

Saimaa University of Applied Sciences
Faculty of Business Administration, Lappeenranta
Degree Programme in International Business

Artem Savitckii

Evaluating the Internet marketing campaign of the case company

Thesis 2017

Abstract

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Evaluating the internet marketing campaign of the case company, 44 pages

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Instructors: Principal Lecturer Ms Tuuli Mirola, Saimaa University of Applied Sciences

Managing Director Sergei Karhu, TapioWood Oy.

The purpose of the following research was to examine current internet marketing campaign of TapioWood Oy (website www.tapiowood.fi) and to find out whether a successful internet marketing campaign can be performed without hiring a qualified specialist. The study was commissioned by Artem Savitckii.

The information for this study was gathered from the Internet and by interviewing TapioWood Oy's CEO Sergei Karhu. Also, data from the TapioWood Oy's personal commercial accounts in online advertising system Google AdWords and statistics system Google Webmaster Tools was used. This study was carried out in Lappeenranta, Finland, in July 2017.

The results of the study show that effective and successful internet marketing campaign cannot be performed without hiring a qualified specialist. As a result of this project, there were developed various methods and features for improving the effectiveness of the current internet marketing campaign. The results can be applied to further internet marketing campaign of TapioWood Oy.

Keywords: internet marketing, Finland, marketing campaign, online marketing

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1 Introduction

1.1 Background of the study

The topic is aimed to evaluate the current marketing campaign of the case company. This goal will be reached through following steps: gather the data, process it and suggest possible recommendations if needed. The topic is worth researching, because it was not researched previously.

This topic was chosen due to several reasons:

1. Currently, TapioWood Oy has no hired marketing manager, and all the marketing actions were performed without any plan. The case study will show whether it is possible to achieve success in internet marketing campaign without hiring specialized company, or not.
2. This case study would be extremely useful to TapioWood Oy's management because its results could be considered as a professional plan for well-structured and perfectly organized internet marketing campaign. It is also important to mention that TapioWood Oy's management is interested in the results of this research, and its further implementing.
3. The analysis of such a case is practical, and its results can be used for further research in this area.

1.2 Objectives & Research questions

The research represents an attempt to test the effectiveness of the current marketing campaign of the case-company. Summarizing results and making the recommendations. Here is the list of objectives:

- Finding the ways to measure the success of a marketing campaign;
- Analyzing the effectiveness of TapioWood Oy's internet marketing campaign using various methods of quantitative data analysis;
- Making recommendations that are based on the analysis' result.

Research questions are the following:

- 1) To what extent the current marketing campaign is efficient?
- 2) What can be done to improve the situation?

1.3 Delimitations

Certain delimitations will be applied to the research. Time period is the first delimitation, 2016 - 2017 years are taken into consideration, to acquire relevant data that could be analyzed. Secondly, the geographic area is Finland, as the marketing campaign applies only on the Finnish market. In this research, only online marketing is taken into consideration, e.g. web-banners, trading platforms, social medias. Company name and management names are available for use.

Only those marketing tools that are in use right now by the company will be analyzed, e.g. Routa, Nettimarkkinna, Facebook, Google AdWords. Based on this analysis, the recommendation will be given, e.g. what tool is more efficient or what can be replaced.

The theory base will be gathered from previous researches (secondary data) and chosen cases for the analysis. The empirical part consists of data provided by the case company (marketing costs and numbers, amount of sales) and interview. The author covers different approaches of marketing analysis in general, and applies them to this case, without or with some changes for this case. Marketing terms such as ethics and demographic aspects are not included.

1.4 Research method

In this case study, the quantitative research method was used to acquire and evaluate the statistical data gathered from the current internet marketing tools. The study will be structured in deductive logic form, from general knowledge to detail. The author has chosen that method, because the collected data will be generalized for this case and be applied to get further detailed information. The quantitative research method was chosen because plenty of statistical and numerical data were collected.

The empirical part consists of the interview and statistical data. Interviewee is managing director of the case-company. The interview was semi-structured to be more flexible during the interview. The data gathered from the interview is used in empirical part. The statistical data is presented through simple Excel calculations and figures, to have further comparison and analysis.

1.5 Theoretical framework

Developing the theory part, several or more points will be mentioned. The author starts from brief generalization of the marketing, role in the current business world. Furthermore, different cases of marketing campaigns are studied. The research of chosen marketing cases can be considered as the basis for this study.

1.6 Structure of the study

The case study consists of an introduction and five chapters. The first two chapters are the theoretical ones. In the first chapter, all the basic and most common methods of internet marketing are described. Also, the advantages and disadvantages of each described method are discussed. The second chapter is dedicated to various methods of measuring the success of internet marketing campaigns.

The third chapter contains a brief study of several successful internet marketing campaigns. Those campaigns were chosen due to criteria that are described before the study presenting. This study is focused on the marketing methods that were used for achieving the appropriate goals.

In the fourth chapter, the data of Tapiowood Oy's internet marketing campaign is analyzed. And the closing chapter represents summary of the analyzed results along with the recommendations, and the plan of future internet marketing campaign.

2 Internet marketing: main methods

2.1 Internet marketing – definition and list of the most common methods

Internet marketing is usually defined as complex of various methods that “uses various online advertisements to drive traffic to an advertiser’s website” (BusinessDictionary 2017).

It is important to mention that internet marketing can be mentioned only in cases of online methods. For example, if some enterprise combines a couple of internet marketing methods with advertising in printed media, this campaign cannot be named an “internet marketing” one.

Nowadays, internet marketing became very well-developed. Specialists can use various methods of this type of marketing, and most common ones should be examined before analyzing notable case studies in this area.

Here is the list of the most common internet marketing methods:

- SEO marketing;
- Display advertising;
- Sponsored Search;
- E-mail marketing;
- Social Media Marketing;
- Online advertising systems;
- Advertising via specialized internet-sites;
- Improving usability of internet site.

Each of the abovementioned methods will be thoroughly described further.

2.2 Internet marketing: ways of payment for advertising

Ways of payment for advertising in internet marketing campaigns differ from ways of payment for offline marketing campaigns. For example, in printed media an advertiser pays for advertising placement (some space on the magazine’s or newspaper’s

page) due to the number of publications. In online marketing, an advertiser can pay not only for the number of publications, but for the number of clicks, or even purchases of the advertising products.

There are different methods of paying for the following internet marketing methods:

- Sponsored Search (in this case, search engine – for example, Google – recommends to the internet users different sites due to his web search query);
- Internet marketing methods that require usage of online advertising systems;
- Social Media Marketing (marketing in social networks – Facebook, Instagram, Twitter, etc).

Usually, advertisers use one of the following ways of payment:

- CPM – Cost per Mille (1000 views).

This cost is calculated as cost of 1000 advertisement views by various internet users. According to Farris et al., this way of payment is usually used when the target audience of the advertisement has many segments, and is located in many places (Farris, Bendle, Pfeifer, Reibstein 2010).

- CPO – Cost per Order (purchasing of the promoted product);

Farris et al. mention that this rate could be used as one of the key indicators of measuring the success of the Internet marketing campaign; it calculates as ratio of orders made by internet users to overall number of views of internet site (Farris et al. 2010).

- CPE – Cost per Engagement (in this method it is important to define whether the user is engaged with the various methods of activity on promoted site or not);

- CPC – Cost Per Click;

In this case the advertiser pays only for clicks on his advertising that is placed on various sources, according to Farris et al. (Farris et al. 2010).

- CPV – Cost per View (usually this method is used with video advertisements);
- CPI – Cost per Impression (this method is used when user's reviews of the advertising product are counted, as Farris et al. mark (Farris et al. 2010)).

2.3 SEO marketing

SEO (search engine optimization) marketing method is one of the oldest and most effective methods of marketing on the Internet. Its aim is "to achieve top rankings... in search engine results" (TrafficBox 2013). These top rankings are also called "organic search results". So, when the internet user sees the results of Google search in response to his question (the question is related to the promoting product or company), the link to the site of advertiser is on the top of SERP (Search Engine Results Page).

According to Kennedy and Hauksson, SEO marketing method is considered as an extremely effective one (Kennedy & Hauksson 2012). However, achieving the top of SERP on chosen keywords can last several months, and even several years. First, nobody knows the search engine's algorithm – it means that nobody can tell what should be exactly done to achieve the top ranking. Then, top SEO marketing requires a lot of work with site's content (it should be optimized according to search engines' demands). That is why SEO marketing method is not used in every case. But this method remains as the most effective and durable one.

2.4 Display advertising

Display advertising is also a method of internet marketing. When this method is used, a banner with some amount of information (name of the advertiser, its logo, brands and so on) is displayed on the internet-page simultaneously with the other content. When user clicks on that banner, the advertiser's site opens.

Chaffey and Chadwick mention that many internet users consider display advertising as boring content, or even spam (Chaffey & Chadwick 2016). So, such a method should not be the only one in the internet marketing campaign because an advertiser can spend a lot of money on banner's buying – and receive only negative feedback.

2.5 Sponsored Search

Sponsored Search marketing method requires buying advertising place on the top of SERP (sponsored search links are placed above the top rankings). So, if an internet user types a question related to the promoting product or company (such user questions are called “keywords”), he sees on the top of SERP not only the organic results, but also the sponsored ones.

This method is rather effective one, as Kennedy and Hauksson conclude (Kennedy & Hauksson 2012). However, the advertiser must remember that “bid values are assigned to each individual advert to determine the position of each competing listing on the search engine results page when a user performs a search” (Lexicon n.d.). It means that there is no possibility to define exactly the budget of the marketing campaign – because the cost of every click on the link (or every view) is different, and it is defined at the very moment of user's question sent to the search online system.

2.6 E-mail marketing

E-mail, or direct marketing method is one of the oldest ones. This marketing method requires sending direct e-mail messages to many internet users. Each message contains information about current promotions of the advertiser.

Many internet providers consider e-mail messages from unknown senders as spam. For example, in 2015, “the average inbox placement rate for the US stands at 73%, which lags Australia (90%), Canada (89%), Britain (88%), France (84%), Germany (80%) and Brazil (79%)” (Roberts 2016). That is why such a marketing method could not be a leading one, or the only one.

The optimal way of direct marketing is sending e-mails only to those users who had filled the so-called “e-mail form” on the advertiser’s internet-site. In this case, e-mails are sent only to those recipients who voluntarily had been shared their electronic mail address with the advertiser.

2.7 Social Media Marketing

Nowadays, Social Media Marketing, or SMM, becomes the most popular internet marketing method. That is due to the extreme popularity of social networks. Currently, “Approximately 2 billion internet users are using social networks and these figures are still expected to grow as mobile device usage and mobile social networks increasingly gain traction” (Statista n.d.).

Social Media Marketing includes:

- Promotion posts (usually they are written by popular bloggers);
- Advertising banners;
- Video ads (especially on YouTube).

The main advantage of SMM is the possibility of target advertising. It means that an advertiser can limit the audience using various criteria, such as age, occupation, gender, interests, place of living (country, region, or town), language etc.

It is very important to remember that different social networks have different audiences though. For example, “majority of social networks with more than 100 million users originated in the United States, but European services like VK or Chinese social networks Qzone and Renren have also garnered mainstream appeal in their areas” (Statista n.d.). So, SMM would be more effective, if the most popular social network in the region is chosen.

Furthermore, users post different types of content in different social networks. Particularly, “Facebook or Google+ are highly focused on exchanges between friends and family and are constantly pushing interaction through features like photo or status sharing and social games... Tumblr or Twitter are all about rapid communication

and are aptly termed microblogs” (Statista n.d.). And YouTube and Instagram are focused on video and photo content. That is why adverts for different social networks must be not the same ones; they should correspond with the particular social network’s type of content (for example, video advertising is considered as the best one when YouTube is chosen as a social network for SMM internet marketing).

2.8 Online advertising systems

This internet marketing method is similar to Sponsored Search – but it is more effective. If an advertiser uses online advertising systems, link to his internet-site is placed not only on the top of SERP but on many other sites, as Karande et al. mention (Karande, Mehta, Srikant 2013).

How does it work? The advert is shown in special “ad-sections” to the users who had previously searched something related to promoted brand or product. It is important to mention that the advert is shown on every internet-site that has an agreement with the online advertising system.

For instance, the ad of travel agency that is specialized on leisure travel from Finland to Morocco. In this case, if an internet user is placed in Finland and searches via Google questions as “travel to Marrakesh”, “flights Helsinki-Casablanca”, “Agadir beaches” etc, he/she will see the advert of this agency in “ad-sections” of any internet-site that has an agreement with Google AdWords. The advert will be shown to such a user after his searches.

However, there is no possibility to define exactly the budget of the marketing campaign when this internet marketing method is used – because cost of every view is defined at the very moment of that view. That is why the problem of defining the appropriate keywords for the advertisements is the most important one (“keywords” are defined as user’s searches related to the ad; they are defined by the advertiser). Usually, the most expensive views are generated by the most frequent and the most competitive keywords (Karande et al. 2013).

2.9 Advertising via specialized internet-sites

Advertising via specialized internet-sites, or boards, remains a very popular method of internet-marketing. These so-called “virtual marketplaces” were developed for private selling of the widest range of goods. However, companies also often use advertising boards for promoting their products.

In fact, posting an advertisement on such a site is free of charge. But if it is placed in popular category, it would very soon go to the bottom of the page, and become in fact invisible for other users. It is due to the basic principle of those boards' work: the newest ads are on the top.

That is why, advertisers have to pay for extra services. As Cunningham and Brown note, “don't think that you can contribute a few posts and then start hawking your wares. That doesn't work that way” (Cunningham & Brown 2009). Those services give possibilities to fix adverts on the top of the page and make them more attractive for internet users who are looking for specific goods or services.

2.10 Improving usability of internet site

Usability is very important for every internet site. Usability is defined as “the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use” (ISO n.d.). It means that internet site should be easy to use for every customer.

According to Nielsen and Loranger (Nielsen & Loranger 2006), improving usability of internet site can include such operations as:

- Development and redevelopment of the advertising brand (it could be a product brand, a company brand, or both ones);
- Website redesign (especially using of modern attractive website templates with adaptive and cross-browsing features);
- Mobile website design (in case of using non-adaptive website templates);

- Improving of website maintenance (particularly, fixing various technical and site-hosting issues);
- Company blog design (if it is necessary);
- Improving the quality of website's content according to the search engine systems' requirements.

Why is improving usability of internet site important for internet marketing? Nielsen and Loranger name the following causes:

- internet site with good usability attracts more customers;
- good usability leads to increase of purchases;
- internet sites with good usability level are more often placed on the top of SERP (Nielsen & Loranger 2006).

That is why improving usability of internet site is important for internet marketing and can be considered as rather effective method of online marketing.

3 Methods of measuring the success of internet marketing campaign

3.1 Basic methods of measuring the success of marketing campaign in e-commerce

Internet marketing campaigns differ from traditional ones. That is why, before starting to analyze TapioWood Oy's internet marketing campaign, most common and basic methods of measuring the success of internet marketing campaign have to be researched.

Epstein and Yuthas (Epstein & Yuthas 2007, pp. 17-30) describe the following basic criteria for measurement of the success of internet marketing campaign:

- Comparison of the volume of online sales before the campaign's launch, during the campaign, and after its end;

- Comparison of the volume of online-to-store sales before the campaign's launch, during the campaign, and after its end (purchases made by local customers who had known about the company from internet but made their purchases directly in the office, or company's store);
- Comparison of the following parameters of internet users' behaviour before the campaign's launch, during the campaign, and after its end: number of website's views, average amount of time that the user spends on the site, and average number of site's pages visited by one user.

3.2 How to compare volume of online sales

Volume of online sales is compared before the campaign, during internet marketing activities, and after the campaign's finish, but sales made by offline channels should be thoroughly differed from other ones. Jank and Shmueli (Jank & Shmueli 2007) recommend using various channels for payments' acceptance (for example, all income from online sales can be gathered on the particular bank account). Such measure can ease collecting data for further analysis, although making it clearer.

3.3 How to compare volume of online-to-store sales

Problem of counting online-to-store-sales is more complicated than problem of counting online sales. For collecting correct data, company managers should ask every customer the following questions:

- How did you know about our company (from friends, from printed advertising, from internet etc.)?
- If it was an online source, which one did you use (social network, advertisement in SERP results, advertising board etc.)?

Epstein and Yuthas (Epstein & Yuthas 2007) advise to instruct every employee that works with customers, and underline that negligence in data collecting can cause miscalculating, and, moreover, false measurements, and false assessment of the internet marketing campaign's results in general.

3.3 How to compare parameters of internet users' behavior

Collecting data that shows various parameters of internet users' behavior (number of website's views, average amount of time that user spend on the site, and average number of site's pages visited by one user) is organized by using tools that are provided by various search engines.

Jank and Shmueli mention that for such data collection there should be used the most popular search engine in the region (Jank & Shmueli 2007). In Finland, for example, the most popular search engine is Google, Russian customers prefer to use Yandex search engine, and most of the Chinese internet users work with Weibo search engine. In our research data collected by Google Webmaster Tools is used.

4 Research of successful case studies

4.1 Purpose of such research

Research of internet marketing campaigns is considered to be important because it shows which combination of various internet marketing methods can be successful.

It is obvious that successful internet marketing campaigns of industrial giants differ much from the successful campaigns of small or medium enterprises (SMEs). That is why our research will be focused on cases referring to SMEs.

As it was mentioned in the introduction, currently there is no research done about effectiveness of internet marketing campaign of Finnish SMEs that work in area of producing and distributing wooden goods. That is why American companies working in the similar area were chosen for research of successful examples of internet marketing campaigns.

4.2 Case study of internet marketing campaign of Indoor Air Quality, Inc.

4.2.1 Company profile

Indoor Air Quality, Inc. is based in the USA (Denver) and is a family enterprise. According to official internet-site of Indoor Air Quality, Inc., this enterprise provides “heating and air conditioning services to virtually all of our Denver metro clients with HVAC needs” (IAQ n.d.). The internet marketing campaign for Indoor Air Quality, Inc. was performed by local web design and SEO company Aspire Internet Design.

4.2.2 The goals of the campaign

According to specialists of Aspire Internet Design, the owners of Indoor Air Quality, Inc. wanted “to increase their online presence and shift some of their advertising budget towards online marketing but were not sure of where to start” (HVAC n.d.). It is important to mention that such goals can be considered as the most popular ones – because every businessman wants to achieve them. Moreover, such a goal was considered as a main one by Tapiowood Oy’s management, and company’s management also had not known exactly how to launch internet marketing campaign (Karhu 2017), that is why the analysis of this campaign is included in our research.

4.2.3 Methods used

Specialists of Aspire Internet Design mention that the following methods of internet marketing were used in that case:

- “Brand Development;
- Website Design;
- Mobile Website Design;
- Website Maintenance;
- Blog Design;
- Search Engine Optimization;
- Social Media Marketing (SMM);
- Direct E-mail Marketing;

- Content Management Program” (HVAC n.d.).

Consequently, there were used different methods and channels of internet marketing. In particular, “each page of the site was rewritten by a professional copywriter and was compelling, concise, optimized for the search engines, and included “calls to action”... the website was also set-up to work well on all devices... a new blog was set-up on the website... an email newsletter that matched the look and feel of the newly branded website was created... a new Facebook Page, Twitter account, and LinkedIn Company page were set-up and branded... the blog was set-up so that posts were automatically published on the social media channels” (HVAC n.d.).

4.2.4 The results of the campaign

According to specialists of Aspire Internet Design, the campaign was successful, and here are its main results that were collected by using the comparative method:

- “High visibility in the top search engines;
- High visibility on top social media sites;
- A 220 percent increase in total online reach;
- A quadrupling of the number of “Schedule a Service” form requests;
- Higher quality of incoming leads” (HVAC n.d.).

This case study shows us that successful internet marketing campaign must be a complex one. Using only one method of internet marketing cannot be a basis of success; a marketing specialist should mention many aspects during the campaign, and an advertiser (or an owner of the advertised enterprise) should prepare him/herself for a massive amount of changes on the internet-site.

4.3 Case study of internet marketing campaign of Maibach's Home Furnishings

4.3.1 Company profile

Maibach's Home Furnishings is an American company, it is based in the north-east of Ohio State, in the town of Medina. Maibach's Home Furnishings is a rather big store which represents modern furniture and provides "in-home interior design services, In-store decorating assistance, custom upholstery creation where you get to choose from hundreds of fabrics/leathers, custom dining table, hutch, buffet, chair, barstool program" (Houzz n.d.).

The business area of Maibach's Home Furnishings (selling various wooden goods and furniture) is similar to the business area of TapioWood Oy (internet marketing campaign of this Finnish enterprise is the subject of our case study), so it is important to have a look at this case.

4.3.2 The goals of the campaign

According to specialists of digital marketing group Sanctuary, owners of Maibach's Home Furnishings wanted to achieve the following goals:

- Increasing organic search traffic from the search engines;
- Improving the number of searches that come from terms that are general in nature;
- Improving the number of searches that are relevant to Northeast Ohio;
- Excluding searches that contain the name Maibachs (because the company's brand is similar to the famous luxury car brand) (Sanctuary 2012a).

4.3.3 Methods used

The report made by Chris Auman, a specialist of Sanctuary, shows that for this campaign methods of direct e-mail marketing and search engine optimization (including content management and content rewriting) were used.

Auman underlined the importance of content rewriting by mentioning that “we would have to get Maibach’s to show up for searches that did not contain their company name... we needed them to show up for general searches related to furniture in the Northeast Ohio area” (Sanctuary 2012a).

Moreover, it was useful to add direct e-mail marketing because of need “to stay top-of-mind with their existing customer base using and growing their email marketing list through sign-ups on the website” (Sanctuary 2012a).

Thus, in this case the method of search engine optimization (particularly, content rewriting according to new requirements) was chosen as the basic one, and direct e-mail marketing was used as an additional one.

It is important to mention that while content rewriting can be considered as a part of improving the quality of website’s content according to the search engine systems’ requirements, in this case it is a part of search engine optimization (SEO). The content itself had had a good quality but it has to be changed because the necessary search questions and target keywords had been changed.

4.3.4 The results of the campaign

This internet marketing campaign had been lasted for more than a year, because the effect of search engine optimization can be seen only after a couple of months. However, all the goals were achieved successfully: according to Chris Auman, in 14 months the campaign finished “with an overall 12 months increase of over 640% – therefore almost doubling the monthly traffic that they get to their site on a monthly basis” (Sanctuary 2012a).

In the beginning of the campaign, in April 2010, search engine traffic was only 14.29% (and it is important to mention that it was mostly a result of searching for luxury cars brand). In June 2011 search engine traffic was 79.12%.

In addition, the link to Maibach’s Home Furnishings was at the page 1 of SERP as a result of such searches as “Ohio Furniture Store”, “Northeast Ohio Furniture Store”,

“Home Furnishings Ohio”, “Medina Ohio Furniture Store”, etc. The overall monthly traffic to the site increased from 658 visits to 1293 visits.

Consequently, the search engine optimization internet marketing proved its effectiveness. But usage of this method requires a long-time frame for marketing campaign.

4.4 Case study of internet marketing campaign of Rino’s Woodworking Shop, Inc.

4.4.1 Company profile

Rino’s Woodworking Shop, Inc. is also an American Ohio-based company. Rino’s Woodworking Shop, Inc. offers their customers a wide range of various wooden furniture and goods, including “custom cabinets, hardwood moldings, S4S lumber, chair rail, crown rail, base board, bar rail, hand rail, counter tops, turnings, finishing, and installation” (RinosWoodWorking n.d.).

It is important to study this case before analysis of TapioWood Oy internet marketing campaign because of the following reasons:

- Similarity of business area chosen by both enterprises;
- Similarity of goals of both internet marketing campaigns.

4.4.2 The goals of the campaign

The goals of this internet marketing campaign, according to the report of digital marketing group Sanctuary, could be defined as “to increase organic search traffic from the search engines and to increase conversions (sales, phone calls and email sign-ups on the website)” (Sanctuary 2012b).

Such goals were resulted from the Rino’s Woodworking Shop, Inc.’s demand of creating a new corporate website along with installing an e-commerce system. Those changes were made for reaching not only local customers.

4.4.3 Methods used

In the report by Chris Auman, digital marketing group Sanctuary specialist (Sanctuary 2012b), it is shown that the following internet marketing were used for the achievement of the campaign's goals:

- Search engine optimization;
- Content marketing.

It is important to mention that in this case SEO was focused only on searches referring to "several priority products that are highly profitable and easier to manufacture" (Sanctuary 2012).

4.4.4 The results of the campaign

This campaign lasted for several years, from 2007 to 2011, and only after four years of work the demanded goals were achieved. In 2011, "search engine traffic has increased by over 77% using a relatively small budget", and organic monthly traffic was doubled (Sanctuary 2012b).

Besides, traffic from the highly competitive primary target keyword "bar rail" was increased by over 400%, compared with the 2007 data, and link to the Rino's Woodworking Shop, Inc.'s [wevsiye](#) on this search was listed on page 1 of SERP. As for other target keywords, similar results were achieved on searches "Buy Bar Rail", "Buy Bar Rail Online", "Wood Bar Rail", "Custom Bar Rail", "Bar Railing", "Wood Molding", and "Baseboard Molding" (two last keywords are highly competitive ones).

And the most important result of this campaign was increasing of targeted traffic from internet users who were interested in buying Rino's Woodworking Shop, Inc.'s products. It means that most of the website's visitors were intended to make a purchase when they were clicking the link.

Hence, search optimization internet marketing campaigns can last for years – especially in case of redeveloping the website, or installing new elements (like e-commerce system). Reaching of customers all over the country (not only the local ones)

also cannot be solved in a couple of weeks. That is why complex internet marketing campaign should be carefully planned for a long period of time.

5 Analysis of internet marketing campaign of TapioWood Oy

5.1 Company profile

TapioWood Oy was founded in 2013. It is in the town of Lappeenranta, Finland. TapioWood Oy is a trading company, it imports wooden goods from Russia and sells them to Finnish final customers or traders.

The goods being traded by TapioWood Oy, according to company's CEO (Karhu 2017), are:

- Wood pellets;
- Round log houses;
- Sawn timber;
- Briquettes;
- Firewoods;
- Dry wood scrap.

5.2 The goals of the campaign

In the beginning of 2016, TapioWood Oy's management decided to launch marketing campaign on the Internet. According to the company's management (Karhu 2017), this campaign had following goals:

- Increasing organic search traffic from the search engines;
- Increasing number of conversions via website;
- Attracting new customers from the various regions of Finland.

5.3 Methodology

The quantitative method was used for data analysis. Data was gathered from the following sources:

- Reports of Google Webmaster Tools;
- Reports of Google Adwords;
- Sales reports of TapioWood Oy.

5.4 Methods used

In his interview TapioWood Oy's CEO Sergei Karhu mentioned that company used the following internet marketing methods during the whole campaign:

- Display advertising (via Finnish company Routa Oy);
- Sponsored Search (via Google AdWords);
- Social Media Marketing (via Facebook);
- Online advertising systems (via Google AdWords);
- Advertising via specialized internet-sites (via www.nettimarkkina.fi).

An active hyperlink to the main page of TapioWood Oy's internet site was placed in all advertisements.

In the following chapters the analysis of the effectiveness of the abovementioned methods is presented.

5.5 Data analysis

Data analysis is provided on the following parameters (per month):

- Number of views (data collected by Google Webmaster Tools);
- Number of new customers (data collected by TapioWood Oy's management);
- Number of new customers attracted from online sources (data collected by TapioWood Oy's management);
- Google AdWords advertisement views (data collected by Google Adwords);
- Google AdWords CTR (data collected by Google Adwords);
- Click sources (data collected by Google Webmaster Tools);
- Sales volume (data collected by TapioWood Oy's management).

5.5.1 Number of views

Fig.1. Number of views (hosts) of tapiowood.fi from January 2016 to June 2017

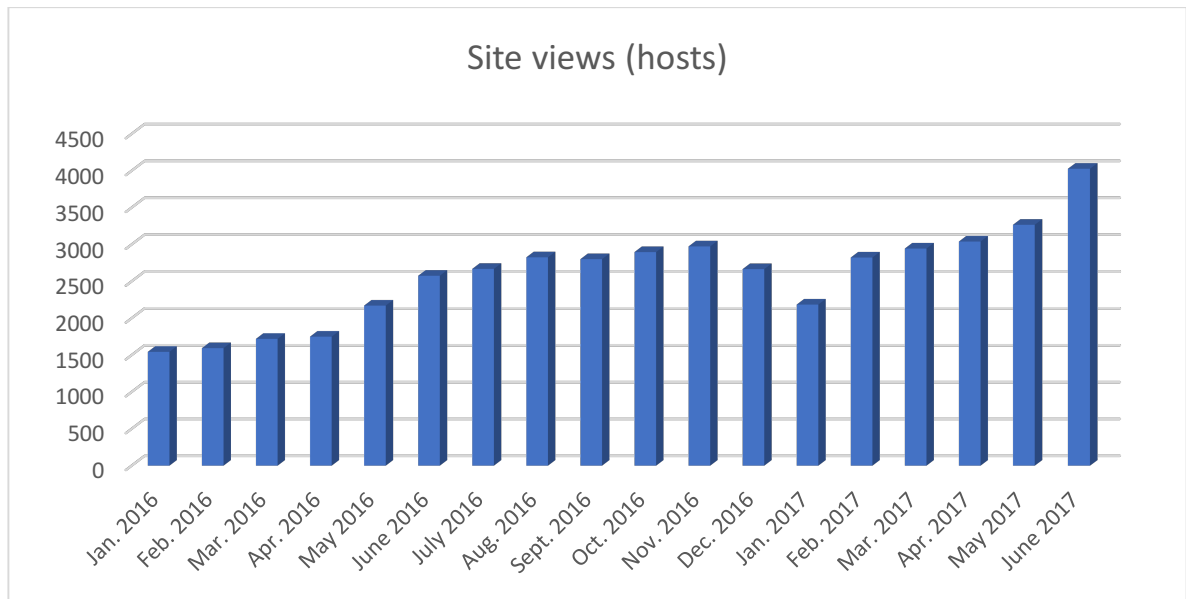


Figure 1 expresses that number of views of TapioWood Oy's internet-site increased from 1544 in the beginning of the campaign to 4027 after 18 months of using various internet marketing methods. The increasing of hosts is almost three times bigger (263%). The decline of views in November 2016, December 2016 and January 2017 can be explained as seasonal factor (due to Christmas and New Year celebrations TapioWood Oy did not work). However, it is important to mention that the number of views in January 2017 was much more (35%) than the number of views in the previous year – 1544 views in January 2016 (when the internet marketing campaign had been launched), and 2185 in January 2017 (when the internet marketing campaign was going).

This increase cannot be considered as seasonal fluctuation; because comparing the number of views month by month, the first 6 months of 2016 and the first 6 months of 2017, it is clearly seen that the number of views of tapiowood.fi increased as much as almost twice in each month.

Therefore, it can be concluded that marketing campaign could attract many internet users to tapiowood.fi. That means that the abovementioned internet marketing methods were rather effective for attraction of internet users to this site, and the problem of informing many people all over the Finland about TapioWood Oy and its products was successfully solved.

However, the main goal of campaign was not only the attracting of new internet users but attracting new perspective customers. After that, the analysis about new customers of TapioWood Oy comes. The results of that analysis is knowledge about whether the efforts of attracting new customers from online sources during this internet marketing campaign were successful, or not.

5.5.2 Number of new customers

Fig. 2. Number of new customers of tapiowood.fi from January 2016 to June 2017



Figure 2 gives information that number of new customers has no linear increase. It can be explained by the seasonal factor. Wooden goods are the seasonal ones; so, it is more correct to compare the same months of different years instead of chronological linear comparing.

Using the methods of comparing the same months, the bar chart illustrates that there is an increase of new customers after 18 months of the marketing campaign. The only exception is March and April: in 2016 there were 11 new customers in March, and 10 new customers in April, but in 2017 there were only 10 new ones in March, and 6 new ones in April. However, in January 2016 there was only 1 new customer, and in January 2017 there were 9 new ones, in February 2016 there were 3 new customers, and in the same month in 2017 the number of new customers was 5; in May 2016, and in May 2017 the number of new customers was equal: 9; in June 2016 there were only 7 new customers but in June 2017 there were 12 new customers.

However, if the first 6 months of 2016 and the first 6 months of 2017 are compared, the presented graph indicates that the number of new customers increased from 41 to 51 (25%). And, according to TapioWood Oy's management, there were only 26 new customers attracted from January 2015 till June 2015 (Karhu 2017). Thus, the data represents almost double increase in the number of customers from 2015 to 2017.

Internet marketing campaign was rather successful from the point of attracting many new customers to TapioWood Oy. However, it is also important to see how many of those new customers were attracted from the online sources.

Fig. 3. Number of new customers attracted from online sources of tapiowood.fi from January 2016 to June 2017

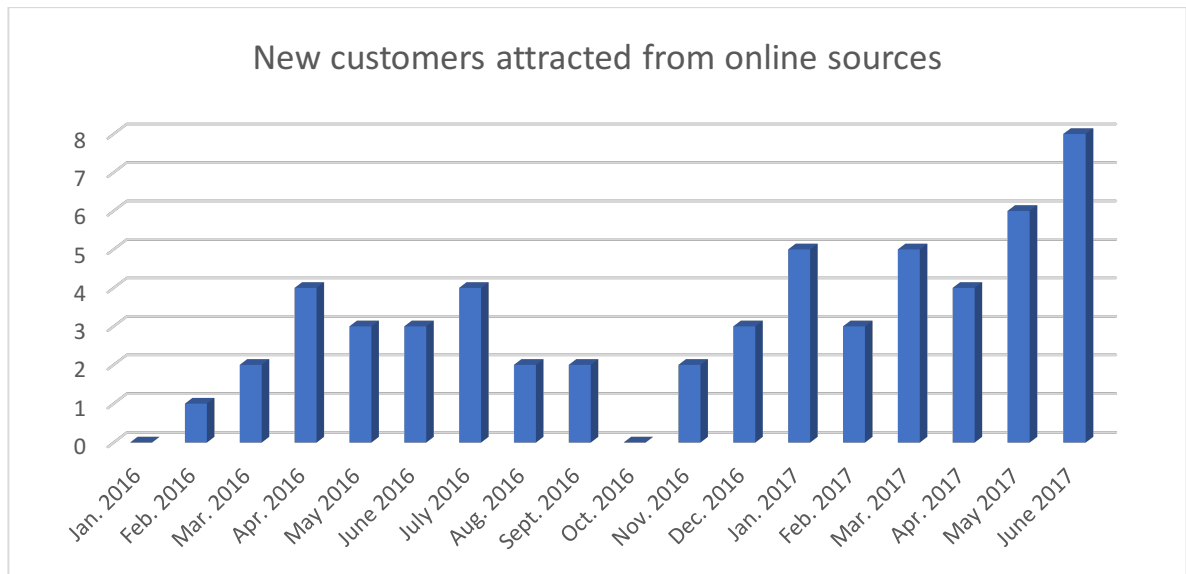


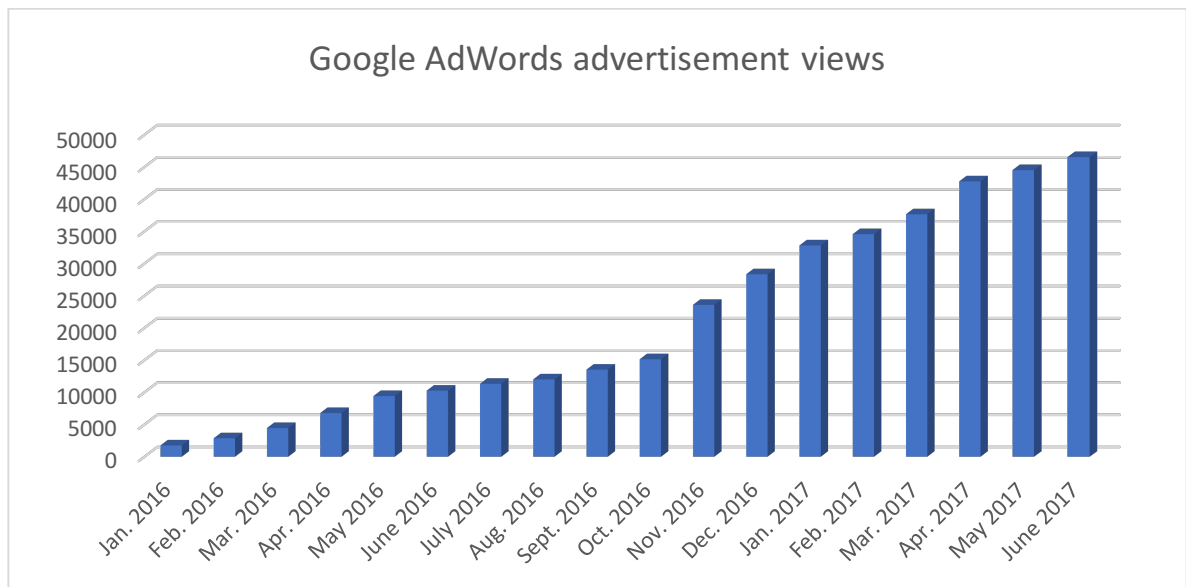
Figure 3 clearly indicates that at least half of the new customers at the end of the campaign were attracted from the online sources, and there were periods (for example, from April 2017 till June 2017) when almost all new customers were attracted by various internet marketing methods. Comparing first 6 months of 2016 and first 6 months of 2017, it can be concluded that the number of new customers attracted from online sources increased from 13 to 31, by almost 60%, which can be considered a success of internet marketing campaign.

These numbers clearly show that after 15 months of internet marketing campaign TapioWood Oy could make internet as the leading channel of customers' attraction. However, at the same time overall number of new customers did not increase. That means that company's management was not successful in more traditional marketing methods, and currently internet marketing cannot provide many new customers – the average level is approximately 10 new customers per month, and it did not change during the campaign.

5.5.3 Google AdWords: advertisement views and CTR

According to TapioWood Oy's management (Karhu 2017), using of Google AdWords (an instrument for the Sponsored Search marketing method and as an online advertising system) was the leading way of internet marketing campaign. Hence, the data should be examined from Google AdWords to see how successful this system was used.

Fig. 4. Number of Google AdWords advertisement views of tapiowood.fi (main page that was selected as the leading one) from January 2016 to June 2017



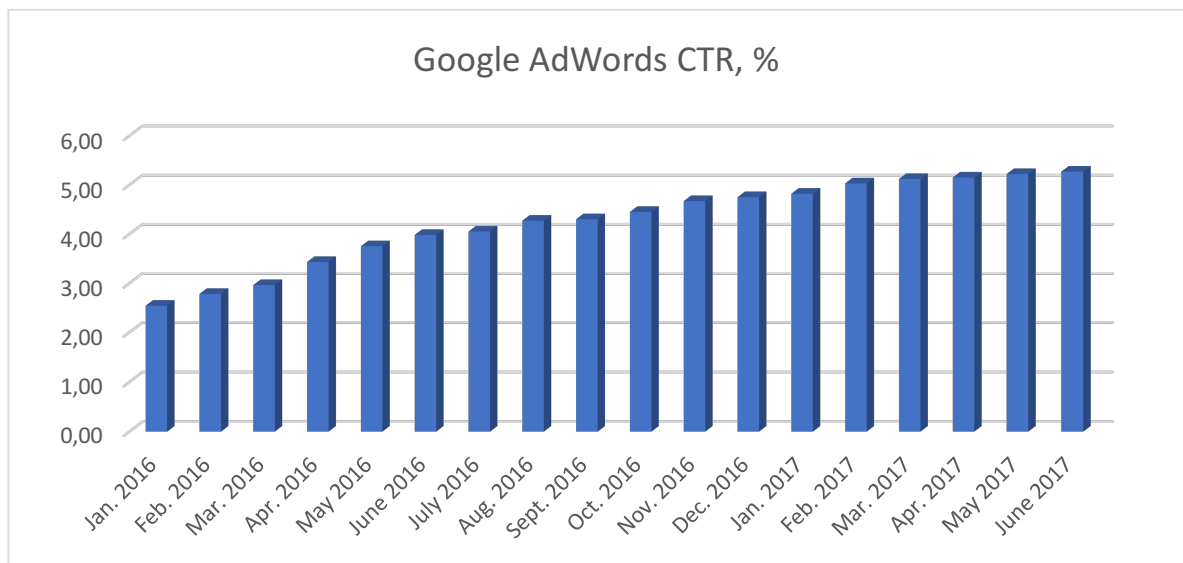
The shown chart demonstrates that the marketing campaign by TapioWood Oy's management was extremely successful in the aspect of informing internet users about the company's products. In January 2016 TapioWood Oy's advertisements were shown only 1753 times but 18 months later the number of advertisement views increased by more than 25 times, to the level of 46533 views.

This parameter clearly shows that the company's management chose the wide range of keywords for their advertisements. However, it is obvious that a successful choice of keywords means not only the choice of many different words and phrases. The

choice of keywords for online advertising is successful and effective when all the chosen words and phrases are relevant to the products that are advertised.

Effectiveness of chosen keywords for the campaign is measured with CTR (click-through-rate) parameter which shows the percentage of internet users that had clicked on the advertisement after its viewing.

Fig. 5. Google AdWords CTR of advertisement views (in percentage) from January 2016 to June 2017



CTR during the campaign increased more than twice – from 2,54% to 5,27%. This percentage shows the effectiveness of internet marketing campaign; according to the last available data of March 2017, the average CTR through all economical areas in Finland is only 0,05% (SmartInsights n.d.). However, it is important to mention that the average CTR can vary significantly.

On the other hand, CTR did not changed significantly in 2017, during the last six months of the campaign. In January 2017 CTR was 4,82%, and in June 2017 – 5,27%. Thus, we can see that CTR increased almost twice in 2016, and remained almost stable in 2017 (but did not decrease).

Those figures show that the choice of keywords was effective and successful for the beginning of the campaign. But for the successful continuation it is necessary to modify keywords for Sponsored Search and online advertising. Effective modifying can lead to the further CTR's increasing.

5.5.4 Click sources

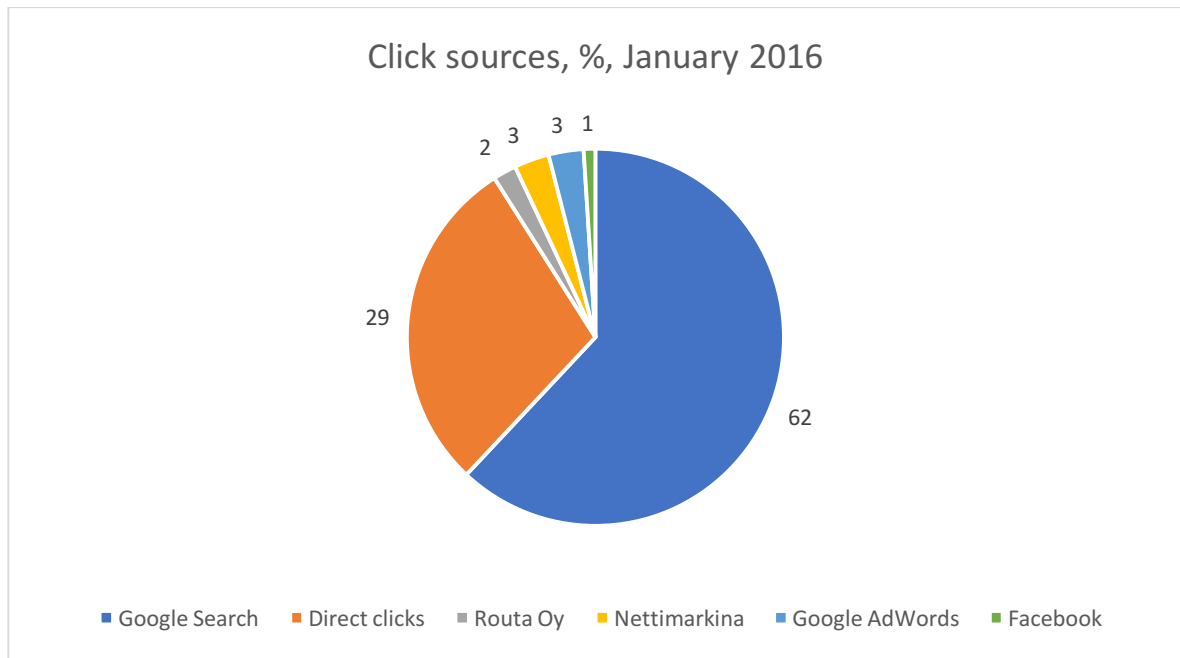
Internet marketing campaign can be considered as successful only when the bigger part of internet users comes to the advertised site not via various paid advertisements but via organic search through Google or any other online searching system. That is because such internet site views cost nothing to the site's owner.

However, such results can be usually achieved when the SEO marketing method, and method of improving usability of internet site are used simultaneously. These methods, as Sergei Karhu said (Karhu 2017), were not used by TapioWood Oy's management because of the following reasons:

- Both methods require a lot of work with the internet site that could be made only by the qualified specialist, and company did not have such a specialist neither wanted to hire him;
- The effect of implementing of these methods can be seen only after several months, or even several years, and TapioWood's management wanted to see the results within a short time frame.

Thus, the comparative data is presented next, whether the click sources to tapio-wood.fi have changed during the campaign, and how they have changed during the campaign which lasted for 18 months from the beginning of the previous year till the middle of the current year.

Fig. 6. Click sources to www.tapiowood.fi in January 2016

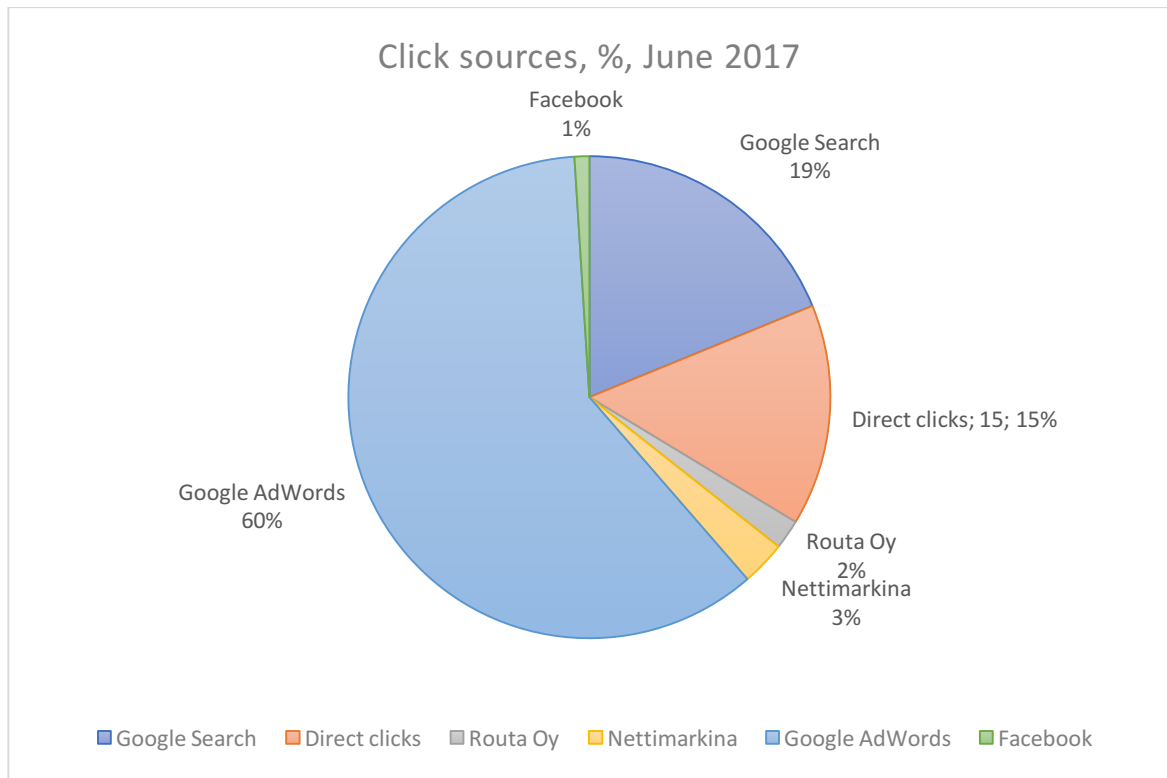


Therefore, in the beginning of the campaign almost 2/3 of the views (62%) were the so-called “organic search clicks”. It means that the bigger part of internet users that visited tapiowood.fi came to this internet site not by mistake; they were interested in the company’s wooden goods.

29% of users came to tapiowood.fi directly, by typing this address in the browser’s address bar. Usually such users are existing customers, or various users that were connected somehow before with the company (for example, members of company’s staff). Such users already know all the company’s products, and they are not the object of online marketing campaign.

It is important also to mention that in the beginning of the campaign all the rest click sources were very low: in January 2016 only 47 users came to tapiowood.fi via Google Search, and number of visitors via nettimarkkina.fi, Routa Oy’s online banners, or Facebook was even lower.

Fig. 7. Click sources to www.tapiowood.fi in June 2017



Nevertheless, after 18 months of internet marketing campaign click sources significantly changed. Number of users that came to the company's site via the Google Search decreased from 62% to 19% (in numbers from 957 views to 765 views). That means that after the 18 months' campaign results of tapiowood.fi in the so-called "organic search" became worse.

The leading source of clicks became Google AdWords (Sponsored Search and online advertising); 60% of internet users came to tapiowood.fi by clicking on the various advertisements, or Sponsored Search links. Company's management paid for each click, and in June 2017 this payment, according to Google AdWords statistics, was almost 725 euro (the sum of payment is based on the average "click cost" that was 0,3 euro in June 2017).

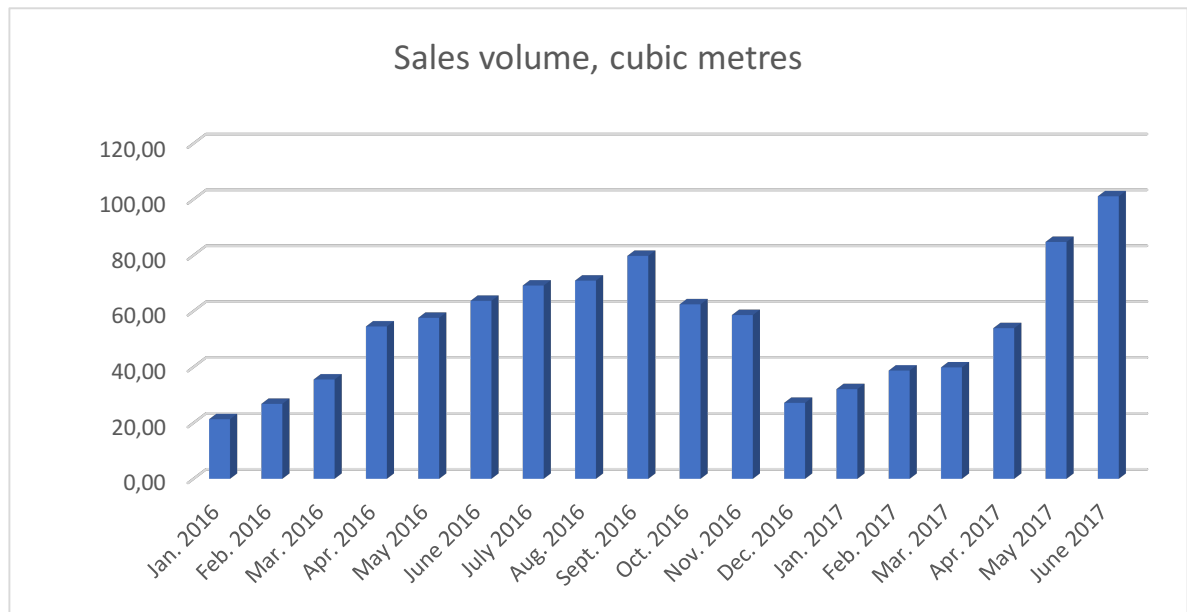
As it was shown above, in June 2017 only 8 new customers were attracted via all online sources, so, cost of attraction of each customer from online sources was minimum 90 euro (considering that all the customers were attracted only via Google AdWords).

Furthermore, it is important to mention that all the rest channels of customer's attraction (using advertising site Nettimarkkina.fi, online banners by Routa Oy, and Facebook social network) remained very low – for example, only 40 Facebook users came to tapiowood.fi, clicking on the links that had been posted on company's page in this social network. That means that these channels of internet marketing were not used effectively during the campaign.

5.5.5 Sales volume

Finally, we analyze the extent to which sales volume of TapioWood Oy have changed during the internet marketing campaign is analyzed.

Fig.8. Sales volume of wooden goods (in cubic meters) of TapioWood Oy from January 2016 to June 2017



It is important to mention the seasonal factor; that is why it will be more correct to compare additionally numbers of sales volume in January 2016 and January 2017, February 2016 and February 2017, etc.

We can consider that the sales volume (year-per-year) has increased. Increasing was not less than 20% in each month. For example, in January 2016 TapioWood Oy sold 21,33 cubic meters of wooden goods, and in January 2017 sales volume was 32,1 cubic meters. And in June 2017 sales volume was 101,12 cubic meters of wooden goods, compared with 63,7 cubic meters in the same month of the previous year; increase was more than 50%.

According to Sergei Karhu's information (Karhu 2017), new customers attracted from online sources made a significant impact on the sales' volume increase. In 2016, those customers bought 247 cubic meters of wooden goods (nearly 1/3 of the overall volume), and in the first half of 2017 new customers that were previously attracted from the online sources bought 212 cubic meters of wooden goods (more than 50% of the overall volume and – in numbers – almost the overall volume of sales to this category of customers for all the previous year).

Therefore, internet marketing campaign lasted for a year and a half, and one of its main goals was achieved; the sales volume increased by more than 50%, and that increase was fixed even in January despite Christmas and New Year holidays.

6 Summary and discussion

Data of TapioWood Oy's internet marketing campaign were analyzed on the following parameters:

- Changes of number of views of tapiowood.fi during the marketing campaign;
- Changes of number of new attracted customers and number of new customers attracted from the online sources during the marketing campaign;
- Using of Google AdWords by analysis of changes of the advertisement views and CTR during the campaign;

- Changes of sources of the clicks to tapiowood.fi during the marketing campaign;
- Changes of TapioWood Oy's sales volume during the marketing campaign.

Now the following questions will be discussed:

- Overall effectiveness and success of TapioWood Oy's internet marketing campaign;
- Various methods and features of improving of TapioWood Oy's internet marketing campaign's effectiveness.

6.1 Overall effectiveness and success of TapioWood Oy's internet marketing campaign

As there was mentioned above, TapioWood Oy's internet marketing campaign had three main goals:

- Increasing the unpaid, or "organic" traffic to the company's site tapiowood.fi;
- Increasing number of conversions, or attracting new customers from the online sources;
- Attracting new customers not only from Karelia, but from the whole Finland.

Data analysis has figured out that not all of the set goals were achieved during the 18 months' marketing campaign.

First, there was no success in increasing of organic traffic to tapiowood.fi. As it was analyzed in chapter 5.5.4, this kind of traffic was even lower in the end of the campaign (both in percentage, and in absolute numbers). This goal has not been achieved because of marketing methods' choice. Increase of organic traffic is possible only when methods of SEO and usability improving are used; but these methods were not used by TapioWood Oy's management during the marketing campaign.

Second, the goal of conversions increase was achieved with a remarkable success. The average CTR in the end of the campaign was more than 5%, and it had been

increased twice during the campaign. Also, in the end of the campaign more than 50% of new customers were attracted using online channels. Such result can be considered as extremely successful.

However, it is important to mention that attraction of one customer costed to Tapio-Wood Oy 90 euro, according to Google AdWords data. Taking it into consideration, the expenses are rather high.

Third, according to Sergei Karhu (Karhu 2017), the goal of attracting new customers from other regions of Finland was not fully achieved. In June 2017 more than 70% of new customers are still residents of Karelia. But it is important to mention that in January 2016 all new customers were local residents.

Consequently, it would be incorrect to consider this internet marketing campaign as effective and successful. Some of the goals were achieved, some of them were not achieved, and expenses were rather high. That is why internet marketing campaign of TapioWood Oy should be modified.

6.2 Various methods and features of improving of TapioWood Oy's internet marketing campaign's effectiveness.

Basing on the analysis of the campaign and made conclusions, it is appropriate to present the approximate list of various methods and features for improving the effectiveness of internet marketing campaign of TapioWood Oy:

- 1) Implementing to the marketing campaign the following methods:
 1. SEO marketing including content rewriting;
 2. Improving usability of tapiowood.fi including its redesign according to the contemporary standard.
- 2) Development of company's Facebook page including its integration with tapiowood.fi;
- 3) Launching an account in social network Instagram, its integration with tapiowood.fi;

- 4) Revision of the previously chosen keywords for online advertising systems;
- 5) Termination of usage such advertising channels as Nettimarkkina.fi advertising site, and Routa Oy.

All these measures will lead to:

- Significant increase of organic, or unpaid traffic to the site;
- Targeted advertising in different geographical areas of the country;
- Increasing of visual attractiveness of company's products which is extremely important in retail business;
- Decrease of expenses on internet marketing campaign.

Moreover, all these changes could be made only by a qualified specialist. That is why, it is highly recommended to TapioWood Oy's management to hire such a specialist.

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Figure 8. Sales volume of wooden goods (in cubic meters) of TapioWood Oy from January 2016 to June 2017, p. 35

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