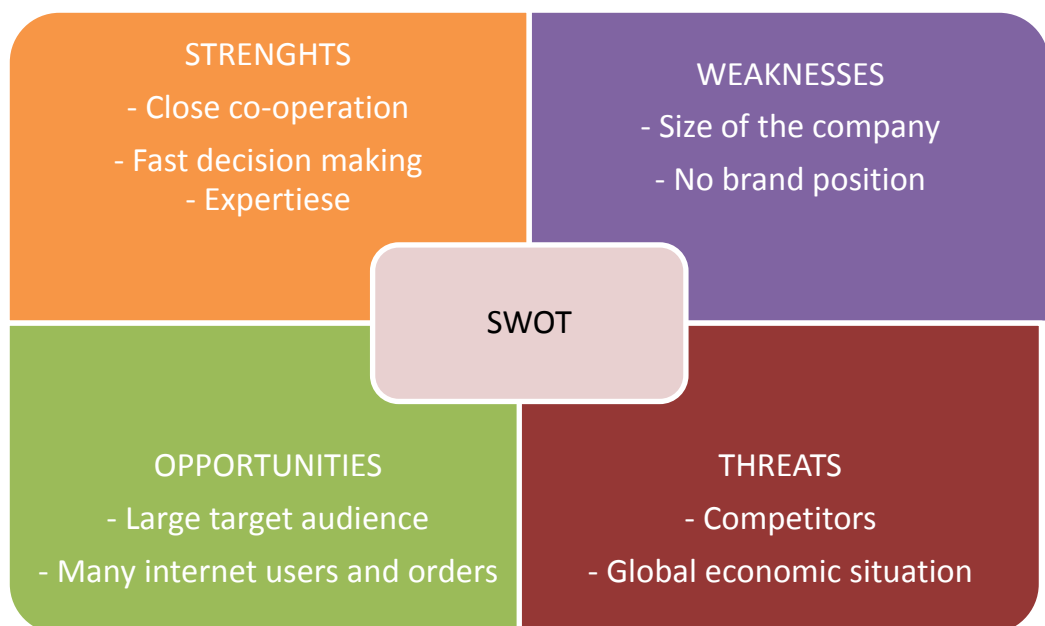


FIGURE 12: SWOT analysis of Installatie Wereld

6 CONCLUSION

This chapter starts with the conclusion of the study and recommendations for future. This chapter ends giving successions for future research and thoughts about the thesis.

6.1 Conclusion & recommendations

Both managers agreed that even though they have a different customer base the same marketing methods can be used to a certain extend. More important thing is that they have independent online marketing strategies and use different customer approaches. The same marketing methods can work well for both companies, but other methods may work better for one of the companies. (Kostadinovska 2016; Wouw 2016b.)

The most successful marketing methods for Any-Lamp seems to be search engine advertising and search engine optimization, as these drive 74% of all visitors and generates 61.1% of the total sales. Installatie Wereld is currently doing SEA, which was best in generating sales and visitors, especially in Google, but they should extend their search engine marketing to also SEO as it can boost visitors and make their brand more known, without expensive investments other than time.

Direct traffic was the second most profitable for Any-Lamp, with third largest in the number of visitors, second largest in sales and having the best conversion rate. This cannot be directly influenced by Installatie Wereld as it is more about how well people know the company brand and remembers it. This could be increased through different campaigns in social media, improving search engine marketing that the company name is always at the top and e-mail marketing. This will increase usually naturally on a longer run if the company has a good reputation.

Installatie Wereld was planning on expanding to social media and starting a newsletter. Newsletter was the fourth biggest traffic and sales generator, just before other e-mail marketing which were fifth in both. So it would be a good idea to implement newsletter to Installatie Wereld marketing. Social

media was generating only a bit over half percent of visitors and 0% of conversions. Even though Any-Lamp is more business-to-business orientated than Installatie Wereld, they still have a large base of private customers, which should show in the performance of social media. The performance is affected by the rare update rate, but changing this would mean being constantly active and updating in social media. Any-Lamp did not see this worth their while and that is why they update so rarely. For these reasons and because the size of Installatie Wereld, it would not be wise to implement social media at this time to their marketing, as they can first prioritize the less time consuming and test currently better working methods of Any-Lamp.

The author would recommend Installatie Wereld to implement SEO tactics to their marketing, as this is not connected to the customer group, but with how easy customers find the company. Meaning it is helpful for both business-to-business companies, but also for business-to-customer companies, not depending on the business. As Installatie Wereld is already working with SEA and cannot influence directly the directly incoming customers, the author would recommend the case company to test newsletter and later on direct e-mail marketing, as these are working well on Any-Lamp, but especially direct e-mail marketing may not work as well on Installatie Wereld, why the testing is important. As Juslén (2009, 343) says in his book, the success of a marketing action can only be seen after it has been done.

6.2 Suggestions & thoughts

In future, it would be good to study also Installatie Wereld search engine advertising results, to compare how similar it is with the Any-Lamp version. Also more detailed customer information about the percentages of private and business customers would give a better understanding of the two companies, as now both managers had a different view if the case company has more business-to-business or business-to-customer sales. Any-Lamp has now implemented an business and private side on their

web shop, which can be tracked with Google Analytics for private and business customers. Something similar would help on Installatie Wereld website.

Another aspect missing were the cost of different marketing methods, as Google Analytics cannot track this information. With this information, the marketing methods would have given better understanding if they are profitable and offered a possibility to count return on invest and cost per order. Conversion rate was chosen to indicate the effectiveness of marketing method and indicate hardly if it is profitable. The problem with the conversion rate was that it easily distorted the results of low traffic and few orders having traffic sources. For example, some of the lower traffic sources links had conversion rates from 12%-20%, with one to ten orders. For that reason, only the main traffic channels were compared with their conversion rates.

Other tracking issues with using the Google Analytics were tracking people coming from the blog. As the blog was already on Any-Lamp site and Google Analytics tracks incoming traffic from other sites. For this reason, the blog was left out from comparisons.

For minor improvements, the referenced material could have been more up to date, as online marketing is fast changing, especially search engine marketing which can have a change in the ranking attributes in few months periods. The thesis was prioritizing available book sources, where the newest was from the year 2014 and oldest from the year 2007. Still, the basic principles and some basic factors are the same, which were focused on when using older reference material.

Nevertheless the tracking issues and older book material, writer feel the thesis manage to give answers to the research questions and valid recommendation for the case company to improve their online marketing.

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APPENDICES

Appendix 1. Questions for case company and Any-Lamp BV managers.

Online Marketing

1. Is there some online marketing methods used in past, which is not currently used?
2. What was the experience with these methods, if there were some?
3. What are the current online marketing methods used on the Dutch market?
4. Are the current methods working well or is there any problems?
5. How is the online marketing methods measured in the company?
6. Which kind of resources the company have for online marketing?
7. Is there any plans on improving online marketing methods in future?

Customers

8. What is the targeted audience, the company is trying to sell?
9. What is the largest buyer group?
10. Is the sales more B2B, B2C or B2G orientated?

Opinions

11. Do you believe that Any-Lamp BV and Installatie Wereld has the same customer base?
12. Do you believe that same marketing methods as Any-Lamp BV is using, could be used for Installatie Wereld to increase the sales?

Appendix 2. Skype interview questions about Installatie Wereld history & market position for Wouw

1. Who founded the company and when?
2. Which kind of market position Installatie Wereld have?
3. Who are the main competitors and their market position?