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E-Marketing plan

Case Study E.Luhta Oy Ltd

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Thesis Abstract

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The objective of the thesis was to make an effective e-marketing plan for the case company, E.Luhta Oy Ltd, as well as to implement the plan on their newly developed website.

A qualitative research method was used in the case study. The data was collected by using face-to-face interviews with the company managers and website developers to understand the actual problems.

The subject was researched first from the theoretical perspective by reviewing the existing academic literature on the subject. The empirical data was gathered mainly by face-to-face interviews with the company directors and website designers.

The case company had difficulties with search engine optimizations and targeting at the retail market, so this study was performed and implemented in order to help the company. In the theoretical section, e-marketing theory, e-marketing tools and search engine optimizations helping create effective e-marketing plan were studied. In the constructive case study, a situation analysis was conducted, the website was implemented, and the existing problem regarding e-marketing was solved, and this resulted in the improvement of the website.

Keywords: e-marketing, search engine optimization

SEINÄJOEN AMMATTIKORKEAKOULU

Opinnäytetyön tiivistelmä

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Tämän opinnäytetyön tavoitteena oli kehittää tehokas sähköisen markkinoinnin suunnitelma kohdeyritykselle E.Luhta Oy:lle.

Tapaustutkimuksessa käytettiin kvalitatiivista tutkimusmenetelmää. Tiedot kerättiin haastattelemalla yrityksen johtajia ja verkkosivujen kehittäjiä, jotka ymmärtävät todelliset ongelmat.

Aihetta tutkittiin ensin teoreettisesta näkökulmasta esitellen akateemista kirjallisuutta sähköisestä markkinoinnista. Empiirinen aineisto kerättiin pääasiassa henkilökohtaisesti haastattemalla yritysjohtajia ja verkkosivujen suunnittelijoita.

Yhtiöllä oli vaikeuksia näkyvyydessä hakukonetuloksissa sekä vähittäismarkkinoilla, joten tämä tutkimus tehtiin yhtiön avuksi. Teoreettisessa osassa tutkittiin sähköisen markkinoinnin teoriaa, e-markkinoinnin työkaluja ja hakukonetuloksia, jotka auttoivat luomaan tehokkaan sähköisen markkinoinnin suunnitelman. Tilanneanalyysi suoritettiin ja sivusto ja olemassa oleva sähköisen markkinoinnin ongelma ratkaistiin case-tutkimuksena, joka paransi uusia sivustoja.

Keywords: Sähköisen markkinoinnin suunnitelma, Hakukoneoptimointi

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Abbreviations

SEO	Search engine Optimization
PPC	Pay per click
SEM	Search engine marketing
B2B	Business to business
CRM	Customer relationship management

1 Introduction

1.1 Purpose and objectives

The purpose of my thesis is to create e-marketing plan for E.Luhta Oy Ltd website. This marketing plan is also implemented in the newly established websites.

The objectives of my thesis are:

1. To create e-marketing plan for E.Luhta Oy Ltd
2. To analysis and evaluate the current webpage marketing strategy.
3. Provide suggestion, recommendation and also improve the marketing strategy in new web site (<http://www.transloge.com/>)

1.2 Structure of the thesis

This thesis is divided into 6 parts,

Part 1 is the introduction where purpose and objectives of the thesis are stated. Structure of thesis and research problems is also clearly mentioned in this part.

Part 2 is the theoretical part. In this part theory related to the research is explained. In this part definition of e marketing, website also website development concept as well as SOSTAC model is explained briefly.

Part 3 consists of methodology, as author has used qualitative research methods. Most of the data were collected from personal interviews which were divided into two categories according to interviewee.

Part 4 consists of case study of E.Luhta Oy Ltd where current situation are analyzed and author try to improve it in new website.

Part 5 consists of discussion what changes still author would have done different what are the challenges that author have to face during this research and the limitation of the research is explained and finally research problem questions were answered and evaluated.

Part 6 concludes with the findings of the research also validity and reliability were measured and suggestions for future researchers were provided.

1.3 Research problems

E.Luhta Oy Ltd wants to create a successful e-marketing plan. Author have to create and Implement the new marketing plan for the newly establish websites.

This research focuses on the case study of E.Luhta Oy Ltd's e-marketing methods. It can also be applied to any other companies' website because the general idea is same for all web pages.

In this research I try to answer the following questions.

1. Why webpage is important for any company?
2. How you can attract customers through websites?
3. How search engine can be helpful for website marketing?
4. How can you make your site visible in search engines like Google?
5. How can you track customer and their buying behavior?
6. How online advertisement like PPC affect e-marketing?
7. Why email marketing is important?
8. How to increase traffic to the sites and convert visitor to customer?
9. What is the cost and challenges of e-marketing?

Finally, to create effective marketing plan for E.Luhta Oy Ltd.'s web pages combining all this aspects.

2 RESEARCH METHODS

According to Hollensen (2003, 740-742), qualitative research gives a holistic view of the research problem.

From the beginning of this research author is quite clear about using the qualitative research method, which usually emphasis words rather than quantifications in the collection and analysis of data. (Bryman & Bell, 2007)

The main outline for these types of research can be seen in the figure below.

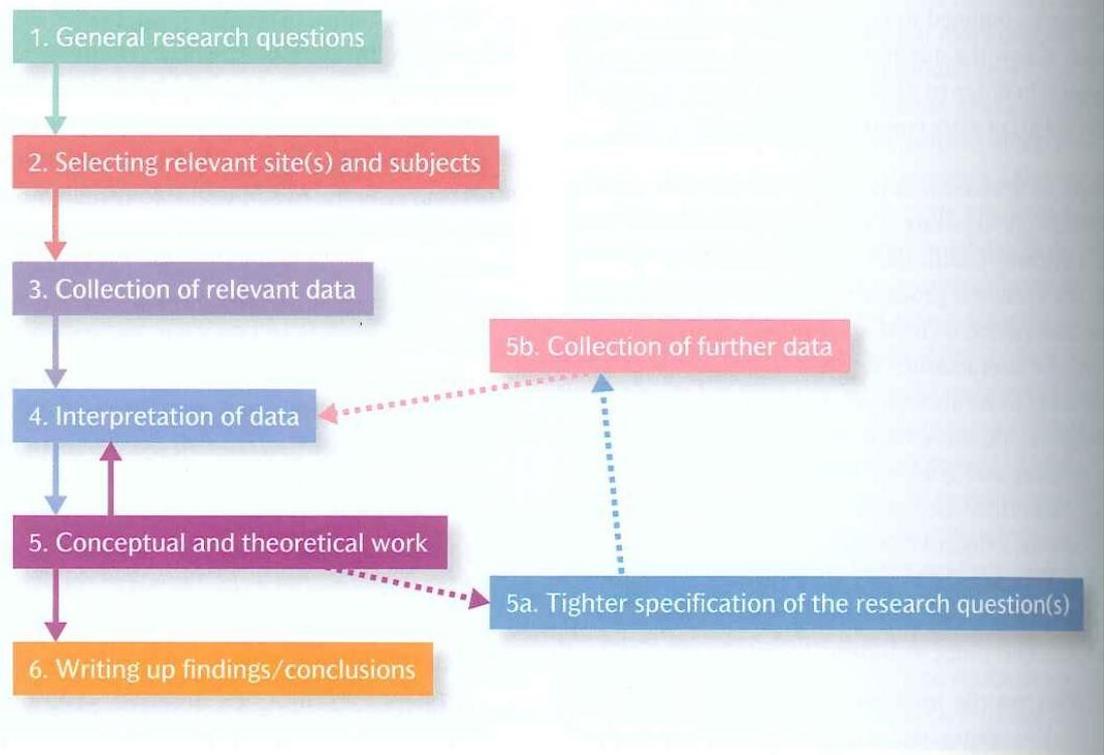


Figure 1 Main steps of qualitative researches. (Bryman & Bell 2007,406)

2.1 Reliability and Validity

The goal of reliability is to minimize error and bias in the study. Reliability in the qualitative research can be increased by recording interviews, documenting the research process and presenting more than just summaries of the collected data, which is done by the author in this thesis. (Ryen, 2004)

Validity

Qualitative research is based on subjective, interpretive and contextual data hence the positivist viewpoint of validity and the canons of rigor that are applied to quantitative research are not entirely applicable to qualitative research. To solve this dilemma Joseph A. Maxwell (1992) has developed five categories to judge the validity of qualitative research: descriptive validity, interpretive validity, theoretical validity, generalizability, and evaluative validity. (Maxwell, 1992)

Qualitative research is concerned with the concepts and idiosyncratic characteristics of a select group; therefore, the findings or theory may only be applicable to a similar group (Auerbach & Silverman, 2003).

3 Theory

3.1 E-Marketing

The purpose of marketing is to identify, anticipate and satisfy customer requirement profitably. Internet facilitates company in receiving and sending of information to customer, suppliers and partners. The connectivity of customer to internet provides companies with valuable information which can be used in e-marketing strategy.

E-marketing is marketing online whether via websites, online ads, opt-in email, interactive kiosks, interactive TV or mobiles. It involves getting close to customers and maintaining a dialogue with them. It is broader than e-commerce as it is not limited to online transaction between organizations, but it includes all processes related to marketing. (Chaffy & smith, 2008)

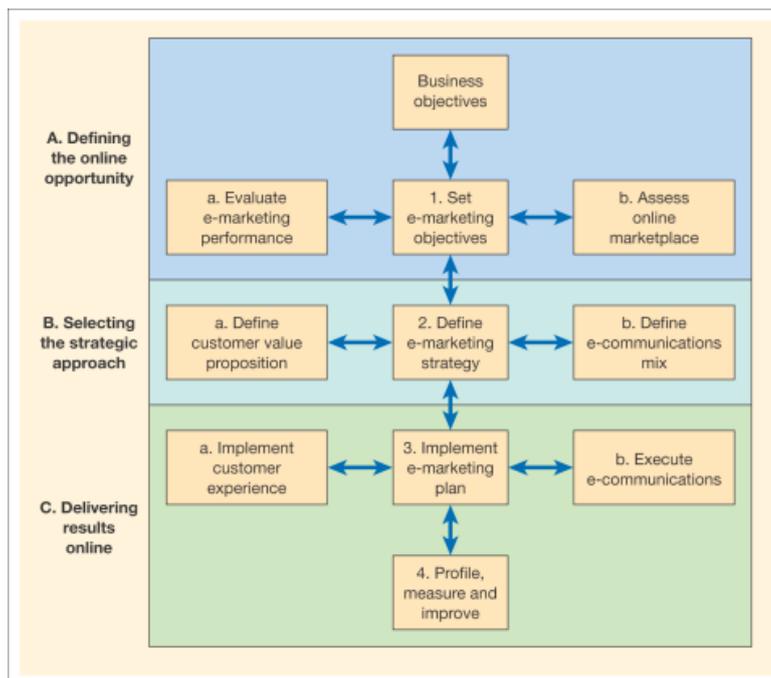


Figure 2 E-marketing process (Chaffey, 2007)

Statistic shows that the internet users are growing in Finland every year (Table 1).

Internet Usage and Population Statistics:

YEAR	Users	Population	% Pop.
2000	1,927,000	5,194,631	37.1 %
2004	2,786,000	5,219,732	53.4 %
2006	3,286,000	5,275,491	62.3 %
2010	4,480,900	5,255,695	85.3 %

Table 1 Internet users in Finland (Internet world stats, 5th July 2010)

The growing uses of internet give organizations the huge platform of marketing via internet.

Companies conduct their online marketing in any of the four following ways

- setting up online social networks
- creating a website
- placing ads and promotions online, and
- e-mail

However, for effective online marketing all these approaches need to be combined with each other. (Kotler 2011, 513)

3.2 Website

A website is an infinite number of web pages connected by a common theme or purpose. (Reynolds, 2004 kindle edition)

In 2010 Bill gates said: “if your business has no webpage, you should have no business”.

Statistic shows that seventy six percentages of Finnish enterprises with at least five employees has their own web pages.

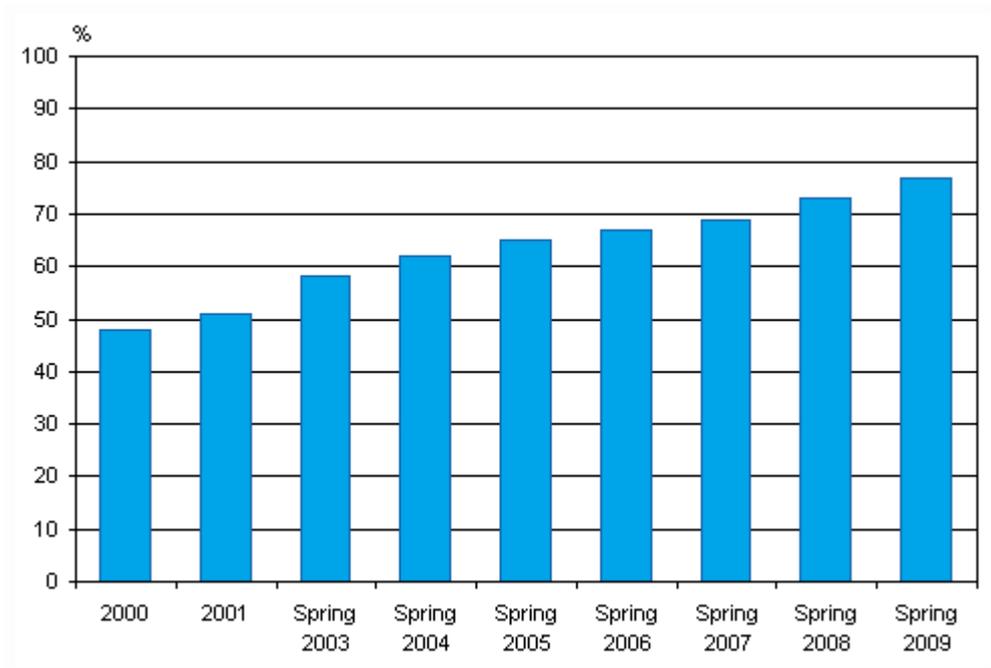


Chart 1 Enterprises (at least 5 employees) with their own websites

(Statistic Finland, 17.12.2009)

Research on “How do people evaluate website credibility” by Fogg, Soohoo and Danielson from Stanford University shows:

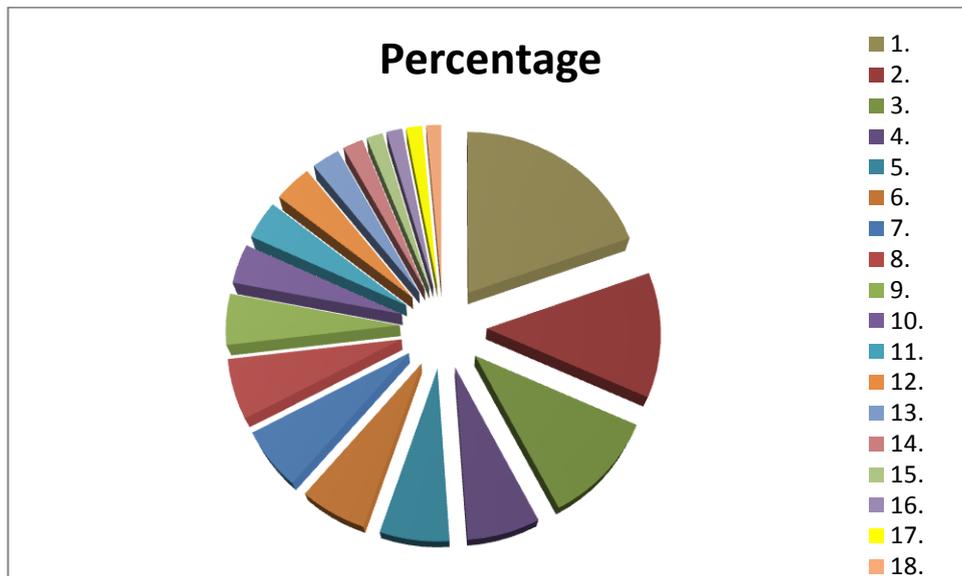


Chart 2 how do people evaluate website credibility?

1.	46,1 %	Design look
2.	28,5 %	Information design /structure
3.	25,1 %	Information focus
4.	15,5 %	Company motive
5.	14,8 %	Information usefulness
6.	14,3 %	Information accuracy
7.	14,1 %	Name recognition and reputation
8.	13,8 %	Advertisement
9.	11,6 %	Information bias
10.	9,0 %	Writing tone
11.	8,8 %	Identity of sete operator
12.	8,6 %	Site functionality
13.	6,4 %	Customer service
14.	4,6 %	Past experience with the site
15.	3,7 %	Information clarity
16.	3,6 %	performance test by user
17.	3,6 %	Readability
18.	3,4 %	Affiliation

This shows that website look is the most important factor and the information design and the information focus is the second and third factor for website credibility.

(Fogg, Sooho & Danielson, 2002)

It is essential to have website but is useless that nobody knows about it. Many website are competing for the visitors. Today web surfer is looking on more web pages in single surf but the time spent on the webpage is less. Today viewers leave quickly if the web pages don't fulfill their expectation. (Kotler & Armstrong 2011, 514)

The website needs to be re-designed if specific site visitors do not improve regardless of offering quality articles along with a great look.

3.2.1 Website development

Kano's model

The Kano model assumes that with time and wide spread implementation, exciting quality features turn into normal expectations, and normal quality features migrate towards basic expectations (Revell, 1998).

Kano, a Japanese management consultant and researcher, defined three levels of customer expectations for product and service quality that businesses must meet in order to succeed: (1) basic, (2) performance, (3) exciting.

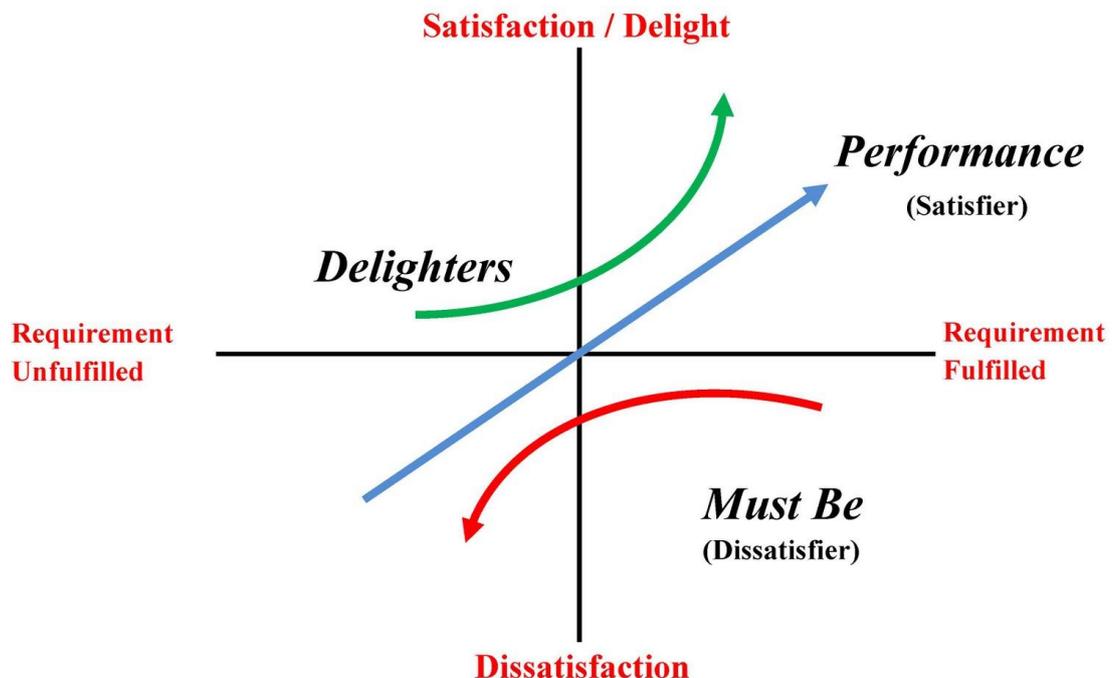


Figure 3 Kano's model for website development

Basic quality is the minimum acceptable to the customer and encompasses things customers take for granted and therefore do not think about—their presence goes unnoticed, but their absence will generate complaints.

Performance quality expectations are consciously stated needs—features typically mentioned in TV commercials or other advertisements and discussed as quality items in

conversations between customers. Their presence is consciously noted, and their absence is felt as a disappointment or a disadvantage. The size and price of a car, the length of the warranty, and the rate for repairs are examples of performance quality

Exciting quality features are those features that delight customers and inspire loyalty. Since customers usually do not know the existence of or have a conscious need for features of this kind, they will not miss them when not provided. (Zhang & Gisela, 2001-2002)

3.3 E-marketing Plan

E-Marketing plan is a strategic document developed through analysis and research that aims at achieving marketing objectives via electronic medium. It has same principal as the classical marketing plan which supports the general business strategy.

In "E-Marketing excellence" Smith and Chaffey (2005) use the SOSTAC framework to suggest an approach of Web-marketing planning now which is used by author to create his marketing plans.

3.4 SOSTAC

SOSTAC was invented by Paul Smith who is the author and international speaker of marketing in 1990s.

SOSTAC stands for situation analysis, objectives, strategy, tactics, Action and control (Figure 4). It is not discrete but there is some overlap during each stage of planning, previous stages may be revised and redefined as indicated by revised arrows in (figure 4) for creating an e-marketing plan. (Chaffy & Smith 2008, 3)

SOSTAC focuses on the six most important element of any business; SOSTAC is an acronym of these six elements. Each element is a key step in the process. These six elements contribute essential pieces of overall marketing plan.



Figure 4 SOSTAC model of e-marketing plan. (Chaffey, 2007)

3.5 Situation analysis

The aim of situation analysis is to understand the current and future environment in which the company operates in order that the strategic objectives are realistic in light of what is happening in the marketplace. (Chaffey 2004, 321)

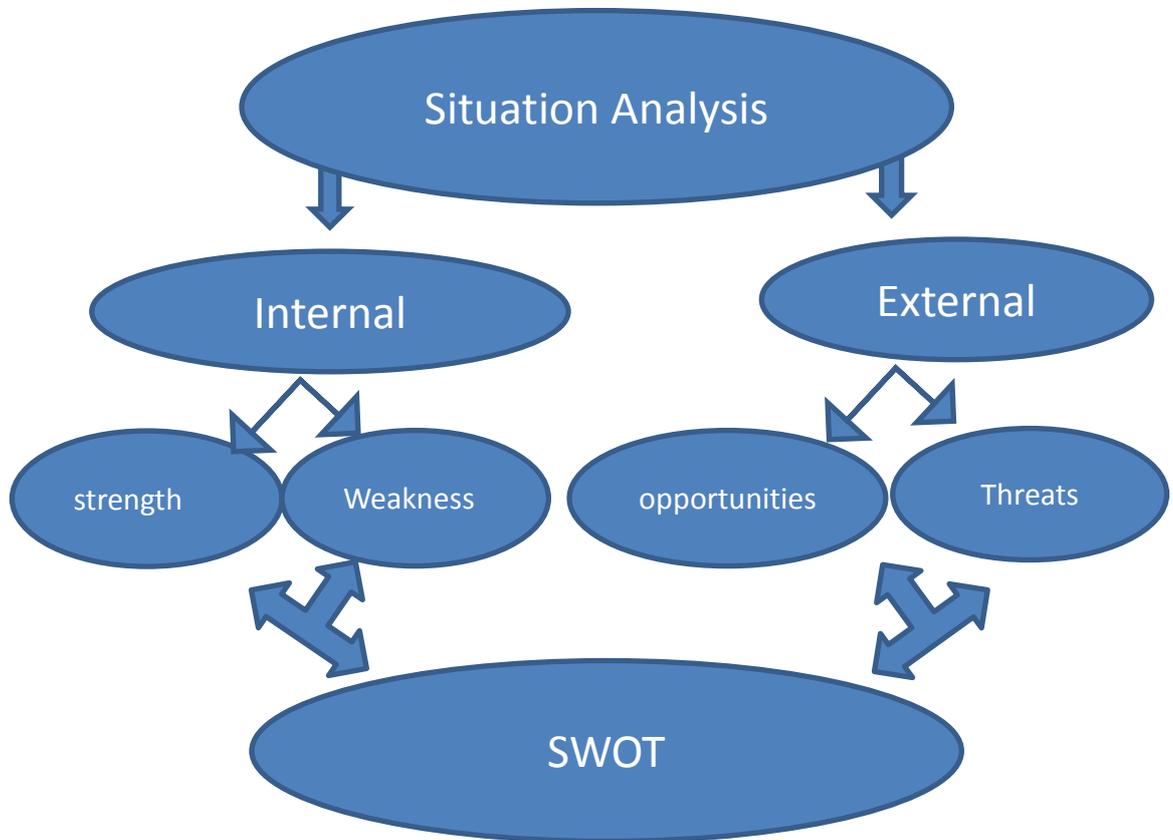


Figure 5 Situation analysis (netmba, 2002-2010)

Situation analysis is supposed to give a distinct image where the firm is now. In this stage the analyzing of current situation takes places, where internal and external analysis are done using tools like SWOT, PEST and KPI (Key Performance Indicators) . Tools may vary depending on the industry and the location. The information of analysis is presented in a way that it can be used for planning.

With the help of these tools companies can find the right way of marketing and target the market to right place. The above mentioned tools are also helpful to find out pros and cons. In another words it brings out the raw truth about the firm.

3.5.1 Demand analysis

An effective marketing plan requires an understanding the demand dynamic of market. This can involve analyzing the current demand and projecting future demand of the whole market or narrowing scope of analysis to gain knowledge of demand for specific market segment. Demand analysis focuses in number of issues that are:

- the level of connectivity of the internet by customers
- the level of interactivity
- the number of customer who purchase product and services via internet
- the number of customer who assess the website but does not purchase via internet
- identifying the barriers using the internet for purchasing purpose

(Combe 2006, 121)

3.5.2 Competitor analysis

Competitor analysis or the monitoring of competitor use of e-commerce to acquire and retain customer is especially important in the e-marketing due to dynamic nature of internet medium. (Chaffey2004, 324)

Earlier competitors were well known but with the growth of internet in the global marketplace there may be new entrants that have the potential to achieve significant market share. Now copying the concept and approach are possible but in some occasion it can be controlled by patenting.

Benchmarking is used to compare e-commerce service within market. Companies need to review internet based performance of both existing and new players. When bench marking companies should review competitor's sites, identifying best practices, worst practices and next practices. (Chaffey, 2004)

3.5.3 SWOT

SWOT analysis is the overall evaluation of the company's strength, weaknesses, opportunities and threats. (Kotler & Keller 2011, 89). The purpose of SWOT analysis in an e-marketing plan is to be able to benefit from the strengths and strengthen the weaknesses.

The objective behind the SWOT analysis is to understand the companies' resources, competences and capabilities.

3.6 Objectives

Objectives should be quantified in terms of success and failure criteria and timescale must be set. Clear objectives makes management task smooth and easier. Clear objectives give direction where to proceed. Basics marketing objectives refers to sales, market share, distribution penetration, launching a number of new products. (Smith & Zook 2011, 234)

Organizations should be clear about why they're getting into e-marketing and the areas on which they want to focus as they improve their web-marketing.

There are five broad benefits, reasons or objectives of e-marketing:

- Grow sales (through wider distribution, promotion and sales).
- Add value (give customers extra benefits online).
- Get closer to customers (by tracking them, asking them questions, creating a dialogue, learning about them).
- Save costs (of service, promotions, sales transactions and administration, print and post) and so increase profits on transactions.
- Extend the brand online. Reinforce brand values in a totally new medium.

(Chaffy & Smith 2008, 43)

3.6.1 E-marketing Mix

The marketing mix Refers to 4Ps of product, price, place and promotion that was proposed by Jerome McCarthy in 1960 and is still used for formulating and implementing marketing strategy.(Chaffy, Ellis-Chadwick, Johnston & Mayer 2006, 215). In e-marketing there are additional 3Ps which also needs to be taken into consideration i.e. Presentation, process and physical evidences.



Figure 6 E- Marketing Mix

Product

Usually to meet demand of consumer it's necessary for the firm to add some additional features that add value to customers.

Internet provides opportunities for the customer for mass customization of the products. Internet can also be used to vary the extended products in numerous ways like, endorsements, award, testimonies, customer list, warranties, guaranties, Money-back offer, customer services, incorporating tools for using the products. (Combe 2006, 127)

Physical goods are usually presented in the form of a detailed online catalogue that the customer can browse through. Technology allows the user to virtually touch and feel the product on the Internet - rotate it, zoom in or zoom out and even visualize the product in different configurations and combination.

The buying process is also customized for returning visitors, making repeat purchases easier. Organizations can also offer immediately ancillary products along with the main

purchase, providing the offer for spare part along with the purchase of roll container. The product can also be customized to consumer's needs. Like Nike provides (www.nike.com) offer customized trainers to users online. Users can design and see their trainers online before they order.

Price

Price is the only element of the marketing mix that generates revenue all other represents costs. (Combe 2006, 128)

In marketing mix section, pricing is the difficult section and should consider many aspects. Traditionally pricing was about finding about your costs, discovering how much consumers are willing to pay, taking account competition pricing then setting your price. The internet has made pricing very competitive. Different costs like store costs, staff cost have disappeared for complete online stores, placing price pressures on traditional retailers.

The internet allows much more dynamic approach to pricing product and services. Dynamic in a way that price can be updated instantly in response to changes. (Combe 2006, 128)

The internet has provided consumers an opportunity and power to shop around for the best deal within a click of a button. Also it gives the buyers information about multiple sellers selling the same product. Now website are comparing products from different websites and informing consumers about the best deal for example www.streetprice.com, www.amazon.com, www.nextag.com, www.pricewatch.com etc. Such easy access to information helps to maintain prices within the online world.

There is large online auctions everyday which also helps consumers to dictate price. www.ebay.com has auction every minute which has grown popularity with thousands of buyers and seller bidding daily.

Now day's technology allows repeat visitors to be tracked, easily allowing loyalty incentives to be targeted towards them. Payment is also easy, PayPal's, or online credit cards use allows for easy payments. However the downside to this is internet fraud, which is growing rapidly around the world. With e-pricing it's easy to reward loyal customers.

Place

The place element of e-marketing mix refers to the channel through which the firm brings the product or service to the customer. Firm can use internet to take orders from customer and then use intermediaries such as whole seller and distributor to deliver the product. Internet has the greatest implications for place in the marketing mix since it has a global reach. (Chaffey, 2007)

One of the biggest changes to the marketing mix is online purchasing. In online purchasing customers have power to purchase which means they can purchase direct from manufacturers cutting out retailers totally. The challenge for online retailers is to ensure that the product is delivered to the consumer in right time with reasonable price.

Internet serves as a direct marketing channel that allows the producer to reach the customer directly. The elimination of the intermediate channel allows the producer to pass the reduced distribution cost to the customer in the form of discounts.

Online location can refer to where links are placed on other websites. Placing a link on www.google.com home page would generate high consumer traffic. Customer behavior and interest of their visiting sites helps to understand where to place online links and advertisements.

Promotion

The Promotion element of the marketing mix refers to how marketing communications are used to inform customers and other stakeholders about an organization and its products. (Combe 2006, 129)

The success of the promotion is highly depends upon the effectiveness of the website design. The website as the first point of contact between potential customer and supplier must possess specific characteristics to attract and maintain the interest of customer. They are as follows:

- Easily accessible and easy to use: highly visible in search engine list and easily navigated by customer
- Fast and efficient: up to date and relevant information quickly
- Confidence boosting: feeling that product and service offer is genuine.

- Constantly available: available 24 hours a day.
- Secure: security of information provided by customer.

(Combe 2006, 130)

Promoting products and service online is concerned with a number of issues. Having a recognizable domain name is first stage towards e-promotion. Organizations today have their own webpage used for advertisements and promotion. Placing banner advertisements on other webpage's is a common form of e-promotion. Banner ads are placed where potential customers browse. Web public relations (WPR) are another approach to promoting online. News worthy stories based on product or service launches can be placed on the company's webpage, or WPR articles sent to review sites for consumers to read. This form of online promotion will pull the consumer in. Direct email is a popular and common form of e-promotions. Organizations can send e-leaflets to hundreds and thousands of respondents although the response rate will be very low. Direct emailing is also known as SPAM which stands for Sending Persistent Annoying email (SPAM).

To summaries e-promotion includes:

- Having a recognized domain name
- Having websites
- Banner promotions
- Web public relations (WPR)
- E-leaflets
- Email
- Updated contents in website

A part from 4P's there are other elements like People Process and physical evidences which are also equally important in e-Marketing because service delivery is important aspects of e marketing. (Chaffey 2004, 352)

Presentation

The presentation of the online business needs to have an easy to use navigation. The look and the feel of the web site should be based on corporate logos and standards. About 80% of the people read only 20% of the web page. Therefore, the web page should not be

cluttered with a lot of information. Also, simple but powerful navigational aids on all web pages like search engines make it easy for customer to find their way around.

Process

Process refers to the internal and sometimes external processes, transactions and internal communications that are required to run a business. This process includes product specification price, the reply of email to the customers, product dispatch notification. In e-marketing process can be automated in some cases.

Customer supports needs to be integrated into the online web site. A sales service that will be able to answer the questions of their customers fast and in a reliable manner is necessary. To further enhance after sales service, customers must be able to find out about their order status after the sale has been made. (Chaffey, 2007)

Physical evidence

Customers look for cues and clues for reassurance. Web sites can provide these in the form of high quality site design and reassurance through guarantees, refund policies, privacy policies, security icons, trade body memberships, awards, customer lists, customer endorsements, independent reviews, news clippings. Encourage web site visitors to print coupons or white papers as physical evidence to keep your company at the front of their minds. (Chaffey, 2004)

The physical evidences include quality guarantee, refund policies, customer's lists and privacy policy.

3.7 Strategy

The strategy element of an e-marketing plan defines how e-marketing objectives will be achieved. (Chaffey 2004, 333)

Strategy summarizes tactics. It includes selection of target market, positioning, selection of communications tools and more. In this stage decisions regarding which segment and

market to target are taken such as websites, e-mail marketing and mobile marketing must be defined.

3.7.1 Segmentation and target marketing

Segmentation and target marketing are important parts of e-marketing plan. Segmentation involves understanding the groupings of customers in the target market. Target marketing involves division of larger market to smaller segment. Most attractive and profitable segments are targeted according to organizational resources, as for example: Loyal customer, Mass users of particular products etc. Targeting reduces time and cost as well as increases sales. (Chaffey 2004, 335)

3.7.2 Tools

Tools are the means of marketing like TV, Opt-Mail, PPC, SEO, social media, banner ads.

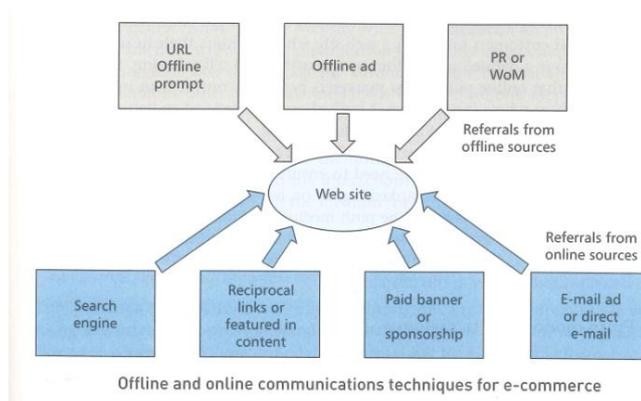


Figure 7 Communication techniques for web sites (Chaffey, 2004)

SEO (search engine optimization) is the process to optimize the website to rank higher in search from Google or other search engines. Search engines like Google, Yahoo and Bing are the main source for visits to a website. The larger part of people goes directly to search engines when looking for information on web.

This is the most common and important component of online marketing mix. Successful search engine marketing requires effective search engine optimization. (Miller, 2011)

Different Surveys have determined with certainty that people arrive at websites primarily after finding them in the search engines so companies can increase traffics by just being available easily on search engines.

Link building: Link building is the key activity of SEO. It is like online PR since it is about getting brand visible in third party sites.

PPC (Pay per click) buys the advertisement place in same search results for text and image ads. Company needs to buy specific keywords buy which their products can be easily found on the web. Company ads appear whenever someone searches for that keyword. (Miller 2011, 30)

The advertiser doesn't need to pay for ads unless it is clicked which leads to visit the advertiser's website. Ranked are based on highest bided cost-per click value for keywords.(Chaffey, Ellis-Chadwick, Johnston & Mayer 2006, 381)

The term "organic search" refers to results from a keyword or keyphrase (keyword phrase) search. Thus, the higher-ranking websites have higher chance of getting traffic from an organic search.

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Keywords

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rullakko mitat
rullakko hinta
rullakko itella
rullakko vuokraus

transloga.sanj@gmail.com

PPC ads

Rullakko - OJEGA
www.ojega.fi
Tuotetta teollisuus-, toimisto- ja asuuskäyttöön!

Teräspukikaluste
www.teraspukikaluste.fi
Laatuja jo 50 vuoden kokemuksella. Käsitteet rakennus kovan käyttöön.

Muuttoläinnet
www.mmm.muuttoläinnet.fi
Niemelä kaikki välineet omistusesseen muuttoon. Tilat!

Zymotec Oy
www.zymotec.fi
Teollisuudelle muovisia pakkauksia, kromattuja, rullakotia jns.
Varmat tulokset markkinassa!

Organic listing

Rullakot - Rullakot nyt vain 149€ | ajuriteet.fi
www.ajuriteet.fi
Nopea toimitus - osta jo tänään!
Kippirullakko €260 - Kaksitasoinen €169 - Hsankkavaunu €202

Rullakot - Oy Transloga - Pohjois-Aur
www.transloga.fi_rullakot.htm
Rullakot. Varustopuoliasiakkaalle samassa rullakossa. Rullakotien käyttäminen kuluksessa... Mitat, Sisältö, Ulko... Kantavuus: Rullakotien kantavuus on n.

Itella yritysalle - Kuletuksyksiköiden mitat ja painot
www.itella.fi/yrityksalle/ohjeet/ohjeet/kuletuksyksikot.html
Jos lähtevä yritys alle leuen reumat tai rullakotien suomen sivun, seloitetaan lähtevä 1,5-kertaisella yksikkö hinnalla. Mittojen yhteydessä enemmän kuin 50 % leuan ...

Rullakot - S. Sareskoski Oyn verkkokauppa
www.sareskoski.com/rullakot/0279/
Mitat (P x L x K) 720 x 815 x 1825 mm, kpl. Yksirullakko ... hinnat alv 0%, Edullinen rullakko yhteiskäyttöön... Sisäkkäin asetetun rullakotien pituus on vain 20 cm.

Rullakot - Kuletuksala ja lainsäädäntö - Suomi24
keskustelu.suomi24.fi/.../Kotona-autot / Kuletuksala ja lainsäädäntö
20. tammikuuta 2007 - Mitä ostet Keason käyttämän rullakotien mitat, siis pituus x leveys. 80cm x 70cm ei leue kaukana totuudesta?

PahviPaavo-rullakko - Lassila & Tikkanen
www.lassila-tikkanen.fi/.../A/PahviPaavo-rullakko/.../PahviPaavo.as...
Malli, LST PahviPaavo-rullakko. Tuoteno: V131961. Mitat - korko (l x k x s) - pyörän halkaisija, 680 x 1570 x 800 mm 100 mm. Väri ja materiaali - laiset - pohja ...

PDF Työn rullakko
www.tyosivustot.fi/tyosivustot/rullakko_esite.pdf
Tiedostomuoto: PDF/Adobe Acrobat - Pikakatselu
Rullakossa on kolme takaseinällä säilytyksensä taattuava hyllä. Rullakossa on paikka tummastelehdille ja vihkoille. Ulkotilat mitat ovat optimoitu kuletuksia ...

PDF RULLAKOT
www.zymotec.fi/Rullakot.pdf
Tiedostomuoto: PDF/Adobe Acrobat - Pikakatselu
RULLAKOT. Rullakkovalikoimamme on suunniteltu EURO-standardin mukaisille laiskille, joiden pohjan mitat ovat: 400x300mm, 600x400mm, 800x600mm ...

KOKO SUOMI Edullinen rullakotien noutopalvelu - Stena Technoworld
www.technoworld.fi/pages/Stena_SFI_Fi?_afB...rullakko.
Tilaa nyt ja saa Big Brother -kampanjan mahtava hintaetu! (normaali hinta 74 €) Laitteet noudetaan hetken rullakolla. Hyvä ratkaisu, kun yhden lähteväsen paino ...

PDF ABC-Kärry Oy TAITTUVA RULLAKKO 2-3 SENÄSENÄ
www.abc-karry.fi/tyoergonomia/PDF&catid=11
Tiedostomuoto: PDF/Adobe Acrobat - Pikakatselu
31. maaliskuuta 2012 - TAITTUVA RULLAKKO 2-3 SENÄSENÄ. Mitat sisä-m m (koko-m m). Pyyvyys: 780. 800. Leveys: 635. 680. Korkuus: 1545. 1755. Tuoteno:606700 ...

PDF SUOMEN PAKKAUSYHDISTYS RY KAUPAN PAKKAUSTOMIKU ...
aatopahvi.fi/kaupat/pakkaustomikku.pdf
Tiedostomuoto: PDF/Adobe Acrobat - Pikakatselu
Kuluttajapakkausten on voittoa ponnista hylyistä siirtämättä myy- noja pakkauksista pakkoilleen. 9. Rullakot 600 x 600 mm. Rullakotien mitat ja rakenteet on määrit-

1 2 3 4 5 6 7 8 9 10 Seuraava

Figure 8 Pay per click ads (Sample)

Although PPC won't drive as much traffic as organic search result still it can be effective.

Opt-mail has basically two sources first one which is created by company themselves or it can be rented from companies like yes mail.

Opt-in campaigns are where consumer request to continue receiving the emails. For example consumer selects a box saying that they want to receive future offers.

Where as in **opt-out** customers will continue to receive the emails unless they select the box or email back that they would like to stop receiving the emails, and to be taken off the mail lists.

Social media includes web-based and mobile technologies used to turn communication into interactive dialogue between organizations, communities, and individuals. Social media provide an opportunity to create a list of friends and share things within them.

Things like what you are doing and thinking, picture and movies taken, events attending even web pages and articles that are interesting can be shared within the social media. In return the friends share same with us. (Turban, King & Lang 2009, 312)

According to Wilson (2010, 17-20), companies target customers to achieve marketing goals through social media like Facebook, twitter etc.

Banner ads: A web banner or banner ad is a form of advertising on the World Wide Web delivered by an ad server. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser. (Wiki, 18 May 2012)

Banner Ad (468 x 60): Examples of placements on a page

Ad on upper left



Ad on upper right



Ad in the middle



Ad at the bottom



Figure 9 Banner ads

Email marketing is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. (Wiki, Nov 2012)

In online businesses email marketing has always been an attractive marketing strategy as it allows companies to quickly, easily, and cheaply engage with their most loyal customers. Email marketing has grown into an effective industry that compliments other marketing strategies quite well, and raises the growth potential for companies wishing to reward their customers and obtain new ones.

3.8 Tactics

Tactics are the details of the strategy. In marketing communications tactics are the communication tools such as advertising, PR, direct mail. Tactics is for determining ‘when’ and for ‘how much’ of marketing, which is well expressed in Gantt chart (Table 2 Gantt chart for communication tactics tools). Gantt chart is a chart, developed by Henry Gantt which illustrates a project schedule. (Smith & Zook

2011, 237)

Tactical timing for different communication tools											
	Jan	Feb	Mar	Apr	May	June	July	Aug	sep		Amount €
Advertising											
TV											
Press											
PPC											
Social Media											
Blog											
Youtube											
Facebook											
Website											
SEO											
Inbound link											
Sales Promotion											
Sampledrop											
Compititions											
Direct Marketing											
Mail											
Telesales											
Internet											
Exhibitions											
Sponsorship											
Word of mouth											
Viral marketing											
CRM											
Publicity and public relations											

Table 2 Gantt chart (simple shortlist of some tactical tool that can be implemented by organization)

3.9 Action

The action component of e-marketing planning refers to activities conducted by managers to execute plan. (Chaffey 2004, 360)

In this stage tactics are identified for implementing the selected e-marketing activities. For e-marketing actions include; traffic building, sales gaining, achieving customer response, customer's needs fulfillment and e-CRM. Also, risk need to be managed in this stage.

3.9.1 Organizational structure

Organizational structure is important in any company to provide guidance and clarity on specific human resources issues, such as managerial authority. Business owners need to think about a formal structure early in the growth stage so that there is no problem during management of the business.

3.10 Control

In this stage of planning performances are monitor using web analytics, customer satisfaction surveys, site visitor profiling, process of reporting and actions.

The control element of e-marketing can be achieved through traditional techniques such as marketing research to obtain customers view and opinions and novel techniques such as analysis of web server log files which monitor whether objectives are achieved or not.(Chaffey 2004, 362)

3.10.1 Web Analytics

Web analytics is the collection and analysis of data related to website visitors (Figure 10). Web analytics help to measure the traffics to website and what visitors are doing in the

website. Web analytics helps to discover how many visitors visited the sites and what interests them most. (Miller 2011, 56)

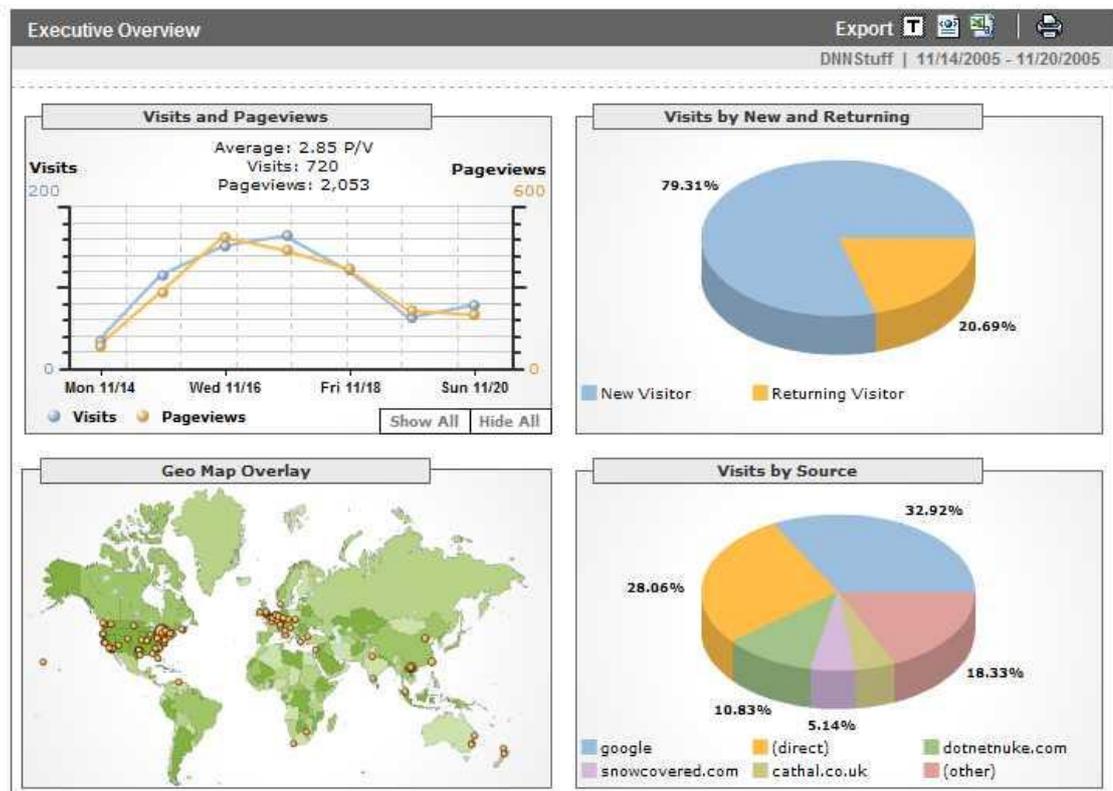


Figure 10 Web analytics (Google Analytics) sample

According to Chaffey, 2007 web analytics is the assessment of the variety of data, including web traffic, web-based transaction, web server performance, usability studies, submitting information and related sources to help create a generalized understanding of the visitors experience online.

Most of the organizations are using tracking tools that can tell where visitors are coming from and what they do while they are on the website? This helps organization to understand the purchasing behavior of customer as well as in which product they are most interested in.

3.10.2 Site visit Profiling

Online Profiling is the activity of watching what your website visitors and online customers are doing on your website. It allows you to watch how long they spend on your website, what they read maybe even what they think. It provides the website owner with valuable information about customer base.

Many people get it wrong of creating an internet site in line with the appearance. You need to put stresses around the functionality of the website a lot more than seems. You need to guarantee your website visitors arrive at their information under 3 clicks.

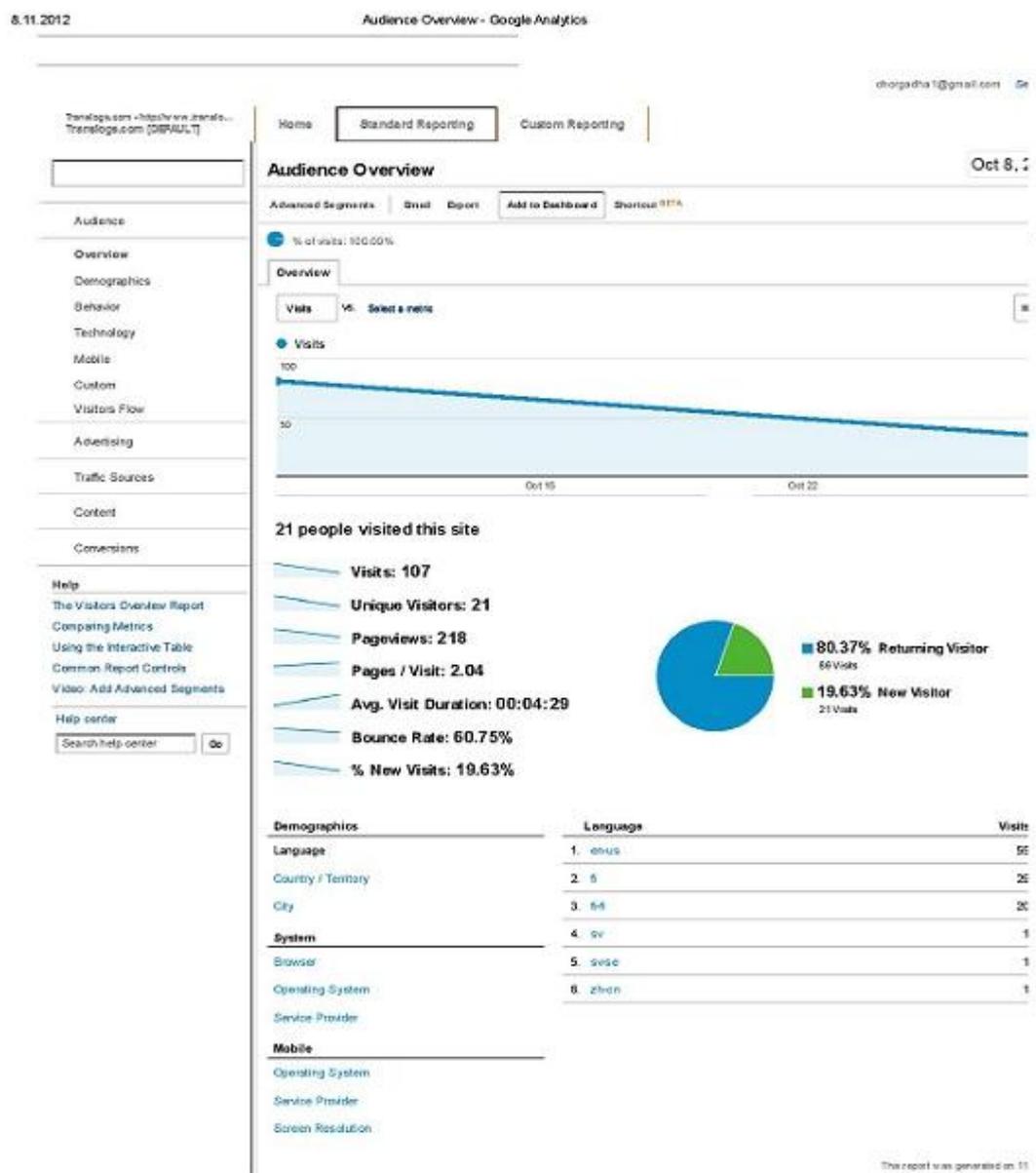


Figure 11 Site Visiting profile of E.Luhta Oy Ltd. (www.translodge.com)

4 Case study: E.Luhta Oy Ltd

4.1 Introduction

E.Luhta Oy Ltd/ Transloge Oy are Finnish business to business (B2B) company established in 1990 by Esa Luhta and Markku Huopana. E.Luhta Oy ltd has a daughter company which is Transloge Oy.

Its beginning activities were renting buses and in 1998 it starts selling foodstuff via internet through "Kotikauppa". In 1999 it start selling plastics products through Transloge Oy and in 2003 it stats selling metal products.

Now, E.Luhta Oy ltd /Transloge Oy sell products related to logistics and warehouse.

Company managing director Esa Luhta thinks that if e-marketing is implemented in a correct way it not only increases sales but also help to create customer loyalty. About 70% of sales of E.Luhta Oy are via internet so Esa Luhta thinks that new e-marketing plan should be implemented. He also thinks that website creates the image of the company to the customer when they first visit. As customer doesn't want to spend more time in the website they need to get what they want within 5sec the materials in the website should be placed properly and should be up to date.

4.2 Situation analysis

4.2.1 Competitors

E.Luhta Oy Ltd.'s core product is roll container and cages although it sells other product related to logistics and storage. E.Luhta Oy Ltd closest competitors are K Hartwell that also produce roll container. Other competitors are ABC- kärry, Transkont Logistic AB Lankanpaja, pallet tower, Gowin, Bazel (Europe), Hoza (Holland) that sell similar

products related to logistics and warehouse these are the direct competitor other competitor.

4.2.2 SWOT Analysis

<p><u>STRENGTH</u></p> <ul style="list-style-type: none"> • Existing customer base. • Quality products yet reasonable price. • Existing distribution. 	<p><u>WEAKNESS</u></p> <ul style="list-style-type: none"> • Technology/ poor IT skills and web experience. • Don't have online partners. • Late product delivery, customer tracking is not available.
<p><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none"> • Still large demand of logistic and warehouse products in Finland and in Europe. 	<p><u>THREATS</u></p> <ul style="list-style-type: none"> • Big companies that are in same business. • Cheap product distributor from China.

4.2.3 Product and services

E.Luhta Oy ltd / Transloge Oy are offering products related to logistics. Following are the list of products that it offers:

- Roll containers
- Cages
- Trolleys
- Boxes
- Steel Pallets
- Export Pallets
- Hygienic Pallets
- Pallets collars
- Olivo thermo products
- Hospitals products

- Baking tray
- Lift

Currently E.Luhta Oy Ltd is selling the products to Finnish as well as European market. It covers about 80% of Finnish markets, Esa Luhta thinks that company cannot grow any more in domestic market so it need to concentrate in other European markets.

4.3 Website Analysis

According to Frost & Strauss 2012, a website functions as a door to a company and therefore it must be relevant, appealing and organized.

At present, E.Luhta Oy Ltd/Translog Oy has two website name www.transloge.fi and www.eluhta.fi. The websites www.eluhta.fi is modified version of www.transloge.fi website which was built in 2012. Currently the web site is used as product portfolio and for providing company information as in picture below. At present using this websites customer can get information about the product and company information.



Figure 12 Earlier Websites of E.LuhtaOy Ltd /TranslogeOy (www.eluhta.fi/www.transloge.fi)

Company director Esa Luhta wants to build ecommerce and brochure website in the same page. Brochure website gives company or product a web presence which works as online version of a business card. Moreover brochure sites convey a sense of permanence and credibility to the customers and also provide them with valuable information, such as

contact details and opening times. With ecommerce web site customers are able to buy the product online.

The budget of this projects was low author have contacted few Finnish company that build website but the price was more than the budget so director Esa Luhta decided to give this project to some foreign web designing company if the project comes under budget.

We have chosen Aamong software Ltd. from India that can make the website's in our budget. Esa Luhta thinks the new website is exactly what he was looking for so the web site meets his expectations.

4.3.1 Design

One of the first things that attract the search engine's attention is the design of the website. (Monahan, 2011)

As we can see from picture above the look and feel of the site (transloge.fi) is not pleasing and is old fashion. However the site was made pretty easy with menu system at left hand side. The site lacks proper formatting as the header of website is not clear. The font color and text are not consistent although it is improved in E.Luhta's web sites. Transloge.fi doesn't give good impression, it doesn't provide clear message regarding what website does. E.Luhta's sites are made completely with flash program the gallery of website is beautiful. Generally flash website is used to deliver short and sweet message also it doesn't open in IOS applications. Furthermore, even flash website are made dynamic (using XML), it's not the easy task to manage this types of website if needed some changes developer is need so it's not cost effective. Flash web site have bad times with Google and search engine as flash content are not search engine optimized that makes flash website ranking low and sometimes not indexed in Google. Also there are only one language options available since E.Luhta Oy Ltd also has more international customers. Audience would expect a simple and easy-to-read design with proper navigation system.

Esa Luhta suggested that the web site should open in all application, most of his customer use IOS software from apple like ipad, macbook so the website should built in such a way that it can be opened in all applications.

The author have contacted the web site designer and explained what director wants. We came with the solutions that the website will be designed in word press program and it can be opened in all applications. It also has a separated shopping cart and the website is linked with shopping cart. Since E.Luhta Oy Ltd deals with international customer there are 4 language options available, Finnish, Swedish, English and Russian.

The site is designed to provide quick and easy access to the products offered by E.Luhta Oy Ltd. The left side bar breaks down the products into specific categories. Also on the top there is products bottom when you put cursor on the product customers can see specific products group pictures which make easy access to product.



Figure 13 E.Luhta Oy Ltd. /Transloge Oy new website (www.transloge.com)

Author has made the design in html/css, adding some JavaScript (jquery) for the slider.

Author also has created the shopping cart using “open cart” and re-theming it to match the overall website design.

Author has used html/css pages to load the website quickly also it’s easier to make changes later; this design can be easily transferred to zoomla, word press and other content management system.

4.3.2 Content

Although having wonderful advertising campaign; develop viral marketing tools and attractive affiliate programs sometime doesn't work unless the Website is rich in content, the traffic spikes that result from your efforts will only be transient. Content that is useful, valuable, informative, educational or just plain entertaining can attract and retain an audience better than anything else.

After , getting complete SRS(system requirement specification from the client), Author have analyzed the keywords that could best suit to this website using Google keywords tool, after collecting the keywords author have tried to match the content so that it will have higher ranking in Google and more informative.

4.3.3 Meta tagging

According to webmaster tool Meta tags are a great way for webmasters to provide search engines with information about their sites. Meta tags can be used to provide information to all sorts of clients, and each system processes only the Meta tags they understand and ignores the rest. (Web master tool help, 2012)

Keywords in Meta tags are no more the requirement for Google but they are helpful for other search engines. Meta tags are just about one element that search engines take into consideration when visiting the website. Keywords need to be placed correctly when website lunches pages matching them with the title. Keywords absolutely have value and more importantly

After checking from Google keywords tool , author have added the meta tags according to the content of the website, for meta tagging author have studied different SEO websites including Google.

4.3.4 SEO

According to Mike Monahan most of the company has some sort of website but only 5% know of or use search engine optimization (SEO) as a part of marketing plan. (Monahan, 2011)

Search engine is a web based technology that is designed to look for information on the net. The materials available in return can be web pages that include text, image, video and other types of files.

In an interview with the marketing director of E.Luhta Oy ltd website should be listed on top in Google now day's people don't like to scroll down and search. Customers usually visit to the web site that is in the front pages and on top list. He also mentioned that most of the times order goes to our distributor instead of coming to us directly because customer couldn't find our website in Google.

Author have used proper content, good structure for the website and meta tagging for better SEO, also I have created some back links for the website so that it gets indexed faster.

4.3.5 Navigations

According to Smash magazine the thing that makes navigation difficult to work with in Web design is that it can be so versatile. Navigation can be simple or complex: a few main pages or a multi-level architecture; one set of content for logged-in users and another for logged-out users; and so on. Because navigation can vary so much between websites, there are no set guidelines or how-to organizing navigation. (Smashing media,2012)

Navigation is more graphical , so people need not to read everything , he/she can get an idea of what the content would be of a particular menu item, using absolute position author have made the menu to appear above the content with the help of some JavaScript.

4.4 Website Advertisement analysis

In articles by Braniac in ehow 2012, website can be advertised in following ways.

- Spending time on basic search engine optimization tactics. Some basic things to remember are to make use of your alt tags, keywords within your text, captions for your photos and the photo's file name itself. Also need to investigate how to best set up Meta tags.
- Submit your website url to all the major search engines. This is where most of your traffic will likely come from so it will pay dividends for you to advertise a website simply by submitting your website url to them
- Sign up for social bookmarking accounts with places such as Digg, Stumble Upon, Propeller and Technorati.
- Designing business cards which are a great way to advertise a website.
- Send out a press release announcement about website if it is news worthy. Perhaps even get coverage with online news sources if your content is unique enough.
- Have t-shirts, bumper stickers, pens and other promotion materials made up with your website name and url on them.
- Obtain backlinks. Back links are where you have an active link directing people to your website from other websites.
- Taking advantage of social networking websites such as Twitter, Facebook and MySpace. (Braniac, Ehow 2012)

E.Luhta Oy Ltd has promoted its websites through different newspapers. In most of the products it has its own logo where there is www address. It has back linked its website.

The best way of advertising a website is getting good rank in Google and other search engines; apart from this we have used back linking and Facebook to promote this website.

E.Luhta Oy Ltd utilizes Google keyword analysis tool for PPC campaign. For this E.Luhta Oy has to consider number of the factors to plan PPC campaign like whom are the target audiences, how they are going to search how they are going to find the sites on search engines and we need to offer for users at each stage in the search processes. Google keywords tools allows to input possible keywords and we get the given keywords related to what was entered as well as additional keywords to consider. This tool shows the average

search volume and estimated average cost per click, if you use this word in PPC campaign. The budget for this PPC campaign is about 500€ author will try to find the keywords with relatively lowest cost per Click.

4.5 E-mail marketing

From the ZDNET estimation the number of emails sent increase from 5.1 million to 135 million per day in 2005, this show the potential of email marketing if used correctly. (Chaffey 2007, 7)

Interview from Esa Luhta director of the company, author came to know that e-mail marketing is done but not so effectively. As before it was impossible to have all customer databases and it's very difficult to find out who bought what? Powerful email campaigns help to maximize the customer response which turns into sales.

Direct e-mail advertising will be sending to our customer's different promotional coupons code will be distributing as soon as the website is ready. This will drive customer to our online website to view the product and increase online sales.

With this new website customer database are available earlier activity can be tracked so we can send email directly to that particular customer base even all if needed who have bought certain products- Every week e-mail newsletter will be send to customers regarding new products, new offers etc.

E-mail marketing can also be used for customer retention and to generate return visitors to the site who have subscribed email communication.

4.7 Action

The organizational chart shows that how the work is divided in E.Luhta Oy Ltd.

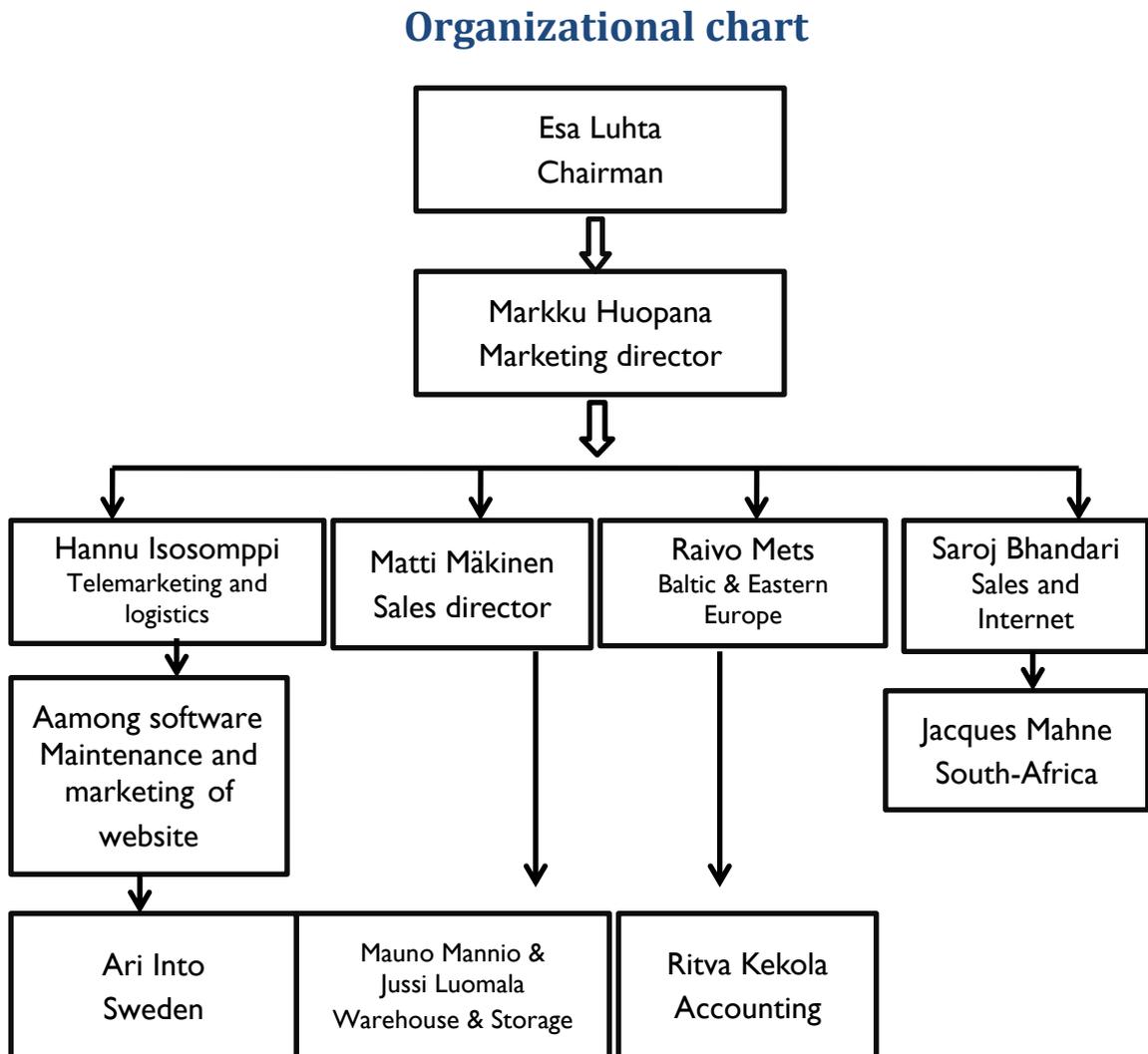


Chart 3 Organizational chart E.Luhta Oy Ltd (www.Transloge.fi)

The implementation of long and short term action plan for new website will take place in 2012 as follows.

November 2012

- Launch redesign E.Luhta Oy/Transloge Oy website (www.transloge.com).
- Distribution of promotional coupon code
- Implement Facebook advertising campaign.

- PPC advertisement for a week
- Email marketing Offline/Online.

December 2012

- Update the website.
- Email marketing weekly.
- Update Facebook information regarding product ,new offer
- Posting product videos on you tube

4.8 Control

The control element of e-marketing plan can be achieved through a combination of traditional techniques such as marketing research to obtain customer view and opinions and novel techniques such as analysis of web-server log files that use technology to monitor whether objectives are achieved. (Chaffey 2007, 381)

Author have made the design simple and smooth so that it can grab user attention, further author have used better SEO for the ranking in Google, Google itself can generate more clicks than any other advertisement method. With the help of Google analytics report we are able to measure whether the objectives are fulfilled or not and make changes accordingly.

4.8.1 Web Analytics

E.Luhta Oy ltd had used Snoobi web analytics for many years recently it's not using any web analytics. E.Luhta Oy ltd user activity can be tracked by Google analytics. The PPC advertising will also continue to be reported via Ad words, Google Analytics as well as Facebook.



Figure 14 Web analytics Snoobi (www.transloge.fi)

From the above figure it's clear that visitor from social media comes to E.Luhta Oy website percentage is very low so this time author have create Facebook pages as to create buzz about the company and product.

Author have added the website in Google analytics tool, this gives a complete view of website visitors keywords used to view the website, country, city from the users have visited the website moreover its free.

4.8.2 Site Visiting Profile

Figure below shows the site visitor's profile of transloge.fi websites. Snoobi web analytics even shows which company visited the website and how much time they spend on the website what they look for during the visit and through which search engines they come from. This provides valuable information to the organization this also helps in email marketing as company can offer the product they have seen during the visit.

Pääraportti

transloge.fi -> mainreport: summary		Tarkastelujaksolla
Kävijöitä		77
Vierailijoita / Päivä		11
Käyntejä		86
Käyntejä / Päivä		12.29
Uusien kävijöiden käyntejä		77.91 %
Palaavien kävijöiden käyntejä		22.09 %
Väliön poistumisprosentti		39.53 %
Sivulatauksia		207
Sivulatauksia / käynti		2.41
Aika sivustolla (keskim.)		00:01:19
Maailin johtaneet käynnit		21
Konversioprosentti		24.42 %
Konversion kustannus		0 €
Mainonnan kustannukset		0 €
Laskennallinen tuotto		0 €

transloge.fi -> mainreport: entrymethods	Käyntejä	Kaikista käynneistä	Sivulatauksia / käynti	Käyntien jakauma
Hakukoneet	66	76.74 %	2	
Kirjoittamalla osoite	16	18.6 %	3.3	
Sosiaalinen media	1	1.16 %	9	
Linkittävät sivustot	1	1.16 %	2	
Mainokset	0	0 %		
Hakemistot	0	0 %		
Tuntematon tulotapa	2	2.33 %	4	
Yhteensä	86	100 %	2.4	

Figure 15 Site visiting profile for old Websites (www.transloge.fi)

Snoobi has changed its policies from 2013 it will not give the company name that has visited only the visitor list same as Google analytics so author decided to put Google analytics in new web site as purpose of both is same and Google analytics is free of cost.

5 Discussion and Findings

The purpose of this research was to analyze the result of first hand studies and combine the findings with the theoretical prospective also implement in the real case.

In this research process author have to face different difficult situations while developing website. Author has to take into consideration of what managers want most of the time.

If author have given an opportunity to do in his way he would have change the shopping chart rather than directing each product to the shopping cart. Author would have created all products directly into shopping cart and on landing pages author would have shown all product overview. Moreover at the bottom would have kept little information about company.

Author would have changed the contact pages with a form and list of persons to contact rather than putting image.

Author have learn during the development process that sometime from website development view it's not appropriate but have to listen to what director want all the time and do according to what he wants. It's challenging also exciting at the same time to try some new ideas. Finally, author have successfully developed good website taking director views into consideration.

5.1 Research findings

For finding this answer for the research questions author has referred different text books and also different earlier researches performed in this topic. To find out the actual problems author have taken one to one interview with the chair persons of the company. Also took suggestion what company director want in their new website and applied accordingly in the development of new websites.

In this research author try to find the answer of following questions.

Regarding the question about, “Why website is important for any company?” author found that:

Website is important to any company to show the existence of any business.

Website is the first place when someone looks for the information about any business.

Furthermore, website allows for a much more robust experience for visitors than most other platforms. This means that company can be more efficient at providing visitors the information that they’re looking for, as well as the opportunity to create web applications for more value to your visitors.

About the question about “How you can attract customers through websites?”

Through Research author found that today almost all corporate have their own website designs that market their companies and also establish their online identity. In order to reach out to wider audiences around the world, corporate website should be appealing with all advanced features. In the presence of innumerable corporate websites on the Internet, customers have gone very selective and prefer only those websites that are real eye-candy. Research also shows that the most informative and easy to use site can attract and keep the visitors for long time. Content should be correct and interesting to read. Most of the customers often seek for flawless and rich content that can convince them to buy products. Therefore, attention needs to be paid while writing content for website, as it is an essential tool.

Therefore, to make you website stand out, companies should rightly consider a Corporate Web design company which offers the best custom website designs at affordable prices. The role of a corporate web design company is vital to attract customers to your website. Besides, it also takes care of all the essential requirements for website designing.

Due to this fact we have chosen Aamong software Ltd that can make website according to our requirement in affordable price.

Also, about questions on how search engine can be helpful for website marketing? And how can you make your site visible in search engines like Google?

According to the research the first place people go to find some information are the search engines like Google, yahoo, Bing etc.

To be listed on the top of the search engines means to have more visitors on the web site.

The most easy and common way to make the site visible on the Google are paid advertisement like PPC, Ad word, banner ads etc. But through effective SEO sites can be easily visible in Google.

Regarding questions how can you track customer and their buying behavior?

Research found that Company can use Google analytics to track the customer. It is complex but provides more information about where your clicks are coming from. It's ideal if companies are interested in the entire flow of customers through site, not just conversions. It can include conversions from non-Ad Words sources, so it's a great comparison tool.

On question about how online advertisement like PPC affect e-marketing?

Author found that through PPC ad targeted traffic is attracted to the website based on the keywords selected by company for marketing campaign so keywords need to be selected precisely.

Through good search engine optimization and PPC ad effective search engine marketing can be done which means effective e-marketing can be done.

To answer the question about why email marketing is important?

Author found during the research process email marketing helps companies to:-

- target customers
- provide information about the company, products and offer
- to build Customer relationships, loyalty and trust

- Supports sales through other channels.

From the research on questions on how to increase traffic to the sites and convert visitor to customer author found that through the effect SEO and with the help of Google ad campaign companies can increase traffic to their site. To keep the visitor the contents of the website should be interesting and companies should offer always new thing to the visitors. In ecommerce site payment process should be easy most of the customers leave the site due to difficulties in the payment. Sites need to be trustworthy to turn visitors to customers.

Poor site performance is a major cause of customer dissatisfaction. In addition to speedy functionality, the site design and content also impact consumer perceptions of the company and its products. A well performing and informative website can be a powerful marketing tool.

Regarding the questions about what are the cost and challenges of e-marketing?

Author found that the cost of e-marketing is difficult to estimate, the budget depends upon how much the company wants to invest on the marketing campaign, web site development search engine optimizations other ad campaigns. In E.Luhta's case the budget is presented in 4.6.

Through the research the most challenging factor for e-marketing is to deal with technology and IT. As in the case companies, they do not have skilled IT professionals who can keep all the details of company products up to date. Another challenges is to deal with the high transparency of product and price, buyer have now power they can compare the price and products of competitor within a click. Also security is the most important factors while we talk about ecommerce the site should be trust worthy which makes e-marketing challenging.

Although e- marketing enables companies to check how many hits and visits they receive to the website, companies are not able to monitor how many of these visits are sales hence this can be considered as challenges in e-marketing.

5.2 Research Limitation

During the development of the thesis, there were still some difficulties and problems come in the way. E-marketing has broad definition, its marketing done through any electronic means. In this research author is more focused in the development and marketing of websites. The research only tells about marketing website; how the website can be visible in different search engines like Google as most of the companies now find information through Google search engines. Search engine optimization is a vast topic and there are hundreds of things that matters in effective SEO the basic and most important topic are covered in this research.

Secondly, this research is also the development project due to the time limitation author couldn't present all the progress report during the development.

6 Conclusion

The research have been performed for the case company E.Luhta Oy Ltd., but other company who are in online business can be benefited from this research. The aim of the research is to create and apply an effective e-marketing plan on E.Luhta Oy Ltd.'s web site.

Through this analysis, the company has used some basics marketing concepts in the website to be able to sustain in the business. It can be concluded that with development of this new brochure/ecommerce site it has opportunities to reach wide ranges of customer and helps company to increase sales.

Author considers his study to be a successful research as he has reached his main goal, which was to make a research about the e-marketing activity and implement it in the new website.

With the development of this new website E.Luhta Oy ltd is able to:-

- Clear information's about the products and prices with attractive website design.
- Make the website higher ranking in the Google
- Be able to track the customers behavior and buying habits and make offers accordingly.
- List all customer information's and email address of customers so that they can send monthly newsletter and offer to all customer with a click.
- Be able to track all activities which helps to plan marketing activities accordingly

Author has been motivated and fully supported throughout this research process. Author is very thankful to E.Luhta Oy Ltd who has provided these opportunities and has belief in author. In this research process author have chances to learn different aspects of e-marketing that can be helpful for career.

6.1 Reliability and validity

Reliability refers to the consistency of a research made, or a degree to which the research is completed every time with the same result. The interview questions of each interview are also attached to the research to ensure the reliability. However, the set-interviews do not present the interview structure as many additional questions were formed during the interview. In practice, the interviews have been recorded.

The validity of the research refers to how accurately the researcher presents the findings. However, the validity in qualitative research is problematic due to researchers own interpretation to the data and its analysis. In this research the author has tried her best to present the findings in an objective manner. However in the discussion sections the author also presents her own views regarding the researched topics. The empirical data was collected in both Finnish and in English. The author translated the interviews.

6.2 Suggestion for future researchers

This thesis is a study of e-marketing plan for the E.Luhta Oy ltd.'s website. Authors have few suggestions for future researchers, formed after the research and analyses. Firstly, through strategic e-marketing plans and customer segmentation in other European Countries would be in the company's best interest as it has few opportunities to grow any more in domestic markets.

Secondly, for the marketing plans to be developed in other European countries new market researches will have to be conducted, especially in customer and competitor analysis. The differences of market situation and macro-environment are necessary to keep in mind.

Thirdly, companies that are engaged in international markets need a systematic method to develop a strategic marketing plan in foreign countries, which would be an interesting and practical topic.

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APPENDICES

APPENDIX 1. Interview Questions for managers

Name:

Position:

- 1. Why you want to build new websites?**
- 2. What changes or improvement you would like to see in the new website?**
- 3. Who is your competitor?**
- 4. What are your competitive advantages?**
- 5. What product ranges you have? How about the market positioning and market segmentation of your product or service?**
- 6. What are the channels that you are using for promotion?**
- 7. How you promoted your website?**
- 8. What benefits do you have from website marketing?**
- 9. Who is responsible for you e-marketing, have you used outsourcing?**
- 10. What are the online marketing challenges that you have faced overtime and what have you done to improve it?**
- 11. What marketing tools you have used so far for e-marketing?**
- 12. How you control and monitor your website and visitors?**
- 13. How about the e-marketing budget?**
- 14. What changes or additional features you have added for new website?**
- 15. How satisfied are you with the overall quality, look, feel, and functionality of your website?**
- 16. Have you used social media for marketing your websites?**
- 17. What are the things that you feel is still missing on the new website?**

APPENDIX 2. Interview Questions for web site designer

Name:

Position:

- 1. What is your opinion about the old websites of transloge?**
- 2. What things need to be changed and what have you changed in overall quality, look, feel, and functionality of website?**
- 3. How do you promote the website?**
- 4. How you are tracking the visitor?**
- 5. Have you used social media for marketing your websites?**
- 6. Have you used banner ads? If no why?**
- 7. How you optimized the website in Google SEO you have used and why?**
- 8. Have you linked new sites and how it helps in SEO?**
- 9. What are the challenges for e-marketing?**
- 10. Are you satisfied with the design and functionality of the website, what changes still would you like to make?**