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THE EFFICIENCY OF DIFFERENT INTERNET MARKETING METHODS TO
PROMOTE AN E-SHOP BASED ON THE EXAMPLE OF PETPROFILE

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This paper conforms to the requirements for a Bachelor Thesis

.... (signature of the supervisor)

Admitted for defence " "........................ (date)

I have written this Bachelor Thesis independently. Any ideas or data taken from other authors

or other sources have been fully referenced

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Introduction

Internet importance in modern society is growing day by day, and it became one of the most important sources of information in everyday life. It is almost impossible to find people who do not use the internet for gaining knowledge, finding the road, planning a trip, use social media and even the way of shopping changed and become unconventional. E-commerce allowed people around the world to buy all sort of merchandise without leaving the house. World known companies such as Amazon and eBay changed the way of classical shopping. So that humanity got an opportunity to acquire any goods within one week from any part of the world.

According to Andrew Lipsman (2018) for the USA, the year 2019 will be good for e-commerce as a whole since e-commerce sales expected to grow 15.1% to 605.3 billion dollars. Based on the National Retail Federation which is the largest association of retailers in the world, that include the United States and over 45 countries ((Investopedia.com), n.d.). Says that retail sales will face sufficient growth in 2017 compared with 2016 sales will increase up to 3.7% to 4.2%. Numbers look impressive, but the National Retail Federation predicts sufficient growth in online retail such as e-commerce sales growth by 8% to 12% in 2017 which is up to three times higher than retail sales. (Gerbig, 2017)

Sufficient growth in this industry expanded opportunities for entrepreneurs and created a term of drop-shipping. Manufacturers around the globe decided to distribute their products through different retail methods that allowed entrepreneurs to get a commission by selling this merchandise (Gan, Sethi & Zhou, 2010). It became a good source of making money for entrepreneurs by creating own e-shop with different sort of products such as electronic devices, merch clothes, home supplies and personal accessories.

In this bachelor thesis as an example is going to be taken a website called PETPROFILE created by author with products from different suppliers around the world.

When an entrepreneur creates an e-shop with a unique product, it is quite hard to start making money because no one knows about this e-shop. So that process to attract people to the e-shop is the most common problem that entrepreneurs struggle. In order to succeed entrepreneur, need to find out an efficient internet marketing method to attract customers. People can spend an enormous amount of money on different kind of adverts in order to gain better traffic, but sometimes that would not bring any result. Entrepreneurs that start their e-shop struggle as well with the number of internet marketing methods they can use. The research can help them to choose and put maximum effort into the internet marketing method that provides better results. PETPROFILE can be used as a good example since the e-shop created with the Shopify platform that integrates with different platforms, internet marketing methods and gives a possibility to measure the efficiency through them.

The aim of this bachelor thesis is to find out the most efficient internet marketing method or a mix of methods for the PETPROFILE e-shop. Internet marketing will be used as a main source to promote an e-shop since such shops operates mainly in the internet.

To fulfil this aim, following tasks of author paper are set:

- Find out different internet marketing methods in e-commerce.

- Find methods for assessing the efficiency of different internet marketing methods.

- Introduce the experiment and how the efficiency of different internet marketing methods was measured.

- Present results and analyse them for making conclusions

Chapter 1 and subchapters provide a theoretical overview of previous research related to the efficiency of different internet marketing methods to promote an e-shop in e-commerce. The chapters will define internet marketing methods for an e-shop such as Social media marketing, Search Engine Optimization or SEO and E-mail marketing. Moreover,

methods possible to us for measuring the efficiency of these internet marketing methods will be defined as well.

Chapter 2 of the Bachelor Thesis is an empirical part with an experiment using an e-shop PETPROFILE created using the Shopify platform. During the experiment will be used all three internet marketing methods and metrics results will be presented to find out the efficiency of each of them. In the end, author will present the best internet marketing method based on results such as website visits and add to cart.

Keywords: E-commerce, Efficiency, Internet marketing methods, E-shop, Social Media marketing, Instagram influencer, Search Engine Optimization, Search Engine Advertising, Email marketing, Shopify.

1.   The internet marketing methods to promote an e-shop

1.1 Internet marketing

Nowadays the internet took the most significant place in people every day routine. It is quite hard to find anyone who is not up to date with the latest technologies and trends. That allowed companies to build customer relationship easier and occupy people minds with their products. In this chapter different internet marketing methods for an e-shop will be covered. To do that it is needed to introduce the term of e-shop that is quite different from traditional shop (Nikolaeva & Kamolova, 2017).

Table 1

Difference between e-shop and traditional shop.

Comparison signs	E-shop	Traditional shop
Place of purchase	Online in a e-shop	Shelf in a store
Factors influence decision	Visual picture of good, pricelist	Price of good, appearance, smell
Contact with goods	No contact	Direct contact with good
Contact with seller	Virtual contact using phone, e-mail	Consultation with seller directly
Payment style	Electronic payment system	
Price of good	Cheaper (in most cases)	Expensive than in e-shop
Benefits from seller side	Low treatment costs, demand control	Identifying consumer preferences by directly

Notes. Traditional shop and e-shop.

Source: Nikolaeva & Kamolova (2017)

Taking into account *table 1* it is possible to conclude that e-shop has more benefits. Regarding the place of shopping so that it is possible to do online from anywhere, payments happen through different systems, prices are lower, and seller can minimize the expenses because there is no need to rent a place, no need of procurement and sell by the time of order. The traditional shop has benefits in understanding customer needs by direct communication and customer can see a product in real life try it and even smell. From the marketing point of view, it can help to increase the amount of sales by the amount of new internet users, the possibility to expand by this enter new markets and spend more on advertising instead of rent and procurement.

There are quite a lot of different promotional methods in internet marketing. Based on Patrutiu-Baltes (2016) article inbound marketing consist of Search Engine Optimization, Social media marketing, E-mail marketing, Webinars and Topical blogs. This Bachelor Thesis will cover the first three methods and show the efficiency of them since webinars designed more to give an overview about the service or program and topical blogs to deliver some information about a particular product instead of e-shop.

It is quite complicated to find a single definition of internet marketing, but according

to Strauss & Frost (2001, p:454) internet marketing is "The use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational goals". According to Chaffey (2009), internet marketing means the delivery of information or service from the advertiser to the customer. It is possible to conclude that internet marketing is beneficial for both sides since the customer gets product or service that needed in turn company provide this and satisfy company needs. Usually, companies use internet marketing to promote their brand and type of business or service through different tools that in perspective help them to gain better traffic, more sales (AdobeMktgCloud, 2014).

There were released over 72 articles about the internet marketing from the period of 1996-2007 mainly they were focused on information seeking, building trust, privacy and effects of different avatars. One of the biggest problems of internet marketing from the view of a client is privacy because every page view, click and sequence through the website is recorded and then analyzed to understand purchase history. (Taylor & Strutton, 2010)

This analysis can give the company an understanding of how to find potential customers, what is more, or less popular and what need changes to increase the efficiency. From the researches of (Huang, 2008; Stockdale & Standing 2006; Constantinides 2014) it is possible to understand that some companies do not use internet marketing as much as they would like to since there is a lack of knowledge how to do it and finance to spend. However, based on findings of (Lanz, 2010; Soni, 2007) companies are highly motivated to use the internet marketing, so they hire managers and marketers to develop marketing departments and in perspective increase number of customers. It is needed to keep up to date with the latest changes and companies are ready to invest more for internet marketing activities.

As an example, to promote a brand can be used a wide range of internet sources such as blogs and forums for finding reviews and information for further customers. Large

companies such as Nike, Pepsi, Coca Cola and Disney allow clients to create their designs

and even Ikea allows creating an original layout. Some companies do even smarter by asking

the customers to upload their interests, hobbies and needs to fulfil customer needs.

(Constantinides, 2014)

However, by reviewing some literature such as Kim, Lim & Brymer (2015) found that

negative reviews can seriously influence the performance of company for example the hotels.

So that significant amount of negative reviews can facilitate a decrease in hotel bookings. In

turn, the research mentioned that hotel responses to these negative reviews show that the

company listen to their guests and want to improve their services. In order to meet customer

needs, provide better services for future clients. As a result, it helps to increase financial

performance for the hotel.

1.2 Social media marketing

The first social media website established in 1999 called Cyworld in Korea that

allowed uploading own profiles and becoming friends with other users of the program.

(Miller, Costa, Haynes, McDonald, Nicolescu, Sinanan, Spyer, Venkatraman & Wang, 2016).

With the development of new technologies in the 21 century, were created new social media

platforms such as Facebook, Instagram, YouTube, Myspace and so forth. Mainly they are

designed for the exchange of information with different people around the globe who has

similar interests, hobbies, lifestyle and opinion so social media gave a unique opportunity to

exchange people knowledge and experience with others. (Takran, 2015).

Progress goes further, and the term social media marketing created as well. Despite

giving people the opportunity of being social by making posts of photos, videos, writing their

thoughts it became a great direction of making money. That gave marketers a unique

opportunity to get millions of clicks, views and clients from any part of the world in real time

without using any third parties or marketing organizations. (Heikkinen, 2015)

To achieve success in social media marketing, marketer should select the right

audience. Facebook gives the possibility to choose the right audience using their platform (Rehman, Ilyas, Nawaz & Hyder, 2014). According to Tuten & Solomon (2013) market segmentation consists of 3 directions (geographic, demographic, psychosocial).

Geographic that include (region, country and city) that designed to find people in particular are or finding potential customers taking into account the climate of the area if its summer or winter. For example, in the United States, the same website can advertise goods for people in cold states as well as for people in warm ones.

Demographic (age, gender and income) is designed to find a particular group of people young or older, male or female, high or a lower income. By finding the right audience company gets a possibility to find potential customers based on the main company objective. As an example, it can be Nike Jordan sneakers for the younger generation with higher income and Huggies diapers for older ones with interest to particular pages or groups that connected with kids. Social Media platforms can show the age group of visitors to the website.

Psychosocial (personality, motives and lifestyle) allows setting their products for people with particular interests, hobbies. It helps to understand who is more likely to spend more or less on specific products. Social Media platforms can track in which groups of hobbies or interests' people are more likely to buy.

According to (Phillips, Mcfadden, Sullins 2010; Hoffman & Fodor 2010; Mangold & Faulds 2009; Heikkinen 2015) one of the most useful thing that social media can provide is a positive word of mouth for the company. The idea that can be considered a positive is that one person tells about a positive experience with a product or service those say this thing to another two and next ones continue doing the same things. Taking into account this point it is possible to say that people have a more positive attitude to buy if they see low risk and positive word of mouth from previous experience (Lee & Tan, 2003). In this case, social

media platforms are the best distributors of this information such as Facebook, Twitter or blog.

Talking about positive sides, Burger King offered a free Whopper for every person who mentions at least 10 of their friends, by doing this company realized that 234 000 people were referred (Hoffman & Fodor, 2010). However, there is another side as well in 2005 Jeff Jarvis has written in his blog about his negative experience with Dell customer service what caused serious fall in customer satisfaction and financial loss (Williams, 2009). For the restaurant business, it can be harmful as well, since 95% of people leave a restaurant in a good mood but on social media can write a negative review just because they do not like the colour of walls (Lepowska-White, 2017). According to Momany & Alshboul (2016, p:22), "Business owners have no control over the type of content consumers create on social media".

Social media marketing can be used different sort of businesses as in the research of Stockdale, Ahmed & Scheepers (2012) the Aj Bombers restaurant increases profit by 60-80% with the use of social media marketing. The River pools and spa reduced their marketing expenses by 70%, increased their website traffic by 300-400%. The Emerson Salon increased profit by 400% and found that 75% of customers came with the help of social media marketing. The similar situation is with the musicians in the research of Florina & Andreea (2012) that with the help of social media music can reach the right audience of million people and help musicians to become famous. Despite positive side, there are some articles Blanchard (2011) suggest that number of followers and subscribers on social media does not mean the effectiveness of them since the most significant part of them can be like a ghost who does not participate anywhere in other words not active at all.

Facebook is one of the most developed advertising platforms that includes all the segmentations what were mentioned before and can track them to find the right audience.

According to Facebook track everything about the user such as interest, location, personality, lifestyle, job. Everything that person posts, like the page with particular interests, visiting some events. Facebook can track people all kinds of activity and help the marketer to find a potential customer for a specific product. Marketers can use this in their advantage to deliver their products to that particular person. (Tuten & Solomon, 2018)

Instagram is one of the most popular sources where entrepreneurs can reach millions of clients, clicks and reviews for free since the program is free. According to Scholl (2015), Instagram can be severe influencer since it gives a possibility for subscribers to be a part of their business by keeping in touch with them by posting post of competitions, events, giving an overview of business and clients. In his research, author mentioned that Instagram posts could attract even more people by using hashtags- unique words on a particular topic that can see everyone who clicks on them.

It is quite complicated to say which one of them is better but as the statistics show Facebook has 1.4 billion active users monthly and 40 million small businesses have their pages. In Instagram, there are 300 million active users monthly, and 20% of internet users have the application. In both social media platforms, the biggest age group is the 18-29, and the most significant part of users earn less than 30 thousand per year. In some ways, it is hard to compare them since Facebook is more the platform designed to deliver the information, but Instagram is designed more for building a brand and become recognized. The most serious difference is that engagement rate that shows the reaction of an audience for an advert such as likes, shares, comments and links (Winn, Rivosecchi, Bjerke, Groenendyk, 2017). For Facebook, this rate has 0.1%, but Instagram has 4.21% which can give a huge difference in promoting products. (Jackson, 2015)

The thing is that Facebook and Instagram correlate with each other. According to Facebook (n.d.) when an advertiser set an advertisement the same segmentation can be used

on both platforms in other words by creating a specific audience it appears on both platforms. It can also be done individually by setting different segmentation thought different platforms Instagram (n.d.). Based on results from *table 2* it is possible to say that Facebook has more advantages and is quite a needed platform to work with for any company.

Table 2

Advantages and disadvantages of Facebook platform.

Facebook	
Advantages	Disadvantages
- The Company can get better traffic and more sales - It is possible to get information about what customer wants and what can be improved - The Great direction of making money and reach the customer so that it becomes the No.1 advertising category - Possible to select right audience for any service or product - Everything can be done in real time and without the help of any third parties or marketing organizations - Can build a long-term relationship with the customer that will cause the positive word of mouth - Companies can reduce marketing expenses by twice and increase website traffic 100%-400% - Facebook tracks everything about users and helps to find potential customers - Possible to calculate Return on Investment	- Become a must have tool for each company - No privacy from a client perspective- Facebook track everything about users - Negative reviews can seriously influence business and cause financial loss - Unfair negative reviews such as the colour of the wall - A most significant part of subscribers and fans are ghosts that do not participate - A Company might need a specific department that will deal with the Facebook platform

Notes. Advantages and disadvantages of Facebook platform.

Source: composed by author based on AdobeMktgCloud (2014), Stone (2015), Taylor & Strutton (2010), Lanz (2010), Constantinides (2014), Kim, Lim & Brymer (2015), Heikkinen (2015), Williams (2009), Lepowska-White (2017), Stockdale, Ahmed & Scheepers (2012), Blanchard (2011), Hoffman & Fodor (2010).

Based on several types of research there are two sides of the Facebook platform good and bad. Based on previous findings, it is possible to say that this is a needed platform that can increase profit, minimize expenses and build a long-term relationship with the client. However, there are few bad sides as well, from the side of customer the is no privacy so that companies will try to sell the goods based on interest and lifestyle without knowledge of the client. From the bottom of the company, it is not possible to control the reviews and some of them even unfair may cause severe troubles for business.

1.3 Search engine optimization

SEO used almost for all the websites to attract better traffic for the website. There is also a possibility to attract free traffic to the site using different search engines such as Google, Yahoo, Baido and Bing. According to Adams (2016), the main principle consists of website optimization using the competitive keyword search; in other words, more you invest in your website the better rank and traffic you get in perspective.

Taking into account researches of (Rijkenberg 2014; Yavin 2017) there are several factors that it is needed to take into account to attract traffic. One of them is to have up to date information that Google can optimize and set a higher rank for the website. Another rule to save the website traffic is to be up to date with Google updates. These results possible to achieve by making the exciting and useful content of the website with links from trustful sources. By doing this Google can rank a website higher and attract more traffic.

This method is one of the most popular ones in Google since almost all the websites use this to attract traffic. It can be different blogs, real estate companies, hotels, restaurants, and online stores which try to attract customers. According to Taiminen & Karjaluoto (2015, p:2), "If a company cannot be found in Google, it does not exist" this is possible to consider as an overall people attitude to businesses in the modern world, but this become one of the most popular internet marketing method for companies. Generally, all the sources provide the same information that it is used to attract a free and right audience to the website. The only

difference is that two of them says that it should include relevant information, but the third one says that it is possible to establish by using specific keywords. The positive results from SEO is possible to see in Stockdale, Ahmed & Scheepers (2012) research since organic traffic of the West Cafe increased from 42% to 70% and company mentioned from 26 to over 100 different pages in Google.

Despite SEO there is also search engine advertising (SEA) this is paid advertisements based on specific keywords that are designed to make the company visible on the internet and inform people about company activity and products (Taiminen & Karjaluoto, 2015).

To increase traffic, the company pays some specific sum of money for search engines, and the website of the company appear when someone writes a particular keyword in Google or Yahoo. The same thing can be done with adverts so that they will appear on a particular keyword. However, a company also can create some content, with specific keywords that will appear in a search engine and by this gain traffic with minimum investments. (Huang & Castronovo, 2012)

1.4 E-mail marketing
Nowadays it is quite hard to find anyone who does not have an e-mail address for an exchange of personal, business or study information. Even during the registration on any website, it is asked to have an e-mail for verification of personality. According to Radicati (2018), there are over 3.8 billion e-mail accounts worldwide, and billions of e-mails are sent every day so that it can be considered as an enormous amount of people for marketers to aim advertisements. Taking into account (Kotler & Armstrong 2012; Tuten & Solomon 2018) e-mails can be used as a good source of internet marketing by sending direct e-mails to an audience with similar interest and lifestyle. According to (Huang & Castronovo, 2012; Muller, Flores, Agrebi, & Chandon. 2008) e-mail marketing is quite beneficial for the company since it can be done directly to the customer, does not require severe investments and can build a good relationship with the customer.

According to (Stockdale, Ahmed & Scheepers 2012; Kendall, Tung, Chua, Ng & Tan 2001) many e-mail marketing newsletters can be considered as a spam-messages, and many companies ask for permission for sending e-mails to avoid negative PR and attitude for the company. Some of the companies do not find e-mail marketing useful; they use it more just for the communication with the clients (Stockdale, Ahmed & Scheepers, 2012).

There are several pieces of research about the tools the companies use to attract new clients. Gohary (2012) found that 94.5% of tourism organizations in Egypt use e-mail marketing for promotion and finding potential clients. The similar situation is in the research of Taiminen & Karjaluoto (2015) they found out that e-mail newsletter is the third useful tool in internet marketing for communication and promotion used by 7 out of 13 SMEs in their research.

Table 3

Previous researches

Author,Year,Country	Research topic	Findings
Taylor & Strutton, 2010. (USA)	Has e-marketing come of age? Modelling historical influences on post-adoption era Internet consumer behaviors	With the development of the internet, competition becomes more intense. So that it is essential to consider buying behavior more in-depth.
Huang, 2008. (China)	Bed and breakfast industry adopting e-commerce strategies in e-service.	E-commerce gave possibility not only to attract travelers but also promote a business to other markets such as tour travelers, business groups, senior travelers and people who travel for the festival.
Stockdale, Ahmed, & Scheepers, 2012. (Australia)	Identifying business value from the use of social media: an sme perspective	Results show that companies managed to increase customer engagement, greater recognition and created trust to the company. That gave a competitive advantage
Soni, 2007. (Pennsylvania)	E-Commerce Usage and Perception of E-Commerce Issues among Small Firms: Results and Implications from an Empirical Study.	Small businesses especially in retail and manufacturing they must take part in e-commerce. Especially in distribution network management, logistics, warehousing and inventory management.
Patrutiu-Baltes, 2016. (Romania)	Inbound Marketing - the most important digital marketing strategy.	Companies that provide information about their product in search engines are winners, because buyers prefer to buy products if they see all the reviews and information online.
Geho, Smith, & Lewis, 2010. (USA)	Is Twitter a viable commercial use platform for small businesses? An empirical study targeting two audiences in the small business community	Before coming to social media, environment companies need to know what people say about their brand. Social media is a long-term investment because it builds a relationship between the organization and the client.

Notes. Main findings based on previous researches.

Source: Taylor & Strutton (2010); Huang (2008); Stockdale, Ahmed, & Scheepers (2012);

Soni (2007); Patrutiu-Baltes (2016); Geho, Smith, & Lewis (2010)

Based on the results from *table 3* it is possible to say that e-commerce is an important

topic since there are researches all over the world starting from the United States through

China, Europe and Australia. In researches of Patrutiu-Baltes (2016) & Geho, Smith, &

Lewis (2010) using internet marketing methods, companies get reviews and understand

customer behaviour to the brand can influence the performance to business such as good reviews can provide more sales, help improve the brand and even build a relationship with a customer. Based on Huang (2008) e-commerce can be used for various purposes not only to attract customers from different markets but based on Soni (2007) help to deal with logistics, warehousing that I perspective provide efficient supply chain management. Taylor & Strutton (2010) found that competition becomes intense, so it is needed to understand loyalty, customer behaviour deeper in order to get a competitive advantage. In turn Stockdale, Ahmed, & Scheepers (2012) found that using efficient internet marketing method companies managed to create trust, increase customer engagement and get a competitive advantage.

Currently, everything that correlates with internet marketing expands and more and more companies are engaged in it. Internet marketing becomes a great new source to attract new customers and deliver products through different methods and platforms. Social media gives an excellent opportunity to find the right audience and deliver adverts straight away by getting more customers. SEO is an excellent source of organic traffic for a website by building a website position in search engines. In perspective this gives a possibility to attract customers and provide knowledge about the company or service without creating a new adds. E-mail marketing gives a unique opportunity to build a relationship with a customer and sell or promote more products in further perspective without serious investments. Based on previous researches it is possible to conclude that each internet marketing method can provide different results for different purposes. The only thing is to set a mission for an e-shop and decide what kind of results are important for a marketer.

2. Methods to measure the efficiency of internet marketing methods

Based on previous researches (Geho, Smith & Lewis 2010; Pradiptarini 2011) it is thought to measure the return on investment in internet marketing since there are no particular numbers that possible to use for calculation. **In case of Facebook** ROI can be

measured by the engagement of people, the price of creating a blog, time spent in the application, gained positive word of mouth by this company build a long-term relationship with clients (Hoffman & Fodor, 2010).

Facebook offers a unique opportunity to track all the progress and investments through its platform. According to Tikno (2017) companies can reach their specific customer and see the results by the engagement rate that will show the interest of people to the advertisements.

The idea of the Facebook platform is that adverts are called auction where the marketers try to create an advert that attracts the most significant engagement to their adverts. This type of engagement is possible to measure by a sum of money needed for a click on an advert, website visit, add to cart or like for a post. Marketers post several adverts and can track which ones can cause the most significant interest from people for a specific price. What is good about this system is that Facebook charges less money if the marketer gets positive results from the advert and gets more potential customers. There is a possibility to set an extension for the website called Facebook pixel that tracks all the progress and give complete overview of the advert. Facebook engagement formula looks like this: Engagement= people who reacted on the posts by likes, shares or website visits divided by the number of people who saw an advert. (Tikno, 2017)

Based on the research results from Phillips, Mcfadden & Sullins (2010) it is possible to launch several advertisements that show the traffic on the website from the Facebook advert. Based on this it is possible to say that through Facebook there is a possibility to track the efficiency of adverts and see the price for engagement. Since the advertising platform on Instagram is almost the same as on Facebook the system of measurement is the same as well.

Despite this, on Instagram, there is a possibility to advertise using influencers. To succeed the influencer has to be in the same niche of products or services marketer advertiser.

The system merely works; the only thing is needed to find the influencer with many followers and the right audience, write a message and discuss the price that will satisfy both parties (Neff, 2019). The progress from an influencer is possible to measure through the link for the website created with Google Analytics.

There are several ways to measure the efficiency of SEO. In the research Phillips, Mcfadden & Sullins (2010) companies used makemysite.com to record their traffic on the website that provided information about the interest per post and traffic for the website. There is also a possibility to install Google Analytics on the website.

According to Guha, Cheng & Francis (2010), the advertiser usually uses several links to see which one can attract most significant engagement on the website from Google such as search results or ad box on the website. This comparison marketer does in order to understand the efficiency of different keywords from the site. To do these three aspects, need to be considered such aspects as customer behavior, keyword analysis and which words are in the customer minds (Huang & Castronovo, 2012). On the website called Google Ads, there is a possibility to check the frequency of words, phrases people type in Google and the websites that appear on the first pages. There is a possibility to create organic traffic on the website by implementing these specific words and track efficiency through Google Analytics. Based on (Stockdale, Ahmed & Scheepers 2012; Momany & Alshboul 2016) all the companies in their research managed to improve their website traffic using search engines and become more visible.

There are several ways of e-mail marketing starting from the newsletter up to communication with the customers. According to Simmons (2007) main idea of it is to attract potential customers to the website or take a look at new products, share some information about the company and build a relationship with a customer. To measure the efficiency of e-mail marketing can be measured by the number of people who open the mail,

who visit the website, amount of delivered messages, customer service calls, link clicks and

amount of used discount codes from the newsletter (Huang & Castronovo, 2012). One of the

tools that possible to apply for measurement of e-mail marketing efficiency is

getrepsonse.com. The program is designed to track the attractiveness of the e-mail newsletter

by showing the number of link clicks, used coupons and website visits from e-mail (Dogar,

2017).

In *table 4* there is a list of websites and programs that are designed to measure the

efficiency of different promotional methods and statistics in internet marketing (Meyerson,

2010).

Table 4

Programs to measure the efficiency of different promotional methods in internet marketing

Analytical Tools	Functions
Google Ads, Shopify Analytics	provide detailed reports based on marketer needs about web visitor characteristics and segmentation in e-commerce
Facebook platform, Google Analytics	provide key visitor information, including demographics, lifestyle and category interests assist in the understanding of audience needs
Google Analytics (keyword planner)	integrate visitor information, referring urls and search engine traffic statistics to find out the efficiency of keywords
Getresponse	Provide information about newsletter open-rate, website visits and interest of the audience

Notes. Each program possible to use in order to measure efficiency.

Source: Meyerson (2010); Dogar (2017); Facebook (n.d); Shopify (n.d).

Even if all the methods are in use at the same time, it is possible to track and manage

them. Through social media platforms, it is possible to see the result of an advert in real time

and change them, narrow audiences or create a new one that provides better engagement with

better results. SEO results possible to track from every website visit, and there is no limit of

phrases or words that can be used for search engines to create better traffic for further

perspective. The similar situation is with e-mail marketing so that interest from any e-mail

promotion possible to see from the first mailing. It is possible to track through open rate or

add to cart from people who receive them. Internet marketing methods possible to use for every new product or advert in order to understand does it gives any impressions from potential customers. Using this improve adverts, mission, create the most attractive ones and maximize company profits and minimize expenses.

3. The Methodology of finding the efficient internet marketing method

During the empirical part was used e-shop called PETPROFILE created through platform "Shopify". The United States was the leading region for all the experiments, since the market is quite huge, and e-commerce is quite developed there. The author made all these experiments from small entrepreneur perspective. Usually, in big corporations, each department responsible for each internet marketing method and there are professional marketers, photographers. That obtained specific experience and know how to make professional advertisements, photos in order to increase the attractiveness of adverts. The author did this in order to show how small entrepreneur can use this in order to minimize expenses, attract more customers and build a competitive business

To find out the most efficient internet marketing method or a mix of methods for an e-shop on the example of PETPROFILE and collect all the necessary data, the author of this bachelor thesis uses metrics measurement standard. This type of standard helps to measure the performance, check the progress and make decisions in order to move forward. Moreover, data collection happens automatically so that marketers do not need to collect data by themselves. The only thing is required to create a custom report based on needed information. Several platforms collect and provide and provide metrics data. However, the author of the experiment uses platforms that integrate with e-shops such as Facebook platform, Google Analytics, Google Ads, Shopify Analytics and Getresponse. In the *figure 1* there is the time

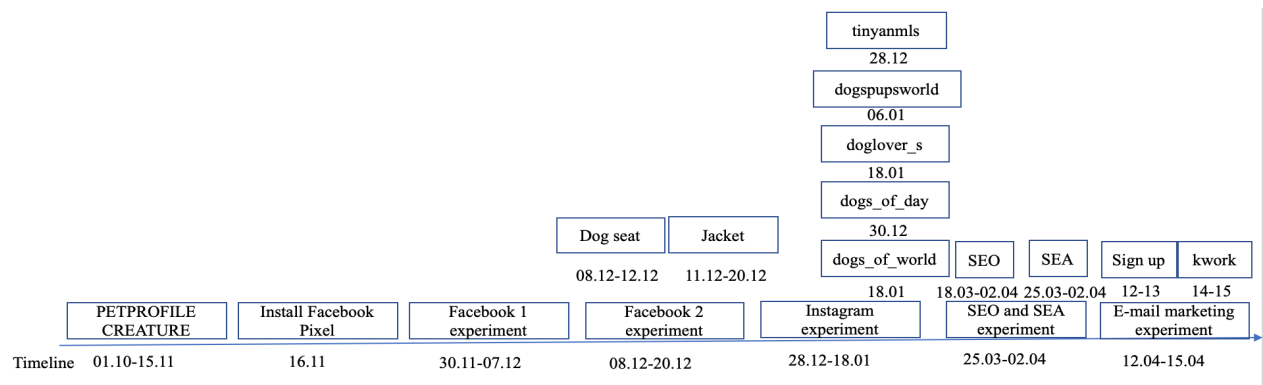line when all the experiments were conducted.

Figure 1. Timeline of the experiment

Source: author own calculations based on Google Ads, Google Analytics, Shopify Analytics, Getresponse, Facebook platform.

To collect all necessary data, Facebook Pixel was installed on the website and tracked the progress of different social media advertisements. The main advantage of the Facebook platform is that marketer can find out the perfect audience for particular e-shop or service. At the beginning of experiment author used simple segmentation in order to narrow it further. During the experiment, the author found several groups about dogs and split them up by the categories. Then two different adverts were created based on different categories and type of adverts such as video advert and photo advert. The main idea was to find out which category and type of advert are more attractive. Collected results author analyzed in order to narrow the audience. After this step author found out better segmentation for adverts and launched another two adverts for the smaller audience with similar adverts such as video and photo. In the end, author presented results and analyzed them.

During the next set of experiments in order to find out the efficiency of Instagram author launched several adverts using Instagram influencers. Influencers were selected taking into account the number of followers and price per story or post. The Instagram page created in order to build trust with clients, and all the progress was pertaining using Shopify

Analytics. At the end after several posts and Instagram stories author presented results and analyzed them.

Google Analytics and Google Ads installed on the website in order to track the process of attractiveness based on different keywords. The research based on specific keywords conducted in order to find the most suitable ones. Keywords installed on the website in order to attract organic traffic. Using Google Ads the author created an advert based on the same keywords in order to find out the efficiency of these methods. In the end, author presented all results and analyzed them.

For the last set of experiments was used platform Getresponse. This program can track the interest and open-rate of newsletters, for one experiment was used the database with e-mails from people who signed up for news from the e-shop. Another data base with e-mails author bought from kwork based on region and audience interests. Newsletters sent to both databases in order to find out interest and open rate.

In the end, the author created a table with collected data from all experiments and analyzed them. The author analyzed presented results in order to find out the most efficient internet marketing method or a mix of methods. Conclusions made based on website visits, amount of add to cart and price per website visits and add to cart. Moreover, the author analyzed what kind of advantages marketer can get from each internet marketing method based on segmentation, regions and different platforms. This information presented in order to minimize expenses, gain maximum information about the customers and help entrepreneurs to promote an e-shop.

4. Experiments and efficiency measurement of internet marketing methods for e-shop

The e-shop called PETPROFILE specifies mainly in dog clothes and accessories such as dog hoodies, jackets and jumpsuits. In accessories are dog collars, brushes and car seats. This kind of shop used because of several reasons. One of them is that it meets customer

needs such as owners want to buy something useful for their dog or to warm them up during cold weather. Based on Tuten & Solomon (2013) with this specific product is possible to do the segmentation process based on people interests and understand the potential audience.

4.1 Facebook experiment

At the beginning to see the progress from advertisements is needed to install Facebook pixel on the e-shop. This is the code that is provided by Facebook platform designed to collect all the information about people who click on the advert and observe the e-shop. That in perspective gives a possibility to narrow the audience. That can help to minimize the expenses and maximize number of visits on the website and adds to cart.

Based on the research of Rehman, Ilyas, Nawaz & Hyder (2014) Facebook gives a possibility to do all advertising processes through the platform and Facebook pixel track the process. So, the next thing is related to the segmentation process or in other words to find the potential audience to advertise. During all the experiment in geographic segmentation is going to be used in the United States. Because the market is quite big, people are more likely to buy something, and the audience is quite significant that gives a possibility to narrow as much as needed. During the experiments were used all the states and cities including warm and cold ones. Since there is no knowledge what demographic better age group is. Age groups selected from 18 years up to 65 years old in other words age that is available to work. Gender was male and female. For income, there is no particular group since in the e-shop there are cheap goods as well as expensive ones, for psychosocial factor used an audience that is interested in dogs. Such as specific groups where people subscribe to watch videos about dogs, help different charity programs related to dogs, groups with a discussion about dogs or give a piece of advice for owners. Based on psychosocial segmentation the following groups were selected for advertising (see Appendix A).

The main topic is related to dogs and five subtopics are the most popular groups for each specific field. Such as organizations related to dogs, magazines related to dogs, different

television shows related to dogs, groups with photos and posts about dogs and companies that are related to dogs. All these groups are possible to find through the Facebook platform. Some of them have 100 thousand subscribers and some of them up to 1 million subscribers.

Another step was to create a Facebook advert. Firstly, it is needed to choose conversion event for this is used Add to cart and amount of website visits. Doing this Facebook main goal will be to find people who are more likely to do this conversion and charge less money. (Tikno, 2017). As it was mention in the first part Tuten & Solomon (2018) all the segmentation steps must be included during this process because it gives possibility marketer to deliver the advert to a specific person.

For the first advert, there were selected groups from several subtopics (groups, companies and tv shows). On the Facebook platform, there is an opportunity to choose a list of groups then narrow it by another list of groups. For example, if a person subscribed to Dog Lovers that specific person also must have subscription on PetSmart and to Family Pet Hospital. This gives the possibility to narrow the audience because some people might have a subscription to some TV show to watch funny videos. However, this person has no interest in dogs or not a dog owner. In order to avoid this kind of audience is needed to find people who have a subscription to several groups. This kind of process gives the possibility to find people that are more likely to react at the advert and enter the store. Based on this segmentation Facebook shows that the audience is 600 thousand people. The estimated daily result is calculated based on the payment of 6$ per day, that can reach from 138 up to 860 people daily (see Appendix B).

For second advert there were selected groups from several subtopics (organizations, groups and magazines). This setting established in order to understand which segmentation can provide better results. In this segmentation, the Facebook platform shows that the

audience is 420 thousand people. For the 6$ per day, it is possible to get from 88 to 501

people as a daily result (see Appendix C).

Next step was to create an advert that will appear on Facebook when people scroll

down the news feed. For the experiment, there were created two types of adverts. For the first

one, there was created 18 seconds video with the information about the product from the

website. For the second one, there was just a photo of the product. There are two types of

adverts since the video is more emotional and can provide more pictures of the product.

However, the photo is more rational and gives an overview of the product (see Appendix D,

E)

On these adverts, there is some information about the product, the photo of how the

product looks like and free shipping in order to attract customer. The First advert was seven

days on Facebook and the second one was six days. The results presented in *table 5.*

Table 5

Results from the first experiment

Advert Name	Amount of Add to cart	Reach	Impressions	Amount Spent USD	Advert Clicks	Link Clicks	Cost per add to cart USD	Cost per link click USD
Funny suit	1	1145	1373	36,24	32	16	36,24	2,27
Winter Jacket	3	1190	1467	41,55	62	40	13,85	1,04
Total	4	2,211	2,840	77,79	94	56	Av 19,45	Av 1,39

Notes. Facebook results.

Source: Facebook platform

For the first advert called funny suit was 36.24$ spend. The advert brought just one

add to cart, reached 1145 people saw an advert at least once, 1373 times advert appeared on

news lead, 32 people clicked on the advert, and 16 people entered to the e-shop. The price per

add to cart is 36.24$ and 2.27$ per entering to the e-shop. On the second advert called jacket

was spend 41.5$. This advert brought 3 add to cart, reached 1190 people, 1467 times advert

appeared on news lead, 62 people clicked on the advert, and 40 people entered to the e-shop. The price per add to cart is 13.85$, and 1.04 is the price per link click.

Based on the result it is possible to say that advert with a photo brought 2 times better results than the first one. This could happen because of two things one of them that segmentation was better another one because the photo was more attractive. After the week Facebook presented segmentation results from both advertisements. First, one *figure 2* is from advert called funny suit and the second one *figure 3* is from the advert called winter jacket.
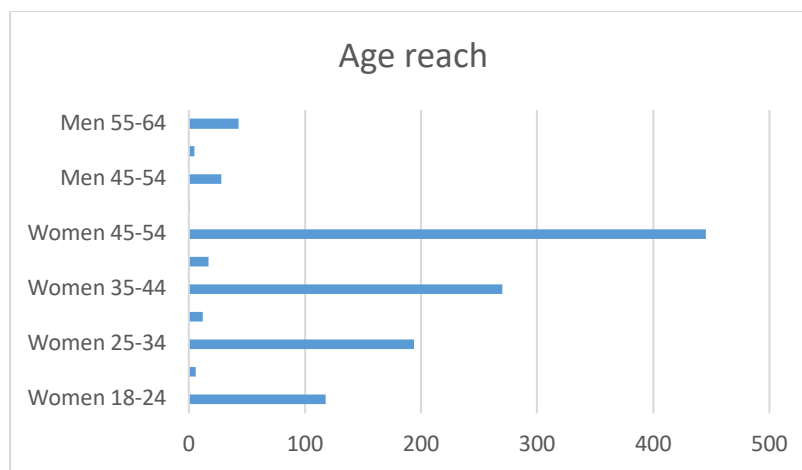

Figure 2. Demographic from the winter jacket advertisement (number of people advert reached)
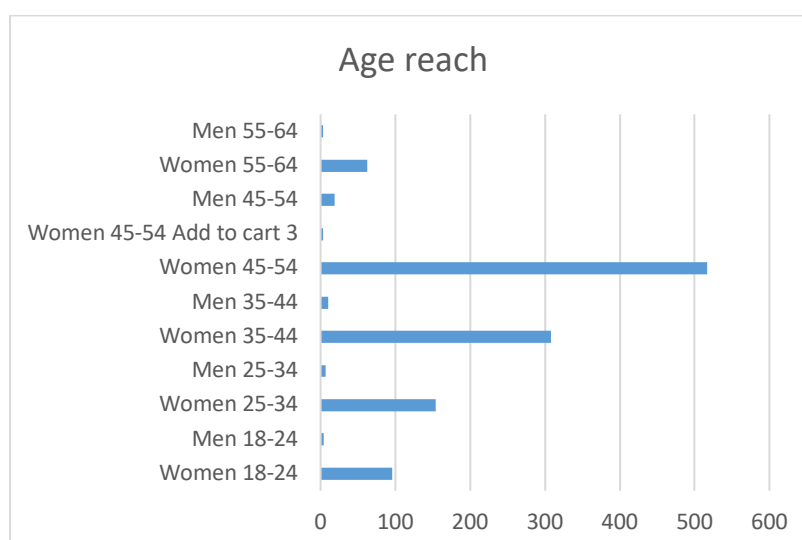
Source: Facebook platform.

Figure 3. Demographic from the funny suit advertisement (number of people advert reached)

Source: Facebook platform.

Based on these results it is possible to say that people real demographic group is female because the result from women in the first advert is 1070 and from men 88 and in the second advert result from female is 1137 and from male 43. Moreover, the age group is different as well because the most significant engagement is from 35 years old up to 54 years old in both adverts. Another important thing is that all add to cart comes from 45 to 54 years old. So, in order to get better results is needed to narrow the audience. Facebook offers a significant number of tools in order to narrow the audience and test a new one. For example, it is possible to narrow the audience by age, gender, country, region, device, platform, time of the day etc.. For the next experiment was used different demographic segmentation by age and gender. To understand was this result because of segmentation or type of advert another two adverts created.

For the first advert author used the same subtopics but age group from 30 to 55 years old and only females. The platform showed that the potential audience was 270 thousand people. The daily budget was 6$ with estimated daily results from 109 to 593. For the second advert was used the same subtopic group, only females as but age group was from 30 up to 65 years old. The potential audience from this group is 270 thousand people as well. The daily budget was 6$ as well but the estimated daily results were from 91 to 468.

During the two experiment for the first advert was created the photo with the product, some information about the product and special offer such as Free Shipping in order to attract attention, for the second advert was created a 15 seconds video with photos of the product and some information about it. Different products selected since the age group was older. So, there are more chances that these people have a car. Moreover, different jacked was selected since there were more colors of it (see Appendix F, G).

The first advert called dog seat was four days on the Facebook and the second advert was eight days on Facebook. After this period the results from the Facebook platform are presented in *table 6.*

Table 6

Results from the second experiment

Advert Name	Amount of Add to cart	Reach	Impressions	Amount Spent USD	Advert Clicks	Link Clicks	Cost per add to cart	Cost per link click USD
Dog seat	2	864	936	25,06	47	29	12,53	0,86
Jacket	10	962	1258	49,39	122	69	4,94	0,72
Total	12	1751	2194	74,45	169	98	Av 6,2	Av 0,76

Notes. Facebook results.

Source: Facebook platform.

On the first advert called dog seat author spent 25.06$. This advert brought 2 add to cart, reached 864 people, 936 times advert published in news lead, 47 people clicked on the advert and 29 people entered to the e-shop. The price per add to cart is 12.53$ and price per entering to the website is 0.86$. For the second advert called jacket was spend 49.39$. This advert 10 add to cart, reached 962 people, 1258 times advert appeared on news lead, 122 people clicked on the advert, 69 people entered to the e-shop. The price per add to cart is 4.94$ and price per coming to the website is 0.72$.

Based on the results it is possible to say that this set of adverts was more successful than the previous one since it brought better and cheaper results. Moreover, it is possible to conclude that better results brought advert called jacket. If we take into account that for jumpsuit conversion was spend two times more money. Advert has 2.5 times more add to cart and cost per entrance the website is cheaper as well. Based on the results from *figure 4 and figure 5* it is possible to conclude 2 things why this could happen.
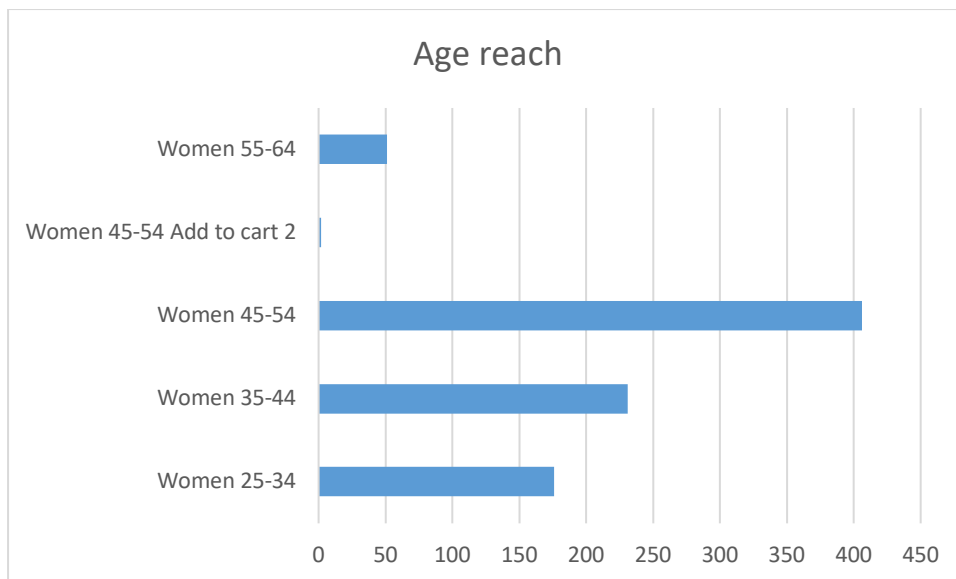
Figure 4. Demographic from the dog seat advertisement (number of people advert reached)
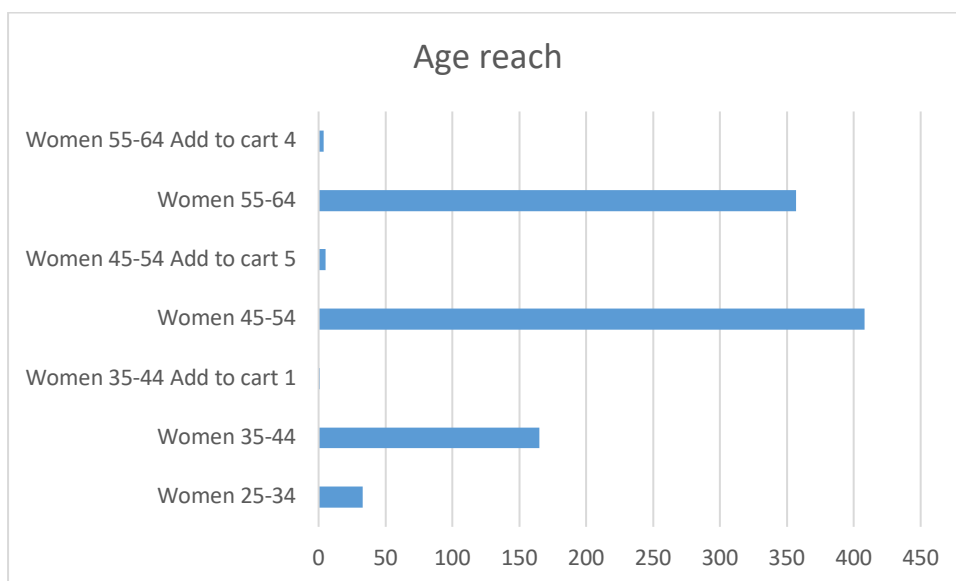
Source: Facebook platform.

Figure 5. Demographic from the jacket advertisement (number of people advert reached)

Source: Facebook platform.

For the second set of adverts the segmentation was better for the set of adverts. The highest amount of adds to cart and website visits came from 45 to 54 years old females. So, it is possible to conclude that this demographic segmentation is the best for pet clothes. Another thing worth to mention is that the video might be more attractive than the photo. Because the

advert that brought ten adds to cart and the high number of visits was with the video that gave a better overview about the product.

4.2 Instagram experiment

Based on Scholl (2015) Instagram gives a possibility for subscribers to keep in touch with the business by posts of competitions, events and overview of the business. So, in order to do this the Instagram account with e-shop description and products should be created (see Appendix H). The main idea is to build trust and attract followers that possible to use as a potential audience.

Although the previous study has shown that through Instagram is possible to advertise using specific niche influencers with a significant number of followers the only thing that is needed is to find an influencer with the right audience, write a private message and discuss the price to advertise an e-shop (Neff, 2019). In order to find the right influencer is needed to research different Instagram accounts. In *table 7,* there is a list of different Instagram influencers with the number of followers and price for promotion.

Table 7

Instagram influencers with prices and number of followers

Instagram	Followers	Price Per Post in $	Price Per Story in $	Promotion Used	Number of Visitors	Price Per Visitor	Add to cart
tinyanmls	234k	30	20	story	33	0,606	2
dogspupsworld	446k	40	25	post	28	1,428	0
doglover_s	370k	30	20	story	30	0,667	0
dogs_of_day	178k	13	10	post	30	1	0
dogs_of_world	730k	40	30	story	30	1	0

Notes. Instagram influencer results

Source: author own calculations based on Shopify Analytics

In order to have better results, the same advertisements as in Facebook author used for each influencer. Shopify Analytics was used in order to see the number of visitors. The best results came tinyanmls influencer since it brought significant number of visitors and price per

visitor. Also, only this promotion got 2 add to cart with price of 20/2=10$ per add to cart. The worse results were provided by the same influencer from 2 different accounts dogs_of_day and dogs_of_world. The same advert was used for both accounts and the average price for one visitor is 1$ what is almost 2 times more than with tinyanmls influencer. Last and foremost the worst result came from dogspupsworld influencer with price 1,428$ per visitor and no adds to cart.

4.3 Search Engine Optimization experiment

As it was mentioned before by Adams (2016) main principle of search engine optimization is to find out competitive keyword and put it on the website. This will provide free organic traffic from Google while people type this specific keyword in search engines. It reported before that there is also a possibility to use search engine advertising by finding specific keywords and setting paid advertisements using Google platform (Taiminen & Karjaluoto, 2015). As it was mentioned before by Huang & Castronovo (2012) using paid advertisements website will appear on the first page of Google when someone types specific keyword and marketer can gain traffic with minimum investments.

During the experiment to find out specific keywords author used tool "keyword planner" from Google Ads platform. This tool can provide the level of competition for a specific keyword and average price per website visit using paid adverts. In order to get have better results, the United States was chosen as central region. After some research, there was created a list of 8 specific keywords that were installed on the website as it possible to see in *table 8.* Since the origin country in Google Ads is Latvia, the currency was in Euro. In order to make further calculations easier, the Euro transmitted to USD.

Table 8

Specific keyword results United States

Keyword	Average Monthly Searches	Competition	Top of page bid (low range) USD	Top of page big (high range) USD
Dog boutique	3600	High	0,32	1,11
Animals in suits	210	Low	-	-
Puppy suit	110	High	0,17	0,88
Pet coats and sweaters	10	High	-	-
Funny dogs in clothes	10	Low	-	-
Dog suit	1900	High	0,18	0,68
Dog jumpsuit	590	High	0,18	1,02
Funny dog clothes	390	High	0,15	0,94

Notes: Level of competition for each specific keyword

Source: Google Ads (keyword planner)

Based on these results it is possible to conclude that market connected with dog clothes and accessories is quite competitive in the United States since almost in all the keywords competition is high and it might be complicated to gain free organic traffic from this region. The experiment consists of 2 parts. One of them is to see the number of visitors from organic (free) traffic by the specific keywords were installed on the website. Another one is to see the number of visitors from Google Ads by paid advertisements using specific keywords. In order to see the results on the website author installed Google Analytics that tracked all the progress. After 2 weeks the following results were received in *table 9*.

Table 9

Results from organic and paid traffic

Keyword	Organic Traffic	Impressions Paid Traffic	Paid Traffic	Total spend	Price per website visit	Amount of Add to cart
Dog boutique	4	440	12	6,16	0,51333	1 Paid 1 Free
Animals in suits	0	379	0	0	0	0
Puppy suit	1	6	0	0	0	0
Pet coats and Sweaters	0	11	0	0	0	0
Funny dogs in Clothes	0	95	0	0	0	0
Dog suit	2	86	0	0	0	0
Dog jumpsuit	0	374	0	0	0	0
Funny dog clothes	3	6	0	0	0	0
Total	10	1397	12	6,16	0,51333	2

Notes: Number of visitors from search engine optimization

Source: Google Ads, Google Analytics, Shopify Analytics

The results from *table 9* shows that there is a small difference between the organic traffic 10 visitors and paid traffic 12 visitors. The similar situation is with add to cart organic traffic 1 and paid traffic 1. The only difference is that there are no people from organic traffic in the United States. There are several countries the organic traffic came from Honduras, India, Japan, Romania, Russia and Slovenia. As it was mentioned in the first part by Rijkenberg (2014) & Yavin (2017) in order to achieve a higher rank in Google, it is needed to upload useful, engaging content and provide links from trustful sources. This research explains the reason that organic traffic came from different countries. The impression shows the number of times advert appear in Google. For 6,16$ advert appeared 1397 time and the price per website visit is 0,51$. This can be considered as a good result since the price per 1 impression is just 6,16/1397=0,0044$

It is quite complicated to say that this kind of result is possible to get from any region. In every area, there is a different competition level and Google charges a different sum for

the website visitor. If we choose the same keywords in the United Kingdom, the following

results presented by keyword planner in *table 10*.

Table 10

Specific keyword results in the United Kingdom

Keyword	Average Monthly Searches	Competition	Top of page bid (low range) USD	Top of page big (high range) USD
dog boutique	480	Medium	0,08	0,24
animals in suits	70	Low	-	-
puppy suit	30	High	-	-
pet coats and sweaters	0	-	-	-
funny dogs in clothes	10	High	-	-
dog suit	880	High	0,14	0,24
dog jumpsuit	170	High	0,1	0,3
funny dog clothes	70	High	0,09	0,39

Notes: Level of competition for each specific keyword

Source: Google Ads (keyword planner)

In order to gain better results and get better traffic, the keyword research needs to be

done for each region. If e-shop mainly operates in the United Kingdom, the keyword research

should be done for this region. The same situation works for organic traffic as well as for

paid traffic. Moreover, in order to gain organic traffic and get higher rank in Google

interesting content, latest news should be aimed in this specific region as well. Otherwise, the

number of visitors will come from different countries and regions as it happened during the

experiment in the United States.

4.4 E-mail marketing experiment

For this experiment author used a program called Getrepsonse. There are several

programs for e-mail marketing but this one integrates with the Shopify platform. As it was

mentioned before by Huang & Castronovo (2012) e-mail marketing efficiency can be

measured by the amount of delivered e-mails, website visitors and link clicks. So that there

are several advantages of such programs as Getrepsonse. First of all, it is possible to create different campaigns for several e-mail groups so that it is possible to send various newsletters in a different time and build a relationship with the customer. For example, it is possible to send promotional newsletters automatically after a week for people who sign up in the e-shop. Secondly, it is possible to track the open rate or such e-mails and improve them in order to find the most attractive ones. Finally, it is possible to provide the latest information about the e-shop and build a database of potential customers.

During the experiment, the author Getresponse account was blocked twice and program required to provide documents for identification. As it was mentioned before by Stockdale, Ahmed & Scheepers (2012) & Kendall, Tung, Chua, Ng & Tan (2001) many newsletters can consider as spam-messages and platforms such as Getrepsonse has strict rules in order to avoid spam. So, it is obligatory to prove that e-shop has permission to send newsletters for these e-mails. For the experiment were created two groups of e-mails. One group was with 38 e-mails of people who signed up for newsletters on the website. For another group to collect e-mails was used website https://kwork.ru. On this website, there is a possibility to order database with e-mails for specific segmentation group for PETPROFILE it was the United States and dog owners. In order to get this kind of database website charged 8.5$ for 2638 e-mails. Moreover, in Google, several websites provide e-mail lists for specific segmentation. Sometimes it is possible to get them even for free; the only thing that is needed is to give information about the e-shop and prove that e-mails will be used only for good a purpose. Since Getresponse has strict rules about spam messages, only 492 e-mails approved by this platform. The results from two experiments are presented in *table 11*.

Table 11

Results from e-mail newsletters

Experiment	Amount of E-mails	Opened	Unsubscribed	Bounced	Website visits	Add to cart	% website visits from opened e-mails	Price per website visit
People who signed up in E-shop Database	38	21	0	2	11	2	52,38%	0
from kwork	492	112	11	37	4	0	3,57%	0,396
Total	530	133	11	39	15	2	Avr27,98%	0,396

Notes: Number of visitors from e-mail marketing

Source: Getresponse, Google Analytics, Shopify Analytics

Based on results from *table 11* there are 21 out of 38 open e-mails from the audience who signed up for e-mail newsletters in the e-shop. But from the collected database, there are only 112 out of 492. As well there are no people who unsubscribed from newsletters from the subscribed audience and 9 people who unsubscribed from the collected database. Graph bounced mean the amount of e-mails that have strict rules about spam messages and block any newsletters. There are 2 e-mails blocked from people who signed up and 37 from collected data base. There are 11 website visits 2 add to cart from signed up audience and 4 website visits from 0 add to cart. Moreover, around 52,38% of people who opened an e-mail checked the e-shop and only 3,57% of people from collected database. Last and foremost, based on results it is possible to attract organic traffic on the website and attract new people on the website for 0,396$ per person.

Taking into account collected results, it is possible to conclude that newsletters for the audience that has some knowledge about the e-shop have more interest about different promotions. As well it is easier to attract them to the website and build the relationship with them, but they are not a new visitor so it can be used as an additional source to gain traffic and add to cart. In turn, there is still a chance to collect data base of e-mails for specific segmentation and gain traffic of new people.

During this part, several experiments were conducted in social media marketing on Facebook and Instagram platform, in search engine optimization and e-mail marketing. Each of the experiment provided several results in website traffic and added to cart. In order to succeed in each of them, it is needed to gain some knowledge about each platform; otherwise results may differ. As well for each niche of products in the e-shop, the process of finding perfect segmentation may differ. Some niches are broad; some are narrow the essential thing is to find the perfect one and gain traffic with minimum investments. Based on the results presented above it is possible to conclude that each internet marketing method can provide traffic to the website and gain add to cart. But this can happen only if marketer construct advert in proper way. Nowadays Facebook and Instagram are the most popular platforms and can help to find the right segmentation and launch adverts based on them. Search engine optimization can bring traffic from people who are looking for a specific product in specific region. E-mail marketing is quite a useful tool that helps to build a relationship with the customers and get regular clients by sending them new promotions and information about the e-shop.

5. Result analysis for conclusions

With the development of modern technologies, the traditional way of promoting the products and services changed a lot. So that company owners and marketers have to deal with different platforms and internet marketing methods in order to minimize their expenses and attract potential customers. In order to find the most efficient internet marketing method, several experiments conducted. In *table 12* there are results from Social media marketing (Facebook, Instagram), search engine optimization and e-mail marketing.

Table 12

Results from experiments

Internet marketing methods	Total spend USD	Impressions	Website visits	Add to cart	Cost per click USD	Cost per add to cart USD
Facebook 1 expr	49,39	1258	69	10	0,72	4,94
Facebook 2expr	25,06	864	29	2	0,86	12,53
Instagram (tinyanmls) story	20	-	33	2	0,61	10
Instagram (doglover_s) story	20	-	30	0	0,67	-
Instagram (dogs_of_day) post	30	-	30	0	1	-
SEO organic (Dog boutique)	-	-	4	1	-	-
SEO organic (Funny dog clothes)	-	-	3	0	-	-
SEO organic total	-	-	10	1	-	-
SEA (Dog boutique)	6,16	440	12	1	0,51	6,16
SEA total	6,16	1397	12	1	0,51	6,16
E-mail marketing (signed up)	0	-	11	2	-	-
E-mail marketing (data base)	1,58	-	4	0	0,39	-
Total	158,35	3959	247	20	-	-

Notes: Numbers from different internet marketing methods

Source: Authors own calculations based on information from Google Analytics, Google Ads, Shopify Analytics, Getresponse.

During the experiments, author spent 158,35$ on different advertising platforms. That brought 3959 impressions, 247 website visits and 20 add to cart. Each internet marketing method can provide different sort of information for a specific price. That marketer can use in order to gain a competitive advantage. Facebook can help find perfect segmentation for an e-shop, but it is needed to spend a lot in order to get this information. The minimum price for website visits on Facebook is 0,72$ and 4,94$ per add to cart. But it is possible to conclude that in the United States potential audience for dog clothes and accessories are women, from

45-64 years old, that prefer video advertisements. Moreover, it is possible to see the region

most audiences come from, device mostly used and even time of the day. As it was

mentioned before by Taylor & Strutton (2010) on Facebook, there is no privacy so that

platform analyze all the information in order to help marketers.

There is a different situation with Instagram; influencers might have thousands of

followers. In turn, as it was mentioned before by Blanchard (2011), these followers might be

not active at all being like a ghost. By the same time there still is a chance to attract people

who are interested in dogs with a minimum price of 0,61$ per website visitor and 10$ per add

to cart. Unfortunately, it is not possible to track the amount of impression from each advert

since this kind of services are provided from people not from the Instagram platform.

With search engine optimization there is not easy as well because in each region there

is a separate competition level for each keyword. As it was mentioned by Rijkenberg (2014)

& Yavin (2017) in order to attract free organic traffic in a specific region it is needed to do

keyword analysis and write up to date blogs and post for a specific region then Google will

provide higher rank in this particular region. On the other side, there is a chance to attract

customers with organic traffic. During the experiment, it was 10 people and 1 add to cart, but

they came from different regions. Similar situation with search engine advertising so in order

to gain the maximum amount of traffic it is needed to find out competitive keyword. During

the experiment the result came only from "Dog Boutique" with 440 impressions, 12 website

visits with price 0,51$ per visitor and 1 add to cart.

Based on information from Simmons (2007) e-mail marketing is an excellent source

in order to keep contact with potential customers and send them different promotions. During

the experiment, 11 people entered to the website and 2 of them added to cart. The most

significant advantage of this method is the organic traffic and audience of potential

customers. Another experiment with e-mail marketing provided 0,39$ per website visit what

cheapest result from all experiments is. Unfortunately, during e-mail marketing, it is

impossible to measure engagement since the recipients might skip spam e-mails. Based on

table 13 it is possible to conclude the most efficient internet marketing method.

Table 13

The efficiency of different internet marketing methods

Internet marketing methods	Total spend USD	Website visits	Add to cart	Cost per click USD	Cost per add to cart USD	% difference in cost per click	% difference in add to cart
Facebook 1 expr	49,39	69	10	0,72	4,94	100%	102,47%
Instagram (tinyanmls) story	20	33	2	0,61	10,00	18,11%	100%
SEA (Dog boutique)	6,16	12	1	0,51	6,16	39,44%	62,34%
E-mail marketing (data base)	1,58	4	0	0,39	-	80,76%	-

Notes: Percentage difference in website visits and add to cart

Source: Authors own calculations based on information from Google Analytics, Google Ads,

Shopify Analytics, Getresponse.

In order to calculate the efficiency, the cheapest result from each promotional

experiment was selected. Based on *table 13* the most expensive result per website visit is

Facebook and Instagram got the most expensive results per add to cart. So, in *table 13*

Facebook and Instagram mentioned as 100% as they are the most expensive ones. In order to

calculate price difference cost per click Facebook 0,72/ cost per click Instagram 0,61 we get

118,11% means that Instagram is 18,11% cheaper than Facebook. Facebook is an expensive

platform to attract people on the website but with this platform is 102,47% cheaper to get add

to cart. In case advertising using Instagram influencer is 18,11% cheaper per website visitor

but expensive to get add to cart. It is 39,44% less expensive to attract people on the website

through search engine advertising and 62,34% less expensive to get add to cart. Last and

foremost the cheapest internet marketing method to attract people to the website is e-mail

marketing 80,76% cheaper than on Facebook. But it is not possible to calculate the amount of

add to cart since there were no any results from the experiment. In *table 14* there are some

results from previous researches.

Table 14

Results from internet marketing methods

Author,Year,Country	Article findings	Author findings
Taiminen & Karjaluoto, 2015. (Finland)	SEO and SEA are the top channels used by SMEs	SEO and SEA gives a possibility to deliver information in a specific region based on keywords. So that SMEs use them to provide the news.
Muller, Flores, Agrebi, & Chandon. 2008. (Switzerland)	E-mail marketing helps people to keep up to date with the latest information about the company. By this in perspective increase positive word-of-mouth and sales.	E-mail marketing helps to build a long-term relationship with a client, build a database with potential clients, inform people about new promotions and to find new clients.
Guha, Cheng & Francis, 2010. (India)	Location affects Google Ads, but behavioral targeting does not seriously effect on search in Google. But on Facebook demographic interests and demographic effect on the results of advertisements.	Google Ads work more based region as it mentioned above. By the same, there is different competition based on each keyword in each area. Behavior is not a central point to attract people. With Facebook interests, demographic and psychosocial facts correlate.
Heikkinen, 2015. (Finland)	Social media marketing plays a crucial role to attract customers from Finland.	Facebook gives the possibility to find out perfect segmentation and ideal customer to promote goods or services.

Notes. Main findings based on previous researches.

Source: Taiminen & Karjaluoto (2015); Muller, Flores, Agrebi, & Chandon (2008); Guha,

Cheng & Francis (2010); Heikkinen (2015)

Based on the research of Taiminen & Karjaluoto (2015) SMEs uses SEO and SEA as

a primary internet marketing method to deliver information based on author results in every

region there is specific keyword competition. So that SMEs can use this as an efficient source

to deliver information in a specific region considering popular keyword. Taking into account

Muller, Flores, Agrebi, & Chandon (2008) e-mail marketing help to deliver information

about the company and get positive word-of mouth but the author found that e-mail

marketing can also help to build a relationship with a customer and attract new clients with a

specific database. Guha, Cheng & Francis (2010) found that segmentation is vital in social media marketing. In turn author experiments represents how narrow segmentation can influence the results of the advert. Last and foremost Heikkinen (2015) research explains that social media marketing is the most vital internet marketing method to attract a customer in Finland but author found that social media can help to find ideal customers and aim adverts on them.

Conclusion

There are hundreds of researches about internet marketing and different directions of it. With the new technologies, it becomes possible straightforward to choose the right audience and narrow it over the period. So that more companies start using it in order to attract more people to the website, get more sales, clients and build a better relationship with an existing one. Nowadays, big corporations work with all internet marketing methods in order to reach the maximum amount of people and revenue. But for smaller one it might be a bit complicated to work with all of them so that they need to put the effort in one more than in another. Based on several experiments it is possible to conclude that each internet marketing method can bring website visits and add to cart.

Social media marketing can help to find perfect segmentation for any products or service, provide different adverts with minimum costs and build a relationship with the customer. But there is no privacy for the client so that some people may try to hide their interests, lifestyle or be just a ghost follower. The great thing is that social media platforms provide information about the adverts in real time. Marketers can manage adverts, narrow audiences, get better engagement and find the ideal customer. What in perspective can help to meet customer need and maximize profits. But by the same time companies cannot control the reviews and feedback that people publish in social media.

Search engine optimization and can be used as a good source for organic traffic and attract clients directly through Google. So that if someone type a specific keyword in Google, this person probably is interested in this type of good or service. Search engine advertising can help to reach these people as well but with some investments. From the marketer perspective, there is no limit of specific keywords. The only thing is needed for both search engines to choose the region, find most attractive keywords and install them on the website. All the progress is possible to track through Google Analytics, Google Ads and improve them by the same time.

E-mail marketing helps to create a database with the audience that is interested in a company. By the same time build long-term relationships with them and offer new products and services directly. Moreover, it is possible to buy a database with e-mails on specific segmentation and send newsletters to them with minimum expenses. The only problem that might appear that some platforms may ask permission to send newsletters to them. But some services provide e-mail databases with permission to advertise them. Last and foremost, the platforms provide information about newsletters and marketer can track open rate, website visits and add to cart

To sum up, based on several experiments and results presented above it is quite tricky to conclude which method if the most efficient. To attract people on the website is e-mail marketing since the price per site visitor is just 0,39$. Different situation with add to cart the best result is on Facebook with 4,94$ per add to cart. To gain more visitors and minimize costs the best way is the mix of methods. Such as social media marketing premeditated the Facebook platform and e-mail marketing. Using Facebook there is an opportunity to find out the perfect segmentation group for an e-shop based on interests, geographic, demographic and even device that is more popular. Doing this company can find the ideal customer, the region the product will be using demand and the time to advertise. When the company collected information from the Facebook it is possible to buy an e-mail database on specific segmentation group. The only thing that is needed to get an e-mail database from approved sources in order to avoid block from Getresponse and similar e-mail marketing platforms. Moreover, e-mail provides a unique opportunity to build a relationship with the potential and existing audience and send them information or promotions for an extended period of time.

For further researches, unique product or service with more investments should be obtained, as a financial part can be the limitation of this research. Further research can provide narrow results and numbers of website visits and add to cart can variate.

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Appendices

Appendix A

Psychosocial segmentation based on Facebook groups.
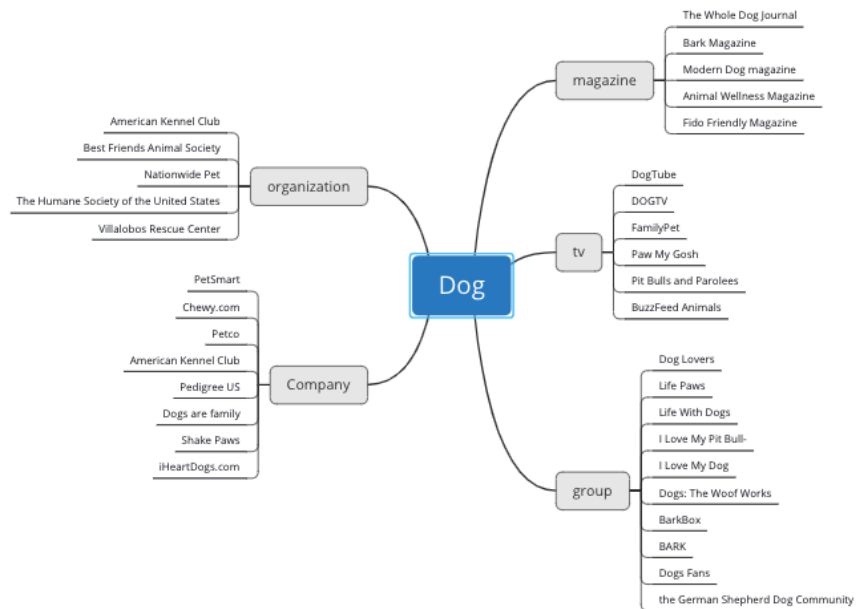
Appendix B

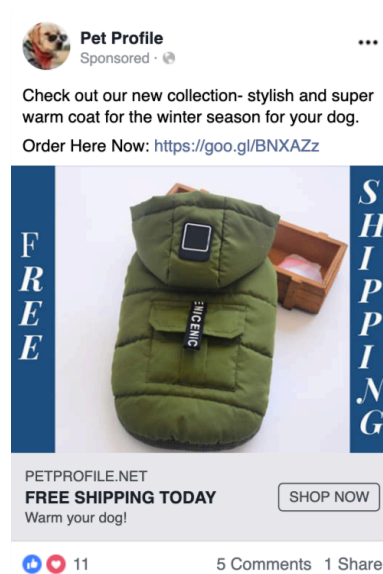Facebook audience based on different subtopics.

Appendix C

Facebook audience based on different subtopics.

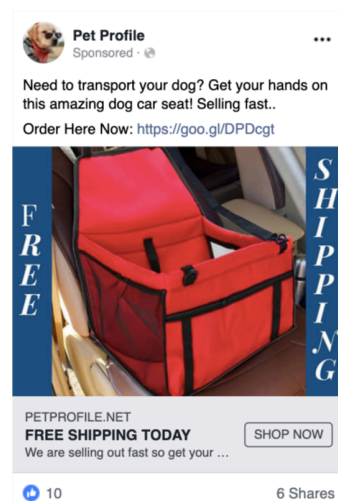## Appendix D

Video of the product first experiment
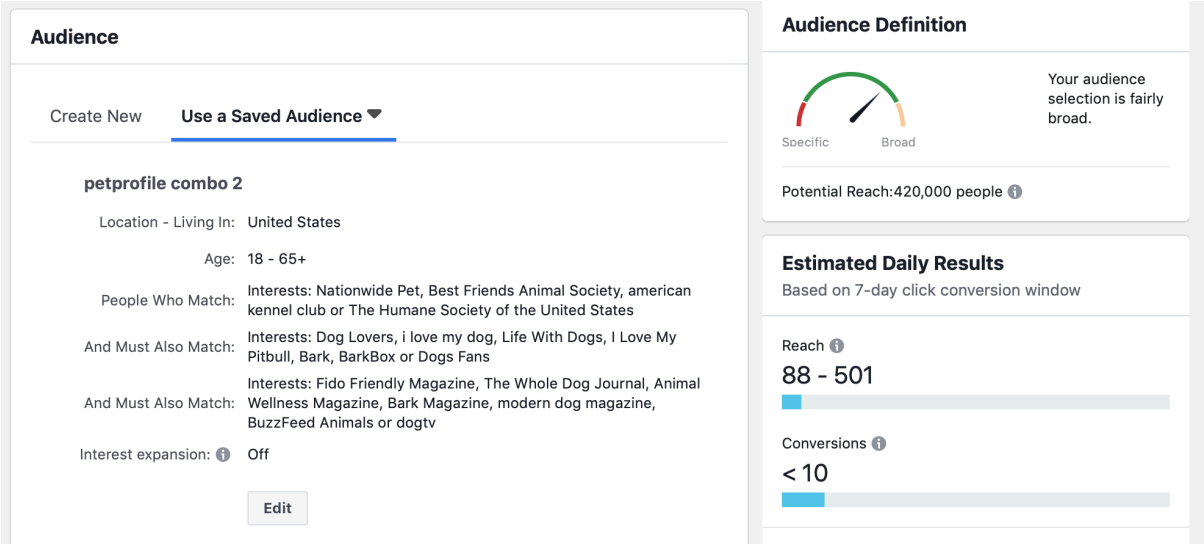
Appendix E
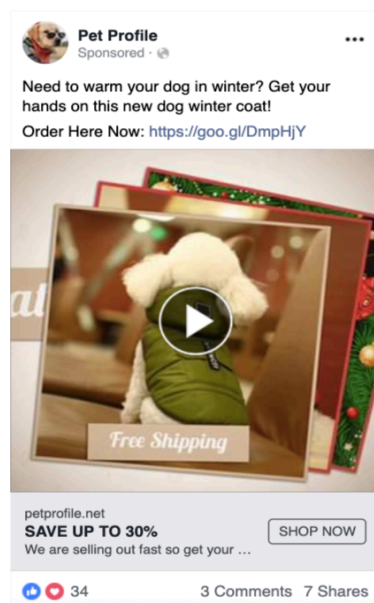Photo of the product first experiment

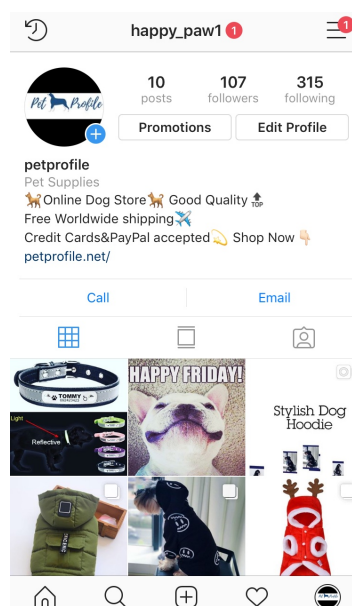
Appendix F
Photo of the product second experiment

Appendix G

Video of the product second experiment

Appendix H

Instagram account based on e-shop.

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