KYMENLAAKSON AMMATTIKORKEAKOULU

University of Applied Sciences

International Business/International Trade

Jagat Kunwar

Design, implementation and evaluation of the effectiveness of an Internet advertising campaign: A case study of Garage Countdown

Bachelor's Thesis 2010

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ABSTRACT

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Kunwar, Jagat	Design, implementation and evaluation of the effectiveness of an Internet advertising campaign: A case study of Garage Countdown
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This study was commissioned by Sorvi Team Oy, Limited Kotka. The objective of the research was to design an Internet marketing campaign using various Internet advertising tools for its Garage Countdown competition, to assess whether the campaign was successful and to suggest further methods to increase the brand awareness of Garage Countdown.

The research consists of analysis of advertising tools used by Garage Countdown prior to the campaign, the literature review of Internet advertising tools available, design of marketing plan dependent on those tools and their implementation. The empirical analysis of the study consists of evaluation of success or failure of the marketing campaign based on metrics or key performance indicators derived from the literature review. It also consists of categorization of the various tools utilized in terms of their ability to drive traffic towards the website, the ability to target service users and their speed of delivery.

The conclusions indicate that the marketing campaign was successful in attracting traffic to the website but failed to attract targeted service users or to build any kind of enduring

relationships with them. The primary recommendation of the study was therefore to use those tools that have the potential to attract targeted service users. The study ends with suggestions for topics for further study where research gap was existed during the literature review and empirical analysis.

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1. INTRODUCTION

The purpose of this thesis is to design an online marketing media campaign using various online advertising channels for Garage Countdown music video competition, to consecutively assess the success or failure of this online marketing campaign and to suggest further actions to be taken to boost the brand image of Garage Countdown (GC) through Internet advertising.

The purpose of this thesis then is to analyze what are the viable online strategies for advertising Garage Countdown brand, discuss the various strategies that can be utilized and to empirically determine whether the strategies utilized were successful and to suggest advertising tools that have further potential to advertise Garage Countdown competition.

1.1.   Research questions

The research questions which are to be answered in this study are then:
I.   How diverse is the adoption of online advertising by Sorvi Team Oy?
II.   What are the online advertising tools already utilized and have they been successful?
III.   What are the potential advertising tools that can be utilized to generate traffic to the website?
IV.   What are the determinants of success or a failure of an online marketing campaign?
V.   Was the marketing campaign successful?
VI.   What are the probable causes of success or a failure of the marketing campaign?
VII.   What are the advertising tools that have the potential to be utilized in future marketing campaigns?

In order to answer the research questions, the review of previous literature draws from various studies regarding online advertising methods that could have the potential to be utilized in the marketing campaign. This literature review will also consist of studies that

attempt to study the measurable attributes of success or failure of an online marketing campaign or the metrics to determine whether a marketing campaign is a success or a failure. The advertising methods derived from the review of literature review will then be distilled and those that are relevant and applicable with a potential to fulfill the marketing goals of the company will be implemented in the marketing campaign. The factors or the metrics that help to measure the success or failure of this marketing campaign will be utilized to empirically determine whether the online marketing campaign was a success.

1.2.   Research focus and limitations

Internet advertising is a very broad subject and the focus of this thesis is not to explain the history of Internet advertising or the evolution of the Internet *per se*. Neither is the purpose of the study to explain the technical specifications of advertising on the Internet or description of web technologies. The focus of the study is to explain Internet advertising strictly in relation to the marketing campaign in discussion in as much as they are relevant to marketing purposes.

Furthermore, the available Internet advertising tools that can be used are varied and can be utilized in many combinations. The focus of this study is to explain Internet advertising tools that have been used by the company in previous marketing campaigns and to further explain them in relation to the marketing campaign discussed. This study is not to be construed as a "how to do manual" for advertising on the Internet or description of Internet advertising tools. The Internet advertising tools are explained in as much details as it is conducive for the reader to understand how it was implemented in the marketing campaign.

The study is also severely constrained on a number of fronts. The list of Internet advertising tools used for the marketing campaign in this study is by no means exhaustive and neither are all of the tools listed used for the marketing campaign. Only those advertising tools which are relevant and those which show potential to generate user traffic are utilized. Similarly, the study was conducted within a brief period of time. From the commission of the project to the submission of this study, there was only a brief period of 3-4 months, which is clearly not enough time to evaluate the real changes of the

marketing campaign, because some Internet advertising tools are able to attract traffic in only a much longer time frame.

Similarly, although the focus of the marketing campaign studied is on Internet advertising methods, the purpose is not intended to relegate the importance of offline marketing or traditional marketing channels. As the literature reviews shows, a successful Internet advertising campaign is often integrated well with traditional advertising channels. Widely available evidences also point out that the need for Internet advertising tools have been increasing only recently and that the large part of the marketing efforts of business organizations are still limited to traditional means.

In addition, any marketing campaign by default should contain information regarding the use of financial resources. A marketing plan, albeit on the Internet, also should contain information regarding the marketing budget available, how the budget is delegated to various methods and what are the expected returns for the marketing efforts in terms of increased sales or revenues. Similarly, it should also indicate the amount of human resources available, how they are delegated and their division of responsibilities. In this study, however, these important factors are not discussed primarily because the organization implementing the marketing campaign is very small with minimal financial and human resources. The marketing budget was so limited as to render it unnecessary for further discussion regarding this important aspect of the marketing campaign. In this aspect, the study is severely limited.

Most of all, the study is limited in following grounds. First, there is no universal agreement among the literature available regarding the effectiveness of Internet advertising (Green & Elgin. 2001). Second, there is no universal way to measure the effectiveness of Internet advertising (Chen & Wells, 1999). Third, any measurements that are available mostly concentrate only on site visit data and do not take into account other dimensions that Internet advertising can influence.

1.3.   Research design

The research design of this study is provided in figure 1.
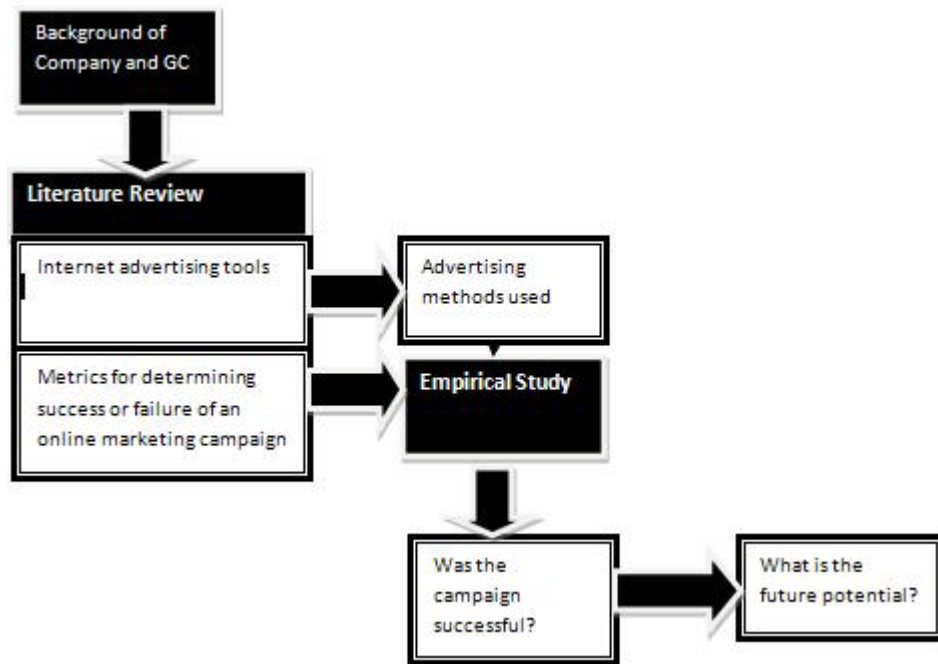
Figure 1: Design of the study

To give the contextual frame of reference for the study, first a brief background of the company will be given along with the description of the Garage Countdown music video competition. In order to find out about the Internet advertising tools utilized by the company previous to this marketing campaign and also later to find the potential tools that can be utilized for this campaign, the literature review will focus on the theoretical study of various Internet advertising tools available. To determine whether the marketing campaign was a success or a failure, metrics for determining success or failure of the marketing campaign will be derived from further literature review. The empirical study that follows after the literature review will concentrate on evaluating the utilized Internet advertising tools to analyze if they were conducive to the marketing campaign and to assess whether the marketing campaign in general was a success. Once the success or failure of the various Internet advertising tools and the marketing campaign in general are derived, it will serve to conclude the study, recommend further effective methods and suggest subjects for further study.

2. BACKGROUND

2.1. The company and the project

Sorvi Team Oy Limited began its operations in 2007 with the aim of creating a worldwide Internet entertainment site and associated reality TV show under the brand name of Garage Countdown. The focus of the entertainment site and reality TV show is on garage bands and the prime target of audience ranges in age from 14 to 34.Garage Bands here refer to any bands without a record label already or music bands without much prior professional experience.

Garage Bands upload their music videos to the Garage Countdown website, http://www.garagecountdown.com. Fans and site visitors vote on their favorite music videos on the site, and the winners appear on a reality TV show where the voting will continue via text messaging. Bands and their fans compete for prizes giving fans incentives to vote again. All these activities are conducted via the company's website. The home page of the GC site is shown in figure 2.

Figure 2: The home page of Garage Countdown (www.garagecountdown.com)

The target of Garage Countdown is to provide lesser-known bands and their fans a worldwide audience. The idea is to attract TV networks that are continually looking for better-focused content, to attract advertisers, to attract record companies and concert promoters who are looking for new talent, and Internet companies that are looking to sell music.

Sorvi currently hosts a Web site and TV Show, called Garage Countdown, to provide a place where bands and their fans can compete for worldwide exposure and prizes and advertisers can reach a coveted target demographic.

Within its first year of operation, a Web site and Internet competition was started in August 2008.The TV show broadcasted in Finland's premiere music television station from September through December of 2008. Using Finland as a pilot and based on its success this model has already been extended to cover other parts of the world including various European countries. Depending upon the results, the competition will be extended to USA and then the rest of the world in the future.

Recently, the pilot competition has already started in Finland and another 36 European Countries with over 500 music videos uploaded to the Garage Countdown site. The winners of the competition are being aired from 2008 on the Voice TV — the largest music TV network in Finland. On the basis of what was learned in Finland, refinements were made and then Sorvi extended this concept to other countries in Europe.

Until the time of writing this thesis, Sorvi has already created localized sites for many different countries. The table provided in appendix 1 contains the localized URL of the countries, their respective estimated population (2009), estimated Internet users in each country (2009) and the percentage of population using Internet (2009).

2.2.   Expectations and design of the marketing campaign

In order to provide more detailed background regarding the company's existing practices of advertising Garage Countdown project via the Internet, to map out the future plan for the marketing campaign as well as to analyze the expectations of the company from the marketing campaign, the CEO of the company, Janne Korhonen was asked to fill in two guided questionnaires provided in Appendix 2 and Appendix 3 on march 12, 2010. While questionnaire 1 deals with the existing situation of Internet advertising of the company, expectations from the marketing campaign and other conditions, questionnaire 2 provides qualitative assessment of the specific tools already in use to advertise Garage Countdown.

The result of the questionnaire suggests that the approximate percentage of the marketing budget used for online marketing was about 5%, which seemed to be quite low and Internet advertising was not prioritized over other marketing efforts. There was no clear indication that the budget will be increased for the Internet advertising in the near future. However the use of Internet advertising tools has been increasing. Similarly, there was ambivalence about the changes in marketing approaches recently. While the question was asked about whether the importance of Internet advertising surpassed that of traditional advertising, it was accounted that the majority of advertising of Garage Countdown is conducted via TV networks and radio and that the importance of Internet advertising does not necessarily precede that of other traditional advertising channels.

While asked about the goal of Internet advertising, the response indicated that in order of importance they were to advertise the Garage Countdown service to strengthen the brand image of Garage Countdown, to promote the bands and their videos uploaded to the site, to provide the information about services to the potential users and sometimes, but rarely, for the purpose of marketing research.

However, the result showed that Internet advertising practices has great potential to reduce the total marketing costs only if used effectively. While asked if there were other more viable options than Internet advertising it was conceded that at the time of filling the questionnaire, TV and Radio were the primary medium of advertising Garage Countdown services. The level of integration of online and offline marketing channels used for marketing Garage Countdown was also very high.

The major challenges for the company in implementing online media marketing campaign in the order of priority were lack of budget separated for Internet advertising, lack of human resources to execute the media campaign, lack of online marketing planning and expertise, lack of functional expertise and least of all, lack of database technology respectively. Among these problems lack of budget was the most pressing one whereas the available database technology was quite sufficient to implement and execute the online media marketing campaign.

There were concerns regarding potential problems that might result from using Internet advertising methods for the campaign. Of these, the major concerns were that some marketing tools may in fact lower web site search engine ratings, some advertising strategies might not be ethically sound, while some of the tools might be annoying to the potential users and may divert them from using the services altogether. Similarly, the other concerns included the dissemination of priority information to unauthorized personnel, and the "trying too hard" syndrome that could generate negative image of the services to existing as well as potential service users.

Asked about the metrics used customarily to determine whether an Internet marketing campaign was successful, the metrics in the order of priority were increase in the website traffic, increase in the number of the videos uploaded to the Garage Countdown website, the number of music bands that decide to be the member of the service, the number of fans of the music bands in the Garage Countdown website and increase in the revenue generated from people using the services. The most important metrics to determine the success or failure of the online media marketing campaign was the increase in website traffic. The customary tool used in the company to analyze the success or failure of a marketing campaign was Google analytics.

3. LITERATURE REVIEW

3.1.   Internet advertising

Internet marketing is defined as the application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives (Chaffey et.al. 2006). It is a form of advertising that uses the Internet to attract customers by delivering messages through websites or advertising banners on other popular websites which leads online users to a company site. The company website must be well-organized, well-designed and user-friendly in order to attract more target customers. (Rowley J. 2004)

Internet advertising is the delivery of advertising messages and marketing communications in the web platform. Internet advertising can take multitudes of forms as described in the following sections, ranging from tradition banner acts to the recent rich-media advertisements. From its inception to recent times, it has grown to be a significant marketing channel for a large number of firms. There is no denial that Internet advertising is dramatically transforming the existing marketing and communications model and also providing marketers with increased set of capabilities. The following section attempts to briefly explain the various advertising tools available for marketing purposes.

3.2.   Internet advertising methods

From the review of literature regarding Internet advertising methods, it can be found that the possibilities for advertising methods that can be implemented in an online marketing campaign are endless and various. It is not within the scope of this thesis to discuss each and every of these tools. However, in this study many of these advertising tools available from the literature that are relevant for the marketing campaign with potential to be utilized will be summarized and categorized.

(Chaffey et. al., 2006) mention several Internet advertising methods that can be utilized in a marketing campaign. (Jensen M. 2007) argues that no accepted framework for categorization of Internet advertising methods exists and suggests a way to categorize these tools into four major disciplines in accordance with (Chaffey et. al, 2006).For the purpose of this study various Internet advertising tools will be categorized in a similar way. The various activities are summarized in figure 3.
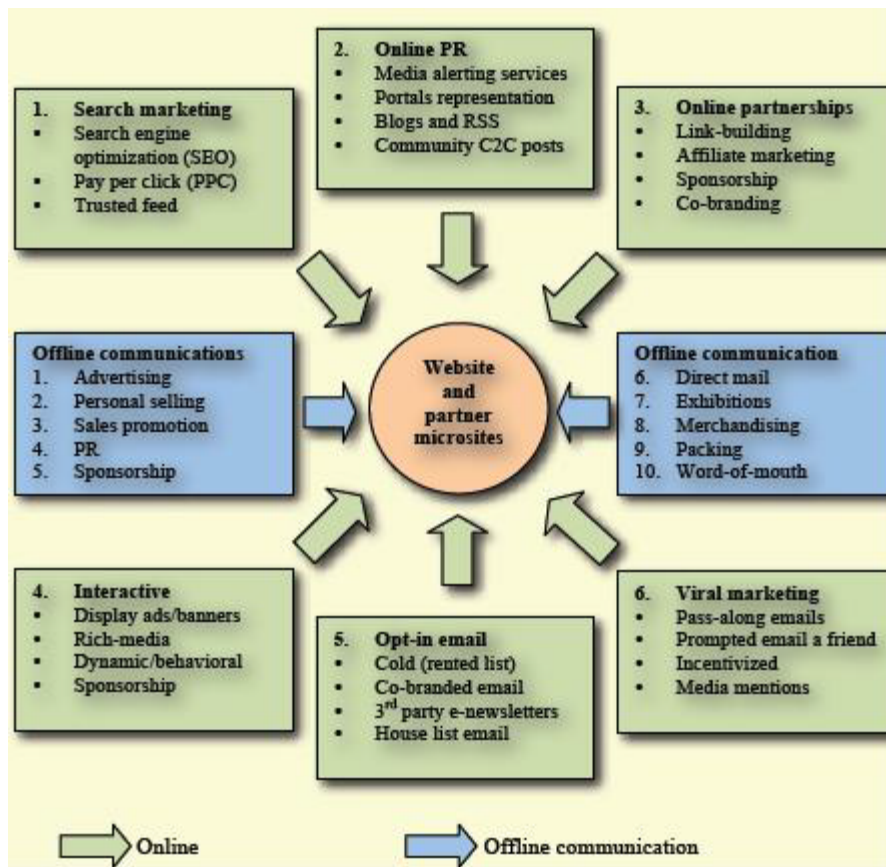
Figure 3: Classifications of Internet advertising tools (Chaffey et. al. 2006. p349)

3.2.1. Search Engine Marketing

(Chaffey et. al. 2006) describe Search Engine Marketing as an encompassing term to denote all the techniques that can be utilized to make a certain website visible in the search engines. It can be said that Search Engine Marketing is the most important Internet marketing channel for acquiring new service users because customers and service users use search engines while looking for new products, service or any kind of entertainment. Various common tools used under search engine marketing are described below:

- Search Engine Optimization (SEO)

Search Engine Optimization involves activities to achieve the highest ranking in the natural or organic listings of the search engine results pages after a specific combination of keywords or key phrases has been typed in. (Chaffey et al, 2006). Some of the popular search engines are Google, Yahoo! and MSN search. The ranking of the web pages is assessed by the algorithm of the search engine which matches the relevant site with the keywords entered.

A search engine uses various stages to generate search engine results pages (SERPS). It includes processes such as crawling, indexing, ranking and query request and results serving. Crawling involves identifying relevant pages of the query by using robots (bots) which are also known as spiders. Spiders access web pages and retrieve URLs for later indexing. The process of indexing consists of creating an index which enables search engine to find relevant web pages quickly. Although the built up index produces lists of relevant pages that contain particular words in a query, they are not sorted in term of relevance. This is done in real time by the process of ranking. After the completion of these processes the search results, after the query has been typed in the search engines, are displayed in the search results pages.

Although, the technical knowledge of SEO is complex and beyond the scope of this paper; it is important to realize that SEO is one of the most effective way to market a website. The largest portion of the Internet population use Internet search engines to find a website and other information they are looking for (Chaffey et al, 2006). Therefore, a website with a top ranking on the most popular search engine has a tremendous possibility to generate a large number of traffic.

(Jensen M. 2008) classify Search Engine Optimization into organic SEO, where the search engine rankings are achieved without any sort of remuneration being made to the search engine company and paid optimization which entails that a company has to make payment to ensure higher ratings.

Pay- per -click advertising makes use of sponsored listings. The companies bids for search terms, and the search engine ranks advertisements based on certain criteria after which the company's text advertisements appear when those keywords or key phrases are entered by

the user in the search engine. The company makes payment when the user clicks on its advertisement. (Murphy & Kielgast. 2008)

In addition, trusted feed can be described as a form of search engine marketing where a search engine "feeds" a websites content directly into the search engine's database in a fixed format. This is commonly used by database driven websites where search engine optimization would be extremely difficult. (Chaffey et. al. 2006)

3.2.2. Online Public Relations (PR)

Online PR includes all the activities performed by a company to maximize favorable mention of its company, brand or website in a range of third party websites such as blogs, social networks and so on where the target audiences of the company are likely to visit (Chaffey et.al, 2006). Some of the activities that fall under Online PR are blogs, RSS, Portals, Podcasting, Community Customer to Customer (C2C) Posts, doorway sites and so on.

There are many activities that fall under the management of online PR. Basically all of these activities can be grouped into four main categories or Search marketing activities, brand engagement activities, buzz building activities and defensive and crisis PR. Search Marketing involves activities, majority of which were discussed in the previous section. Brand building activities deal with the process of interacting with online audiences to understand their potential needs and if possible to influence them. The use of blogs, web communities and so on, falls under the brand building activities. Buzz building activities relates to the use of online and social media to create a "noise" about a campaign or message and then help the message to spread through viral marketing. Similarly, defensive and crisis PR, involves proactive actions to ward off the negative impacts to a brand resulting from some unprecedented negative actions (Chaffey et al, 2006). The activities can be summarized in the figure 4 and figure 5.

Search Engine Marketing

- Inbound link building
- Content Creation
- Blogs
- RSS Feeds
- Press Releases
- Influencing Media Owners

Buzz Building Activities

- Propagating Campaign
- Web Editorial Contacts
- Viral Marketing
- Press and Social Media Releases
- Influencing Media Owners and Bigger Relations

Brand Management Activities

- Surveys and Polls
- Audience Research
- Social Media
- Own Blogs and Communities
- Influencing Media Owners

Brand Protection Activities

- Social Media Monitoring and Response
- Influencing Media Owners and Blogger Relations
- Negative SEO
- PPC protection

Figure 4 : Summary of various online PR options

Figure 5: Online PR options (Chaffey et al. 2006, p.305)

Some of the most important and commonly used tools under online PR are described in brief below.

- Blogs

  Blogs could be defined as an online journal or an entry that is constantly updated. According to (Wright J. 2006) a blog has a marketing potential because it helps a company to provide information regarding its products or services with the possibility to get feedback, it helps to share the positive experience of a good or a service by the user to his community and finally it acts as a channel to communicate with its customers worldwide.

- RSS (Really Simple Syndication) Marketing

  RSS refers to web feeds which are used for publishing latest information and which are used to publish frequently updated content such as blog entries, podcasts and news. An RSS document which is called a feed helps users to keep up with latest information without having to go and check all the individual posts. All that the user has to do is to subscribe to feeds.RSS content acts as the latest summary of the site.

- Portals

  Portals are defined as Internet based applications that enable access to different providers through a common access. (Moraga, Calero & Piattini, 2006). The most common services provided through a portal are directories, news, e-shopping and links related to websites (Rowley J. 2004).

- C2C (Consumer to Consumer Postings)

  When consumers or users of a service communicate their impression of a good or a service in a social network such as facebook, it can be termed as community C2C postings, which is yet another Internet advertising method for managing online public relations.

- Forums

Forum can be described as online communities where "*a set of interwoven relationships built upon shared interests, which satisfies members' needs otherwise unattainable individually, exists*". In a forum many users follow and respond to "threads" which are the current subject of discussion. A business can run forums, not to generate revenue only but to supplement it with their offerings in order to create additional value to the users and to increase the total value of the offering. (Mohammed et al. 2002).

3.2.3. Online Partnerships

Online Partnerships can be broadly categorized into three different fields: affiliate marketing, link building and online Sponsorships. Each of these is explained further in this section.

- Affiliate marketing

Affiliate marketing can be described as a scheme where a company pays another affiliate for links that are generated via affiliate's website to the company's website in return for different kinds of commission. Pay-per-lead or a pay-per-action commission is paid when a user makes interaction with the company's website via a link through the affiliate's website. (Barak L. 2003) highlights another payment mechanism which is termed as pay per lead. This kind of commission is typically paid when an affiliate generates a lead to the company's website. This method is suitable because a company has to pay its affiliates only in cases when lead, sale or click occurs; and the company has the possibility to get good value for its investments.
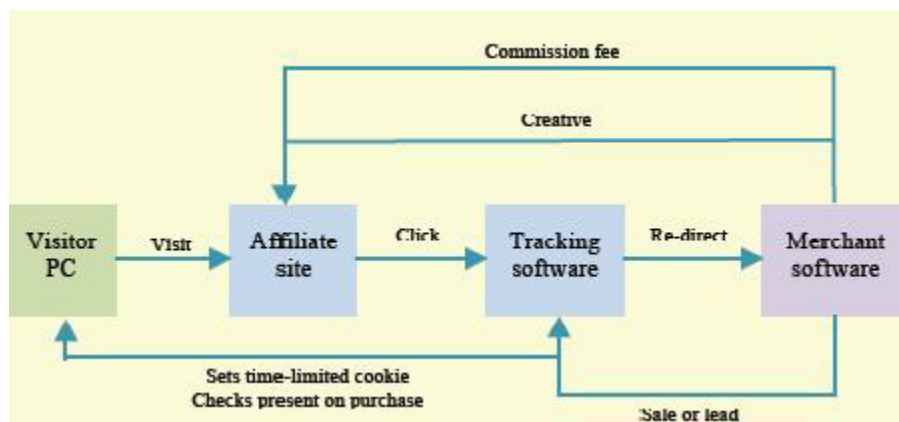
Figure 6: The affiliate marketing model (Chaffey et al. 2006, p.312)

The figure above summarizes the affiliate marketing process. However, the tracking software and fee payment may be managed through an independent affiliate network manager.

Affiliate marketing have several advantages such as reduction of risk, control of the cost of acquisition, ability to make websites visible on paid and natural listings in the search engines, ability to target different audiences, product categories and related phrases. However, since the affiliates are primarily motivated by payment, there might be several resulting disadvantages. Some of them are: the affiliates may exploit brand name for their own use which may result in deterioration of brand image and also the incremental profit or sales may also be limited by the use of affiliate marketing. Good care must be taken while implementing affiliate marketing program.

There are several categories of affiliate sites and appropriate affiliate marketing should be selective as all the affiliate sites are not desirable for a specific business. Some of the most common affiliate sites are *Aggregators,* which are sites which compare products or services such as Kelkoo, *Review sites* such as Cnet Reviews, which review the products and services and provide links to the merchants, *Reward Sites* such as GreasyPalm, *Voucher Code sites* such as MyVoucherCodes, where attractive deals could be made to the first time customers, and finally *User Bloggers* where the site to be advertised could be affiliated. Appropriate types of affiliate sites should be selected according to the marketing goals and relevance to the product or the service offered.

- Link Building

  Link Building is the process of including hyperlinks to a website in a third party website, preferably with a good page ranking among search engines. There are several different ways to build links to a company's website. Some of them are submitting the link to classified ads on the Internet, through commenting on blogs, through forums, submitting link to online directories, link swapping and so on. It is not within the scope of this thesis

to describe each of them, but all of these tools can be used in any number of creative ways.

(Chaffey et al. 2006) provide six best practices of link building process. The first approach for link building is to create quality content so that visitors are encouraged to bookmark the site and create inbound links on their own on sources such as various book marking sites. Second, it is also possible to request inbound only or one-way links from partners. Third, by linking reciprocally or by agreeing with another organization to reciprocate the linking process it is possible to build links to the target site although this might not prove as desirable as the one-way links. Similarly, it is also possible to invest in buying links from directories or link purchases exchange. However, one of the drawbacks with buying links is that it can be penalized by Google in terms of lower search engine ratings. Fifth, by creating own external links for the site on sources such as blogs and community forums it is also possible to build links to the website. Sixth and last, it is always wise to generate links by placing the links creatively in the press releases or articles related to the site or the service.

- Online sponsorships

  This method can also be categorized under online partnerships. Online sponsorships can be defined as *"The linking of the brand with related content or context for the purpose of creating brand awareness and strengthening brand appeal in a form that is clearly distinguishable from a banner, button or other standardized ad unit."* (Ryan & Whiteman, 2000)

  By online sponsorships, a company has the chance to associate itself to a recognized brand on the Internet, where the web traffic is usually high. Related to the online sponsorships is the process of co-branding where there is an association of two brands. It could be considered as the lower-cost form of sponsorship where existing synergies between two companies are exploited. Paid-for sponsorship of another site or part of it, especially when it is a permanent portal, can prove to be a valuable method of developing permanent links.

- Widgets

In addition to the methods mentioned above such as link building, affiliate marketing and online sponsorships, widgets can also be used in addition to or together with these methods as an Internet advertising tool to extend the reach to potential visitors. Widgets can be considered as tools available on a website or increasingly user's desktop. Widgets can act as functional tools such as calculators or real time information such as local weather forecasts. By encouraging partners to place them in their sites, they can be used to educate visitors about brand even though they are not already visiting the website. This can be a reciprocal arrangement because affiliate sites can also add value to their own customers through the functionality of the gadget or through co-branding.

3.2.4. Interactive advertising

Interactive advertising can be defined as the use of online display ads such as banners, skyscrapers, and rich media ads to achieve brand awareness and encourage click through to a target site.

Banners have been defined by (Turban et al, 2004) as the graphical display of advertisement on the web. Keyword banners automatically displays in the relevant pages when the user inputs keywords in a search engine. They are more targeted. Random banners appear randomly all over the web regardless of other factors. Similarly, pop-ups automatically open themselves up displaying the advertisements over the active pages underneath. Due to negative perception of these advertisements such as confusion, annoyance and low click-thru rate of these advertisements, (Goldsmith and Lafferty, 2002) argue that the value of these tools in Internet advertising is significantly decreasing.

Similarly, sponsorship under interactive advertising is defined as "*an investment in cash of kind in an event, team or person, in order to secure sponsors, access to the commercial potential associated with that even, team or person*" (Fahy, Farrelly & Quester, 2004)

3.2.5. E-Mail marketing

This is a form of marketing which exploits electronic mail. Emails are sent primarily to improve the relationship with the old service users or to gain new visitors to the website. Emails could include advertisements or newsletters which are meant to attract new or

retain existing service users. The three main options available for marketing through email are described below in this section.

In a cold or rented list emailing a company sends opt-in emails to service users or consumers, where the users or the consumers has agreed previously to receive emails. This method is called cold or rented list because the company rents email-lists from a respective service provider. When the same email recipient receives offer from the company with which they might be interested it is called co-branded email. The other option available under e-mail marketing is called a third party e-newsletter method where a company advertises itself in the third party e-newsletter which has links in it to the target site.

3.2.6. Viral marketing

Viral marketing is an advertising method that encourages people to pass along a message. Its goal is to generate buzz about a specific product, service, a company or an idea. It consists of marketing techniques that use already existing social networks to increase brand image. It is also called word of mouth marketing. This technique encourages consumers to pass on marketing message in voluntary way. Viral promotions could involve video clips, interactive flash images, or even mobile messaging such as SMS. It works on the belief that consumers who are impressed would tell people what they like and also tell people what they would not like. This basic human behavior is exploited in viral marketing.

Viral Marketing can occur most commonly in three different ways: through pass along emails, email or a web prompt and incentivized emails. In a pass along email, the messages are made amusing enough so that the recipient on his or her own initiative passes along the email to others. A prompted email contains an email with a prompt for the user to pass it along to others, whereas a web prompt consists of links to directly send an email to his or her friend or a colleague. Incentivized email has incentives in the email, in the form of some kind of reward that encourages the recipient to forward it to others.

3.3.   Development of measures to evaluate an Internet advertising campaign

Since Internet advertising is quite recent concept, there is a lack of standardization on metrics for measuring the effectiveness of Internet advertising. Definitions of the similar terms are varied, there is a lack of comparability and completely unique systems of measurements exist that do not allow for scalable auditing. However, there is a fundamental agreement that Internet advertising can be audited through factors such as brand awareness, product or service recall, changes in the attitudes in the users (or conversions) and the changes in the purchasing behavior or uses of the services offered. In addition, in case when various campaigns are run simultaneously in different web platforms it is difficult to ascribe measured effect to a specific campaign.

3.3.1. Setting objectives of the campaign and key indicators (OKRs)

The common theme of all the methods used in a marketing campaign is "increasing brand awareness" among the Internet population. While, in the context of offline "branding" campaigns, the connection between the campaigns and the outcomes are both difficult to identify and measure, literature review reveals that in an online environment there are readily available metrics to determine whether a given marketing campaign is successful.

Identifying goals is the most important step of developing a measure for the effectiveness of Internet advertising. (Clifton B. 2008). A goal can be any action or engagement that builds a relationship with the visitors of the website. These can be numerous, such as leaving a comment in the blog post, clicking on mailto:link, a subscription request and so on. By focusing on these goals of Internet marketing campaign, the metrics available provides information whether goals have been met.

Objective and Key Indicators (OKRs) are related to the marketing goals of the campaign. In order to develop the key performance indicators to measure the success or a failure of a marketing campaign it is necessary to first define the OKRs and then align these with the Key Performance Indicators (KPIs). OKR quite simply indicates the objectives of the

website. To define the OKRs it is necessary to consult with the stakeholders of the company beforehand. With this consultation various measurable goals could be derived which can then be filtered to get a list of Key Performance Indicators. Some of the example of OKRs might be to generate more sales leads, creating greater brand or product awareness, to acquire more traffic, to build relationships with users (blog comments, forum comments) and so on. These could include any of the factors that contribute to the success of the website. Once the list of the Objectives and Key Indicators are derived, it is then necessary to distill them and select the most important measures of the marketing campaign which can be termed as Key Performance Indicators or KPIs.

If the target of the marketing campaign is to attract visitors to the site, it might be enough to use impact measures. Impact measures consist of measures such as how many people visited the site and how "sticky" is the site. "Stickiness" refers to the duration of visit to the website. However, if the target is to build relationship with the target group, it is necessary to use "influence measures" which will be explained in this section. (Spencer C. 2000)

Web Analytics tools have provided with ample means to determine the impact measures of the marketing campaign. The metrics to be determined when considering the impact measures of an online campaign are numbers of visitors to the website, stickiness or the length of time spent in the website, day of week or time of day visited, location of the visitor and how the visitors arrive to the site such as referrals, search engine, direct traffic or anywhere else on the Internet.

Influence measures correspond to traditional public relations evaluation. These measures can include such factors as how presence online affects the perception of brand, whether the online presence is consistent with the brand identity, whether online campaign met the overall communication goals, and whether the company is communicating effectively with its service users. In comparison to impact measures, these tools are often difficult to measure and quantify.

(Anderson L. 2000) discusses some of the quantitative measures that can be used to analyze how well the marketing campaign was successful to attract traffic to a certain website. Some of the tools discussed were first, the number of individual visitors to the website, which can give indication of how successful the Internet advertising has been to attract the new visitors. Second, the time spent by the user in the website in general and the individual pages can be used to gauge if the level of communication and relationships between the user and the brand is increasing. Third, the time spent on average in the main activities of the website signifies if the user is interacting with the main purpose of the website. Fourth, the number of repeated visits is also an important metric to determine service users increasing loyalty to the brand. The user's visiting behavior among the web pages or the order of the pages visited by the site user help determines whether the messages of the advertising campaign have been communicated effectively. Last, the number of emails, feedbacks or posts in the website left by the users help determine the level of interaction and developing relationships with the service users. (Anderson L. 2000) states that these measures can be used to evaluate the effectiveness of each communication tools and consequently discard ineffective advertising tools and implement effective tools to promote the brand or the website. The effectiveness of an online campaign can also be evaluated through monitoring the visiting behavior of the web site users and analyzing what portion of the visitor repeatedly come back to the website.

3.3.2. *Key performance indicators (KPIs) of success*

A business organization needs KPIs to measure the performance of its marketing goals. These Key Performance Indicators are also sometimes known as Key Success Indicators (KSI) or Balanced Score Card (BSC). Once the business sets its OKRs they are refined and distilled to derive the list of important measurable attributes which can be termed as Key Performance Indicators. The process of developing Key Performance Indicators (KPIs) for the website is summarized in figure 7.

Figure 7: The process of development of key performance indicators (adapted from Clifton B, 2008)

In an online environment or web analytics, KPIs are the essential web metrics for measuring the online success of the website. When considering the KPIs it is necessary to consider three important criterions. First, any KPI must be a ratio, average or percentage rather than a raw number which makes it possible for the data to be presented in a context. A KPI also need to be time bound, to highlight a certain change and its speed. Similarly, a KPI must drive actions in the business. There might be any number of measurable attributes in a business, but they cannot be considered as KPI if it does not drive actions in the business (Clifton B. 2008). The most important thing is to develop KPIs which are relevant to the stakeholders and the particular model of the business. The significant portion of the process of defining KPIs consists of defining OKRs; the key results used to define OKRs are in fact already KPIs, which in an online environment has to be converted into definable web metrics. Below is the sample table that highlights the process of conversion of OKRs into KPIs. It also shows some KPIs which will be used in the empirical study later.

Table 1: Sample OKR to KPI translation table (Clifton B. 2008)

Stakeholder OKR	Suggested KPIs
To see visitor access from search engines	% of visitors from search engines % of conversion from search engine visitors
To sell more products	% of visitors that add to shopping cart % of visits that complete the shopping cart % of visits in which shopping cart is discarded
To see more visitor engagement	% of visits that leave a blog comment or download a document % of visits that complete the "Contact Us" or click unto "mailto:link" Average time on site per visit Average page depth for visit
To cross sell more products to costumers	Average order value Average number of items per transaction
Improve the customer experience	% of visits who bounce (single-page visits) % of internal search sites that produce zero results

3.3.3. KPIs relevant to the GC marketing campaign

To develop the measures for effectiveness of Internet advertising Campaign it is necessary to highlight the key performance indicators, or indicators on which the measurement is based on. KPIs can vary from businesses to businesses depending upon the industry they operate on and also the business strategies and goals each individual business has. Below are the Key Performance Indicators that are relevant to GC and based on that the framework quantitative measurements are developed which are later used in the empirical section.

- Measure 1: To measure if new visitors were attracted: New visitors compared to returning visitors

    In order to find out whether the campaign was successful in attracting new visitors, it is necessary to measure the changes in the percentage of new visitors to the website. The number is measured first ideally prior to the implementation of the campaign and then compared with the measurement during the campaign. The repeating visitors and the absolutely new visitors can be segregated by using first party cookies in Google analytics tool. To get the clear representation of the impact of marketing campaign alone, it is also possible to segment visitors who viewed the website by clicking on different Internet advertising tools that were used, for example YouTube, Blog, and Email and so on and included within those visitors that were clearly new visitors. The raw figures only provide the number of total visitors including the returning visitors.

- Measure 2: To measure if there was an increase in the brand image: Visitor Loyalty

    One of the goals of the marketing campaign was to increase the awareness of the Garage Countdown brand. To put it in other words, the success of the campaign according to this

measure depends upon whether the campaign was able to disseminate the unique value proposition that the band promises to various Internet users. The campaign would be successful then if the visitors were impressed enough with the value proposition and as a result willing to repeatedly visit the Garage Countdown website. The true measure of success in this case would be the measure of visitor loyalty data prior to the marketing campaign compared with data derived during the campaign.

- Measure 3: To measure the success of marketing campaign according to geographical reasons: Visitors according to geographical segments

  Data of visitors according to geographical segments helps to identify where the visitors come from and also to identify the areas where the marketing campaign was successful. It also helps to discover the geographical regions that GC should be concentrating on in the future. The displayed maps in the map overlay view in Google analytics are color coded by density: the darker the color, the higher is the reported metric or visitors, in this case. The map overlay report from Google analytics) can be used to identify the new geographical areas for potential online campaigns and to measure the effectiveness of online campaigns in targeted geographical region, or 36 European Countries for Garage Countdown competition.

- Measure 4: Traffic sources

  This is a good measure for finding out where the visitors are referred to the website. It helps to analyze whether many of the tools used on the Internet marketing campaign were successful in achieving their goals. The traffic sources report includes sources such as search engines (paid or none paid), link from affiliates, blog articles, email click through, forum posts or any other sources on the Internet. Among these, the segment of direct visitors will be prioritized, because direct visitors are those visitors who visited the site by typing the URL directly into their browser. 'Direct' can also refer to the visitors who

clicked on the links from their bookmarks/favorites, untagged links within emails, or links from documents that don't include tracking variables (such as PDFs or Word documents).

- Measure 5: To measure the "stickiness of the web-pages or the duration of visits to the website

  As (Anderson L. 2000) and (Clarence S. 2000) suggest, the amount of time that the visitors are spending in the website and web pages can be a valuable metric to gauge if the marketing campaign has been successful in elevating the normally existing relationship with the service users and also if the level of communication is increasing.

- Measure 6: Amounts of videos uploaded

  Since the major goal of Garage Countdown is to attract new videos to the website, this can be one of the most important metrics to determine the success or failure of the marketing campaign. The main source of advertising for the visitors or music bands to attract their music videos was through email marketing. E-mail marketing was carefully planned and implemented and this is discussed more in detail in the section under email marketing under implementation of marketing campaign.

4. EMPIRICAL ANALYSIS

4.1.   Current Internet advertising tools used by the company

In addition to the questionnaire 2 provided in appendix 2, the CEO of the company, Janne Korhonen, was asked to check Internet advertising tools already utilized prior to the campaign in questionnaire 3 provided in appendix 3. The result of the questionnaire survey in detail is provided in appendix 5.

As the result shows, there has been very limited use of Internet advertising tools for marketing Garage Countdown. Significant, marketing investment has been in other media such as TV (Voice TV) and Radio (YLE). The methods already utilized were online

competitions, which is essentially the format of Garage Countdown. Music videos from the designated area are uploaded and these videos compete for a spot in Voice TV's weekly shows. Direct email has already been used extensively and probably was the sole method of advertising prior to the implementation of the marketing plan. The method of direct email marketing and the results obtained from this method will be discussed in empirical analysis section. The other significant utilization of Internet advertising tools could be SEO (Search Engine Optimization). Currently, the company is registered to Google organic search and in terms of the visitor's traffic; this has been the primary driver. In addition, some elements of viral marketing, such as web prompt and email prompt exists already. The use of C2C posts in community networks such as Facebook and MySpace, whether in the company pages or the profiles of participating musicians and bands are high.

4.2.   The goals of the marketing campaign (KPIs)

The metrics available in an online environment to measure the success or a failure of a marketing campaign are varied as can also be seen from the literature review. Based on the expectations of the company from the marketing campaign, some of which were discussed in section 2.2., those metrics that help measure the desired objectives are utilized in the empirical study.

In order to develop the KPIs (Key Performance Indicators) relevant to Garage Countdown, it is necessary to analyze the expectations and design of the marketing campaign that can be derived from the questionnaire survey analysis that was also presented in the background information under the section expectations and design of the marketing campaign.

In regard to the goals of the marketing campaign, the following expectations were made; to increase greater brand or service awareness; to build relationships with visitors (such as with blog comments and forum posts), increase the amounts of videos uploaded by the

music bands, increase the amount of videos watched by the visitors and to overall convey the improved service experience to the visitors. In addition, one of the goals of the marketing campaign was also to analyze the success of the marketing campaign by geographical context and to assess whether the service should be extended to other geographical reasons. Similarly, SEO for example, was already implemented from marketing purposes. The goal was also to analyze if this was able to increase the visitors' traffic.

Accordingly, in the literature review dealing with the Key Performance Indicators (KPIs) relevant to the Garage Countdown competition, various metrics for determining the success or failure of the Internet marketing campaign implemented were developed; which is going to be used in the empirical analysis. The metrics determined previously were:

- Measure 1: To measure if new visitors were attracted: Absolute new visitors compared to returning visitors
- Measure 2: To measure if there was an increase in the image of the brand: Visitor Loyalty
- Measure 3: To measure the success of the marketing campaign according to geographical regions: Visitors according to geographical segments
- Measure 4: The sources of traffic: To determine if the link building was successful
- Measure 5: To measure the "stickiness" of the web-pages: The duration of visits to the website
- Measure 6: Amounts of Videos uploaded to the Garage Countdown website.

4.3.   Implementation of the Internet marketing campaign

While implementing the marketing campaign, different Internet advertising tools were utilized that were derived from the literature review and some additional tools that were a matter of common sense such as commenting on blogs. The activities ranged from minor efforts such as submitting the link to the social bookmarking sites to construction of video blog which required a bit of technical expertise to writing articles about Garage

Countdown competition and submitting them to 3rd Party e-newsletters which were time consuming.

The primary constraint in implementing the marketing campaign was cost. With a very limited budget of a small sized company it was not even possible to implement tools such as paid optimization, pay-per-click advertisements in social networks such as facebook. However, all other tools that could be implemented with a minimal budget and time frame were utilized.

Since there were numerous and varied tools utilized, some of them worthy of lengthy discussions and some just a minor mention, it was not practical to give evidences of the activities done or discuss them all in detail as it is quite out of the scope of this study. The primary purpose of this thesis is to give a general idea about how the marketing campaign was implemented and what were the results of the marketing campaign. The entire Internet advertising efforts taken has been summarized in table 2.

Table 2: Summary of the Internet advertising tools utilized

Advertising Tools	Implemented?	How?
Affiliate Programs	√	Through the services that run off-site offered by: • Clickbank (www.clickbank.com) • Commission Junction • PayDotCom
Article Marketing	√	Article submitted by using Brad Callen's Article Submitter
Blogs	√	www.thegaragecountdown.blogs.fi
Blog Comments	√	Blog free for all ad posting site http://free-advertising-

		blog.com/index.php
Banner Ad Exchanges	X	
Classified Ads	√	Ad posted on www.craiglist.org http://citwings.com/classifieds.html
Directory Submissions	√	Brad Callen's Free Directory Submitter
Ezines	X	Cost pay-per-click
Forum Marketing	√	http://www.big-boards.com
Google Adwords (Costly)	X	Cost Pay-per-click
Link Swapping	X	Chance of Hurting the Search Engine Rating
MSN Ad Centre (Costly)	X	Cost issues
My Space	√	www.myspace.com
Facebook	√	www.facebook.com
Podcasting	√	http://www.podcast.net.
Press Releases	√	www.PRweb.com
RSS	√	www.syndic8.com
SEO	√	Google Organic
Social Bookmarking	√	• www.digg.com • www.technorati.com • www.delicious.com

		• www.fark.com • www.furl.com
Video Marketing	√	Garage Countdown Channel in www.youtube.com
Viral Marketing	√	• E-mail Prompt • Web Prompt in GC website
Yahoo! Answers	√	http://answers.Yahoo.com
Yahoo! Groups	√	http://groups.yahoo.com
Yahoo! Search Marketing	√	www.yahoo.com

The table above contains different methods of Internet advertising in the first column. These include some of the methods that might have been discussed previously but are self evident. The second column indicates if each of these marketing tools were utilized. A tick mark indicates that the tool was implemented during the marketing campaign, whereas a cross mark indicates that it was not possible to implement it due to perhaps financial, human resources or time constraints. The third column indicates the channels through which these tools were implemented if they were used and the causes for not implementing them if they were not. For example, social bookmarking was implemented by creating bookmarks in the social bookmarking sites mentioned in the second column such as www.digg.com, www.delicious.com, www.fark.com, www.furl.com and so on. In case, where the individual tools were not implemented, for example Google Adwords, the cause(s) for it is mentioned in the third column or in the example, cost factors. The following sections explain in detail how they were implemented and provide evidences of them where it is possible.

- *Article marketing*

    Under article marketing an article about the Garage Countdown competition was written and sent to various article directories, some websites and eZines. Since, submitting article to each and every one of the existing publishers in the net was time consuming, we used article submission suites called Brad Callen's Article Submitter. The software suite was used because it made submitting to various article directors relatively easy and automatic.

    It was seen that article marketing is a long-term traffic building strategy and during the campaign process it only helped to direct very few visitors to the website. On the positive side, it helped to increase the ranking of the website for few weeks.

- *Blogs and blog comments*

    Blogs act as duplicate websites and can generate traffic quite quickly. This also helps to set up a second site that search engines can show and follow to the original site. After Google bought blogger.com, googlebot, the Google robot gives more priority to blogs. Under the blogs, we both posted advertisement of the website in the free for all advertising blog in http://free-advertising-blog.com/index.php.

    In addition we also set up our own video blog, Garage Countdown blog on www.garagecountdown.blogs.fi. The blog contents included the basic introduction of Garage Countdown services and few videos that were already chosen as winners in the GC competition. Figure 7 provides the sample of GC blog at the time of its creation.

Figure 8: Sample of GC Blog (www.garagecountdown.blogs.fi)

Similarly, by searching on http://search.blogger.com , http://technorati.com and Google's whole blog search in the web, http://blogsearch.google.com we looked for blogs that are somehow related to Garage Countdown competition and where our target audience could be likely to visit, and commented on various blogs with links to our website in order to increase the visitor's traffic. While posting the comments on the blogs we were careful not to spam the blog.

- *Classified ads*

  Classified ads correspond to classified advertisement section in the newspapers. To promote our website, we posted classified ads on several places on the Internet with our promotional message. However, there were several risks with this method. Search engines tended to avoid classified ads, and additionally it was doubtful if our likely visitors ever visit the classified ads section on the Internet. Furthermore it could have possibly hurt our search engine rankings.

However, postings on www.craiglists.org , a reliable place for classified ads on the Internet, helped to bring some traffic to the website. In addition, the postings of classified ads in http://citwings.com/classifieds.html also helped bring in some visitors. Both of these appeared on the list of referral sites in Google analytics. An example of classified ads submission is provided in figure 9.
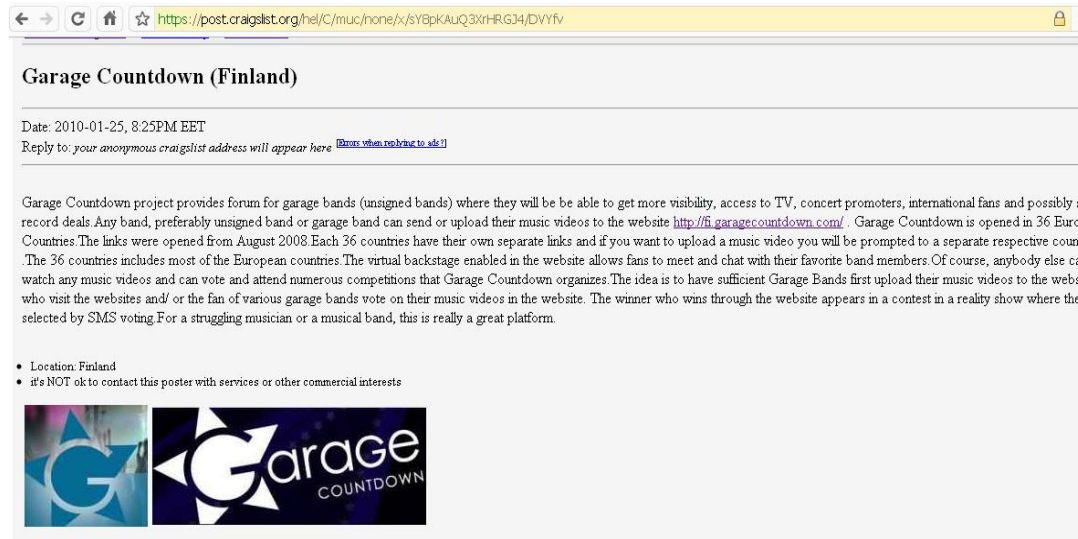
Figure 9: Sample of classified ads submission

- *Directory submissions*

  Since the prime target of the marketing campaign was to increase the visitor's traffic, it was decided to submit GC website to legitimate link directories on the Internet. Since, there are several such link directories on the Internet, some with good search rankings and some without; we decided to automate the process by using freely downloadable software called Directory Submitter.

- *Social bookmarking*

  Social bookmarking tools allow users to share online bookmarks with each other and even allow the possibility to vote on each other's bookmarks. Under social bookmarking we tagged our website to various Social bookmarking tools such as www.digg.com,

www.technorati.com, www.delicious.com, www.fark.com and www.furl.com. Some examples of social bookmarking links are provided in figure 10.

Figure 10: Sample of submission to social bookmarking sites

- *Forum marketing*

There are several forums existing online. To identify forums that were relevant to our marketing niche, we searched for forums in http://www.big-boards.com. The keywords we used to search were "Garage bands", "countdown competition", "music competition"

and others in line with those searches. In the forums which we decided were relevant for our marketing campaign, we build up networks first so as to gain trust, and then posted our links in relevant threads.

- *Google Adwords*

  Google Adwords have lots of capability to drive quality pay-per-click traffic. However, due to the severity of the campaign budget, this effective method could not be implemented.

- *Search Engine Optimization*

  Although, SEO is one of the major tools of Internet advertising, it was implemented prior to the campaign in the form of non-paid Google organic search. Since, it does not come under the marketing campaign, although it is a very important tool, the discussions of this topic are limited. Although paid Search Engine Optimization (SEO) has also good capability to drive the user's traffic it also could not be implemented because of budgetary restrains.

- *MySpace*

  Majority of the bands who have submitted their videos to the Garage Countdown website also have their own profile page in MySpace. While they uploaded their videos, we asked them to refer to Garage Countdown website if they had already existing MySpace profile. This turn out to be one of the highest sources of referrals to our site.

- *Facebook*

  Due to its popularity as well as large networks we could not miss out this source. We created a Garage Countdown group which already has 320 members at the time of writing this thesis, a Garage Countdown fan page having 563 members at the time of writing this

thesis; connect to facebook link in our website and occasional postings of videos and news in the group profile. It can also be seen from the figure 11.

Figure 11: Sample of created GC group in Face book

- *Podcasting*

Since our website is primarily associated with music bands, music and music competitions, we could not help but upload sample of MP3s from the music videos existing in our web site. We first converted the music videos into MP3s, gave it suitable key words and phrases and uploaded in http://www.podcast.net, the most popular podcast directory on the net. We also offered the podcast from our blog as well as Myspace pages.

- *Press releases*

Since Garage Countdown is essentially a competition where musicians and users upload their music videos, we decided to post our messages about the competition in various

press releases in order to increase the general awareness of the competition and brand. Much similar like article marketing, we wrote and submitted press releases to www.PRweb.com, which was the biggest and the most popular of site publishing press releases.

- *RSS feeds*

  We enabled RSS feeds in both the Garage Countdown website and the GC blog, with a view to providing fresh, on-topic content to the visitors with ease. Similarly, we also "syndicated" weekly posts in the form of videos by creating an XML feed file and posted in one of the most popular RSS directory, http://www.www.syndic8.com.

- *Video marketing*

  We constructed a YouTube channel called Garage Countdown channel, and posted video contents from the Garage Countdown website. The main purpose of the channel was to link the videos to the main site as well as group videos available in YouTube that were participants of GC in the YouTube. The purpose was also to have enough subscribers to raise the brand awareness, increase the visitors in the GC site, and generally to get our message across.

  The preliminary view of YouTube Garage Countdown Channel is provided in figure 12.

Figure 12: Sample of Garage Countdown YouTube channel

- *Viral marketing*

   As mentioned in the theoretical section under viral marketing some of the methods to advertise virally are email prompt (email containing links to pass it forward), web prompt (links in the website to send it to friends and colleagues), publishing viral e-books, sending incentivized viral emails and so on. Under viral marketing, we have managed to set up email prompts and web prompts in the GC website.

- *Yahoo! marketing*

Under this method, we went to Yahoo! answers, http://www.answers.yahoo.com and looked for questions that were relevant to our own niche such as questions about uploading videos, music video competition, and Garage bands and so on. We answered the questions in a way that did not look like spamming, was informative and directed them to our GC website with links to the target site. Although Yahoo! groups have no marketing policy, we chose some groups that did not look filled with spams and posted our desired message in forums within context.

- *Direct email marketing*

  Since, the most successful tool that helped us get the musicians to upload their music videos to our website was email marketing; the process of how it was utilized to get more videos to the website is discussed in more detail.

- Selection process

  The selection of target market went through several processes. First, we had to look up for any garage artists that are available through the Internet. Then out of those artists available we selected whether they are citizens of any of the 36 European countries. This was followed by skimming out stage where we checked if they have any presentable demo music videos already made or if they are willing to make. These mapped out the selection process which is presented in a form of a flow chart in figure 13. After we have preliminary contacts we went to the next stage of promotional strategy which is to contact them through email.
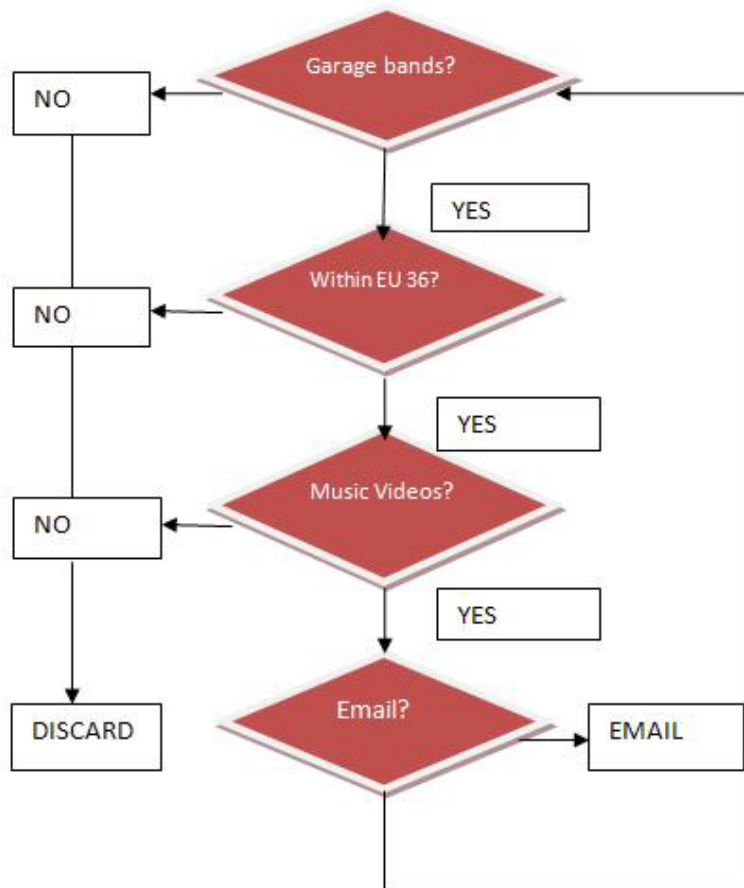
Figure 13: Flow chart for selection process

- Contact through email

The contacts, that went through the selection phase, and were prospective up loaders of videos to Garage Countdown site, were then contacted through email. All the employees had their own account created through IMAP/POP server, and a common email program so each employee were able to see the replies from contacts in the shared inbox. All of the employees responsible for contacting bands, had an agreed upon sample of the mail provided in Figure 14.The employees were free to change the format of the sample mail, but it was accepted after lots of trial and error in the first place, and it was agreed to stick to it as far as possible. The sample of the email sent is provided below:

Hi,

We just opened the Garage Countdown website in 36 countries for Garage and unsigned bands and their music videos. The **Country name here** site is now open for upload.

Our aim is to get bands **more visibility**, **access to TV, international fans** and **record deals.**

Why don't you create your account for the GC **Country name here** and be among the first ones to upload their music video to the site. Once we have some more videos uploaded, we'll fire up the competition in **Country name here.**

Direct link to the **Country name here** site would be: **Direct link here**

You can access all the Garage Countdown countries from here:

http://www.garagecountdown.com

 Have a great week!

Best regards,

Name of the Employee

GarageCountdown.com

contact@garagecountdown.com

We are presenting the greatest music videos from Garage bands all over the world. We operate now in 36 countries.

Figure 14: The samples of the email sent

The process of sending email, getting the responses and actually getting the results (music videos being uploaded by the garage bands) followed a pyramid shaped structure as depicted in Figure 19 in section 4.4. Results here imply the number of videos uploaded to the web site that were the direct result of email-marketing. The data mentioned are the actual figure by the end of the month of April, 2010.

4.4.   The results of the online marketing campaign

This part of the study consists of analyzing the preliminary data regarding Garage Countdown before the marketing campaign was implemented or (Aug 1st 2008-January 21st 2010) compared with the most recent data available from Web analytics tools such as

Google analytics. The changes between the pre-campaign data and the post-campaign data will give the most nearest quantitative evaluation of the success or the failure of the marketing campaign.

Measure 1: Web Traffic: visitors
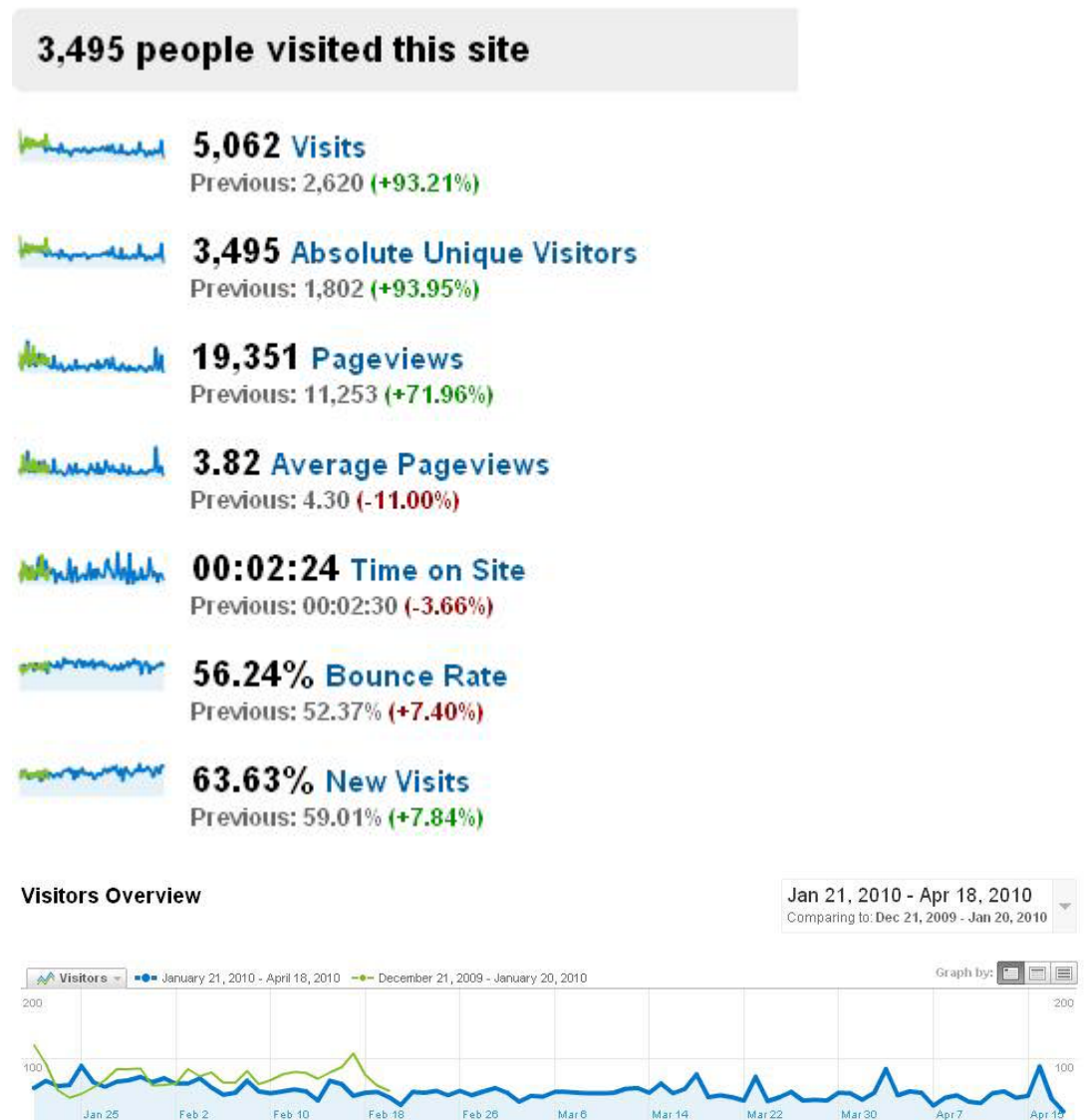
Figure 15: Visitors overview to the Garage Countdown Site (Google analytics)

The data compares the visitor's traffic data from the time of implementing Internet marketing campaign from January 21st 2010 to April 18th 2010 to the immediate time frame before the implementation of the marketing campaign from 21st December 2009 to January 20th 2010.The result clearly shows that the number of visits to the website is increasing.

From previous number of visits to the new number of visits there has been an increase in +93.21% of visitors. However, this might be misleading because the compared time from the time prior to the implementation of marketing campaign is one month (21st December 2009-20th January 2010) to the time after the implementation of the marketing campaign (21st January 2010-18th April2010). In a longer time frame, there are bound to be more number of visitors.

However, the increase in the number of absolutely unique number of visitors is also +93.25% which would imply that during the time of implementation of the marketing campaign there has been tremendous increase in the number of visitors who have never previously visited the website. Although, the Google analytics tool was not configured to segment the visitors according to the marketing campaign, it does show that the marketing campaign has been highly successful in attracting new visitors to the website, and it must be largely due to the Internet marketing campaign as no other advertising efforts were implemented during the time frame. Compared to the time prior to the implementation to the market campaign this is +7.84% increases in the average new visits.

However, at this point it also must be noted that although the increase in the number of visitors is convincing to show the positive impact of the marketing campaign, it might be also true that the new visitors attracted to the website were not targeted segments, as the average page views has decreased by 11%, average time on site has decreased by 3.66% and the visitors who came to the website but opted out from the website right away was increased by 7.40%.This indicates that although the marketing campaign was successful in attracting the visitors to the website, they were not targeted and the website itself was not successful to retain their interest.

Measure2: Visitor loyalty

Visitor Loyalty

Jan 21, 2010 - Apr 18, 2010
Comparing to: Dec 21, 2009 - Jan 20, 2010

Most visits repeated: 1 times

Count of visits from this visitor including current	Visits that were the visitor's nth visit	Percentage of all visits
1 times		
Dec 21, 2009 - Jan 20, 2010	1,550.00	59.16%
Jan 21, 2010 - Apr 18, 2010	3,224.00	63.69%
2 times		
Dec 21, 2009 - Jan 20, 2010	180.00	6.87%
Jan 21, 2010 - Apr 18, 2010	330.00	6.52%
3 times		
Dec 21, 2009 - Jan 20, 2010	78.00	2.98%
Jan 21, 2010 - Apr 18, 2010	131.00	2.59%
4 times		
Dec 21, 2009 - Jan 20, 2010	49.00	1.87%
Jan 21, 2010 - Apr 18, 2010	83.00	1.64%
5 times		
Dec 21, 2009 - Jan 20, 2010	37.00	1.41%
Jan 21, 2010 - Apr 18, 2010	54.00	1.07%
6 times		
Dec 21, 2009 - Jan 20, 2010	28.00	1.07%
Jan 21, 2010 - Apr 18, 2010	45.00	0.89%
7 times		
Dec 21, 2009 - Jan 20, 2010	22.00	0.84%
Jan 21, 2010 - Apr 18, 2010	39.00	0.77%
8 times		
Dec 21, 2009 - Jan 20, 2010	18.00	0.69%
Jan 21, 2010 - Apr 18, 2010	30.00	0.59%
9-14 times		
Dec 21, 2009 - Jan 20, 2010	40.00	1.53%
Jan 21, 2010 - Apr 18, 2010	113.00	2.23%
15-25 times		
Dec 21, 2009 - Jan 20, 2010	53.00	2.02%
Jan 21, 2010 - Apr 18, 2010	93.00	1.84%
26-50 times		
Dec 21, 2009 - Jan 20, 2010	77.00	2.94%

Figure 16: Loyalty of visitors who visit the Garage Countdown website (Google analytics)

Visitor loyalty can be used as a measure to find out if the Internet marketing campaign was successful in communicating the unique value proposition of the website and to

increase the brand awareness of the GC brand. If the Internet marketing campaign was successful in doing so, the number of visitors that would be interested to visit the website more times compared to the time frame before the implementation of the marketing campaign.

However, the visitor loyalty data from the Google analytics tool clearly indicates otherwise. The data shows that in comparison to the time frame previous to the implementation of the marketing campaign (21st December 2009-18th April 2010) during the time frame of the implementation of the marketing campaign (21st January 2010-18th April 2010) there has only been an increase in the number of visitors who visited more than 201 and more times (11.30% compared to 8.78% previously) and the number of visitors who visited only one repeated time (63.69% compared to 59.16% previously).

Although, the data shows that the visitors repeatedly visiting more than 200 times is increasing during the implementation of the marketing campaign it may as well mean that the same visitors who have been previously visiting the website continue to do so. Due to the difficulty of segmenting the visitors repeated visits according the time frame, it is not exactly possible to know whether the Internet marketing campaign had significant effect in increasing the loyalty of the visitors and thereby indicating success in brand awareness. However, the trend clearly shows that the number of repeated visits of the new visitors is decreasing indicating that the campaign might not be as successful in attracting new visitors as retaining them. This proposition is also supported by the data available from visitor's length of visit.

Measure 3: Visitors according to geographical segments

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
5,065	**3.82**	**00:02:24**	**63.71%**	**56.25%**
Previous: 2,620 (93.32%)	Previous: 4.30 (-11.00%)	Previous: 00:02:30 (-3.65%)	Previous: 59.16% (7.69%)	Previous: 52.37% (7.41%)

Detail Level: Country/Territory	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. Finland					
January 21, 2010 - April 18, 2010	4,760	3.87	00:02:23	63.05%	55.69%
December 21, 2009 - January 20, 2010	2,486	4.33	00:02:29	58.61%	52.05%
% Change	91.47%	-10.63%	-4.26%	7.57%	7.00%
2. United States					
January 21, 2010 - April 18, 2010	73	3.86	00:03:09	65.75%	61.64%
December 21, 2009 - January 20, 2010	14	6.21	00:02:48	85.71%	42.86%
% Change	421.43%	-37.84%	12.61%	-23.29%	43.84%
3. Germany					
January 21, 2010 - April 18, 2010	31	3.16	00:02:14	87.10%	48.39%
December 21, 2009 - January 20, 2010	14	2.86	00:00:34	85.71%	71.43%
% Change	121.43%	10.65%	288.46%	1.61%	-32.26%
4. Sweden					
January 21, 2010 - April 18, 2010	30	2.73	00:01:21	76.67%	63.33%
December 21, 2009 - January 20, 2010	15	2.13	00:00:43	100.00%	80.00%
% Change	100.00%	28.13%	90.61%	-23.33%	-20.83%
5. Portugal					
January 21, 2010 - April 18, 2010	21	2.10	00:00:15	14.29%	80.95%
December 21, 2009 - January 20, 2010	7	1.43	00:00:04	0.00%	57.14%
% Change	200.00%	46.67%	254.44%	100.00%	41.67%
6. United Kingdom					
January 21, 2010 - April 18, 2010	13	2.85	00:01:17	76.92%	76.92%
December 21, 2009 - January 20, 2010	4	3.25	00:05:42	100.00%	50.00%
% Change	225.00%	-12.43%	-77.47%	-23.08%	53.85%
7. France					
January 21, 2010 - April 18, 2010	13	1.62	00:00:08	100.00%	76.92%
December 21, 2009 - January 20, 2010	5	2.20	00:00:41	40.00%	20.00%
% Change	160.00%	-26.57%	-80.20%	150.00%	284.62%
8. China					
January 21, 2010 - April 18, 2010	10	1.60	00:02:11	90.00%	90.00%
December 21, 2009 - January 20, 2010	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
9. Italy					
January 21, 2010 - April 18, 2010	10	8.50	00:07:54	90.00%	60.00%
December 21, 2009 - January 20, 2010	4	2.00	00:00:10	100.00%	50.00%
% Change	150.00%	325.00%	4,524.39%	-10.00%	20.00%
10. Russia					
January 21, 2010 - April 18, 2010	9	1.78	00:03:52	88.89%	66.67%
December 21, 2009 - January 20, 2010	12	2.17	00:00:22	75.00%	83.33%
% Change	-25.00%	-17.95%	942.70%	18.52%	-20.00%

Figure 17: Visitors according to geographical segments (Google analytics)

The data of visitors segmented according to the geographical locations clearly shows that the Internet marketing campaign has been successful in all of the top ten countries according to the number of visitors except Russia. It shows that our advertising campaign was able to attract visitors from several different geographical regions and in that respect

was successful. According to the figure, it can be seen that although the number of visitors from each of these segments clearly are not significantly large, it none the less have been able to attract new visitors from these geographical reasons in comparison to the time prior to the implementation of the marketing campaign. The data shows that there has been 91.47% increase in traffic from Finland, 421.43% increase in traffic from the US, 121.43% increase in traffic from Germany, 100% increase in traffic from Sweden, 200% increase in traffic from Portugal, 225% increase in traffic from the UK, 160% increase in traffic from France, 100% increase in traffic from China, 150% increase in traffic from Italy and 25% decrease in traffic from Russia.

Apart from Finland, where the Internet marketing campaign was supplemented by advertisement over the TV networks and radio, where the increase in visitor's traffic cannot be attributed to the campaign alone, in all other geographical segments, the increase in visitor's traffic has been strictly due to the marketing campaign and in that respect the campaign has been successful.

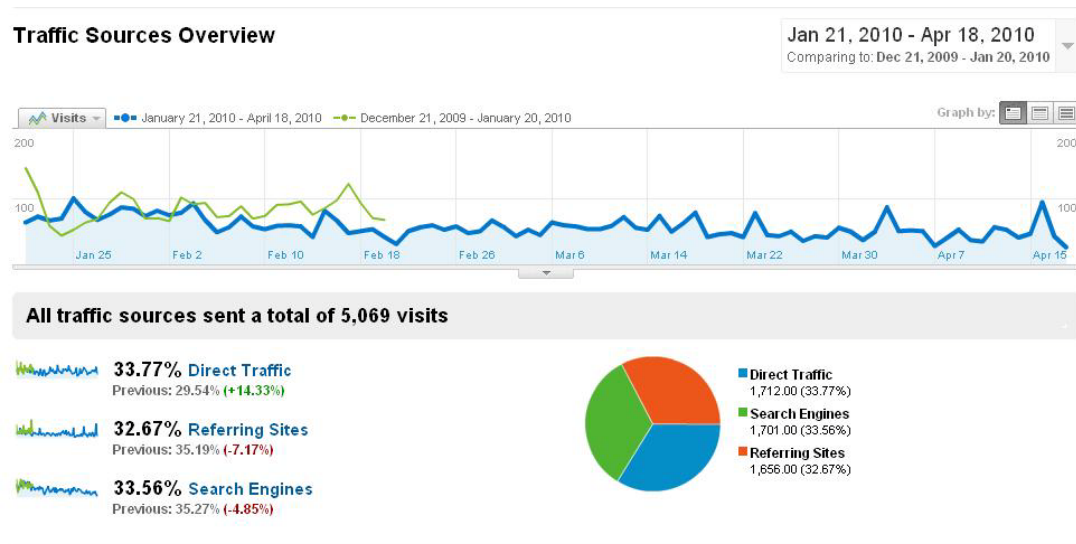Measure 4: Direct, referral and organic searches share of total visitors

Figure 18: The sources of traffic for the Garage Countdown website (Google analytics)

The figure above shows that among the searches direct Traffic , or the visitors accessing the website directly through typing address in the browser or bookmarks share the highest share of the visitors traffic (33.77% of all traffic) followed by traffic by referrals (32.67% of all traffic) and traffic by search engines (33.56% of all traffic). In comparison to the time frame before the implementation of the marketing campaign the increase in direct traffic is increasing by 14.33% whereas the traffic by referring sites has decreased by 7.17% and search engines decreased by 4.85%.The increase in the traffic from direct traffic indicates that the brand awareness has increased more during the implementation of the marketing campaign. The referrals by search engine might have decreased because Search Engine Optimization (SEO) was not part of the Internet marketing campaign in study and was already implemented before this campaign was utilized. Although, the overall traffic to the site is increasingly from the time previous to the marketing campaign, it might help to understand the decrease in search engine referrals by considering that the average traffic to the site is still in the negative. The lower rate of site traffic through referring sites is an enigma, calling for further study in this decrease.

Measure 5: The "stickiness" of the web pages: Duration spent by visitors in the web pages

Overview »

Length of Visit

Jan 21, 2010 - Apr 18, 2010
Comparing to: Dec 21, 2009 - Jan 20, 2010

Most visits lasted: 0-10 seconds

Duration of visit	Visits with this duration	Percentage of all visits
0-10 seconds		
Dec 21, 2009 - Jan 20, 2010	1,527.00	58.28%
Jan 21, 2010 - Apr 18, 2010	3,143.00	62.07%
11-30 seconds		
Dec 21, 2009 - Jan 20, 2010	231.00	8.82%
Jan 21, 2010 - Apr 18, 2010	410.00	8.10%
31-60 seconds		
Dec 21, 2009 - Jan 20, 2010	188.00	7.18%
Jan 21, 2010 - Apr 18, 2010	304.00	6.00%
61-180 seconds		
Dec 21, 2009 - Jan 20, 2010	254.00	9.69%
Jan 21, 2010 - Apr 18, 2010	444.00	8.77%
181-600 seconds		
Dec 21, 2009 - Jan 20, 2010	245.00	9.35%
Jan 21, 2010 - Apr 18, 2010	421.00	8.31%
601-1,800 seconds		
Dec 21, 2009 - Jan 20, 2010	129.00	4.92%
Jan 21, 2010 - Apr 18, 2010	266.00	5.25%
1,801+ seconds		
Dec 21, 2009 - Jan 20, 2010	46.00	1.76%
Jan 21, 2010 - Apr 18, 2010	76.00	1.50%

Figure 19: The length of visits for visitors of the Garage Countdown Website (Google analytics)

The above data shows that the length of visits of the new visitors is significantly less for the visitors that arrived during the implementation of the marketing campaign as is seen in the figure. The number of visitors who visited only for 0-10 seconds from the time during the implementation of the marketing campaign (21st January 2010-18th April 2010) is significantly higher (62.07% compared to 58.28% previously). Similarly, the number of visitors who spent a long time in the website such as more than half an hour is much more in the time before the implementation of the marketing campaign rather than after the implementation of the marketing campaign. If the number of visiting spending long time is less and less time is more during the implementation of the marketing campaign, the campaign itself has not been successful in retaining the visitors to the website, as also observed before from the discussion of data under visitor loyalty. The observation of visitor loyalty and the number of repeated visits is also supported from the data observed from the number of pages viewed which showed that compared to the time prior to the implementation of the marketing campaign, the depth of page visit was more than the time after the implementation of the marketing campaign.

Measure 6: Amount of Videos Uploaded to the Website: Results of Direct Emails

The table provided below provides the amount of videos uploaded to the website from different countries, number of bands from each country who decided to join the competition as well as the respective percentage of Internet users each country represents compared to the figure of Internet users as a whole in Europe.

Table 3: The amounts of videos uploaded as a result of email marketing

Email Marketing Results		

Countries	Videos	Bands	%users of Europe
Albania	1	2	0.20%
Austria	0	1	1.40%
Belarus	0	1	0.70%
Belgium	0	1	1.70%
Bosnia and Hetzgovina	1	1	0.30%
Bulgaria	2	3	0.60%
Croatia	0	0	0.50%
Czech Republic	0	0	1.40%
Denmark	2	14	1.10%
Estonia	2	9	0.20%
Finland	275	360	1.00%
France	0	3	10.30%
Germany	4	17	13.00%
Greece	0	4	1.20%
Hungary	0	0	1.40%
Iceland	0	1	0.10%
Ireland	1	3	0.70%
Italy	9	16	7.20%
Latvia	1	1	0.30%
Lithuania	0	0	0.50%
Macedonia	0	0	0.20%
Moldova	1	1	0.20%
Netherlands	0	0	3.40%
Norway	0	4	1.00%
Poland	0	0	4.80%
Portugal	1	2	1.10%
Romania	0	0	1.80%
Serbia	0	0	0.80%

Slovakia	0	0	0.90%
Slovenia	0	0	0.30%
Spain	1	4	7.00%
Sweden	10	40	1.90%
Switzerland	0	0	1.40%
Turkey	1	9	6.30%
Ukraine	1	1	2.50%
United Kingdom	0	4	11.20%
TOTAL	313	502	88.60%

The process of sending email, getting the responses and actually getting the results (music videos being uploaded by the garage bands) followed a pyramid shaped structure as depicted in Figure 19. Results here imply the number of videos uploaded to the web site that were the direct result of email-marketing. The data mentioned are the actual figure by the end of the month of April, 2010.

Figure 20: The response rate of contacts

As the figure depicts, the response rate of sent email was 20.96% and the video upload rate from the contacts who responded was 62.87%.The contacts here includes all the

garage bands, media organizations and media schools. Overall the rate of results or the ratio of final videos uploaded from the prospective contacts was 13.17%.Out of these vides uploaded, the majority was understandably from Finland. Clearly, the response rate is not effective as desired so we cannot only rely on email as the mode of promotion.

5. EFFECTIVENESS OF VARIOUS INTERNET ADVERTISING METHODS

To determine the Internet advertising tools that have potential to be applied in the future campaigns; different advertising tools were compared in three different grounds. Questionnaire 3 provided in Appendix 3 was distributed to the employees of Sorvi Team Oy Limited who were involved with the Internet marketing campaign for Garage Countdown competition and asked to assess qualitatively their view regarding the different Internet advertising tools utilized. The tools have been compared subjectively on a scale ranging from 5 which is the most desirable to 1 which is the least desirable. A 0 rating is applied where a particular Internet marketing tool is not applicable. The three grounds for comparison are quantity, quality and time to delivery. Quantity is the measure of how large numbers of visitors is it possible to get via using a certain Internet advertising channel. Quality refers to how targeted the visitors can be to the website and finally time to delivery refers to how fast the traffic can arrive to the website.

The results are summarized in table 4.

Table 4: The qualitative analysis of effectiveness of Internet marketing tools

Advertising Tools	Quantity	Quality	Time to Delivery
Affiliate Programs	5	4	4
Article Marketing	4	5	1

Blogs	5	4	4
Blog Comments	2	4	2
Banner Ad Exchanges	3	3	2
Classified Ads	0	2	5
Directory Submissions	2	3	3
ezines	1	2	3
Forum Marketing	2	4	2
Google Adwords (Costly)	4	5	5
Link Swapping	3	3	1
MSN Ad Centre (Costly)	5	4	2
My Space	4	3	2
Podcasting	1	5	2
Press Releases	5	3	4
RSS	4	4	5
SEO	5	5	1
Social Bookmarking	5	4	5
Squidoo Lenses	3	4	4
Video	4	4	5

Marketing			
Viral Marketing	5	4	3
Yahoo! Answers	2	2	4
Yahoo! Groups	4	5	3
Yahoo! Search Marketing	1	5	5

This is shown in graphical form in figure 20.
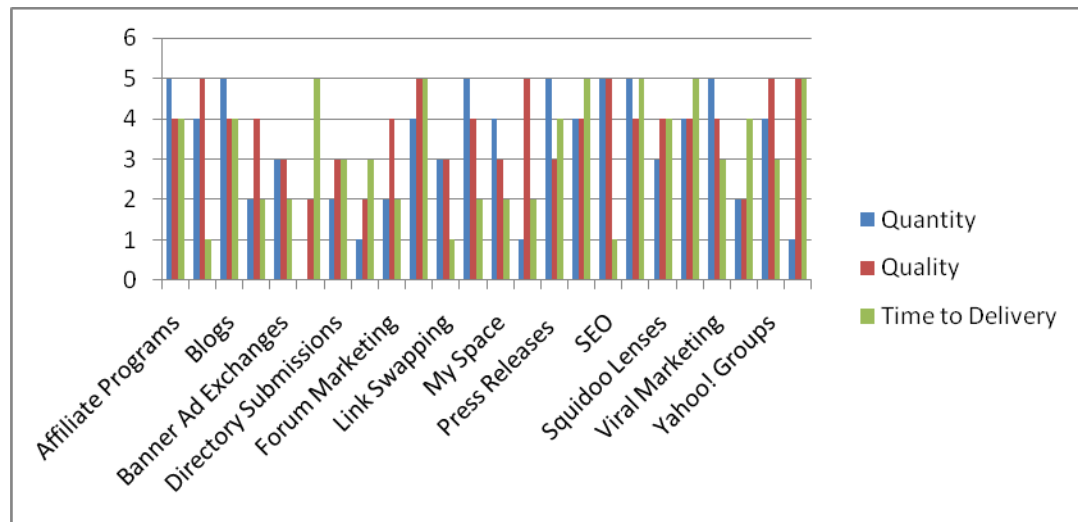
Figure 21: The graphical display of qualitative analysis of the effectiveness of Internet advertising tools

The figure shows that in terms of quantity, or the potential to drive the numbers of visitors, the most effective tools are affiliate programs, blogs, MSN ad centre, press releases, SEO, social bookmarking and viral marketing. Among these methods, the utilized Internet advertising tools were blogs, press releases, SEO, social bookmarking and viral marketing.

In terms of quality, or the potential to generate targeted traffic to the website, the effective Internet advertising tools were article marketing, Google Adwords, podcasting, SEO and Yahoo! groups. Among these used were article marketing, podcasting, SEO organic and Yahoo! groups. Google Adwords, despite its potential, was not utilized because of restraints in budget.

In terms of time to delivery, or how fast the traffic is directed towards the website, the most effective tools were classified ads, Google Adwords, RSS feeds, social bookmarking, video marketing and Yahoo! search. Among these utilized were classified ads, RSS feeds, social bookmarking and video marketing.

The results also show that in terms of aggregate effectiveness, the most important Internet advertising tools are Google Adwords and Search Engine Optimization (SEO) because they appear higher in all of the lists. Unfortunately, Google Adwords was not implemented due to cost issues.

6. CONCLUSIONS OF THE STUDY

In this section, the research questions that were proposed in the introduction Section will be answered according to the findings of the study.

- Adoption of Internet advertising tools and their success (RQ I &II)

    The first research question dealt with the extent of adoption of Internet advertising tools by the company in order to promote the Garage Countdown brand. As the result of the questionnaire (provided in Appendix 2) and as also discussed in the section 4.1., the utilization of Internet advertising tools by the company to promote GC brand has been meager if at all. Out of the 42 methods that were presented only about 6-7 of them had been utilized before the implementation of the marketing campaign. Even those of the tools that were utilized such as organic Google search, are a commonplace method and do not provide any additional competitive advantage to the company while promoting the GC brand. Similarly, other methods utilized such as web prompt and e-mail prompt were utilized more to serve functional purposes rather than to gain competitive leverage in advertising.

Research question 2 dealt with the success or failure of the Internet advertising tools already utilized. In light of this question, the most important tool successful in achieving the marketing goals was traditional email marketing which, as a result of coordination in efforts and the resource utilized proved to be effective in attracting new bands, users and user videos to the website. In fact, during the implementation of the Internet advertising campaign, majority of all the videos uploaded in the GC site seemed to be as a result of email marketing. The other existing tools were used only to serve functional purposes and the company seemed to be either unaware of the availability of the Internet advertising methods or reluctant to utilize it to advertise GC brand.

- Potential tools to be utilized (RQ III)

  Research question III dealt with what could be the possible tools that could be utilized to generate user traffic and effectively advertise the GC brand. The Internet advertising tools already utilized being meager if non-existent, it was almost a virgin territory when we first started implementing the Internet advertising tools. The advertising tools that were already listed in the questionnaire 2 were enough to begin with. As mentioned before, out of about 6-7 tools utilized from the list, the rest of the tools available were ready to be implemented. Therefore, all of the tools listed proved to be potential tools to be utilized during the marketing campaign as the previous utilization of the Internet advertising tools was almost non-existent. Among these tools that had potential to be utilized for the marketing campaign, some required extensive technical knowledge and potential financial investments whereas others were as simple a matter as filling a registration form. In the marketing campaign implemented by the company which was a subject of this study, most of the tools were utilized except some such as Google Adwords and paid Search Engine Optimization (SEO) were left behind because of constraint in the company budget allocated for Internet advertising. Apart from these kinds of tools, the rest of them were utilized during the period of 3-4 months starting from January 21st 2010.

- The metrics for determining success or failure of the Internet Marketing Campaign (RQ IV)

  Research question IV dealt with the determinants of the success or the failure of the marketing campaign. This was necessary in order to evaluate the success of the Internet marketing campaign that was to be determined. As outlined in the literature review, under

the section 3.3.2 and 3.3.3., the measurement is possible after the development of KPIs (Key Performance Indicators), on whose basis the success or the failure of the campaign can be based.

The metrics that were chosen due to its availability in previous literature as well as its relevance and potential for the study were: to measure if new visitors were attracted due to the marketing campaign the metric chosen was comparison of absolutely new visitors vs. returning visitors. Similarly, to measure if the campaign was successful in terms of generating brand awareness the following metrics were used: the number of direct visitors to the website, the number of increased loyal visitors, the time they spend in the website in addition with the depth of visits from users or how far deep in the website do they visit. In addition, as GC is designed to be implemented in 36 European countries with a potential to be extended to other geographical regions, it was necessary to measure the effectiveness of advertising campaign according to the geographical reasons. So the metrics used was the number of visitors according to different geographical segments. Lastly, since the primary goal of the website is to increase the number of music videos uploaded to the website, the final metrics used was the number of videos uploaded to the website.

- Was the Internet marketing Campaign successful? (RQ V)

    As put forward in Research Question V, the answer is a bit ambiguous. In some respects; Internet marketing campaign was successful whereas in other aspects it completely failed. Success or failure defined by the metrics mentioned in Research Question IV, were utilized to determine the success or failure of the marketing campaign. The results clearly showed that the number of visits to the website was increasing and as no other marketing activities were implemented at the same time it must be from this Internet marketing campaign. The increase in the number of visitors to the website was +93.25% and that should be regarded as a success. Although, in terms of attracting new visitors the campaign was successful, this cannot make the campaign as a whole, in all its aspects successful.

    Attracting new visitors can not be the only goal, they should be targeted as well, they should have willingness to use the service repeatedly, and they should interact with the

service, in brief, from the service user's point of view they should be aware of the GC brand. However, the result shows that although new visitors were attracted in large numbers, these visitors were not targeted well enough. This could be seen from the increasing bounce rate, low visitor loyalty and less time spent in important pages of the website. Another metric, visitors according to the geographical segments shows that advertising campaign has been able to generate lots of visitors from different geographical reasons, resulting in significant increases in the European region where the GC competition was launched. Among the top ten countries in terms of the number of visitors, most of them fall under the operative region which would indicate that the competition is being advertised to the target location and target segment. The results from the traffic sources show that the search of visitors from the search engines is decreasing which indicates that the search engine marketing has not been optimum. However, since the search engine optimization (organic) was already in place before the implementation of this Internet marketing campaign, the results can not suggest any causes for these changes.

The number of videos uploaded due to email marketing alone shows that it was very effective. While about 21% of the visitors who received our email responded to the emails we send, 60% out of them submitted videos to the website. About 215 or more videos were uploaded to the website. This can be termed successful because the Garage Countdown competition started with no videos. However, very low response rate but higher upload rate for the respondents shows that perhaps more care should be taken in targeting the emails.

Despite these figures, it would still be difficult to exactly pin point whether the marketing campaign was a success or a failure because of the very short time duration that was used for evaluation. The campaign is being evaluated within the time frame of only about 3-4 months, which is a very short time to evaluate a campaign considering that some tools like blog comments and E-zines can take a much longer time to show any visible results. While these tools are late in delivery, they might be able to bring well targeted and profitable service users to the website.

- What are the probable causes of failure? (RQVI)

The most probable cause of failure, in the areas where it exists, can be the lack of planning and organization while implementing the campaign. Previous inexperience, constrained human and financial resources, the lack of coordination between marketing personnel and technical personnel, short time frame to evaluate results might all have caused in unison or single-handedly the undesired effects. The restricted financial resources meant that many of the well proven and higher return investment in advertising tools could not be and were not utilized in the campaign. This might have had adverse impact to the campaign. Many of the problems that have been mentioned later in section 7 (Recommendations) also relates to sources of failure.

- The Advertising tools that have potential to be used later (RQ VII)

    Previously in section 5, where effectiveness of various Internet advertising methods were discussed, various advertising tools were classified in terms of effectiveness under categories such as quantity (potential to attract new visitors), quality (how targeted visitors are) and time to delivery (How fast the traffic arrives).

    After the study it can be concluded that if the goal is quantity the most effective tools are online pPublic relations channels such as affiliate marketing, blogs, social bookmarking and viral marketing. However, if the goal of the campaign is quality, article marketing, Google Adwords and podcasting seems to be the best choices. If the goal of the campaign is however, time to delivery or attract high number of visitors in short time classified ads, RSS feeds and social bookmarking seem like good choices. In this study most of the tools that were utilized did have high potential for generating more visitors in a short time, as the number of visitors showed sudden increase. However, the visitors attracted were not targeted, as the result in bounce rate and less visitor loyalty signifies. In the future campaign perhaps more care should be taken to utilize Internet advertising tools that have higher potential in generating quality or targeted visitors. Similarly, in terms of aggregate effectiveness, some of the tools that rank highest are Google Adwords and paid SEO (Search Engine Optimization), both of them which were not implemented in the marketing campaign under study. Therefore, in the future campaigns these tools and other tools that have the potential to generate quality traffic should be used.

7. RECOMMENDATIONS TO THE COMPANY FOR FUTURE MARKETING CAMPAIGNS

Primarily, there was not enough planning and organization while implementing the marketing campaign, and due to this factor; the results were always not as expected. Due to lack of human resources and division of responsibilities many of the tools implemented were overlapping and redundant. Similarly, there were not always clear cut goals and objectives outlined for the marketing campaign and no unanimity among the Key Performance Indicators (KPIs) to measure the effectiveness of online media marketing campaign. These factors might have been conducive to lower the results more than expected. The company ought to plan and implement future marketing campaign with clear goals, clear idea of KPIs and fixed division of responsibilities.

Garage Countdown competition is at the moment focused on only European countries. As the table for the visitor segmentation according to geographical reasons shows, most of the visitors are from Finland, which is explainable because Garage Countdown is promoted also through Voice TV and YLE radio in Finland. The visitors from different other geographical regions can be considered solely as the result of Internet marketing campaign. Although, the marketing campaign was targeted to Europe, it was none the less able to generate visitors from USA and Australia, the two countries which have managed to make it to the list of top ten geographical regions in terms of visitor traffic. It could be sensible to expand the service into these regions also instead of just focusing in the European regions, because there are already majority of visitors from these regions.

Additionally, although similar marketing campaign was implemented all across the European region except Finland, there was a wide discrepancy in number of visitors to the website from these regions. The causes of this discrepancy were not the subject of this study but this could be a good subject for further research. Any number of factors such as Internet access percentage of the general population, other demographic factors, and government regulations and so on could have been the cause of these variations. These factors should be carefully studied and causes verified for the discrepancies in number of visitors to the website from different countries within the European region to successfully plan and implement marketing campaigns in the future.

Similarly, due to budgetary restraints many of the Internet advertising tools such as Google Ad words, paid search engine optimization, various affiliate programs, Yahoo! search and MSN ad centre could not be implemented. The analysis of the effectiveness of various Internet advertising tools showed that these tools not utilized had higher potential to generate higher quantity and quality of the visitors' traffic with lower lead time to delivery. The analysis of the questionnaire 1 (Appendix 1) showed that the budget segregated for Internet advertising was 5% or less of the total marketing budget and it was prioritized less than the traditional advertising media such as TV and radio. Considering the potential of Internet advertising to generate visitors' traffic it is recommended to increase the investment in Internet advertising.

Although the Key Performance Indicators measure visitors' traffic, it was often difficult to segment the visitors derived from specific Internet advertising methods. The data of the number of visitors might have been from any of the methods of advertising rather than a single, individual source. Further literature review, revealed that it is actually possible to quantitatively analyze the performance of each Internet advertising tools such as banners, blogs and so on separately by tagging these services. This method of assessing the marketing campaign separately by different advertising tools is readily available in web analytics services such as Google analytics. It is recommended to enable this feature for future marketing campaigns to get the clear picture regarding effectiveness of individual Internet advertising tools separately.

8.   SUGGESTONS FOR FURTHER STUDY

It was felt during the literature review that there is a research gap in the analysis of effects of culture, language, political environment, legal frameworks, government and nation as a whole regarding Internet marketing. The empirical study also revealed that there was definitely a huge difference between how different countries with respective differences in culture, language, political and legal environment respond to the same marketing campaign. Although, it is assumed that the Internet facilitates homogeneity across cultures, there was clearly a huge difference regarding how potential users from different backgrounds respond to a similar advertising channel with a uniform message. The

effectiveness of Internet marketing across different cultures can be definitely a good subject for further study.

Similarly, the majority of literature available concentrated either exclusively on online marketing or otherwise on traditional marketing. There was a dearth on research available that suggested ingenious ways to integrate both traditional marketing as well as the online marketing in a holistic framework to achieve marketing goals efficiently. How marketing in the online media as well as offline media can be integrated together to achieve marketing goals can be also a subject of further study.

In addition, some investments have to be made while carrying out while implementing an Internet marketing campaign similar to advertising traditionally. It would prove beneficial to a business if the probable return on online marketing investments could be calculated beforehand to know if the campaign itself will be successful and whether it can generate sales or users enough to justify the expenses. Whereas, in traditional advertising there are several ways to monetize the advertising methods and calculate return on investments as well as budget it lacks singularly when it concerns Internet advertising. Most of the literature reviewed lacked in any basic framework regarding methods to calculate budget for Internet marketing campaigns and calculate returns on investment to evaluate and justify the investments.

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Appendices

Appendix 1: Localized sites of Garage Countdown Competition

	Localized sites of GC			
Countries	Localized sites	Population (2009)	Internet Users (2009)	% Population Penetration
Albania	http://al.garagecountdown.com	3,639,453	750,000	20.6 %
Austria	http://au.garagecountdown.com	8,210,281	5,936,700	72.3 %
Belarus	http://by.garagecountdown.com	9,648,533	3,106,900	32.2 %

Belgium	http://be.garagecountdown.com	10,414,336	7,292,300	70.0 %
Bosnia-Herzegovina	http://ba.garagecountdown.com	4,613,414	1,441,000	31.2 %
Bulgaria	http://bg.garagecountdown.com	7,204,687	2,647,100	36.7 %
Croatia	http://cr.garagecountdown.com	4,489,409	2,244,400	50.0%
Czech Republic	http://cz.garagecountdown.com	10,211,904	6,027,700	59.0 %
Denmark	http://dk.garagecountdown.com	5,500,510	4,629,600	84.2 %
Estonia	http://ee.garagecountdown.com	1,299,371	888,100	68.3 %
Finland	http://fi.garagecountdown.com/	5,250,275	4,382,700	83.5 %
France	http://fr.garagecountdown.com/	62,150,775	43,100,134	69.3 %
Germany	http://de.garagecountdown.com	82,329,758	54,229,325	65.9 %
Greece	http://gr.garagecountdown.com	10,737,428	4,932,495	45.9 %
Hungary	http://hu.garagecountdown.com	9,905,596	5,873,100	59.3 %
Iceland	http://is.garagecountdown.com	306,694	285,7	93.2 %
Ireland	http://ie.garagecountdown.com	4,203,200	2,830,100	67.3 %
Italy	http://it.garagecountdown.com	58,126,212	30,026,400	51.7 %

Latvia	http://lv.garagecountdown.com	2,231,503	1,369,600	61.4 %
Lithua nia	http://lt.garagecountdown.com	3,555,179	2,103,471	59.2 %
Maced onia	http://mk.garagecountdown.com	2,066,718	906,979	43.9 %
Moldo va	http://md.garagecountdown.com	4,320,748	850,000	19.7 %
Nether lands	http://nl.garagecountdown.com	16,715,999	14,304,600	85.6 %
Norwa y	http://no.garagecountdown.com	4,660,539	4,235,800	90.9 %
Poland	http://pl.garagecountdown.com	38,482,919	20,020,362	52.0 %
Portug al	http://pt.garagecountdown.com	10,707,924	4,475,700	41.8 %
Roman ia	http://ro.garagecountdown.com	22,215,421	7,430,000	33.4 %
Serbia	http://rs.garagecountdown.com	7,379,339	3,300,000	44.7 %
Slovaki a	http://sk.garagecountdown.com	5,463,046	3,566,500	65.3 %
Sloveni a	http://si.garagecountdown.com	2,005,692	1,300,000	64.8 %
Spain	http://es.garagecountdown.com	40,525,002	29,093,984	71.8 %
Swede n	http://se.garagecountdown.com	9,059,651	8,085,500	89.2 %
Switze rland	http://ch.garagecountdown.com	7,604,467	5,739,300	75.5 %
Turkey	http://tr.garagecountdown.com	76,805,524	26,500,000	34.5 %
Ukrain	http://ua.garagecountdown.com	45,700,395	10,354,000	22.7 %

e				
United Kingdom	http://uk.garagecountdown.com	61,113,205	46,683,900	76.4 %

Appendix 2: Questionnaire Survey to analyze the expectations of the company from marketing campaign to be implemented

Please fill in the following questionnaire.

1) The following changes have taken place regarding Garage Countdown Project

    a. Internet advertising has been prioritized than traditional advertising

    ○ strongly agree   ○ agree   ○ Neutral   ○ Disagree   ○ strongly disagree

    b. Budget expenditure has been increased in Internet advertising

    ○ strongly agree   ○ agree   ○ Neutral   ○ Disagree   ○ strongly disagree

    c. The importance of Internet advertising surpass that of traditional advertising

    ○ strongly agree   ○ agree   ○ Neutral   ○ Disagree   ○ strongly disagree

    d. There has been no visible changes in the marketing approach

    ○ Strongly agree   ○ agree   ○ Neutral   ○ Disagree   ○ strongly disagree

2) Your involvement in Internet advertising is high

    ○ Strongly agree   ○ agree   ○ Neutral   ○ Disagree   ○ strongly disagree

3) The frequency of use of Internet advertising tools is increasing

    ○ Strongly agree   ○ agree   ○ Neutral   ○ Disagree   ○ strongly disagree

4) Please Rate the following in the scale of 1-5, 5 being the lowest, 1 being the highest (in order of priority). The goal of Internet advertising for Garage Countdown is:

    a. Advertising the service ◯

    b. Strengthening GC brand image ◯

    c. Providing information ◯

    d. Promote Bands and their videos ◯

    e. For the purpose of marketing research ◯

    f. Anything   else,

    _____

    _____(Please

    specify)

5) What is the approximate percentage of marketing budget that is used on online marketing?

_____

6) In your opinion, does Internet Marketing reduce overall marketing costs?

◯ Yes   ◯ No

7) What are the other options of advertising after Internet advertising?

    a. TV ◯

    b. Newspaper ◯

    c. Others?

    _____

    _____

    _____(Please specify)

8) On a scale of 1-5, 1 being the lowest and 5 being the highest (in order of priority) what are the challenges your organization face while implementing online media marketing campaign?

    a. Lack of online marketing planning and expertise ◯

    b. Lack of budget   ◯

    c. Lack of human resources   ◯

    d. Lack of database technology   ◯

    e. Lack of functional specialization   ◯

9) In your opinion, what is the level of integration between online marketing and offline marketing methods concerning Garage Countdown?

◯Very high   ◯ High   ◯ Average   ◯ Low   ◯ Very Low

10) What is the customary way to analyze the success or a failure of a marketing campaign concerning Garage Countdown? Please rate the following in the scale of 1-5, 1 being the highest and 5 being the lowest, in the order of priority.

    a.   The number of videos uploaded to the Garage Countdown Website   ◯

    b.   Increase in traffic to the website   ◯

    c.   Increase in revenue   ◯

    d.   The number of bands in the Garage Countdown website   ◯

    e.   The number of fans in the Garage Countdown website   ◯

11) What do you most fear among many of the negative results of an online media marketing campaign? Please rate the following in the scale of 1-5, 1 being the highest and 5 being the lowest, in the order of priority

    a.   Some Internet marketing tools may in fact lower the ratings of search engines ◯

    b.   Some marketing tools might not be ethical   ◯

    c.   Some marketing tools might be annoying to the potential users and may thus divert them from using the services altogether   ◯

    d.   The dissemination of company secrets to unauthorized personnel   ◯

    e.   Users may think "we are trying too hard" and will have negative image of the services

    f.   Anything else, you think is missing? (Please specify)

    _____

    _____

12) What kind of tools do you use to analyze whether a marketing campaign is successful or not?

(For example: Google analytics)

_____

_____(Please specify)

Appendix 3: Questionnaire Survey regarding existing Internet advertising Tools utilized

Please Check the boxes if you have used any of these Internet advertising tools before for marketing purposes:	
Search Engine Marketing	
Organic	
Paid Optimizations	
Pay Per Click Advertisements	
Trusted Feeds	
Online Public Relations	
Blogs with RSS Feeds	
C2C Posts	
Portals	
Doorway Sites	
Online Partnerships/Link Building	
Affiliate Marketing	
GC forum	
Forum Comments	
Blog Comments	
Link Swapping	
Article Marketing	
Social Bookmarking	
Classified Ads	
Directory Submissions	
Yahoo! Answers and Groups	
Interactive Advertisements	
Pop-Ops	
Interstitials	
Online Competitions	
Advertisements in other sites(Static/Animated)	
Online Games (Advergaming)	
Sponsorships	

Email Marketing	
Direct Emails	
Cold Rented Lists	
3rd Party E-Newsletters	
Viral Marketing	
Pass-Along Emails	
E-Mail Prompt	
Web Prompt	
Incentivized	
Viral E-Books	
Video Marketing	
Podcasting	

Appendix 4: Qualitative Assessment of different Internet advertising tools utilized in the campaign

Please Rate the following Internet advertising terms in terms of quantity (potential number of visitors traffic), quality (how targeted the potential visitors are) and in terms of time to delivery (how much time it takes for the traffic to arrive) in the scale of 1-5, 5 being the most desirable and 1 being the least, and O when it is not applicable.

Advertising Tools	Quantity	Quality	Time to Delivery
Affiliate Programs			
Article Marketing			
Blogs			
Blog Comments			

Banner Ad Exchanges			
Classified Ads			
Directory Submissions			
ezines			
Forum Marketing			
Google Adwords (Costly)			
Link Swapping			
MSN Ad Centre (Costly)			
My Space			
Podcasting			
Press Releases			
RSS			
SEO			
Social Bookmarking			
Squidoo Lenses			
Video Marketing			
Viral Marketing			
Yahoo!			

Answers			
Yahoo! Groups			
Yahoo! Search Marketing			

Appendix 5: The Internet advertising Tools used prior to the Internet Marketing Campaign

Please Check the boxes if you have used any of these Internet advertising tools before for marketing purposes:

Search Engine Marketing	
Organic	√
Paid Optimizations	
Pay Per Click Advertisements	
Trusted Feeds	
Online Public Relations	
Blogs with RSS Feeds	
C2C Posts	√
Portals	
Doorway Sites	
Online Partnerships/Link Building	
Affiliate Marketing	
GC forum	
Forum Comments	
Blog Comments	
Link Swapping	
Article Marketing	
Social Bookmarking	
Classified Ads	
Directory Submissions	
Yahoo! Answers and Groups	

Interactive Advertisements	
Pop-Ops	
Interstitials	
Online Competitions	√
Advertisements in other sites(Static/Animated)	√
Online Games (Advergaming)	
Sponsorships	
Email Marketing	
Direct Emails	√
Cold Rented Lists	
3rd Party E-Newsletters	
Viral Marketing	
Pass-Along Emails	
E-Mail Prompt	√
Web Prompt	√
Incentivized	
Viral E-Books	
Video Marketing	
Podcasting	