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Vitalia Vasilkova

# Identifying a digital marketing strategy for a start-up entering the UK entertainment sector. Case study: Evenses

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<p>The purpose of the research was to identify a digital marketing strategy for a case study start-up Evenses, entering the UK entertainment sector. This thesis aims to explore the crucial steps required when building a digital marketing plan. The idea behind carrying out this research is that the author was given a task to conduct a digital marketing plan for Evenses. The first focus of this study was to analyse the current situation of the company, taken into account the online marketing landscape. This includes conducting a market research, customer analysis, digital customer behaviour, market analysis followed by SWOT and competitor analysis. Afterwards, objectives, strategies, tactics and actions were introduced in order to build a coherent digital marketing strategy.</p> <p>The theoretical part of this work consisted of marketing and digital marketing literature. The main emphasis was on customer acquisition theory and inbound marketing channels that are most related to the case study. This thesis was focused on SOSTAC planning framework that enabled the author of this paper to provide a structure for the strategy as well as to specify all the steps required to identify a digital marketing plan. The study was also managed by qualitative method of conducting a semi-structured interview with company CEO - Thomas Verheul. Digital marketing activity was carefully examined through digital analytics and digital marketing tools. Both qualitative and quantitative research methods were applied in this work.</p> <p>As a result, it was discovered that Evenses first has to optimise the website for search engines and improve the user experience on the website. Moreover, Evenses should create more engaging content for the website and social media and implement some of the search engine techniques, like Search Engine Optimization, to generate more traffic and reaching potential clients. After that, Evenses should think of relevant social media channels, like Twitter, Facebook, Instagram, LinkedIn and YouTube. When the company would be ready to invest in paid search, it then can create some AdWords campaigns.</p> <p>By implementing this strategy created and taken into account available resources, time and personnel, Evenses will gain awareness online and will reach the target audience. In future, when Evenses will grow with a budget for marketing initiatives, the company could think of employing more personnel or consider hiring a digital marketing agency to help the company establish a strong online presence to attract more clients.</p>	
Keywords	Digital marketing, Search Engine Optimisation, Competitor analysis, Social Media, SOSTAC, Marketing Research

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Appendix 1. Additional information about Evenses: Why, Mission & Vision, core Values and goals for 2019.

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## 1 Introduction

With access to the internet, the world is now driven by digital technology. The constant progress in evolving technologies and the transformational way in which people use and gather information has given a possibility of prospecting, interacting and communicating with one another on an international scale (Lee and Dempster, 2015). Ultimately, businesses of all kind across countries must attempt to gain online dominance and to accommodate the needs of their target audience (Taylor, 2018). Today, it is crucial for businesses to have an online presence not only to satisfy demand but also to build a long-term relationship with their consumers.

An effective online presence enriches the possibilities of gaining new customers, creates brand awareness, and helps to stimulate sales in future (Stokes, 2009). As more and more companies are trying to build a brand online, it has become crucial to stand out from the competition. As a result, businesses, especially e-commerce organisations and start-ups operating under the tight budget, are constantly looking at new ways on how to survive the competition and gain awareness online. Steve Blank, an entrepreneur and a guest lecturer at Stanford University, defined a start-up as a 'temporary organisation designed to look for a business model that is repeatable and scalable'. (Blank and Dorf, 2012). Being newly established businesses, they are able to stay profitable in the first stages of business operations. On the other hand, most of the start-up businesses are not sustainable in the long run due to the limited resources, costs and human labour (Robehmed, 2013). As with other companies, all start-ups' marketing efforts are made through the internet and digital marketing tools available to generate traffic and gain awareness online.

Today, it is not just enough for a company to have a website where it can sell products and services. Organisations have to create and deliver exciting content and optimise their website and as well as to engage with the audience in different channels. Hence, marketers have to look for new ways of how to approach the target audience as well as how to create and deliver value to their customers.

The purpose of this research is to identify the digital marketing strategy for a start-up that will enable the company to use its time and resources efficiently. This plan aims to acquire new customers through the set of tactics, systems and appropriate platforms. For this reason, this paper will develop and present a digital marketing plan for the case company: Evenses. After successful experience from operating in The Netherlands, Belgium and Germany, Evenses has recently established a UK website to serve the needs of the UK entertainment market. The UK website has been operating for about five months, and the company does not have a precise digital marketing strategy serving its long-term goal for international fulfilment. To reach the right target audience and brand awareness in the UK, Evenses has to focus on the appropriate digital marketing strategy to be visible online and reachable on the market.

### 1.1 Company highlights

Evenses is an online entertainment booking platform that provides quality entertainment of all kind in six different countries, including Netherlands, Belgium, Germany, Denmark, Sweden and the UK. The main idea is that anyone interested in entertainment services can visit Evenses' website and book an artist online. Once on the Evenses website, a customer can find an act and leave the request on a website or call the managers to book a selected artist for a special occasion. On the website, customers can choose from a vast catalogue of performers of all kind; from acts, dance shows, technical equipment, workshops to solo musicians, singers, DJs of all types, bands and DJs. At present, Evenses offers more than 1000 different professional possibilities for entertainment in six different countries, including the Netherlands, Belgium, Germany, Denmark, Sweden and the UK.

Evenses has already gained a wealth of experience having helped more than 8,500 parties: from an organisation of small birthdays and anniversaries parties to the provision of artists for big festivals, weddings, corporate fairs, conferences, catering bookings and staff events. Customers are a mix of companies and private individuals. The previous client list includes big names such are Red Bull, Coca Cola, Samsung, Armani, Sony and

many more. The company consists of ten full-time employees and thirteen interns for the Dutch, Belgium, German, Swedish, Danish and the UK markets.

The company was founded in 2010 in the Netherlands by Thomas Verheul and ever since has continued to grow. The aim was to set up a 'brand' that would be more professional with a broader portfolio of services. The bookings that Evenses provides are mostly in the Netherlands and Belgium, but the company is expanding to new markets. The company has established websites in Belgium, Germany, Sweden, Denmark and the UK. More information about the company's mission and vision statement, as well as core values and goals for 2019, are presented in Appendix 1.

## 1.2 Project Objectives

The purpose of this work is to determine the most suitable methods for the company to represent itself online as well as provide objective recommendations and suggestions for a digital marketing strategy. The plan will be based on the evaluation of the current digital initiatives that have already been taken by Evenses. After careful study of the Evenses' current situation, a digital marketing strategy will be created to identify the objectives that should be accomplished within the specified periods. It includes clarifying direction, providing guidance, implementing methods and selecting the most suitable tools and channels to be used by the company.

The central idea of this work is to create a digital marketing plan, which is formulated as follows: "How can Evenses gain awareness online and reach potential customers in the UK?"

This work will present the range of graphs, pictures, tools and analyses that will be explained in detail to provide a reader with a visual representation as well as to enhance the study. The focus of this work will be based on the different marketing activities and tactics that should be considered in order to reflect the critical idea of this paper. The author believes that the carefully selected goals and tools would enable the company to acquire new leads, create brand awareness and boost the traffic.

## 2 Theoretical Approach to Marketing and Digital Marketing

In order to identify a digital marketing strategy, it is first important to understand basic marketing and digital marketing theory as well as understanding how consumers interact and consume online.

### 2.1 Marketing

Marketing is a crucial concept of every business worldwide. Today, marketing practises serving most of the business groups and non-profit organisations. Within the past decades, consumer service businesses have also started to exercise modern marketing systems. Even in the post-Soviet countries and the Eastern World, where marketing had a bad reputation for a long time, political and social change have created new possibilities for marketing nowadays (Kotler et al., 2004).

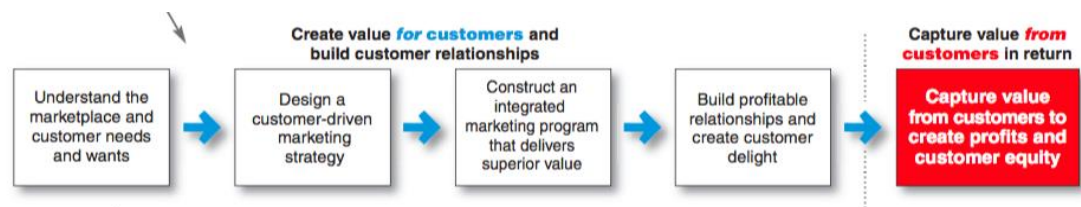
Marketing is the practice that assesses customer needs, ensure the consumer's success and determine whether a cost-effective opportunity occurs. It is the process by which businesses create value for clients and build lasting relationships with customers to capture value from them in return (Stokes, 2013). Marketing fulfils the product's life by trying to find new customers, improve brand image and product performance. Companies are focused on understanding their customers; attracting new clients and keeping and growing the current customer base.

Marketers determine the appropriateness of a product or service for a particular consumer base by dealing with the marketing mix elements. The marketing mix, otherwise known as the 4Ps of marketing consists of product, price, promotion and place (Johnson and Selnes, 2004). All these elements should be linked and complement each other. The product should fit the target group and focuses on what the customers are looking for. The product must be available for the consumers and compatible with the price. Promotion and communication tools should bring around the organisation's information so that a particular group of customers would be aware of a product or a service and willing to purchase it (Blythe, 2005).



All these elements should be combined as a mix. Companies follow different variations of 4Ps mix, creating and moderating its own approach of 4Ps. Nonetheless, the main idea remains the same. Success comes from the organisation's ability to understand the needs and wants of the target customer base and creation of ideas and innovations that will fulfil those wishes (Kotler et al., 2004).

Kotler suggested a five-step marketing process model presented in figure 1. It represents how the companies work to define consumers, create value and build relationship with customers, design marketing strategies and constructing marketing agendas. (Armstrong and Kotler, 2012). A starting point for every company is to identify customer needs and study the marketplace in which marketers operate.



● FIGURE | 1.1  
A Simple Model of the Marketing Process

Figure 1: A five-step marketing process model created by Kotler (Armstrong and Kotler, 2012).

Five core customer and market concepts have to be taken into account; needs and demands, market offerings, value satisfaction, exchanges and markets. Once it completed, companies then can create a marketing strategy to target markets and customers and build profitable relationships with them.

## 2.2 Digital Marketing

Dud Caddell describes the term 'digital' as an interactional pattern of all media tools that allow customers to self-select their own preferences and choices and provides markets with the ability to present products and services online, bridge media, gain valuable feedback and interaction with their users (Caddell, 2013). Digital tools have made it possible to reach a wider range of customers and build strong long-term relations with them worldwide. According to European Commission press release, a Eurobarometer

survey conducted that around forty per cent of European small and medium enterprises use online markets to sell their goods and services (figure 1).

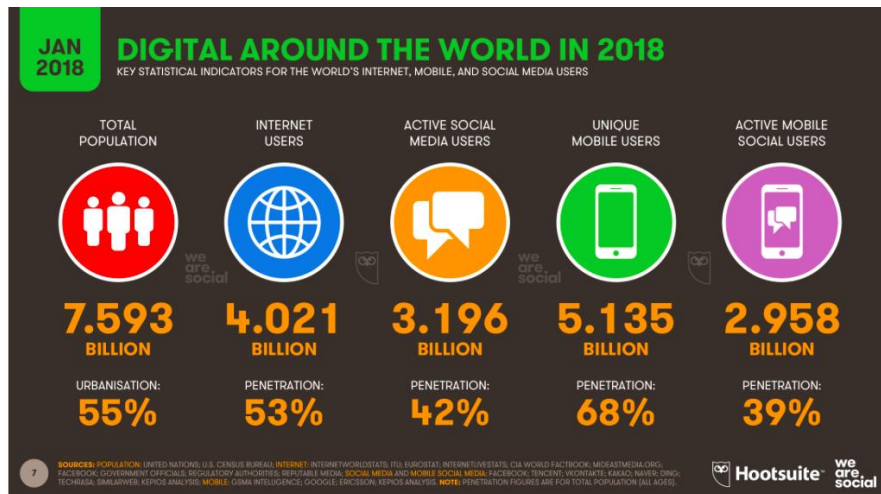


Figure 2: Key statistical data of digital users 2018 from Hootsuite and We Are Social website.

The difference with marketing is that online marketing not only satisfies the demand of the target customer base but also creates new and innovative ways of creating this demand by the use of the Internet (Stokes, 2013).

Digital marketing enables the exchange of attention of value that connects brand and user. Every business operating online can gain value in the form of advocacy, awareness and trust from the customer. Contrary to the traditional marketing approach, online marketing assists a brand in delivering superior customer experience. It is performed with a technological advantage that automates procedures, personalises communications, and coordinates activities. The purchasing method is also simplified as products and services are presented, promoted, purchased and distributed online. Moreover, the web provides users with more possibilities and choice, more freedom and, therefore, power (Stokes, 2013).

Digital marketing is powerful in many ways. More and more brands build reliability among consumers who are interested in their production. They have new platforms to sell and new markets in which they can tailor their products to users' needs and preferences. Today, users' attention is fragmented by the number of media tools available online-social networks, web tools, mobile services, email campaigns and website's advantages. Due to the unlimited choices and scarcity of time, the audience uses a selective

approach, ignoring marketing messages and advertisements. Therefore, companies' ideas have to be remarkable and specific to their niche group (Stokes, 2013).

One of the most significant advantages of the digital sphere over any other type of marketing is that online marketing is measurable. All industries can examine interactions with their customers, including information on how various campaigns are performing, what channels customers are using, and which areas of the products are best optimised. All the above can be tracked and monitored to get personalised and location-based search of a buying persona, a comprehensive analysis of the buying behaviour on a website or an app, preferences of a target group and predictions of future actions (Kapoor, 2015). All marketers today have access to free and low-cost tools that give customers, competitors and market insights. These services assist companies in providing real-time communications and up-to-date reports and analytics (Smart Insights, 2016).

Hence, all industries are keen to reach and attract new customers, build a strong brand image and get leads and visibility. The success of acquiring new customers and getting those benefits through digital marketing comes from exploiting the marketing channels, such as content marketing, search engines, social media and email marketing and many more. Marketing channels should be selected very carefully according to the preferences of the target group.

### **3 Customer Acquisition theory**

In order to increase a customer base, convert users and attract attention to business, the companies first have to pay a close attention to the customer acquisition theory. Customer acquisition is a process of encouraging a client to purchase a company's goods or services. Even if the company is relatively big, it needs to attract new customers and replace its existing ones. In terms of a start-up, customer acquisition is an essential tool as the company may not have clients at all; and a start-up needs a driver to persuade a customer to buy products.

The term customer acquisition is frequently used in customer lifecycle management as a concept that directs an acquisition and retention of clients through a database (Peppers and Rogers, 2011). The process is best shown and described in the customer acquisition funnel, also known as the sales/ marketing funnel (figure 3). The diagram below shows the customer buying process, where the customer 'starts' the journey at 'unaware' stage and goes through the whole pipe to the "advocacy" stage (Patterson, 2007).



Figure 3: A customer acquisition or sales/marketing funnel. Adapted from (Walter, 2016)

The first stage in customer acquisition funnel is "awareness". At this stage the goal is to get the word about the brand and attract people's attention about products or services. This is where the company makes its first marketing efforts to attract potential customers for the first time. Whether a start-up creating a new product line or just establishing its operations, this stage is one of the most crucial in the customer acquisition funnel. (Jaffe, 2013). In the digital world, the idea is to create the content that matches customers' online inquiries. In the second stage called "interest" the brands try to differentiate themselves and appealing to the audience with personalised message (Bowman, 2019). Companies use diverse techniques to raise customers' interest and remind them of brands' products or services. Likewise, in the first stage, it is achieved by digital marketing channels and techniques, such as content creation, social media awareness, email marketing or targeting the consumers with advertisements (Jaffe, 2013). The following stages of the funnel usually include brand's support and guidance in customer's buying process. All sections 'are guided' through digital marketing tools, for example, content optimisation on the website.

The sales/marketing funnel is one of the most important tool when acquiring new customers. It helps to better understand the audience and how the acquisition process works. Thus, companies have to consider customer acquisition approach and only then can focus on digital marketing initiatives. These online techniques are crucial in all the sales/marketing funnel stages as they assist customer in his buying process. In the next chapter the examples of digital marketing tools will be described.

#### **4 Inbound Marketing Channels**

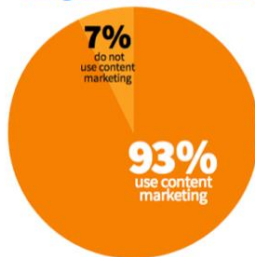
As stated in the previous chapter, every company needs to incorporate digital marketing channels in order to attract new customers and assist them through all the stages of sales/marketing funnel. These channels called Inbound Marketing channels. The main goal of Inbound Marketing is to acquire new customers by creating useful content, convert visitors into customers, build customer loyalty and make them purchase again (Zlatko, 2015). Thus, essential for this digital marketing plan is to create and tailored targeted content, make it accessible on a website, and share the message on effective digital marketing tools (Pollitt,2011). Inbound Marketing Channels are needed to attract the interest of the visitors and bring them to the company's website (Zlatko, 2015). These inbound marketing networks include social media, search and paid marketing, all driven by content marketing. The author carefully selected the ones that are most appropriate for the case company and provided a theoretical framework for the chosen tools.

On the other hand, there are certain drawbacks that organisation should know about these channels. It is time-consuming and requires a lot of attention to details when executing campaigns. Companies cannot expect immediate results after establishing the campaign. Moreover, the Inbound Marketing Channels requires a set of skills, including proficiency in content writing, web design, web development, social media and search engines knowledge (Patruti-Baltes, 2016). All of the above have to be considered when selecting the appropriate channels and creating a digital marketing strategy.

## 4.1 Content marketing

Content marketing is the practice of creating reliable and relevant content to attract, attain, and engage your customers. Today, customers are flooded with marketing messages more than ever before which is around 3,000 per day. As a result, businesses are confronted with lack of responsiveness –more messages audience is forced to read every day, the harder it gets to reach them (Ramos, 2013). Content marketing is one of the most fundamental marketing tactics in the fast-growing, digitalised world. According to the Content Marketing Institute (2018), figure 4 shows that more than ninety per cent of B2B marketers are using content marketing.

Percentage of B2B Marketers Using Content Marketing



2014 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Source: Content Marketing Institute

Figure 4: 'Percentage of B2B Marketers Using Content Marketing' from Content Marketing Institute.

Content marketing is crucial for any marketing strategy. By expressing an opinion, sharing the knowledge on a website, analysing the current situation or presenting new materials that are newsworthy, the audience tends to trust and rely on the brand. The main issue is to recognise what will be valuable to the public in order to attract and acquire new customers. By creating trust with audience, the company tends to improve brand awareness. The more value company provides with its content; the more people trust the brand. The content marketing not only works for building trusts and enhancing customer loyalty, the ultimate goal of a content marketing is to create customer engagement. By publishing qualified content online on the website, creating a post on social media, sending the message and addressing issues followers care about via digital marketing platforms, or promoting the newsletter through email marketing, the reader gets all form of content distributed in different channels. Thus, content marketing is the

core element of all forms of digital marketing, including social media, Search Engine Optimization and PPC marketing.

On the other hand, it is extremely hard to create a content that will tend customers to educate, engage and purchase. In this digital era, customers have the ability to choose and perceive the information they need (Hipwell & Reeves, 2013). Thus, companies try to find new ways on how to feed the curiosity of clients and attract new clients as well. One of the most common ways of creating content online is to publish blogposts. According to HubSpot, organisations that posts blogs on a daily basis get almost five times more traffic than companies that publish zero posts within a month, figure 5. (Kolowich, 2015). It gives the company possibility to provide fresh content and publish information frequently to maintain customer's interest and engagement. Moreover, blogging enhances other digital marketing tactics that are essential to the website, as an example, generating links, fuels organic growth in digital platforms, or improving the position of the website in the Browser. Thus, all these efforts enhance brand awareness and help to acquire new customers.

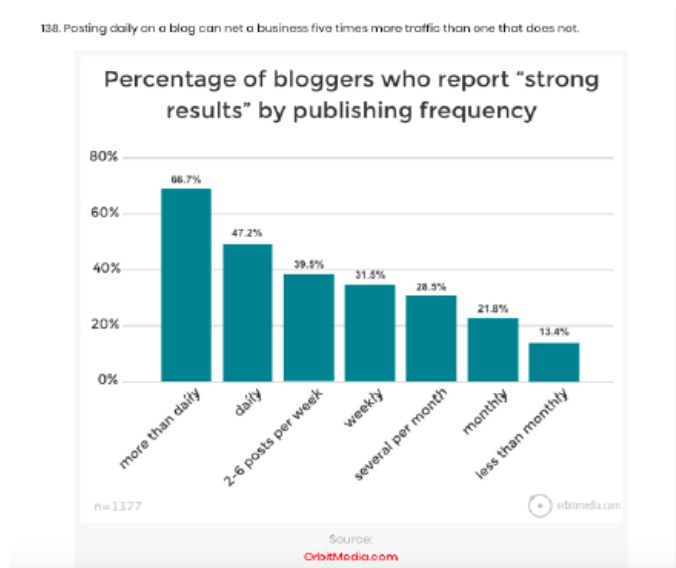


Figure 5: 'Percentage of bloggers who report 'strong results' by publishing frequently' graph taken from OrbitMedia.com.

However, it is not easy to create and manage a comprehensible content marketing strategy. The process requires a clear guidance, professional team and a lot of time. Moreover, to create a solid campaign, investing in tools and stuff, which can help to

deliver the content, is also needed. This will enable a company to ensure that the content is distributed to the relevant audience. In addition to this, the content should be disseminated according to audience's preferences and interests. Whether marketers would use social media, or search engines, they have to be careful with all digital channels. The process requires to create a strategy of delivering content that will tend customers to engage and purchase (Nelson, 2012).

#### 4.2 Search Engine Marketing

Another important digital marketing strategy is Search Engine Marketing. It helps brands to make their website, content and business visible. It is one of the most common and effective ways in reaching potential customers and gaining awareness online. At present, all around the world, billions of people use the Internet to find information and products or services they need (Lee and Dempster, 2015). While people are looking for something they require in the Web, marketers, on the other hand, are looking for the ways of how their products will be found and displayed online (Stokes, 2013). Today, internet programs like search engines allow companies to target customers and generate steady traffic in the Web. Search engines are web-based programs and software systems that index all the information available on the Web. They allow all Internet users to find any material they are looking for. In the Web, one word or phrase typed in the search can be resulted in dozens of links to the websites appeared for the given topic. Search Engine Marketing is part of internet marketing that covers both paid and unpaid (organic) search queries. It is divided into two categories: Search Engine Optimisation (SEO- organic search) and Search Engine Advertising (also known as SEA or PPC). Organic and paid results both displayed on the search page.

Every marketer wants to get a product to appear at the top of the first pages. It is considerably challenging to get the website organically visible on the first page, mainly when other industries invest heavily in Search Engine Advertising. Moreover, research showed that almost half of Internet users are more likely to click on a particular link if it is displayed more than once in the browser (Omnicoagency.com, 2019).



### 4.3 Search Engine Optimisation

Deciding what factors search engines are taking into account in the Web has led to a practice called search engine optimisation. Search engine optimisation (SEO), also titled as organic optimisation, is the process of optimising a website to attain the desired ranking on the search engine results page (SERPs) (Stokes, 2013). This is achieved by creating and updating content, structuring a website, and making changes in HTML code (hypertext language) (Lee and Dempster, 2015).

The most popular and recognised international search engines are Google, Yahoo! and Bing. The leading platform by far is Google. Google has an algorithm that determines 200 different factors of website's relevance and ranking. To list the results and show the best links, search engines search for signs of: Popularity; Authority; Relevance; Trust and Importance. According to Google, they use PageRank for every webpage. (Ledford, 2015).

SEO is often classified into two groups on-page optimisation and off-page optimisation.

- On-page optimisation refers to the changes that are implemented within the website to make it more reachable for search engines. For instance, structure of a website or alterations that are made to the HTML code.
- Off-page optimisation is responsible for all the activities taken outside the site, to advance its position in search engines. It covers building link to the website, digital public relations and social media activities. Both internal and external components of the website should be considered when building an effective site, as these elements affect the way it's ranked in search engines (Ledford, 2015).

SEO is essential tool in gaining brand awareness and getting new customers to the website. If the business is ranked high in the SERPs, it is more likely that a person would click the link to the website in the Browser as the user tend to trust high-ranked websites (Dover and Dafforn, 2011). Besides, if the website rank is increased, then the more traffic the website gets, thus, more visitors would be likely to purchase services from the brand. Therefore, when the website attracts more audience, it enhances brand awareness as well. With the help of off-page optimisation, the target audience would be

more familiar with the company's services and products since the business' website would be displayed on different trustworthy sites that again would improve awareness (Jantsch and Singleton, 2016). If both on-page optimisation and off-page optimisation work well, then the website should get more visits to webpages where the company can get more insights about customers' preferences in products. (Odden, 2012). Search Engine Optimisation is an extremely efficient process of generating new business online. It gives a clear insight into how search engines perceive a website and how customers use search engines to find a website online (Stokes, 2013).

#### 4.3.1 A search engine friendly website

Website is an essential component for all sorts of digital marketing activities. Every company may have different campaigns in the digital sphere for a rich vein of new consumers, but ultimately everything will be guided and linked back to a website. To build an effective website, marketers should keep two criteria in mind: the company's goals and the needs of the target audience. If a company creates a site that caters customer's needs, it eventually increases the chance of turning them from users to potential customers. Therefore, to get the required customers, businesses should keep in mind conversion goals. Everything published on a website should be connected with these goals. It can be anything from a sales inquiry to a sales transaction or whatever else marketers decide is essential for their company or a consumer. For a website to thrive, it needs to appeal to the target audience, by making the website content visible and accessible. Usability and acceptability are both making sure that information is seen, delivered and functioned well on a website (Ryan and Jones, 2009). According to Jerry L Ledford, it is a long process of getting the website visible and noticeable among millions of the sites and searches every day. Thus, the website must contain relevant information and elements to stand out. To achieve a high position in Google or Bing, the website must be not only identifiable by a search engine crawler, but also it should satisfy all the criteria set for the sites, Appendix 2. (Ledford, 2015).

#### 4.3.2 Keywords & Links

The web is still about the text written on the website. For a digital marketing specialist, some words are more important than others, and knowing which words are essential to the business is fundamental to building an efficient website (Ryan and Jones, 2009). Keywords or key phrases are the basis of the search. When a user searches something on the Internet, he types in a word or a phrase in the browser (Lee and Dempster, 2015). All businesses have to define digital marketing goals, where one of the core elements is keyword research. It gives a clear picture of what people are searching for, in what format they perceive information and how many of them are looking for it (Jantsch and Singleton, 2016).

Links are another vital part of any digital marketing strategy. It helps the brand to get the higher on search engines results pages (SERPs) and generate traffic to a website. The idea behind the links was to send users to other pages they might enjoy as well. (Ryan and Jones, 2009). Link building is a strategy that helps companies to grow audience to the website and generate traffic by placing links on other relevant sources. Search engines use links to crawl the entire Internet. When one page is linked to another, the more pages are covered by the user, the more reliable the website is. For an SEO strategy, marketers use various techniques for building those links, but it is one of the hardest parts of the overall plan. The idea is to get the high-ranked links to a website to get the authority on SERPs (Jantsch and Singleton, 2016).

#### 4.4 Search Engine Advertising

Search Engine Advertising, also called PPC (pay-per-click) advertising, has become a popular advertising technique to promote a brand or product directly on search engine results pages (Bina, 2019). PPC continues to evolve and is available in different formats from text ads to media banners or video promotion (Stokes,2013). It allows marketers to buy targeted traffic from any browser, like Google or Yahoo! (Bina, 2019).

Today, SEA generates almost ninety-five per cent of Google's revenue. (Peterson, 2013). Paid search is separated from organic results – always appear on the top and the right-hand side of the results page (Stokes, 2013). Likewise, organic search, advertisers target specific keywords for which they want to be displayed in the Browser.

Search Advertising helps to increase brand awareness. Adverts stimulate consumer demand and satisfy all the needs (Lee and Dempster, 2015). One of the ultimate advantages over other tools is that the content is not restricted and limited to area or time. They are way more interactive and creative than offline advertising. At present, it is doable to measure accurately how the online advertising campaign performs. Google AdWords is the best known and most leading paid search network that offers analytical tools, keyword targeting and geo-targeting worldwide (Marshall, Todd and Rhodes, 2017). PPC strategy has many benefits for any digital marketing strategy. A specific targeting allows an advertiser to make search relevant and provide high volumes of traffic (Wall, 2013).

Nevertheless, PPC campaigns require a lot of time, money, testing and monitoring. First thing is that PPC marketing is complex and requires a lot of time, as it involves many aspects and variable that should be considered. (Granger, 2019). Conversions from the ad depends on variety of factors: the time published, the quality of ads, the keywords used, the brand or service and a lot more. It is rather difficult than the rest of digital marketing practises. Moreover, for the start-ups, PPC marketing might be expensive and requires to employ an experienced PPC specialist (Kritzinger and Weideman, 2013). Furthermore, if the company doesn't have enough budget and, therefore, stop paying for its PPC ads, the paid traffic and the audience will disappear as well. Search Engine Advertising is risky, and either a business can spend a lot of budget on advertising and get nothing in return or invest little but get an increase in traffic (Stokes, 2013).

#### 4.5 Social Media

Another essential piece that rapidly became one of the most popular tool of any digital marketing strategy is Social Media Marketing. More than any other channels, it enables

companies to reach hundreds of customers online, build brand awareness and business visibility. Social media is an effective combination of tools and technologies through which a person or an organization could reach the potential target group and build relations with customers. Today, social media is involved in businesses, markets, public relations and political campaigns, and many more (Scott, 2010). In overall, social media helps a brand to expand marketing efforts and create direct contact with the target audience. By building a network and capturing a brand's voice through social media, an organisation can strengthen other channels of inbound marketing, including content marketing, sales, public relations, and more. For instance, social media can supplement SEO benefits. By using social media networks to share content, websites can attract new customers and increase engagement, generate links and enhance search engine score (Safko, 2012).

On the other hand, social media also requires a budget and can be time consuming. Every business should select the relevant social media platforms, create a calendar and employ a content creator in order to deliver the message and establish relationship with customers. Therefore, social media is a long-term investment and a company cannot expect immediate results. Due to the high level of competition, social media became one of the most crucial platforms, especially for e-commerce. However, today, with such a big number of companies advertising through digital platforms, the internet market is overwhelmed with online businesses all over the world. Thus, if business wants to incorporate social media marketing in its strategy, it has to think of a coherent strategy and resources in terms of money, personnel and time.

#### 4.6 Digital Marketing: summary

By ensuring a coherent strategy and following techniques, digital marketing can be a safeguard to any business. It can eventually grow sales, spread brand awareness and increase consumer base (Sharma, 2018). To interact with customers effectively, it is of utmost importance to be visible online. A comprehensive digital marketing strategy can generate a significant number of leads. This number of users visit the website to check what a company proposes. Those visitors can be converted into potential customers.

The more traffic website traffic has, the higher the probability of converting visitors (Sharma, 2018).

Digital marketing assists businesses of any kind in building meaningful relationships with their customer base. Any organisation need a connection with its audience, to retain them and keep the relationships through long-term commitment. For instance, content marketing is the most powerful strategy to drive customer engagement and trust. By informing, educating, entertaining and delivering the message to the customers, a start-up can reach satisfied and loyal customers (Taylor,2018). Digital marketing has become a key component of every organisation nowadays. Start-ups, in particular, face a challenging task of establishing themselves - making a name and rival against already successful industries on the marketplace. Nonetheless, digital marketing can create opportunities to make a start-up business thriving, even under the tight budget, limited resources and with all the competition going about.

## **5 SOSTAC**

To create and implement a detailed digital marketing plan, integrate inbound marketing channels is not enough. A company has to think of the digital marketing strategy planning framework to structure the process and carry the comprehensive plan step by step. The most common and well-known business model is SOSTAC. The SOSTAC ® marketing model was founded in the 1990s by PR Smith, an Irish digital marketer professional, inspirational speaker and author of 6 books, including Emarketing Excellence, and Great Answers to Tough Marketing Questions. SOSTAC voted in the top three most widespread business models worldwide, is a popular choice of many international companies like Microsoft, KPMG and non-profit organisations. SOSTAC is an acronym that stands for Smith's six core elements of marketing: situation, objectives, strategy, tactics, action and control. At each stage, the model incorporates all the key issues a company needs to consider for developing a plan (Chaffey,2019).

The first thing a company must do is identify the current situation. Situation analysis help the company answers the question of exactly where the organisation currently is,

i.e., who are our customers, what do they think of us, what do we know about them, what resources do we have and where to operate and trade. The major part of any SOSTAC model is situational analysis, as it looks at the organisation from the internal (SWOT) and external (PEST) point of view (Stephenson, 2017). SWOT analysis is one of the most key aspects of any digital marketing plan, as it provides a company with an analysis of the brand's strengths, weaknesses, opportunities and threats. These findings then will assist marketers in writing a successful marketing plan, highlighting strengths and identifying available resources. Moreover, a company should conduct market research and identify who their customers are, where do they live, what platforms do they use, by what means do they interact with the brand, demographic information, age and a lot more. Therefore, brands have to build customers' profiles and segment them according different variables, like age, location, service preferences, age or education. For a start-up entering the new market online, variables can be location, preferences in products/services, budget, age and types of customers (as an example). Creating customer profiles supports brands in reaching their ideal customers and helps to understand what stimulates them to purchase. Therefore, company would be able to target the right audience, reach them and make the connection with them.

Furthermore, situation analysis enables brands to evaluate digital channels landscape. It means that a company can see the performance of all digital channels used and check the progress and success of each for the brand – whether an organic search gets the traffic, mobile version of the website is displayed well, paid campaigns perform well or do company blogs get audience's attention. A marketer can track the digital customers' behaviour: performance of all of the pages, check visitors or website visibility and accessibility. Other factors an organisation needs to analyse are the market and their competitors. For any company establishing businesses online, it is essential to study the market, its features and analyse current trends and opportunities as well as study competitors. Online competitor research is one of the most significant element of any digital marketing strategy. It includes discovering the competitors, how active are they on different channels, thinking of potential keywords that are relevant to the business, running some research tools and checking competitors' websites. To better understand Evenses' competitors and their digital presence, some programs for digital marketing professionals are needed and will be later presented in the next chapters. In Appendix

3 the comparative analysis with the main competitor have been taken into consideration to enable the reader to perceive information visually about how the company is doing in regards to the competition. Another element that supports the competitor analysis section is competitive positioning map, where the position of the case study has been identified in relation to the rest of competitors. The competitor research helps to determine the company's perspective, analyse competitors' strengths and weaknesses and provide the company with the information required to stay competitive in the market. Situation analysis is one of the largest part of SOSTAC model and is time-consuming, but worth paying much attention to.

At the second stage, a company analyses its goals, mission & vision and resources. The questions to answer here are as follows: where does an organisation want to go? What is an incentive? What do they want to achieve & what goals to set? What kind of PR activity will they obtain through the action & what are the times & costs? (Cowley, 2016). To define the objectives for this digital marketing strategy, the company first has to look at company's mission & vision statements. The SOSTAC model provides the principles of the SMART goals, where company should make sure that these objectives are specific, measurable, achievable, relevant and time-related (Chartered Management Institute).

The next stages, strategy and tactics, will assist a marketer in analysing ways of how they can get there, taking into account media tools, digital planning and resource allocation. It's crucial stages in investigating ways how an organisation can deliver its results from the goals (stated objectives) that they wish to achieve. Smith suggested tactical tools and processes that will help to clarify the procedure for achieving the previously selected objectives. Finding its competitive advantage (SCA) and strengthen its brand by the online value proposition (OVP), will help a company to get the market dominance, increase in the number of customers and brand awareness. OVP assists a customer in comprehending what the company's online presence can offer him. OVP is connected to the positioning of the company and is essential in helping the company to stand out in the digital presence. It includes segmentation, targeting and positioning to identify what customers should a company focus on; setting up objectives to get an overall intention and message towards the customers; using tactical tools to present the product by the use of digital marketing channels to strengthen company's position and



stand against its competitors (Stephenson, 2017). As an additional tool, company may use TOPPP SITE method to help with guiding the digital marketing strategy. It includes nine components of digital marketing strategy: targeting, objectives, positioning, partnerships, processes, sequences, integration, tactical tools and engagement.

Before going the final stage of the planning model, actions stage has to be analysed to implement a tactic strategy well. It stands for who does what and when: analysing the details of tactics such as structures & responsibilities, checklists & guidelines, internal marketing, systems & processes and execution excellence. It covers all day to day operations, who will be best at what a company wish to achieve, do they need to hire experts, what will be the RIO, when it should be done and etc (Chaffey, et al., 2009). In the final section, control, the performance will be monitored in the form of measurement and metrics. By selecting what will be tracked, by what means & whom, how regularly, and how long, a company will get a clear picture of how the steps are working from the beginning. A company selects marketing or digital marketing analytical tools to monitor the success of the plan, whether its responses from launching campaigns in social media, amount of visitors from a website or budget target.

Each stage of SOSTAC has to be recorded before any action or tactics have been taken (Smart Insights, n.d.). Each stage of the model is vital, and each is as essential as the last. It allows every company to create a digital marketing plan that enables companies to set clear goals, concise strategy, track the process and predict whether a company is going to reach stated goals or not (Chaffey, et al., 2009).

## **6 Research Methods**

This chapter aims to clarify the processes of how the research was conducted in order to understand what questions this work aims to answer and comprehend how the data was collected. The main goal is to identify the digital marketing strategy for a start-up that will enable the company to acquire new customers and gain awareness in the UK through the set of tactics and appropriate platforms.

The research plan's objectives are as follows:

- Conducting market research and customer analysis to analyse the Evenses' current situation
- Discovering new digital marketing opportunities and identifying areas for Evenses that should be improved by making a SWOT and competitor analysis.
- Critically assessing company' digital marketing activity made by Evenses, including website analysis.
- Evaluating the tactics for creating, sharing and delivering the content as well as analysing the digital marketing initiatives taken by Evenses.

The purpose of this work is to determine the most suitable methods and cost-effective ways for the company to represent itself online as well as provide objective recommendations and suggestions for a digital marketing strategy so that the company would use its time and resources efficiently. The plan will be based on the evaluation of the current digital initiatives that have already been taken by Evenses. The company has not conducted a market research, nor planned a strategy serving its long-term goal; consequently, the outcome of the research should provide the applicable one. Since Evenses has not had much online activity as well as marketing initiatives, and, hence, a start-up needs to improve Evenses' online activity, build brand awareness, and, most importantly, reach beyond the target audience and create trustworthy relationships. It is worth noting that Evenses should have a stable and constant growth to be competitive in all the markets it operates. This work will present the range of graphs, pictures, tools and analyses that will provide a reader with a visual representation. Moreover, a company should have a planning framework to structure the process and carry the comprehensive plan stage by stage. For this work SOSTAC model have been chosen, where the market research, customer analysis, objectives of the plan and strategy details have been underlined.

## 6.1 Types of research methodology

Research can be defined as a scientific investigation of the information gathered on a specific topic (Kothari, 2004). In terms of academic approach, Clifford Woody believes that research contains outlining objectives and problems, presenting hypothesis or recommended solutions; collecting and interpreting data; making assumptions and

evaluations; and analysis conclusions based on the methods selected (Kothari, 2004). In relation to the business research, three types of research methodology can be classified as follows: exploratory research, which aims to clarify the situation, concepts and objectives, gain knowledge, and helps to obtain new business opportunities; descriptive research, which, in contrast, provides detailed analysis and explanatory research of the characteristics of data, organisations, objectives, and methods prior to the data collection; and causal research that focuses on an study of specific objective that aims to explain the patterns of cause-and-effect relationships (Yin, 1994; Robson, 1993). The research design selected for this paper is exploratory research, as it aims to observe insights and understanding of digital marketing's objectives and initiatives as part of a digital marketing plan. Furthermore, as new ideas and insights emerge during the analysis, the focus of the study might change (Malhotra, 2010).

## 6.2 Structure and Design of Research

Malhotra (2010), specified two methods of research Quantitative and Qualitative that are presented to researchers. The choice of method depends on the nature of research, defined research objectives and data collected. The qualitative approach focuses on processes and gatherings which cannot be measured in terms of quantity, intensity or frequency, while the Quantitative method highlight the measurement and analysis of relationships between variables (Robson, 1993). For this work a systemized approach of both quantitative and qualitative analytics will be implemented through digital analytics and the analysis of digital marketing practices. In terms of quantitative analytics, the bounce rate, conversation rates, keywords and link building will be carefully examined. Whereas in qualitative analysis, the author reviewed the company's digital content created so far: website structure, the content of the website and social media activity.

Therefore, in order to deepen the understanding and gain valuable insights into the studied topic, the primary data was collected through conducting an interview with the SEO of a company. Qualitative method conducting interviews was selected to discover new qualitative material rather than gather measurable results. The interviewer asked earlier prepared questions, collected answers and systemised the data. The interviews

conducted are semi-structured since the participant could still add something related to an earlier response and ask the following questions. Moreover, to enhance the research capacity, additional data through access to the current company's digital marketing insights have been taken into consideration. Digital marketing activity is carefully examined through digital analytics, including AdWords, Semrush, SEranking and Google Analytics with a focus on content marketing, Search Engine Optimisation, PPC marketing and social media activity.

During the research planning stage, the appropriate research methodology and data collection methods are chosen. Qualitative data collected during the research provided a comprehensive understanding of the current situation of the case company's digital marketing. Moreover, conducting a situation analysis of the case company's digital marketing required reviewing document secondary data. This type of data includes both text materials (emails, letters, blogs, tweets, reports, etc.) and non-text materials (non-text content of web pages, images, video recordings, etc.) (Saunders et al. 2016).

## **7 Case study: Evenses**

As stated earlier the goal of this research is to identify the digital marketing strategy for a start-up company, called Evenses, entering the UK entertainment sector. Evenses is an online entertainment booking platform that offers quality entertainment of all kind. The goal of this platform is to provide consumers or business with the ability to book a vast array of entertainment performers for an event online, on their official website. There, a customer can find an act and request a desired act on a website or call the managers to book a selected artist for a special occasion. At present, company is founded in 6 countries. However, Evenses has just recently established its website in England to serve the needs of the UK's entertainment market. The UK website has been operating for about five months, and the company does not have a precise digital marketing plan serving its long-term goal for the international fulfilment.

## 7.1 Situation Analysis

### 7.1.1 Customer Analysis

Any company aiming to acquire customers and understand the market it operates in has to conduct market research. It helps to identify new business opportunities and examine the customers that are likely to purchase a product or service. In most cases, marketing deciders have difficulties in creating a proper customer analysis as it requires a lot of time, human labour and large budget. Moreover, strategic decision-makers require an outstanding product and industry knowledge to be effective (Smith, 2016). Thus, markets have to know who their current customers are, their needs, why and how they buy products from the business, and how the brand's products meet the preferences of their target customer groups (Digital Marketing Strategies, n.d.).

### 7.1.2 Audience online

The interview with Thomas Verheul aims to clarify the types of customers Evenses as a company has. However, Thomas Verheul, in his interview, highlighted issues that have arisen during the company's establishment. He has appointed that the company's goal is to reach customers online. He did not have demographic information about the UK market, but he incorporated general details of their customers in other markets in order to transfer data from their business to the English market. As with other international company's websites, the aim was to set up the website in the UK, where anyone interested in any entertainment can book an act directly from the site. Thomas was honest about the limited information he had about the UK market, its customers and competitors. He believed that establishing the website is the first thing to do when going internationally.

Moreover, the owner of a company focuses on online customers rather than offline, simply because the company has only a digital presence. Thus, this paper emphasis on online existing and potential customers and their digital marketing journey. Besides, due to the limited amount of customers Evenses has at present, the research will be based on the analysis of digital visitors that are interested in services that Evenses offer.

Furthermore, Thomas has not held nor market research or competitors' analysis. He has asked the author of this thesis to conduct research to get familiar with the UK market.

The author used one of the most efficient tools in getting insights of website visitors which is Google Analytics. Google Analytics is an up-to-date cloud-based analytics tool that gives an overall picture of a website activity: measure, fix and report website traffic. It analyses the target audience, tracks visitors and, most importantly, allows specialists to get insights on how users find and custom a website. Since the company fully operates in the UK only for a couple of months, it has a relatively low number of website traffic. Nevertheless, an author has conducted customer research based on Evenses website analytic.

Evenses has to know their customers better. Therefore, the company should focus on the age, preferences and behaviour of their visitors. On the picture below (figure 5), it's estimated that the most significant percentage of website users, around 33,5 %, are between 25-34 years old. Surprisingly, the research showed those between 18-24 years old (27.5%) are also very interested in Evenses activity with the percentage difference of 6. For Evenses that have quite high prices and aiming to be classified as a company of high-class entertainment, the target group should be on those from 25 to 54 at least. For most of the visitors under 24, Evenses products are costly. For the age group of 25-34, it is more likely that they would spend more time on research before making the purchase. As this group was the first one that started to use the internet; and they have shaped the e-commerce business (Wray, 2008). Moreover, the strategy, in this case, would be to attract, inform and engage with the buyer through the set of channels, like website's blogs, Facebook, Instagram, and so on.

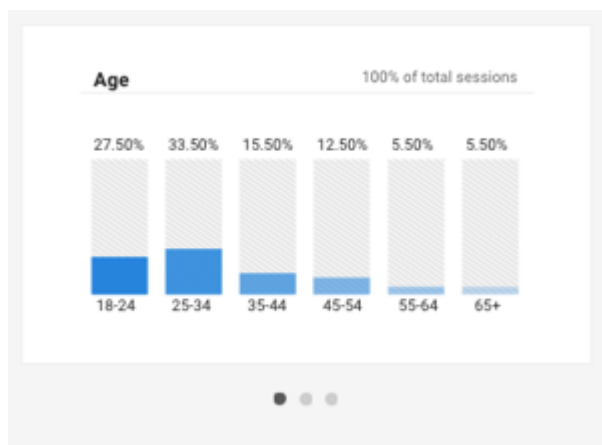


Figure 5: A picture is taken from Google Analytics on 03.03.2019 for evenses.co.uk, representing the age group in percentage of total website sessions.

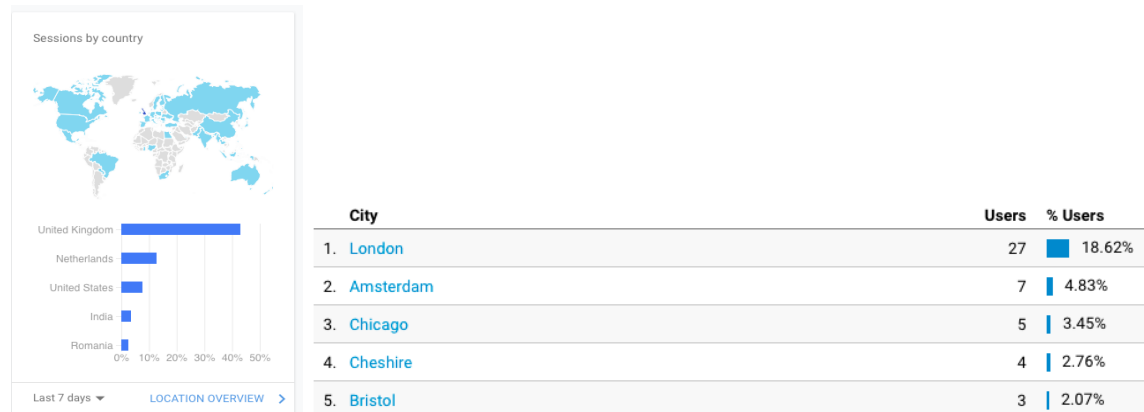
All visitors are essential from the website. New and returning visitors interact with a website differently. From figure 6, it is noticeable that almost ninety-one per cent are new visitors, which is a sign of interest. On the other hand, having less than 10% of returning visitors may be an indicator that the users are perhaps interested in the area (because they could have stumbled on the site) but not so interested that they returned. For companies, it means that they have to get people to come back to the website again. The company should make more efforts to illuminate the percentage difference in visitors and keep visitors to stay and come back to the website.



Figure 6: A picture is taken from Google Analytics on 03.03.2019 for evenses.co.uk, representing the audience demographic category of new and returning visitors in percentages within a year.

As Evenses targets the UK market, the audience should be local. The figure 7 shows that 42,3 % of visitors come from England. The second-largest group of visitors are from the Netherlands, around 12 %. The rest located in the United States, India and Romania.

The statistics show that less than 50% of visitors came particularly from the UK. With the help of Google Analytics, it can be argued that the majority of visitors are from London (18,26%). Then comes Amsterdam (almost 5 %) and Chicago (3,45%), shown in the figure 8. From the findings, Evenses should pay a close attention to the demographics and establish a strategy specifically for UK users.



Figures 7 & 8: The statistics and picture are taken from Google Analytics on 03.05.2019, last 7 days period of evenses.co.uk, indicating the location of visitors from cities and countries represented by sessions.

Moreover, a careful investigation of data collected has enabled the author of this work to go further and group results of all customers and visitors. At Evenses website, a customer needs to select a favourite act or service available on a website, and then it can make a request online by filling the form.

The research has shown that all the requests were different from services, such as champagne towers hiring and sax players to DJ, DJ with a violinist, bands and a lot more. In general, a budget for an individual client was around six hundred pounds. For corporate events and companies, a fifteen hundred pounds on average. The most popular quotes for corporate clients were high-class entertainment and for individual customers: saxophonists, DJs, a combination pair of a DJ and sax player/ or violinist requests. This information is vital when optimising pages on the website and tailoring them to the customers' needs and preferences. Customer information will help to understand marketers who they're selling to. The market segmentation gives a



structured picture of the content that matter to the target audience, and the messaging that most appeal to the customers through the website.

### 7.1.3 What makes customers interested in buying services from Evenses?

The author of this paper had initially questioned the CEO of a company about the reasons why customers choose Evenses. Through the dialogue with Thomas Verheul, he outlined the set of benefits Evenses has over its competitors. One of the most significant advantages is Evenses' experience in providing entertainment, which is the company has the experience of providing more than 9,000 parties. Thomas highlighted the fact that Evenses is the only event company in the Netherlands that deliver superior customer service. They are available 24/7, reply to all customer inquiries within 15 minutes and send the quote in 1 working day. Evenses' team answer all questions and deal with all customers' concerns. Which only a few event companies do in the UK and the Netherlands. Thomas believes the success comes from the unique approach Evenses has of reaching the customer immediately or no longer than 15 minutes after a customer called or sent a request. The rest employees agreed that the company is customer-oriented, placing the customer's satisfaction above all.

Another advantage that a CEO of a company stated was Evenses' trust in its suppliers. Most of the suppliers have been carefully selected and approved by Thomas. All of the communication is transparent. It enabled all the performers to trust and rely on Evenses. According to all employees, one of the greatest achievements of Evenses so far was a program called Evobooker created by Thomas. Evobooker is a company's very own and exciting program that no company has in the UK or Netherlands. They programmed it in 2010 for bookings and customer service. It made all the bookings available online. Every customer can change the details, pay online and add all the information when necessary. With this booking system, a performer or customer can link any information to an application /option/booking, so that each of them can receive all information in an email from Evenses in one time. It simplified the communication process for the customers, team members and suppliers.

Apart from this, Evenses has received excellent feedback and an average customer rating of 9.4 based on more than one thousand reviews. Being efficient and highly professional in delivering the exact type of entertainment a client desires in given timelines gives Evenses an advantage over its competition. As a result, big names such as Red Bull, Coca Cola, Samsung and Armani come back to Evenses in the Netherlands. But not only Dutch has a great reference list, but also in the UK, Evenses have been quite successful lately in acquiring new customers. For instance, INVT media, a multinational corporation, after a successful event organised by Evenses, became its new and permanent client.

Nevertheless, there's no such thing as a perfect organisation. Marketers put a lot of time, money and effort in building customer trust and satisfaction. Therefore, Evenses is not an exception. According to customers' reviews and complaints, a lot has to be addressed to satisfy customers' needs. First of all, the price. Evenses is quite an expensive company in comparison with other event providers in the UK. Despite the high number of complaints, nothing has been done to reduce the price. Since Evenses is not well-known yet and doesn't have a large number of suppliers, the best policy for the company would be to cut off the prices to attract and retain customers. What's more, Evenses has to work harder in reaching and attracting more suppliers. Ideally, it should at least four employees at Evenses working for the expansion in the UK, including all the duties mentioned above. Thomas has shared his ideas about employing a couple of more employees within the next year. Furthermore, it seems that a lot has to be changed in order to encourage website users and clients to purchase services from Evenses.

The first thing that employees and Thomas agreed on is opening the office in the UK. The company has an office only in Amsterdam, and all the procedures and business operations are primarily done in the Netherlands. Not being in the UK in person, it is hard to control, manage and monitor all the activity happening there. Another problem is that without having space where all the customers and performers can come and discuss any matters Evenses cannot guarantee a personal connection with all its clients. Therefore, the company is not able to promote the brand by inviting customers to private parties, events and meetings. It does not hurt business that much, but Evenses is missing the opportunity to build unique personal connections with clients and suppliers in the long run.

### 7.1.4 Digital customers' behaviour

Digital consumer behaviour indicates all the activity a user does online. It includes what devices they use, what pages they visit, the pages they navigate to, how long visitors usually stay on the website, if they leave immediately after accessing the landing page on the site without moving to other pages, how many clicks a single page have and so on. To better understand what is happening on a website, Google Analytics provides all the information needed to make proper research of users' behaviour.

Based on the data collected from Google Analytics, Evenses has over 1,4 thousand new users from the UK that visited Evenses' website during the year (figure 9). In total Evenses had 4 407 page views with an average of 1.50 minutes of a user spent on the pages. When all pages were uploaded to the website in December 2018, it has resulted in a significant increase in the number of visitors from December 2018 onwards. Moreover, since the January 2019, it was a stable growth of website's users (figure 11). Thomas agreed that it seemed that nothing has changed, but, in fact, the statistics from the figure 11, on a monthly range shows how Evenses had grown from April 2018 to January 2019.

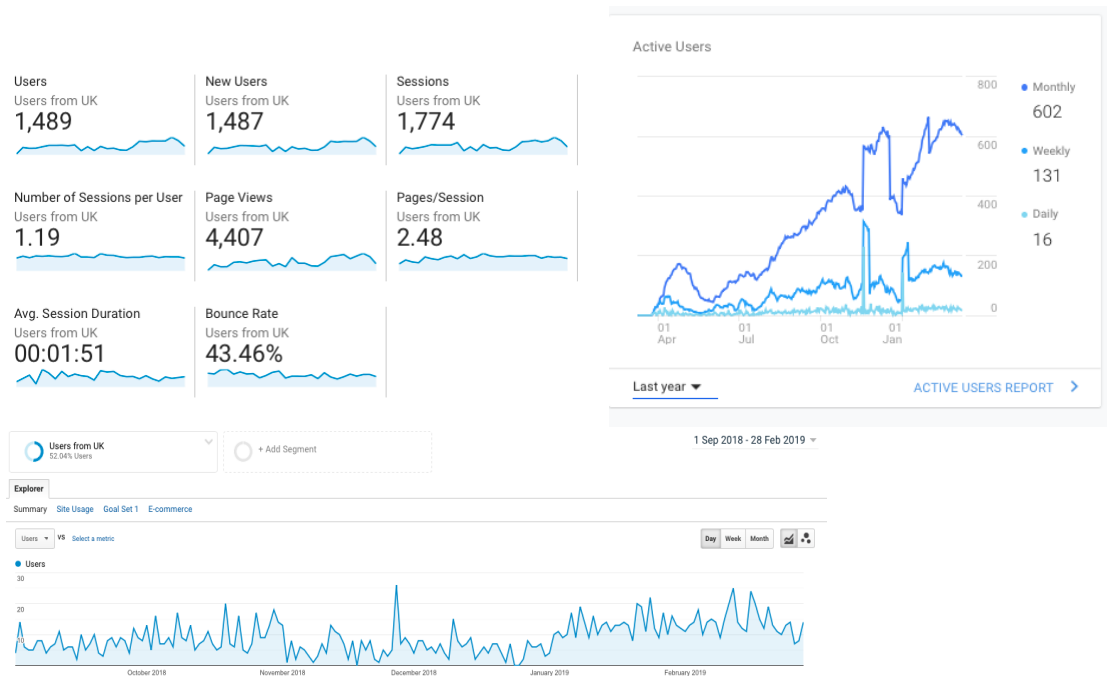


Figure 9-11: Statistics and pictures are taken from Google Analytics on 03.05.2019 for evenses.co.uk, representing the audience overview pages of users and sessions within a year.

First of all, to get more website traffic and attract new visitors, Evenses has to know which pages got the most attention from the visitors, how long do they stay on the website and how fast do they quit the pages. Not surprisingly, almost all sessions start with the home page. Evenses is not the exception. The main page received 438 views, which is equivalent to ten per cent of views. What was quite interesting for the author of this paper and Thomas Verheul is the page about renting champagne towers. Around 280 page views for hiring champagne towers. As a result, Evenses appeared on the first page in Google for the champagne tower services. Due to the fact that only few companies supply champagne towers in the UK, it was an excellent opportunity for Evenses to bid its competitors by providing an exclusive service like champagne towers. The next popular page of Evenses' website - a famous tribute band in the UK.

One of the miscalculation that Evenses had was its old page that an author couldn't delete written as /book/-. Nothing on this page had been written or displayed. However, customers did visit this page a lot. Then goes an 80s/90s DJ page, which got a lot of visitors and customers lately. One of the 10th accessible pages of the website was about collaboration. This site stands for those who're willing to work with Evenses. Another two pages were old versions of incomplete information about champagne towers and 80s/90s DJ hire. As Google indexed these pages, it took some time to remove them from a site, that's why some visitors were confused with two different pages' outlooks. As a result, visitors who checked the old webpage possibly left the website as description of this DJ services was missing. Again, Evenses has to deal with the issues it has on its website, and look for the ways how to improve website's experience, particularly, focusing on website's user experience and usability.

Lastly, around 98 times, the contact page has been checked. It means that website visitors were curious in either getting to know more about the company and its services or in buying them from Evenses. Figure 12 shows detailed information about each specific page described earlier.

Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
<b>Users from UK</b>	<b>4,407</b> % of Total: 26.79% (16,449)	<b>3,475</b> % of Total: 32.38% (10,731)	<b>00:01:14</b> Avg for View: 00:01:34 (-22.07%)	<b>1,769</b> % of Total: 45.16% (3,917)	<b>43.46%</b> Avg for View: 47.67% (-8.83%)	<b>40.14%</b> Avg for View: 23.81% (68.57%)	<b>&lt;US\$0.01</b> % of Total: 247.04% (-US\$0.01)
1. /	438 (9.94%)	358 (10.30%)	00:00:47	328 (18.54%)	25.69%	30.82%	US\$0.00 (0.00%)
2. /hire-champagne-tower	279 (6.33%)	124 (3.57%)	00:00:38	110 (6.22%)	30.91%	32.62%	US\$0.03 (350.30%)
3. /tribute-band-frankie-valli-four-seasons	228 (5.17%)	169 (4.86%)	00:03:24	163 (9.21%)	49.69%	70.61%	US\$0.00 (0.00%)
4. /book/-	136 (3.09%)	112 (3.22%)	00:00:47	2 (0.11%)	100.00%	27.21%	US\$0.00 (0.00%)
5. /80s-90s-dj-hire	132 (3.00%)	99 (2.85%)	00:00:28	99 (5.60%)	41.41%	45.45%	US\$0.00 (0.00%)
6. /book/djs-0/-	126 (2.86%)	101 (2.91%)	00:00:55	2 (0.11%)	100.00%	30.95%	US\$0.04 (430.07%)
7. /collaborate	124 (2.81%)	108 (3.11%)	00:04:11	79 (4.47%)	59.04%	68.55%	US\$0.00 (0.00%)
8. /champagne-tower	105 (2.38%)	80 (2.30%)	00:03:16	79 (4.47%)	50.63%	58.10%	US\$0.00 (0.00%)
9. /book/80s-and-90s-dj	104 (2.36%)	91 (2.62%)	00:01:14	88 (4.97%)	65.91%	64.42%	US\$0.00 (0.00%)
10. /contact	98 (2.22%)	82 (2.36%)	00:01:20	5 (0.28%)	80.00%	50.00%	US\$0.00 (0.00%)

Show rows: 10 Go to: 1 1-10 of 428

Figure 12: Picture taken from Google Analytics on 04.05.2019 for evenses.co.uk, representing the site content report. It shows how visitors behave with top ten pages.

There is still a big concern about the high percentage of visitors that navigates away from the website, which is 43.46% (figure 12). It is called the bounce rate. It is defined as a metric that measures the percentage of visitors who open the webpage and do nothing on the webpage they opened (Google.com., 2019). A high bounce rate is a signal of visitors come and leave the website without the intention to stay on the site. The bounce rate shows the quality of traffic on a website. From the previous figures, it can be clearly seen that some pages are not optimised well (description of figure 12). If a company gets a low or no traffic from the marketing channels, like search engine optimisation or PPC then bounce rate will be the first alert for a marketer.

In Evenses' current situation, business is focused on organic search rather than paid search. The quality of the content on the pages is highly essential to any website since landing pages have to satisfy customer query. While for paid search, Thomas does not invest money in PPC marketing through channels or keywords. In the competitors' section, the value of PPC marketing in the UK will be presented.

### 7.1.5 Digital channels used by customers

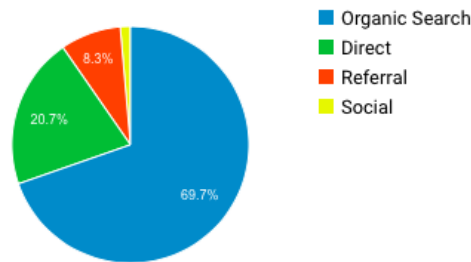
For any organisations, finding the traffic sources that send most traffic is the first thing to do when creating the digital marketing plan. Again, Google Analytics will help the author to get the information where the customers came from through which traffic

channels they came, how did they find the website and what devices they use when browsing the site.

Since it's one of the most important metrics, which contains all the necessary information about the visitors, it's the priority to measure the performance of each specific source. In this section, all these channels will be carefully analysed. The top channels are organic, direct, social and referral. The direct search represents all the internet users that come directly to a website by typing an URL on the search bar. Organic search can be divided into two categories: organic and the paid search. The organic search signifies those who come from the search engine result pages to the website, while the paid search traffic comes from the campaigns, like PPC and Google Adwords. The social traffic comes from all the social media networks, such as Facebook, LinkedIn, and so on. The referral traffic is the one that comes from the other links and websites (Belhamri, 2017).

Evenses gets the most traffic from organic search, covering 69,7 % of all sessions. Next comes direct with 20,7 % of overall traffic with the rest of 8,3 % that comes from referral and around 2,3 % from social that can be seen in figure 18. Evenses doesn't have any paid advertisement campaigns as described earlier, which is why this option is not relevant to Evenses at present. Marketers strive to increase organic traffic as it's the primary channel for any digital marketing activity. It is driven by search engine optimisation. The better the company is ranked for its domain and competitive keywords, the better is the position, and therefore the more organic traffic it gets. From figure 14, it is clearly seen that Evenses is doing well in organic search. The company focuses on its positioning in search engine results pages. Although the bounce rate from organic search results is higher than from direct and the average session duration is lower than from direct, still organic is of the priority (figure 15).

Top Channels



Default Channel Grouping	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	manualEngaged (Hellosearch) (Goal 1 Conversion Rate)	manualEngaged (Hellosearch) (Goal 1 Completions)	manualEngaged (Hellosearch) (Goal 1 Value)
<b>Users from UK</b>	1,489 <small>% of Total: 52.04% (2,861)</small>	1,487 <small>% of Total: 52.19% (2,849)</small>	1,774 <small>% of Total: 45.20% (3,925)</small>	43.46% <small>Avg for View: 47.67% (-8.83%)</small>	2.48 <small>Avg for View: 4.19 (-40.72%)</small>	00:01:51 <small>Avg for View: 00:05:02 (-63.38%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	US\$0.00 <small>% of Total: 0.00% (US\$0.00)</small>
1. Organic Search	1,223 (81.32%)	1,215 (81.71%)	1,371 (77.28%)	44.71%	2.45	00:01:38	0.00%	0 (0.00%)	US\$0.00 (0.00%)
2. Direct	138 (9.18%)	138 (9.28%)	200 (11.27%)	44.00%	2.42	00:02:13	0.00%	0 (0.00%)	US\$0.00 (0.00%)
3. Social	114 (7.58%)	111 (7.46%)	163 (9.19%)	33.13%	2.98	00:03:23	0.00%	0 (0.00%)	US\$0.00 (0.00%)
4. Referral	29 (1.93%)	23 (1.55%)	40 (2.25%)	40.00%	1.95	00:00:38	0.00%	0 (0.00%)	US\$0.00 (0.00%)

Figure 14 & 15: Pictures are taken from Google Analytics for evenses.co.uk on 05.05.2019, indicating the traffic sources that send most traffic to the website.

### 7.1.6 Devices used by customers

Evenses designed its website to be mobile friendly. It gives a visitor an option to explore the content on a website differently. From figure 16, it is noticeable that most of the visitors use mobile devices to access the webpages, forty-nine per cent. The second most used type of device is desktop with almost the same percentage rate as mobile users. And only eleven per cent of users prefers tablets instead. According to Business New Daily, today, businesses are ranked for the time load for all the devices. Previously, Google only tracked the speed time for a desktop version on a site, but now it going to look at mobile and tablet site load speed as well (Caramela, 2018).

From figure 16, it seems like it is an excellent opportunity for Evenses since most of the users use their mobile devices. However, a company has some issues for its mobile site version. Going back to Google Analytics, the bounce rate for mobile users is the highest one, fifty per cent. Besides, the average time for viewing site pages is less than a minute. The problem lies in its mobile site version, as it is not displayed the way it should be. The footer menu is missing as well as some categories that cannot be accessed due to

some errors. That was one of the greatest concerns that the author faced while working on digital marketing tools simply because a lot of organic traffic was lost from mobile site inaccuracies.

<b>Users from UK</b>	<b>76</b> % of Total: 52.41% (145)	<b>72</b> % of Total: 54.55% (132)	<b>77</b> % of Total: 43.26% (178)	<b>36.36%</b> Avg for View: 44.38% (-18.07%)	<b>2.35</b> Avg for View: 3.10 (-24.06%)	<b>00:01:31</b> Avg for View: 00:03:27 (-56.04%)
1. mobile	<b>37</b> (48.68%)	<b>35</b> (48.61%)	<b>38</b> (49.35%)	50.00%	2.11	00:00:56
2. desktop	<b>31</b> (40.79%)	<b>29</b> (40.28%)	<b>31</b> (40.26%)	22.58%	2.74	00:02:30
3. tablet	<b>8</b> (10.53%)	<b>8</b> (11.11%)	<b>8</b> (10.39%)	25.00%	2.00	00:00:28

Figure 16: Picture is taken from Google Analytics on 05.05.2019 for evenses.co.uk, last 30 days vies of evenses.co.uk, indicating the users' sessions and their behaviour on mobile devices, desktop and tablets.

#### 7.1.7 Customer analysis summary

After careful investigation of Evenses' customers and website's users, a clear representation of them is shaped. Evenses' ideal customer is the one from 25-34 years old with a budget of around 600 pounds with interest in purchasing services for private parties and celebrations, such as champagne towers, bands and DJs with musicians. Corporate clients and companies request high-class entertainment with famous singers and high-quality services. For both groups, Evenses would need to lower the prices and improve the website experience as well as content on the landing pages. Moreover, to deliver professional entertainment and satisfy customers' needs, the company has to enhance its supplier base and employ more staff in future.

Moreover, statistics show the increase of UK visitors that have been exploring the website. Since the number of new visitors improved, the next step for Evenses is to make visitors stay and come back to the website. Evenses has to prove its potential customers that its services are more efficient and professional than competitors' ones. With such a low percent of returning visitors, Evenses' website or services provided do not satisfy customers and preferences. Thus, a new strategy is a must for Evenses.



On the other hand, statistics show that Evenses has a fast speed mobility-friendly website that made it attractive to visitors. However, even though Evenses' website session duration figure is satisfactory, still some new and fresh content is required.

However, Evenses first need to identify where it gets the most traffic. Statistics show that most of the traffic comes from organic search, which is the leading channel for any digital marketing activity. The more company focuses on SEO: domain authority and competitive keyword, the better is the position, and therefore the more organic traffic it gets.

Moreover, summarising the devices types used by customers, it is noticeable that Evenses has to work on improving the mobile version of the website since most of the users use their mobile devices to access the website. When the mobile version would be fixed, the site will get more traffic from organic search.

#### 7.1.8 Features of the UK entertainment sector

Since Evenses entering the UK market, it is essential to study features and trends of English entertainment sector in order to stay competitive in England. The UK market is regarded as one of the world's biggest and competitive markets. Being the fastest-growing internet market in Europe, entertainment companies in the UK are keen on new trends and technologies (Ecommerce News, 2017). The strength of internet marketing has resulted in increased levels of mobile device usage, digital platform penetration and social media activity.

In 2019 most of the companies have changed their digital marketing strategies. At present, the emphasis is on the top 5 most significant trends in entertainment sector that will dominate the market. Robert Allen from Smart Insights predicts that new types of content and search engines will change the customer experience in the following year (Chaffey, 2019). The key channels will be mobile apps, social media networks and new technologies, like artificial intelligence, virtual reality and chatbots. What is interesting is that video marketing is overwhelming the other digital channels, especially for

entertainment industries. The Washington Post thinks that video plays the most crucial role in driving organic traffic (Rose, 2018).

Thus, it is vital to analyse the market and stay ahead of competitors and digital marketing trends. In a highly competitive market, any company should be familiar with competitors' digital activity, its strengths and weaknesses, resources and capabilities and internal strategies.

#### 7.1.9 Competitors online

Online competitor research is one of the most significant elements of any digital marketing plan. Discovering the competitors can be puzzling and takes time. It includes thinking of potential keywords that are relevant to the business, running some research tools and checking competitors' websites. To better understand Evenses' competitors and their digital presence, some SEO programs for digital marketing professionals, like SEMrush and SEranking have to be taken into consideration.

On SEMrush marketers can easily get an in-depth analysis of a company's and competitors performance, backlinks, keywords, and can track local rankings and fix technical website issues if needed. Another efficient SEO software is SEranking. Likewise, SEMrush, it's all-in-one SEO platform that helps to track the position on Google, check all the keywords missing from the competitors, and fix some website errors. Both SEO programs provided the information needed to identify and discover Evenses' main competitors.

As stated earlier, the first step is to search for the right keywords and identify companies that are shown up for those key phrases or words. SEranking statistics provided five competitors that were selected by their keyword positions, figure 17. These companies are: 'Alive Network', 'Warble Entertainment', 'LMM', 'Band for hire' and 'Freak music'. Those companies have either the same or relevant keywords as Evenses.

Title	Top 5/10/30	Keywords	Avg. Position	1/1	DA	Indexed	Rankings updated
▶ Evenses UK	0/0/1	132	182 ▼ 3	5/17	18	708	Mar-03 2019
▶ Alive Network	37/6/10	132	105 ▲ 4	28/17	52	22.4K	Mar-03 2019
▶ Warble	20/12/5	132	134 ▲ 2	20/7	49	24.5K	Mar-03 2019
▶ LMM	12/11/12	132	139 ▲ 9	31/7	45	39.6K	Mar-03 2019
▶ Band for hire	16/2/4	132	155 ▲ 4	15/7	38	1.4K	Mar-03 2019
▶ Freak Music	0/3/10	132	172 ▲ 2	17/5	36	15.1K	Mar-03 2019

Figure 17: Picture is taken from SEranking "competitive analysis" on 17.05.2019 for Evenses UK, presenting a list of the top five competitors of the company.

For instance, Warble Entertainment has a vast list of services provided and is the fastest company in delivering services. On the other hand, the company is quite expensive for the customers, which could be an advantage for Evenses. Another competitor is Last Minute Musicians (LMM) has a database of more than three hundred musicians for the lowest prices than the rest competitors have. However, the company recently faced some issues as the company is not responsible for the musician's travel and technical matters. Freak music, they specialise only on DJs but have been quite successful recently. This company has an online price generator that helps visitors to estimate all the costs associated with the service. As well as Freak Music, Bands for hire also has its advantages on its website. Chatbot and video content made it attractive for most customers, and its position in Google has increased since the past months. Most importantly, all of the competitors are using paid search as a part of their digital marketing strategy. That what Evenses has to implement as well in the nearest future if the company wants to stay competitive in the market.

The detailed information about the reasons why Evenses has to consider paid search for its digital marketing strategy is described in the comparative analysis with Alive Network shown in Appendix 3. A comprehensive analysis of both company's insights is presented as well as justification from SEMrush is given. The analysis includes a comparison of an overall online activity, keyword gap and Alive Network's paid search traffic.

#### 7.1.10 Competitive positioning map

Going back to SEranking analytics, it also enables marketers to perceive information visually about how the company is doing in regards to the competition. From the figures

18 and 19, it can be stated that Evenses has the lowest position for the selected search query. In other words, Evenses is not well-ranked for the keywords it has been tracking. Therefore, it has to conduct a competitor research to find the best-performing key phrases or words with a proven track history.

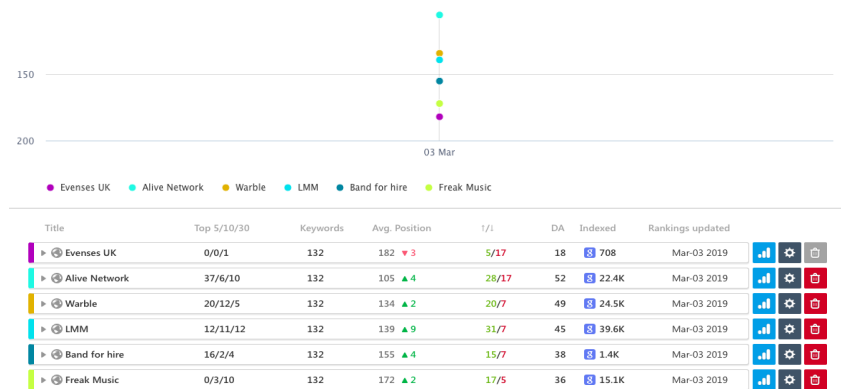


Figure 18 and 19: Pictures are taken from SEranking on 03.03.2019, indicating the Evenses' position compared to its rivals.

Hence, the competitor research is a vital part of any digital marketing strategy that helps to determine the company's perspective, competitors' strengths and weaknesses and provide the company with the information needed to build up a plan to compete in the market.

### 7.1.11 SWOT

Swot analysis is an excellent tool that helps businesses to develop a full awareness of all the features involved in the business assessment. It is a useful method for understanding the company's internal strengths and weaknesses and identifying external opportunities and threats the company may face. One of the biggest Evenses' strengths is its size. As a start-up company, Evenses is very flexible and can adapt to any market changes. Evenses' internal culture implies great and open relationships with employees and customers. It ultimately affects the level of work and employees' satisfaction. Another strength is the Evenses' experience in the entertainment industry. The company has over nine years of experiences.

Moreover, Evenses team is available 24/7 that provides the customer with superior customer service. Only a few companies in the UK reply to all customer inquiries within 15 minutes and sending the quote in less than one working day. For instance, Evenses responds quickly to every inquiry, call the customer and replies to all the emails within half an hour, while 'Alive Network' has some issues in responding. Thus, it is a perfect opportunity to win the competition by providing better customer service. Another advantage that Evenses has is its partnership with suppliers. Although Evenses has a small list of suppliers, it has a unique approach to them. In addition to this, Evenses is proud of its program called Evooboker. It can undisputably be one of the main strengths.

On the other hand, Evenses' size can act as a weakness as well. Evenses has not created a brand awareness yet; therefore, it's vital to invest time and money to build customer trust and loyalty. However, the company has a limited budget and is lacking the capital. As the UK is a highly tight and competitive market, all companies are trying to increase spending for digital marketing initiatives. Without the help of an SEO expert or a professional marketing team, Evenses will not acquire new customers and keep the existing ones.

Furthermore, Evenses' lack of reputation and knowledge of the UK market will negatively affect the business. Another weakness is Thomas' approach to the number of employees. It has to employ at least four more employees. Having only one person working for the UK market is not efficient and unrealistic. It corresponds with the problem of reaching new suppliers essential to compete with the rest of the companies. With the greater number of employees, Evenses would be able to divide the responsibilities among the team members that will positively affect the supplier base expansion as well.

Moreover, one of the most significant problems Evenses has is its price strategy. As Evenses is not well-known in the UK yet and doesn't have a vast supplier base, the best policy for the company would be to cut off the prices to attract and retain customers. Another mistake Evenses is making is the company's lack of digital media channels activity. Having an account with the information about the brand is not what makes the company professional. The trends are continually changing, and Evenses has to follow them in order to stay competitive and acquire new customers. Another great opportunity

is to have an office in the UK. It is hard to control and manage the business overseas, without being there in person. It also affects the marketing and PR activities, as the company is not able to promote the brand by inviting customers and suppliers to private parties or corporate events.

On the other hand, all of the weaknesses could be great opportunities if Evenses would change its overall strategy. New collaborations with agencies and partnerships with suppliers would increase Evenses' chances to acquire new customers and build brand awareness. Moreover, new packages and options, such as a wedding or corporate events all-in-one-packages with the right email marketing strategy, would eventually lead to an increase in the target audience. All of that has to be incorporated with the digital media channels that will enable Evenses to improve its online presence. One of the biggest threat for Evenses is the same as its weakness – lack of market knowledge. A company should have a perfect knowledge of the market and should be aware of the competitors if it wants to be successful on the market. Another concern is the competition level. With more than a hundred of entertainment companies in the UK that provide the same services as Evenses, it would be hard to respond to this level of completion. Thus, Evenses must rethink its digital marketing strategy to stay competitive and professional. One of the biggest threats is the economic situation in the UK. No one knows what is going to happen with the European companies in the UK after Brexit. Thus, Evenses should keep an eye on the economic changes in the UK. Another issue has to be fixed with customer service. Initial poor service could disappoint clients and discourage them from returning. Thus, if Evenses would employ new and fresh minds that could help the company in SEO and marketing activities, the company's chances for success would increase. Following observations are presented in the SWOT matrix below, figure 30.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>✓ Small size of a company, flexible to changes</li> <li>✓ Internal culture, employees' satisfaction</li> <li>✓ Experience in other markets</li> <li>✓ Customer service</li> <li>✓ Direct contact with suppliers</li> <li>✓ Internal programs</li> </ul>	<ul style="list-style-type: none"> <li>✓ Limited budget (lack of capital)</li> <li>✓ lack of reputation knowledge of the UK market</li> <li>✓ Number of employees and suppliers</li> <li>✓ Social media channels</li> <li>✓ Mobile-friendly website</li> <li>✓ High prices</li> <li>✓ No office in the UK</li> <li>✓ Marketing team is missing</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>✓ New trends and technology</li> <li>✓ New collaborations with companies and performers</li> <li>✓ New packages and options</li> <li>✓ Expand online presence (digital media channels)</li> <li>✓ SEO expert and marketing team</li> <li>✓ Training programs, entertaining events and forums.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Lack of the market knowledge</li> <li>✓ Competition is high, competitors have the same services</li> <li>✓ economic changes (Brexit)</li> <li>✓ initial poor service (lack of suppliers and customer' waiting time)</li> <li>✓ cost of investment</li> <li>✓ new trends</li> </ul>

Figure 21: Evenses's SWOT analysis results.

#### 7.1.12 Competitive advantage

Based on the information discovered from the SWOT analysis, Evenses has a set of advantages over its competitors. Evenses' competitive advantage lies in the internal culture that allows them to work together, being flexible to changes and innovations. Company's small size offers more possibilities as they have a space to grow. While their competitors, due to their sizes, are limited in strategies and funds. Evenses has a high chance of winning the competition with its personal and fast approach to the customers. Evenses also pays much attention to their suppliers, as the biggest asset for a company. Only a few competitors have direct contact with suppliers; usually, they employ agencies that have artists' database.

#### 7.2 Objectives

In the next section called Objectives, the marketing team should focus on the goals of a digital marketing strategy. Marketers have to answer the questions related to the future

objectives of the business, create realistic goals and ensure each objective is SMART: specific, measurable, actionable, relevant and time-related. (Cowley, 2016).

### 7.2.1 Mission & Vision

In overall, those objectives are already described under the mission/vision statement proposed by the company. A mission is what the company is currently doing to achieve the ultimate goal defined in a vision statement. Evenses' mission is to provide its clients' with a superior service by making every occasion a great and memorable event. Evenses is doing this by taking care of providing their clients with high-quality entertainment: the plethora of professional acts, superior customer service delivered on attractive terms and competitive prices. Evenses' vision is to become the Entertainment Professional for their customers and suppliers.

### 7.2.2 SMART objectives

Organisations need to guide the process of setting the objectives correctly, as the goals will help to develop a successful digital marketing plan. Thus, the objectives have to be tested. The SMART tool provides the criteria that will help to define and clarify the goals. It will assist the company in making its goals specific, measurable, achievable, relevant within the estimated time frame. At first, the company has to set particular and realist goals. The goals should provide the company with the answers about what they are doing, why it is important, and how it will be achieved. To be specific, a goal needs to be descriptive about a specific behaviour or an outcome that can be correlated to a percentage or number. Moreover, it is imperative to be sure that the objective is measurable as it will enable a marketer to track the progress and comprehend that the goal has been accomplished. A company should know that there is a realistic chance of the goal to be achievable. It is feasible if the company has required resources, the limitations have been considered, and the behaviour is measured. Therefore, it also has to be realistic. The goals should be meaningful for the company and aligned with the rest of the efforts. Lastly, the objectives should be accomplished within the given time period. (Chartered Management Institute).



#### Evenses' objectives overview:

1. Working on the website optimisation to gain more traffic and improvement of the user experience to fulfil the visitors' needs and improve the quality of the audiences' interaction with Evenses
2. Continue creating more relevant and engaging content via SEO and social media to generate more traffic, attract new leads, bring new visits and delight customers.
3. Sharing the content through different channels, including website, PPC marketing (advertisements in Google), social media networks and the company's newsletters
4. Focusing on the creation of small AdWords campaigns to reach the target audience and increase website visibility.
5. Start investing time in social media: choose the relevant social media channels and be regularly involved in social media to raise brand awareness and build communication.

The first objective focuses on the website's optimisation and user experience. This is where Evenses has to deal with the issues it has on its website. Optimising the site for search engines would enable the company to improve the website's ranking that will eventually attract more visitors. The company should check the criteria that determine the rank of a site as well as fix all the technical issues on the website. For a website to thrive, it needs to appeal to the target audience, by making the site content visible and accessible. Therefore, an SEO expert and IT person have to be employed that could share the set of tasks within the given time. A timetable will be created in order to monitor and check the process of completing the tasks. An hour meeting every week is needed as they have to share results and work together for the site audit.

The second priority is to provide a follow-up to the first objective. This goal is best described as "Continue creating more relevant and engaging content via search engine optimisation and social media to generate more traffic, attract new leads and delight customers". Evenses' drawback is that it focuses on the quantity of the content rather than quality. All the blog posts presented on Evenses' main page, are written for search engines bots that are scrolling the website. Therefore, the company should create

content for the actual visitors. The same applies to the social media channels, where Evenses randomly posts content that might not be interesting for their target audience and its followers. The company has to employ the content creator who would be able to spend time every day working for the relevant content to the website and social media.

The third objective is related to the previous one and is defined as "Sharing the content through different channels like website and social media networks. There the content is distributed and promoted through four marketing niches, including search engine optimisation, PPC marketing, social media channels and email marketing. Altogether, they complement each other and lead to a more efficient digital marketing strategy. Evenses should share the content more regularly, at least twice a week. It has to monitor the results and change the strategy when necessary. The next objective is new for Evenses and is about focusing on the creation of small AdWords campaigns to reach the target audience and increase website visibility. Hence, PPC marketing is one of the top tactics that competitors are currently using. A company can hire a specialist who will be in charge of campaigns. The campaign's performance can be tracked with the help of Google Analytics. The timeframe can vary, so it is hard to set the deadline. Evenses should start with a small campaign for at least a month to test this tool. It has to be monitored every day to check if they are right on track.

The fifth objective is about getting to work with social media channels and be regularly involved in social media to raise brand awareness and build communication. Evenses has to choose the relevant social media networks and create customer trust. When the company would grow on social media, the customers would think of Evenses as a professional and trustworthy company. The deadlines should set according to the social media calendar.

## **8 Strategy and Tactics**

This section aims to provide a plan of how to fulfil the objectives set for the company's digital marketing strategy in the previous chapter as well as covers the specific tools and tactics that should be implemented in order to meet the specified objectives. Evenses'

goal is to reach and acquire new customers and get more traffic using different techniques, including implementation of an SEO strategy for their website, content and social media marketing with the help of PPC marketing all guided by a professional team. Evenses' content, website and social media presence offer potential customers the ability to perceive interesting, engaging and relevant content about the entertainment industry. In future, if Evenses would invest more time in content creation, the company would reach more potential customers. Moreover, with the proper search engine optimisation and social media strategy, the content would be promoted more efficiently, which will enable Evenses to build brand awareness. It includes the user experience on the website, social media engagement and offering faster customer service online. The leading platforms for the website processes will be Google Analytics, SEMrush and SEranking to monitor, measure and track the website's experience to respond to the current digital marketing trends. Sequencing the strategies and following the order of one strategy to another has to be taken into consideration. As for Evenses, it first has to create the credibility of the relevant and exciting content before raising visibility to improve the ranking of the website. When it would be achieved, then new tactics such as paid advertisement could be considered. By implementing these strategies and use algorithms, Evenses would reach competitive advantage and, thus, successfully implement their digital marketing strategy.

In order to understand how the case company creates the brand image and how Evenses can reach the marketing niche, the Appendix 4 is given. It provides a clear explanation of Brand positioning & Online value proposition (OVP). Moreover, to understand how the strategy was created, the strategic process of how the digital marketing strategy can be guided by the TOPPP SITE method is introduced in Appendix 5.

### 8.1 Website improvement

As described previously in the objective section, the strategy is divided into two segments, and tactic for both of them are identified. The first strategy emphasises on website visibility, while the second focuses on website usability.

Strategies 1 & 2: Optimising the website for search engines to improve the website's ranking and, therefore, acquire more visitors; and improving the user experience on the website by ensuring that visitors needs are fulfilled and the quality of the users' interaction with Evenses is improved.

Tactics 1: Improve trust and conversation on website by reviewing the landing pages, update the landing pages, updating the keyword strategy and gain more backlinks from the credible websites: 50 domains a week, blogging strategy: post a blog daily.

Tactics 2: Catch website errors, create a mobile-friendly version of the website, improve website design and make it more visually appealing, check headings, page titles and tags, use eye-catching calls to action and keep the website pages visible. Appointing an SEO specialist and an IT expert.

Tactics 1: The first thing the company should do is to review the landing pages and check which pages get the most visits. These pages should be optimised to improve conversation and the trust of users. Therefore, Evenses would need to hire a professional to optimise the pages and content displayed on the pages. With the statistics taken from Google Analytics - the earlier presented investigation in the digital customers' behaviour analysis section will enable an SEO expert to optimise the landing pages, provide flow to help the user navigate through the website and deliver the most relevant information users want to see. A specialist will check all the URLs, meta descriptions, keywords targeted and links attached on each specific page.

One of the most vital aspects of any SEO strategy is keyword search and planning. The keyword strategy would help Evenses to optimise the pages and appear high in the search engines results. The goal is to increase organic impressions by fifty per cent by the end of 2019. An SEO expert should create a new list of specific keywords to target the customers. Evenses should optimise their webpages for organic keywords. Once the keyword strategy is implemented, an SEO expert has to check it regularly, at least twice a week. Another vital element of a strategy is to have a successful link building plan that helps to generate traffic to the website. As Evenses wants the target audience to grow and drive referral traffic, Evenses has to build links organically. The tactic will be to acquire

50 domains per week until the end of 2019. The strategy can be as following: to post a link on websites to attain more backlinks; ask for links' collaboration with industry-related services and companies, check competitors' backlinks on SEMrush and replicate the ones with the highest domain authority score.

Moreover, blogging and link building strategies together can attract more visitors. Blogs create trust and content for the website, and, therefore, a significant flow of relevant and engaging information. In addition to this, Evenses has to optimize blogs with the help of on-page SEO tactics. If Evenses would make a blog post more visible through the correct meta description, keywords and links attached, it would have more opportunities to rank higher on the search engine results pages and acquire more customers.

Tactics 2: Evenses has to consider the experience of the visitors on the website. In addition, the company should think of the website usability, if the users can achieve their goals, can they find and access the things that are matter to them and how clearly they can navigate the website and no matter what type of device they are using. All of that define the website user experience. Improved website user experience can create valuable interactions with visitors and great users' impressions of the website with the users; thus, it helps to reduce friction between the website users and the business.

Evenses should catch all the website errors. Some of the pages are duplicated and should be deleted. Moreover, the company should create a mobile-friendly version of the website and optimise the page speed. IT and SEO experts can work together on enhancing the mobile version. It can lead to the increase in organic traffic and, therefore, more customers would be willing to perceive the information from the website. Although Evenses has an attractive website design, it should make it more visually appealing. The first thing is to keep up to date with the current trends and check the competitors' website. The website has to inspire and interest the audience. Evenses can integrate more navigation elements, such as filter options on the menu's home page, including entertainment type, event type and location. Some of the competitors like Alive Network created a short video clip without the sound about their company and services and it is displayed on their home pages. Evenses can incorporate video content on the artists'

landing pages, home page and some blogs and creating more personalised chatbots. However, before integrating these elements, Evenses should check all the URLs, page titles and meta descriptions to ensure that webpages are visible, accessible and correctly written. Each week It and SEO expert can check the results and assist each other if needed. The scheduling will be created and the deadlines will be set.

## 8.2 Content creation

Strategy 1&2: Continue creating more relevant and engaging content for the website and social media by implementing some of the SEO techniques to generate more traffic as well as sharing the content on the 'blogs' section on the home page, in social media networks on Facebook, Twitter and Instagram.

Tactics: Create a list of blog posts about relevant topics, use a keyword strategy to boost the content on the pages, publish the content every day on the website, share the content on social media and create a social media calendar. Appoint a content creator.

At present, Evenses has a list of blog posts that are regularly posted twice a week. All of them have been created and checked using SEMrush content assistant tool. Evenses is currently using Google AdWords for finding the keywords for its blogs and the entire content published on each landing page. By creating more relevant content that entertains and educates users as well as continue using SEO tactics, Evenses can get more traffic and can strive the smaller competitors by increased domain authority score. Therefore, Evenses has to publish more content and share it via social media channels. Currently, one employee is responsible for producing and distributing the content. As the goal is to publish the content daily, the company has to appoint the content creator to manage the workload. A person has to create content planning, where he can decide what, where and when to post. He, therefore, has to decide himself and brainstorm the ideas for blogs' content. Evenses has to focus on the most appealing content. It has to check on Google Analytics what blogs or pages have received the most visits, and start target this content. The information has to be specific, interesting and should be relevant to the Evenses' services. The list of topics may include the types entertainment services

by regions, tips for the events, current news about entertainment in the UK or festivals, Evenses' updates, reasons to hire different kinds of services and more. Furthermore, Evenses should also share the content on social media, specifically, on Facebook, Twitter and Instagram. It can use a combination of educating, entertaining, visual content.

### 8.3 Advertising campaigns

**Strategy:** Set up a set of small Ad campaigns to reach the target audience and increase website visibility.

**Tactics:** Use Adwords to create small campaigns, choose the type of the campaign, track the keywords specific to the target audience, structure it by the device type, and track the performance of different ads. An SEO expert can run some campaigns for about a month to see if it works. Currently, Evenses does not use PPC advertising and focuses only on organic traffic. However, the company has to find new ways of where and how to reach the target audience. PPC marketing is an excellent technique that drives immediate results and increases brand recognition. In addition, it is one of the most popular tactics in the UK. Thus, Evenses should try some Ad campaigns in Google AdWords as the company's goal is to acquire new customers and increase brand awareness.

To start with, the company should learn about the types of campaigns and set the goals first. For Evenses, the goal could be either to increase website traffic or to acquire new customers. Then, an SEO specialist should determine the campaign type. Evenses can choose 'Search' type of campaign and target the Search network ads that will be advertised on Google. The ads then will be displayed above or below search results pages. Next comes the keyword strategy for the campaigns. The company has to use relevant keywords that will be targeted in the ads. The campaigns scheduling depends on the type of campaign and its relevance. Testing different ads and keywords will enable Evenses to find suitable ads. It also has to be structured by device type. The timeframe can vary, so it is hard to set the deadline. In overall, Evenses should start with a small campaign for at least a month to test this tool. It has to be monitored every day to check

if they are right on track. Furthermore, when structuring the campaign, Evenses should consider budgeting as well. An appointing specialist will add keywords in the Keyword Planner in Google AdWords, and the plan overview page will then provide the company with estimates for click volume at a budget.

#### 8.4 Social media

**Strategy:** Start using social media wisely and choose the relevant social media channels in which Evenses can raise brand awareness and build communication with the target audience.

**Tactics:** Select the social media networks, create a social media calendar, post diverse and engaging content regularly, share the latest company's updates, promote internal culture and appoint a specialist that will be responsible for the social media activity. Evenses should build communication with their audience through various channels, including Twitter, Facebook, Instagram, LinkedIn and YouTube. Those networks can enable the company to improve the interaction with their customers. The social media strategy can also help the company to boost traffic and acquire new customers. At present, Evenses uses Instagram, Facebook and YouTube. Furthermore, the content published in all networks is pretty much the same, and, as a result, Evenses' followers started losing their interest in reading the same information.

First thing Evenses has to do is to create a social media content calendar. If specialists schedule the content for every post and channel well in advance, it will enable Evenses to be regularly involved in social media. Evenses can also plan when and what kind of content to publish within the deadline. The content can be informative, such as newly added acts or blogs, entertaining, like funny videos or images about weekends or celebrations and emotional and inspiring, for example, by showing the internal culture with Instagram stories or presenting some quizzes or discounts. The visualization of personal experience of either employees or customers helps to maintain the confidence and trust in Evenses. Due to the size of a company, market segmentation, variety of services, it can be stated that it is relatively easy for Evenses to control and maintain the



level of activity in social media. All networks have to be monitored and updated regularly, preferably every day, depending on a social media calendar.

## **9 Actions**

In the actions section, the small details within the tactics will be defined to ensure efficient execution of the digital marketing plan. A digital marketing strategy needs a clear guideline and the help of personnel to make sure that the process runs smoothly. Therefore, Evenses has to consider who does what and when, what responsibilities and structures to be applied, what are the systems and guidelines. The company should also think of internal marketing and communicate and manage the tasks with their staff. The company needs to know who is responsible for what and how as it is one of the most important elements of any strategy. Moreover, communication requires a structure and a precise planning to determine the periods for all activities within the strategy.

The personnel are highly important in conducting the digital marketing plan, as the company's success in acquiring new customers and raising brand awareness depends on their hard work professional and responsive attitude. Therefore, the company has to motivate their employees. Evenses currently has some digital marketing courses, internal training on service & sales and sports training to maintain the wellbeing and happiness of employees. Evenses has its own approach to how the tasks should be set and executed. The company uses SCRUM method. The goals are set within the time available for Scrum activities of the team. The structure, therefore, is clear and the progress of completing the tasks of each person can be tracked on the scrum desk. In overall, Evenses should invest more in training for their employees, and it should hire personnel that can help the existing team in managing with the workload and expertise

## **10 Control**

As with any other strategy, the implementation of the digital marketing strategy has to be measured and controlled. Under this category, Evenses would need to monitor the

success of each specific objective stated above. The company has to use some of the analytical and digital marketing tools, such as Google Analytics, Google AdWords, SEMrush, SEranking and Google Search Console and some of the email marketing automated systems to ensure that the strategy is executed well.

Evenses also needs to take into consideration the key performance indicators (KPIs) that help to measure the progress and achievement of each specific objective. Thus, the company should record the KPIs of the goals before implementing any digital marketing activities. The spreadsheet can be created to track the performance of the KPIs at the beginning and during the plan execution. It will enable Evenses to check all the numbers associated with these goals. Evenses' team can then track the results and base future marketing decisions on the recorded metrics of these KPIs.

Evenses has a set of objectives that needs to be measured, including website, social media and email marketing. Google Analytics, SEMrush, SEranking, Google Search Console and Google AdWords can be used for the website. The required KPIs to measure on the site will be the number of visitors, page views, number of clicks each landing page gets, the number of visits for each specific traffic source, behaviour flow analytics, PPC campaign(s), and more. The Evenses' research of these KPIs has been already presented under the customer analysis section, but can be summarised below. Moreover, keyword strategy and link building plan has to be monitored and regularly checked. As a part of an SEO strategy, Evenses has to measure the number of keywords, their relevance and check the keywords list competitors have to create a list of keywords that should be used. Moreover, the link building KPIs should also be measured and tracked in SEMrush or SEranking. A specialist there can check referral traffic, track the competitors' backlinks, see the domain overview and the number of backlinks the company has.

## **11 Analysis and discussion**

If Evenses would successfully implement this digital marketing strategy and achieve the goals set for them, the company can reach the target audience and build long-lasting

relationships with them. The objectives set for Evenses would improve the website traffic and online presence, which gives the great opportunity to acquire new customers. Moreover, by creating and optimising the content on a website, establishing strong social media presence, sharing and promoting the site through the digital marketing channels and campaigns, Evenses would be more likely to compete in the market and be one of the most successful business in the entertainment industry sector in the UK.

Moreover, according to the marketing research and set of analysis conducted earlier in this paper, the objectives set for Evenses are seen realistic, achievable and accurate for the organisation to implement. Some of the tactics that have already been implemented by the company needed some optimisation and changes. Whereas, social media, email and PPC marketing objectives are first introduced to Evenses. The company should get familiar with new processes, so the time was given about three to six months for internal staff and new appointing specialists. It will enable them to get used to the latest procedures and systems as well as give them time to complete training in the area of digital marketing and internal structures. After this stated period, the company should measure the performance of the objectives and evaluate the KPIs metrics to see how well tactical tools and strategies are executed.

If goals give positive results, then the company has to continue implementing them with no changes. However, if strategies provide an adverse effect, Evenses should change them to other more suited and efficient options. If the digital marketing plan is executed well, then Evenses would establish the brand online and would be able to rival against already prosperous and developed industries on the marketplace.

## **12 Conclusion**

A digital marketing strategy was created in order to improve Evenses' online activity, build brand awareness, raise its position in search engine results pages and, most importantly, help the company to reach beyond the target audience and create trustworthy relationships with them. As a result, the digital marketing strategy for Evenses has been shaped, and the most important objectives have been identified. First

of all, the company has to pay attention to their website. It is the primary source where all the activity and well as purchases take place. The company has to optimise the website for search engines and improve the user experience on the website. Once the website is well optimised and works perfectly on all the devices, then the content creation strategy has to be considered.

Moreover, the company should share the content on social media channels that would be relevant and interesting for its target audience. Evenses has to appoint the content creator or the group of employees that would be able to create a social media calendar and regularly post the content to the website and social media. Besides, an SEO specialist should also implement some SEO activities to increase the chances of the content to be seen and displayed on the first pages.

When Evenses improve the KPIs of these objectives can then go further and create some AdWords campaigns to boost the traffic and increase website visibility. It should test their campaigns within a month and select the most efficient one. A company can employ an outside SEO specialist or ask an employee who is responsible for the SEO and PPC activities in the Dutch market. Evenses, therefore, should focus on the different digital marketing niches to reach the full potential of delivering the brand value to the target audience, including SEO, PPC, email marketing and social media. Thus, Evenses should build a strong brand image online while communicating with the audience through different channels, including social media as well. The author of this thesis noted that Evenses has limited social media activity and, most importantly, little engagement with their target audience. If the company wants to acquire new leads and create a strong brand image, it has to be active and responsive to their customers. Thus, Evenses should update the content on their social media networks regularly.

In overall, the tactical suggestions about the strategy made are seen realistic and cost-effective. Due to Evenses limited budget, the plan was based on the objectives that require a low amount of resources. In future, when Evenses would grow and have a budget for marketing initiatives, it can consider employing more professionals and creation of partnerships relations with the agencies, including an option of hiring a digital

marketing agency to help the company establish a strong online presence and reach more customers.

Since Evenses had not carried out the proper marketing analysis, comprehensive research has been conducted in order to help the company jump into the digital marketing world. Therefore, a digital marketing plan was created. SOSTAC marketing model was chosen as it covers all the elements that the company should consider when preparing a digital marketing plan. It helps the company to set clear objectives, provides a direction and guidance for a strategy, monitor the process and ensure the completion of the goals. It also helps to allocate the resources and delegate the work between the personnel responsible for the implementation of the strategy. However, to create and implement the strategy with SOSTAC model, the company should be keen on all the details the model provides. The process might be difficult and time-consuming, as all six elements have to be considered. Therefore, marketers have to spend a lot of time and put a lot of effort when using SOSTAC to be careful not to omit any essential components when creating a strategy.

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## Appendix 1: Additional information about Evenses: Why, Mission & Vision, core Values and goals for 2019.

### Why, Mission & Vision

<b>Why</b>	Evenses wants to create memorable events and special occasions for customers.
<b>Vision</b>	1 million people will experience great events with Evenses, delivered with professional service in 2022.
<b>Mission</b>	To be 'The Entertainment Professional' for their customers and suppliers.

### Core Values

These are the core values of our company. All decisions that Evenses make must be aligned with the core values.

#### 1) *Be 'The Entertainment Professional'*

With a committed team, providing superior customer experience, suppliers of the highest quality and innovative technology, Evenses is the most professional company in the market.

#### 2) *Delivering excellence from start to finish*

Every customer and supplier must be positively overwhelmed by the quality of our services.

3) *Great team, great atmosphere*

With an enjoyable, open and respectful working space, where everyone can excel at their work and be encouraged by others.

4) *The best partner for the best suppliers*

We ask our suppliers to be the best in their industry, therefore we have to be the best in ours as their partner.

5) *Growth spirit & forward thinking*

We continuously aim to learn, innovate and grow, both individually and as a company.

Goals 2019

These are the most important things that Evenses is currently setting up:

1) the UK's website optimisation

The purpose is to make the webpage performing better with the higher conversion rate, excellent customer service by making it more transparent and professional.

2) Expansion in Germany, Sweden and UK

All website to optimise SEO pages, having 150 suppliers on the site. The goal is to have 300 unique website visitors / month. 50% increase of website visitors, 100 basic pages and 100 backlinks. Professional marketing & partner program live. Setup first digital marketing activities.

3) 80% rise

Like all previous years, they want to increase considerably as a company. The aim is to grow by at least 80% in our gross margin (i.e., turnover - purchasing).

Evenses wants to achieve this by:

- attracting more website visitors
- having more customers' confirmation
- letting more customers stay on the website
- engaging with the customers
- a broader market base, adding additional countries

## Appendix 2: A set of the criteria that determines the rank of a site

Criteria	Description/Definition
<b>Anchor text</b>	Any website contains a clickable and visible text in a hyperlink (link title).
<b>Site popularity</b>	Ranking position of the website for search engines. Also known as website authority: higher score it's gets in Google, the better it is position in the search results.
<b>Link context</b>	Google determines whether or not a website or links are valuable for a user. Useful and relevant links will help with the ranking- if a page has some good contextual links from other sites that are high ranked and are relevant to the page, this page will eventually have a higher chance of getting a higher position in Google.
<b>Topical links</b>	Also known as relevant links. These are the backlinks- links from related websites of the same or related content.
<b>Title tags</b>	It's an essential component for SEO robots <sup>1</sup> . It helps crawlers to understand and read the page. It is simply a title of a page written in HTML form. They are displayed on search engine result pages as the clickable heading of a link; it's one of the most important elements for search engines. For users, it's a concrete description of a content on a page.
<b>Keywords</b>	Words and phrases that help search engines to find and rank a page and the entire website) It will be explained in more detail in the next paragraph
<b>Site language</b>	The language that is used on a website)
<b>Content</b>	
<b>Site maturity</b>	at what stage is a website: prospective and analysis

Figure 31: A set of criteria created on 22.05.19 by Vitalia Vasilkova

<sup>1</sup> robots (spiders or crawlers) is a program that collect and crawl data from websites. It scans and picks the website's content, stores backlinks and internal links and index website pages.



### Appendix 3: Comparative analysis with Alive Network

The company was established in 1999 and is one of the biggest entertainment agencies in the UK. Alive Network provides corporate, wedding and party entertainment for over eight hundred events every month. As Evenses, the company personally selects every artist. Moreover, they also have a secure booking contract and all-in-one prices. The list of customers is vast, of about 100 000 customers.

Alive Network has an exciting layout filled with colourful gradients and video content that makes its visually appealing website. On the other hand, the site is overload with information - too much of data on the home page, including the list of acts, video turmoil, blog posts, recent acts, current news, exclusive video stories and information about why they are number one in the market. When the author checked their website first, she was confused with the information available on the website. Although they have a navigation and search menu on their website, it is still complicated to find an artist as its too many of them presented online. Figure 24 and 25, show how the search menu displays the event type and location selection.

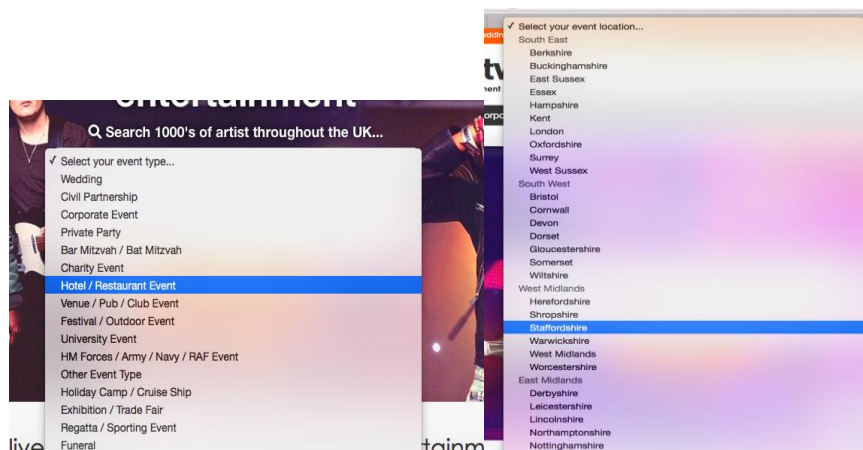


Figure 20 & 21: Picture is taken from Alive Network official website on 22.05.2019, representing a search menu on their website.

Going back to SEMrush statistics, the data presented on SEMrush has enabled an author to make a comparative analysis of [www.evenses.co.uk](http://www.evenses.co.uk) and [www.alivenetwork.com](http://www.alivenetwork.com)

Evenses has grown intensely in organic search within the last year. The data was taken on the 3rd of March when Evenses had 148 domain authority in organic search (figure 22). It had an improvement in links and keywords figures. However, when compare to Alive Network, Evenses' situation looks different. From statistics taken on SEMrush, figure 27, it can be stated that Alive Network has 20,9 thousand result in organic search, followed by the increase in PPC marketing by sixty-five per cent, which is 13.1 thousand paid traffic (figure 23) The total amount of backlinks is way more significant than Evenses', 328 thousand in total. The same happens to the keywords that are tracking – Alive Network has over 11 thousand keywords they are rank for.

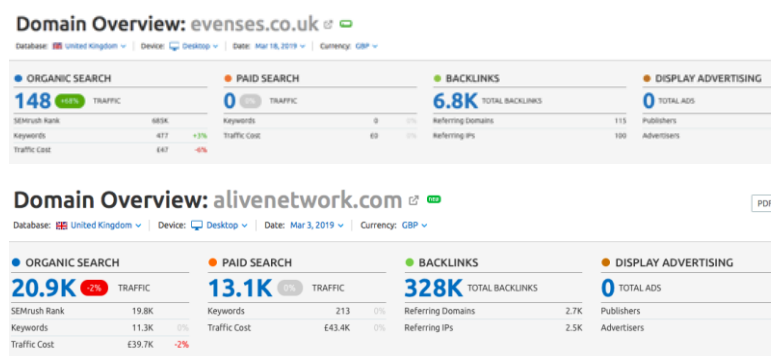


Figure 22 & 23: Pictures are taken from SEMrush on 03.03.2019, presenting domain overview report for Evenses and Alive network companies. It includes organic and paid search results as well as number of backlinks and keywords.

At first, the keyword difference should be considered. From diagrams 24 and 25, there is a keyword gap of more than 14 thousand keywords. To compete with the companies of about 15 thousands of keywords in total, a company should choose the right number of keywords. When it comes to a successful digital marketing plan, keywords are one of the most critical elements of the strategy. Even if Evenses would have been ranked well for those 369 keywords, a list of relevant keywords would still be needed. As a part of a content strategy, Evenses posts a blog two times a week, whereas Alive Network writes

four blogs daily. It gave them the ability to target common keywords that are also highly ranked.

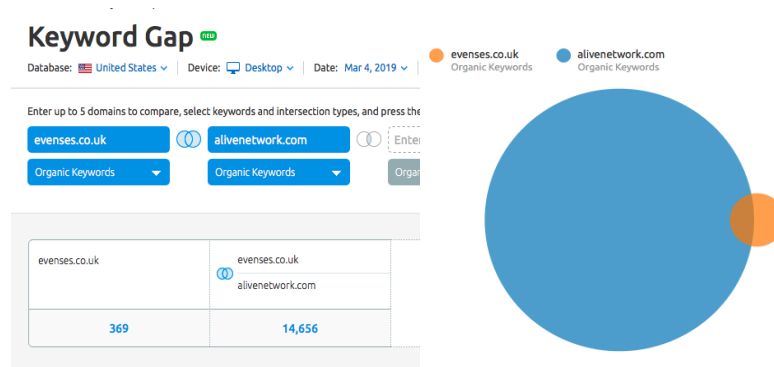


Figure 24 & 25: Pictures are taken from SEMrush on 04.03.2019, presenting keyword gap analysis report for Evenses and Alive network companies.

It has been previously mentioned that Evenses doesn't invest money in search engine optimisation and paid advertisement. From the previous section, it was verified that one of the hottest trends in 2019 is paid search. Moreover, researchers have also agreed upon the weight of the ad – a customer is more likely to visit the website if it's shown twice in the search engine results pages. Alive Network is not the exception. Statistics for the paid search of Alive Network is presented below in figure 26 and 27. Alive Network recently has increased its spending on advertisement. From January 2018, a company increased its spending on paid search represented in figure 26. The company primarily focuses on wedding entertainment. A tendency towards wedding bands paying search results is shown in figure 27.

Thus, Evenses has to consider paid search as one of the principal elements of its digital marketing plan.

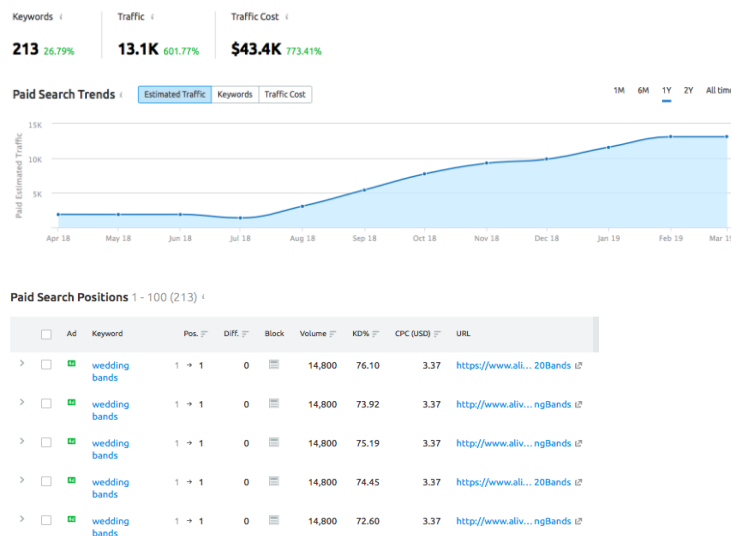


Figure 26 & 27: Pictures are taken from SEMrush on 04.03.2019 of one-year period for Alive Network, presenting analysis of paid keywords and 'wedding band' paid search position results.

#### Appendix 4: Positioning and online value proposition (OVP)

Brand positioning describes the process of how the brand creates an image of the company and its offering. It ensures that the brand is well-positioned and perceived in the minds of their target audience. The idea is to find and reach the marketing niche, where the brand can maintain a competitive advantage.

As stated earlier, Evenses has to focus on the local individual customers with the interest in private parties and celebrations as well as corporate clients willing to purchase services for high-class entertainment. Both groups have to be targeted in the digital marketing strategy. A well-structured brand's introduction guided by the company's services, offerings and brand's guarantee of providing professional entertainment create the brand's positioning.

Although Evenses is a pioneer company in the UK, it has the full potential to compete with well-established entertainment companies. The company is flexible and innovative

in terms of resources, services and people. What's more, it has a proven track history of over nine thousand parties organised in different countries and a big list of satisfied customers. Evenses' brand guarantee lies in their fast and individual approach to their customers, a vast catalogue of performers, availability 24/7 and promise of the best entertainment throughout the UK. All these arguments form a strong brand's positioning. In addition to this, another highly relevant aspect to the brand positioning is called an online value proposition (OVP) that differentiates the company from its competitors (Smart Insights, n.d.).

It enables marketers to provide the answers to why the company is relevant, what value it brings, and what makes it different from the others. It shows online customers what it can offer by the content, services and approaches to engage them. Most importantly, it detects the reasons why customers return, buy or click on the company's site and feel inspired to share their experience with the brand (Chaffey, 2019).

Evenses' content, website and social media presence offer potential customers the ability to perceive interesting, engaging and relevant content about the entertainment industry, professional acts, ideas about the wedding, event, party and birthday planning and more about exciting, useful tips of what best suits the occasion. The content helps visitors to find and select the desired service and get familiar with the entertainment possibilities that might interest them as well. In future, if Evenses would invest more time in content creation and would provide more informative content, the company would reach more visitors that could be turned into customers.

Moreover, with the proper search engine optimisation and social media strategy, the content would be promoted and tracked more efficiently, which will enable Evenses to build brand awareness and double the traffic. It includes the user experience on the website, social media engagement, offering faster customer service online, and implement new trends to stay ahead of the competition. Besides, after the successful digital marketing strategy that includes all of the above, the content will be published and shared more regularly so that visitor can be engaged by new posts every day.

In overall, if the company would have more diverse content and create 'wow' factor through the technological advantage of the strong user interface, artificial intelligence, marketing automation and improved website experiences, it would eventually make

Evenses the best entertainment provider within the industry. As a result, customers would be more willing to engage and share their experience on social media networks and perhaps get more customers to subscribe to the newsletter.

### **Appendix 5: Components of digital marketing strategy (TOPPP SITE method)**

PR Smith, who introduced the SOSTAC model, has defined the strategic process that guides the digital marketing strategy. It is called TOPPP SITE method that includes nine components of digital marketing strategy: targeting, objectives, positioning, partnerships, processes, sequences, integration, tactical tools and engagement. As objectives, target market and positioning & OVP have already been identified, no need to re-explaining concepts; nevertheless, the rest components will be carefully investigated in this section before presenting the comprehensive strategy.

Evenses will have to focus on the new processes while implementing the digital marketing plan. The leading platforms for the website processes will be Google Analytics, SEMrush and SEranking to monitor, measure and track the website's experience and implement new tactics to respond to the current digital marketing trends. Moreover, Google AdWords and email marketing systems will be introduced and applied to the company to help the brand with the promotion and audit a customer-centric approach across the customer lifecycle. In addition to this, employing a new content creator and an SEO specialist will be a new development for Evenses.

Another aspect of a strategy is partnerships. Evenses is currently not collaborating with other companies and has no collaboration with the agencies or venues. However, in future it would consider partnerships as an option to incorporate in their new digital marketing strategy. At present, Evenses has a link building strategy, where it has collaborations with the sites the company is linking to. It includes the local directories, companies in the entertainment sector, entertainment forums, blogs and professional associations. The company has a strategic approach of how to look for the relevant and important site links and social media sites.

Sequencing the strategies and following the order of one strategy to another has to be taken into consideration. Some researchers believe that the company first needs to be visible, and then over time, when people get to know about the brand, credibility is achieved. They think that becoming active on social media or invest budget in the paid search would have a company to be seen, while some of the experts argue that visibility should come after the credibility. People should believe and trust the brand that can add value. The best way to attract and influence the target audience is to publish engaging, informative and relevant content. As for Evenses, it first has to create the credibility of the relevant and exciting content before raising visibility to improve the ranking of the website. On the other hand, both approaches are equally important, and the strategies should be implemented one after another. Firstly, company should plan and execute its content strategy and then incorporate SEO tactics to ensure visibility. When it would be achieved, then new tactics such as paid advertisement could be considered. Moreover, if the company follows the strategies one after another, they could raise both visibility and credibility. As for integration, Evenses doesn't have any offline customer data since is the online platform. Tactical tools will cover search engine optimisation, content and email marketing, PPC advertising and social media. By implementing these strategies and use algorithms, Evenses would reach competitive advantage and, thus, successfully implement their digital marketing strategy. The last component of the strategy is engagement. It stands for the engagement ladder, where the customers move through various stages of the engagement cycle with a business. Depending on the customer's position in the flow, content on the website and social media networks may need to be adapted. Evenses is currently at the 'aware' stage of social engagement ladder. Evenses has to be more active with the target audience to boost communication and build trustworthy relationships with them.

Altogether, all these elements form Evenses' digital marketing strategy. Evenses has to optimise the website for the search engines and improve the user experience for their target audience, continue creating and sharing relevant and engaging content on the website and in social media networks, start using AdWords campaigns and be proactive on social media and establish an email marketing strategy to gain more traffic, raise brand awareness and acquire new customers in 2019. In its value proposition, Evenses makes it clear that they have the best services with a vast catalogue of performers of a unique and personal approach to their customers, delivered 24/7 and promise of the best

entertainment throughout the UK. Evenses' goal is to reach and acquire new customers and get more traffic using different techniques, including implementation of an SEO strategy for their website, content, email and social media marketing with the help of PPC marketing, analytics and software programs and tools and a professional team in charge. By following the strategies, Evenses will raise both visibility and credibility. Moreover, Evenses plans to invest more time in social media and work on their engagement and communication with the target audience.