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## DIGITAL MARKETING CAMPAIGN

### Introduction

Digital or Internet Marketing today is more important than traditional marketing, especially in terms of efficiency. Longer enough just to have a professional website done, it is important that your site visited by visitors, which is why it is so important Digital campaign.

Within the Faculty of Economic Informatics of University of Economics in Bratislava we prepared a case study of an interesting commodity.

E-commerce is trading of products or services or use transmission of funds or data over a online networking, such as Internet. This type of commerce involves many areas such as online marketplaces, business-to-business trading, online shopping web sites for retail sales direct to consumers, and many others.

Nowadays, online shopping has become very common in people's life and business. The online purchase is increasing and the market is huge enough to accomplish success.

For that reason this project develops the creation of a new business - *Foodtastic* - that gives people the opportunity to order online traditional food from five different countries in Slovakia territory. This idea became when we found a solution to solve a problem: in Slovakia there is no traditional food delivery website.

### 1 DESCRIPTION OF THE BUSINESS

*Foodtastic* is a business that provides to its customers delicious traditional food in Slovakia. We offer it through our website which commercializes traditional food from five different countries (Romania, Germany, Portugal, France and Turkey).

Is an online food ordering website where people can discover, choose and order from the widest gastronomic traditional range available around the world – online or from the mobile app.

This idea of ordering food is not new, but our business is different because we offer traditional food and also a surprise every time you eat.

#### 1.1 Mission, Vision and Core Values

##### **Mission:**

Our goal is to bring gastronomic travel of flavors, unique cultural experiences with just one click, simple and easy. Our mission is to provide quality products and efficient services.

- We aim to provide happiness and joy through food;
- To provide at a fair price - nutritional, well-prepared meals - using only quality ingredients;

- To maintain a clean, comfortable place for our clients and staff;
- To encourage clients involvement and co-operation to identify present and future needs and solutions.

**Vision:**

Our vision is to expand our business into other countries and grow our market size. We want to share our traditional products creating more delivery places. Our challenge is to satisfy more people each day with a traditional gastronomic experience and be represented in whole Europe.

**Core Values:**

To follow our company mission we will implement core values such as:

**● Quality and Excellence**

- Of our products, services and knowledge;
- To provide a dining experience for our customers.

**● Trust and Integrity**

- Honesty, strength or character of management and employees.

**● Passion and Enthusiasm**

- We want the staff to share in our passion for food.

**● Community, People and Lifestyle**

- We believe that our customers, our staff and our community matter.

**● Learning and Experience**

- To provide a quality training environment in which our service and culinary staff can learn and develop their skills.

## 2 INDUSTRY ANALYSIS

### 2.1 Competitors

This type of business face several competitors, both direct and indirect. The direct rivals of *Foodtastic* are every websites or restaurants that offer food delivery in Bratislava because they aim the same market, such as:

- <http://www.bistro.sk>;
- <http://www.pizzacity.sk/>;
- <http://www.edonaska.sk/en>;
- <http://www.kungfood.sk/>;
- <https://www.zomato.com/bratislava/restaurants/slovak?category=1>.

Regarding the indirect competitors are those restaurants that commercialize traditional food, offering to the costumers similar products as ours.

After competitor website's analysis we can get important and crucial information to help us on the beginning and implementation of our business. We analyse what other websites have to offer, how they do it and we measured their products, prices, advertisements (special offers, pop ups or banners), etc. For example, PizzaCity.sk does special offers such as discounts with bigger pizzas.

Our direct competitors don't provide traffic or visitor rate so it's impossible to evaluate this variable on them.

## 2.2 SWOT analysis

### Strengths

- Quality products;
- Multicultural team staff;
- Fast and efficient delivery system;

### Weaknesses

- Not so many experience in online business;
- Limited countries for traditional food.

### Opportunities

- To expand in other regions;
- Growing online market;
- Our target is large.

### Threats

- Intense competition;
- Difficulties in retaining clients;
- Changes in people's lifestyle

## 2.3 S.T.P.

### Segmentation

Market segmentation is a marketing strategy which involves dividing a broad target market into subsets of consumers, businesses, or countries who have, or are perceived to have, common needs, interests, and priorities, and then designing and implementing strategies to target them.

In this case, we can make segmentation by the following criteria: Geographic; Demographic; Behavioral; Psychographic; Segmentation by Benefits; Cultural and Multi-Variable Account.

*Foodtastic* Segmentation is considering the Bratislava border of Slovakia, focus on employed adults of both genders with earnings, living a busy lifestyle and willing to do online shopping experience. Also people with food curiosity and open-mind.

### Target

The online consumer behavior profile is usually between 3-10 second to make a decision whether they will stay or change website. The navigation can be random or

intentional, so we need to know how many of your customers use the Internet, where and when, to be able to decide our customer target.

Nowadays people are too busy and the higher the income is, the less time they have. Our business provides the chance to eat food from different countries, available in their own home/offices. Our target usually likes to try new kinds of food, so this people are curious about other flavors and open-mind consumers. Therefore, their main profile is:

- Local customers- Slovak people, in Bratislava, both genders;
- Age between 20-45 years old;
- Socio-economic class: middle class, upper class;
- Personality: adventurous, curious, interested in other cultures;
- Lifestyle: busy employees, people who have online experience.

### Positioning

Positioning is the technique which try to create an image or identity for a product, brand or company. It is the space that a product occupies in consumers' minds in a given market. The ability to identify placement opportunities is to outline a successful strategy for marketing that shows the sustainable competitive advantage of a product.

In *Foodtastic*, the positioning strategy must be taken into account two complementary aspects:

- **Identification** - of the brand with the website, flyers and other promotion tools. It's an opportunity to serve a particular target better than any other company because they can recognize us or think of/remember us when they need this type of service;
- **Differentiation** - distinctive features we attribute to our products but also take into account special suitability for certain types of users or segments. Our key factor will be distinguish us from competition because of a better offer specialized.

***Foodtastic* motto is providing gastronomic travel of flavors, unique cultural experiences with just one click, simple and easy**

## 3 MARKETING STRATEGY

*Foodtastic* is a innovative business on its introduction stage so it needs a marketing strategy to launch it, focused on communication. Our main marketing goals are:

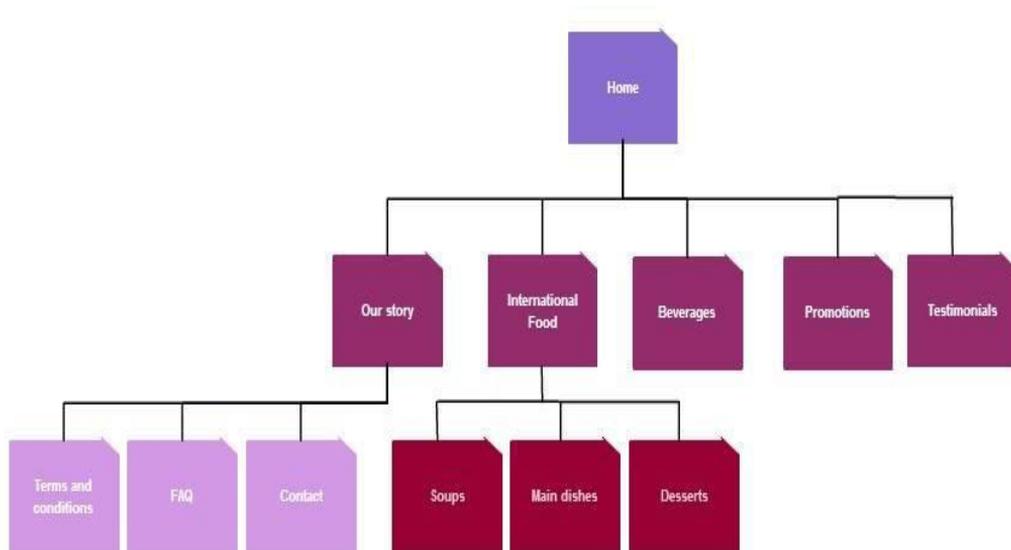
- expand in other regions in Slovakia;
- use 3% of sales for advertising and promotions;
- use social media to create a bigger impact and to start building customer relationships.

### 3.1. Product / Service

Our service is providing, in Slovakia, traditional quality food from 5 different countries (Romania, Germany, Portugal, France and Turkey) ordered on our website or mobile application. In order to make your demand, you will find everything easily explained and the detailed steps to fill your order on the official website.

*Foodtastic* website will be informative with all our history, promotions, testimonials and contacts but also very interactive with every traditional photos of our portfolio with all the international food and drinks descriptions. However, it will be a transactional website due to the bill payment transaction that the client does on the website.

Website Construction ([www.foodtastic.weebly.com](http://www.foodtastic.weebly.com))



The main goals to display an effective order food website is to accomplish the right design to represent our brand but also to be attractive enough to conquer our target. The *Foodtastic* website design was created focusing on the restaurant theme, clean and sophisticated image to thrill each culture and be able to satisfy the clients needs.

Therefore, the clear and objective design allows to attract immediately more visitors attention, identify what we are offering and respond why they may need/want to use it. On the other side, the useful it gets and they identify our quality service, we want to encourage repeat visits and keep them in our website as long as possible.

The picture of feeling that we want people to get from our business is a delicious traditional quality meal just a click away. We want happy and satisfy clients thus we shield a culture on the business based on quality and excellence on products and services, followed by trust, integrity, passion, enthusiasm concern on peoples feedback and willing to learn and experience new challenges.

Our website tells a story: “*Foodtastic, where your fantasy begins*” to provide a gastronomic travel of flavors, unique cultural experiences with traditional quality meals. *Foodtastic* makes a difference just by selling traditional food online and being the first to do it. And the fundamental reason why this business is worth the clients time is because it’s a new experience and offer them the opportunity to eat good and diversity food in a really fast and easy way.

Finally, the website will have a **Customer support** section where we can get some feedback from the clients, such as their suggestions, reclaims or testimonials, to improve the business and respond to their requests.

## 4 PROMOTION - WEBSITE PROMOTION STRATEGIES

Advertising In order to communicate our value proposition, develop and maintain favorable relations with the customer we choose to use Website Banners and offline promotions such as Radio Commercials and Flyers to inform and persuade in order to better accept the company's product, thereby fostering demand. Since our target is too busy, the advantage of using this advertising tools is to achieve a high number of people all at once, making the low cost per contact, the total costs of investment tend to be high and the company has control over the transmitted message.

### 4.1 Promotion

We are going to promote by announcing our product/service using more dynamic methods, to be easier to communicate, modify consumers minds and conquer them. Our main tools will be: virtual coupons; sponsorships; social media; and direct mailing.

### 4.2 Social Media Plan

The social networks selected to best fit in our strategy and goals will be Google+, Facebook page and Instagram profile. All the social networks will be customized and constantly renovated to show all the benefits of our business. There is some aspects that are very important to have in count in all social networks. First of all, social network's avatars will have the same objective: to obtain attention of potential clients and not be perceived as different brand, this way we will connect all social networks. Also, our communication in these platforms will have a clear posting strategy, the posts will have amazing content, perfect timing and an ideal frequency, with our website and logo in all photos and posts.

#### Google+

Google + will be a simple way of sharing links, photos and promotions with the right customers at the right times. The posts can be public so people can find them using search, or we can use the Circles feature to tailor specific messages to specific followers. In this

way we can separate potential clients from fidelity clients. These social media will be directly connected to our email marketing promotion

### **Facebook**

Our Facebook page will have info section where we will describe the main information about our business and company. This page will answer “who we are”, “what we do”, “what the customer win”, “how they can get it”, etc. It will show all our history, promotions, testimonials and contacts but also very interactive with every traditional photos of our portfolio with all the international food and drinks descriptions. In the wall there will be 3 posts per week to maintain a connection to the customer and inform them about our latest news. The visitors can subscribe and receive our emails to be aware of the latest promotions and new products. The news feed will also present cultural facts to provide the clients more information about where our meals come from so they can learn the different cultures.

### **Instagram**

Instagram will be out platform to showcase our food. The main purpose of this network use is to captivate visitors with amazing photos of our delicious foods. It is not a network to connect visitors directly to the website but to create interest and curiosity in this potential clients. On Instagram we will share photos that communicate the company’s products, promotions and many other surprises. We will do it posting 7 photos a week that we hope to achieve near 100 likes plus 10 comments. The posting will be on strategic hours to catch viewer’s attention. In our case and because we are a food business, the posting will be before lunch and dinner hours, with enough time to ‘create desire’ for our food in clients mind. Finally, it is important that our company has an excellent tag line on Instagram to be easier for customers identify our brand, and also a way of ‘putting’ them using it. This will be the first step for success of our Instagram page, when viewers start to use our tag line. The firsts hash tags will be #foodtastic , #whereyourfantasybegins and #flavourexperience that with time will be used with new ones.

With the use of all this social networks we want to have a completed profile and activity to show professionalism, cohesive branding and, therefore, engage the visitors. All platforms will have our contact and connection to the website and something exciting to encourage clients to share and spread the word. We chose this social networks because our target is on it and will bring to our business brand awareness and increase our reach. At the start, the way of act in this networks will be constantly controlled and modified according with the reaction and acceptance of the clients, but in the end, we want to make a automatized process to accomplished our goals.

## **4.3 Mobile App**

To make it even more easy for our customers to order, we will create a mobile app. This way, it will be possible to order food in less than two minutes. The app will look

exactly like our homepage and because of that, will be the same to use. A simple click will be enough to get delicious food delivered. If you are registered you will automatically stay logged in, so that you don't need to type in your address every time you order something. And the apps also shows how much time will it take to get into customers home. The mobile app will also inform you immediately about any special offers we have. For our regular customers the app will offer vouchers now and then.

#### **4.4. Place**

Place is concerned with the provision of products to their consumer markets. Produce a product and make it available to the final consumer requires the existence of a network of relationships between customers, suppliers and dealers, integrated logistics chain of the company. The distribution channel is the website where people can visit us and select from the portfolio their products and finish its purchase. In this case, it's about Direct Marketing Channel because it is a direct sale online. It consists of the sale of the product directly to consumers, without the existence of intermediaries.

#### **4.5. Price**

The pricing strategy will be market-skimming pricing to start the company business, when launching a new product, establish initially high prices in order to take advantage of the segments more likely market for new products or whose purchasing power make these less sensitive the price in order to recover the development costs.

### **5 MEASUREMENTS - TRAFFIC**

To provide a good summary of how our website performing overall we should measure the numbers of visitors, page views, pages per visitor, visit duration, bounce rate. With this measures we can determine not only how many people are visiting our website but also which and how much content they are looking and how long they are staying. Another important metric should be to measure how many people are finding our website. We will know how to differentiate the prospects (ours predictions about the number of visitors) and the traffic (the actual number of online visitors) due to this types of measures. Our website is only to order food so people just need to choose what they want to eat and this process just take a few minutes, our prospect is maximum 5 minutes to finish the order and make the payment. Mostly people that enter the website by accident or people that enter the website because the name is interesting and kept their attention. Also, we can take into consideration people that are curious about what kind of food we are selling. This business should also be careful about the people that abandon their shopping cart due to different reasons such as the price is written in a foreign currency, delivery options are unsuitable, decided against buying, overall price is too expensive or if they were only browsing. It is important to analyze how many visitors convert into real clients and actually buy our products. Only with this information we can realize if our business is profitable or not.

## **Conclusion**

Foodtastic was born from the love of great food and passion for originality. This business creates a new and innovative online restaurant. Here people can discover, choose and order from the widest gastronomic traditional range available from five different countries - France, Germany, Portugal, Romania and Turkey.

Our clients are our main concern thus we have structured our specific strategy for development and diversification of the products range. Since very few people still have time to spend it in the kitchen but they won't give up healthy food, we offer them the chance to use their spare time for other personal activities and enjoy a traditional quality food anytime anywhere.

Finally, the whole process to create and develop Foodtastic exceeded theoretical methods of internet and marketing areas so we only use proofread and well researched information.

## **Key words**

digital marketing campaign, website promotion strategies, social media plan, e-business

## **JEL Classification**

M15

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## **RESUMÉ**

Cieľom článku bolo analyzovať súčasnú situáciu na poli na internetového marketingu a e-biznisu.

Viac a viac ľudí je online a využíva internet pre rôzne činnosti - od komunikácie, zábavy, zdieľanie nápadov, výskumu, nákupov, ale aj v, kariére alebo podnikaní. Zo strany spoločnosti význam internetu sa zvýšil, nakoľko je konkurencia silnejšia a získanie zákazníka je stále ťažšie. V súčasnom podnikateľskom prostredí, etika hrá veľkú úlohu pri vytváraní povesti podniku. Dobré etické normy pomôžu vytvoriť pevný základ pre lepšie a lepšie pracovné vzťahy, a to nielen medzi podnikom a jeho zákazníkmi, ale aj medzi svojimi zamestnancami. Keď príde na on-line obchod a marketing, mnohé veci sa stávajú trochu nepredvídateľné, najmä pre on-line kupujúcich. Dobrý obraz podnikania robí zázraky pre online podnikanie. Bezpečnosť a ochrana súkromia, sú dôležité vo svete on-line marketingu.

V článku sme sa sústredili na priebeh etickej internetovej kampani.

## **SUMMARY**

The aim of the article was to analyze the current situation of the field in Internet Marketing and e-business.

Nowadays Internet is expanding very quickly. More and more people is online and use Internet for different activities – from communication, fun, sharing ideas, research, shopping, but also for doing career or business. From company 's side the importance of Internet has increased, too, because the competition is stronger and acquiring the customer is constantly more difficult. In the present-day business environment, ethics play a big role in establishing the reputation of a business. Good ethical standards help create a strong foundation for better and improved working relations, not only between a business and its customers, but also with among its employees. When it comes to online business and marketing, things can become a little unpredictable, especially for online buyers. A good image of the business does wonders to its client base. Safety and privacy issues have become customary in the world of online marketing.

In the article, we focus on ethical course of online campaigns.

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