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International Business – Central European Business Realities

Online Marketing – Website Promotion Analyses

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Declaration:

I hereby declare that I am the sole author of the thesis entitled "Online Marketing – Website Promotion Analyses". I duly marked out all quotations. The used literature and sources are stated in the attached list of references.

In Prague on 30th of June 2018 ……………………………………

Omar-Nikoloz Mikeltadze

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1. Introduction

1.1. Overview and Relevance

The topic chosen for analysis within the framework of this thesis is online marketing, with a focus put on website promotion analysis. Today, people are using the Internet more and more. According to the International Telecommunications Union (2017), as of 2017, as much as 53.8% of the world's population have access to the Internet, in contrast to only 30% in 2010 and 16% in 2005. The opportunities offered by mobile devices allow always remaining connected to the online environment. The Internet is used by people for reading news, finding out interesting information, communication, making purchases, running their professional activities, exchanging information, planning leisure, and virtually any other activities. Digital and online technologies have become the main factor preconditioning humanity's technological progress, and they set the trends in different sectors. In order to be highly competitive, companies operating in different industries need to run their effective marketing activities in the Internet, and this is where online marketing becomes specifically important.

The main reason for choosing this research topic consists in the current importance and relevance of online marketing for companies' wider business activities. In order to succeed in their business, entities need to be able to run effective marketing activities on the web, developing their policies specifically for the online environment and covering the audiences present in the Internet.

The performance of online marketing is inherently complex, as the Internet offers broad opportunities on different vectors: from SEO advertising and promotion to marketing in online social networks. In these conditions, it becomes particularly important to understand in deep the operation of such different tools and their practical applicability in the marketing activities of companies in order to gain practical skills of integrating such practices in corporate business activities.

The topic is specifically interesting and relevant for this research taking into consideration the steady development of the Internet technologies and rapid technological changes in the sector. Moreover, steady improvements in Internet access on the global scale

prove that this domain has great prospects for subsequent development, and therefore this only emphasizes further the importance of effective Internet marketing for companies.

1.2. Aim and Objectives

The aim of the thesis is to reveal the practical specificities of online marketing and website promotion in the field of corporate business and their role for the well-being of companies.

The objectives of the thesis are the following:

- to analyze the key specificities of online marketing and current trends in it;
- to reveal the role and specific aspects of website promotion;
- to analyze different website promotion tools (social media, SEO, mobile marketing, content marketing, etc.) and metrics (total visits, bounce rate, click-through rate, cost per click, etc.);
- to run a practical analysis of online marketing and website promotion practices of the chosen company KTW (Kakhetian Traditional Winemaking) through collection of data on the web and primary analysis (interview with the manager and survey among customers);
- to make practical recommendations for the company to improve its online marketing and website promotion activities based on the shortcomings revealed through primary analysis;
- to draw appropriate conclusions based on the findings of the research.

1.3. Research Questions and Hypothesis

The research questions are the following:

RQ1: What specific website promotion tools can be used effectively by companies in the present conditions?

RQ2: What are the main shortcomings of KTW's online marketing and website promotion activities and how can they be eliminated?

The hypothesis to be tested in the course of the thesis is the following: KTW fails to achieve the best results in online marketing due to weak performance on the segment of mobile devices.

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1.4. Thesis Structure

The thesis will be divided into logical chapters in order to ease the research process and to complete it through a number of gradual and interconnected stages.

In the theoretical part of the thesis, the focus will be put on the analysis of literature and the formation of the required theoretical background. The theoretical part will analyze in detail the destination of marketing, the specificities of application of online marketing, tools and methods of website promotion and the main trends in online marketing and website promotion in the current conditions of technological development. This part of the research should provide sufficient theoretical background for subsequent analysis of the practical application of online marketing and website promotion in the chosen company.

The practical part of the thesis will analyze in detail the case study of KTW (Kakhetian Traditional Winemaking), a Georgian wine producer selling its wines in different countries, including in the Czech Republic. The focus will be put on revealing the specificities of the company's online marketing and website promotion and the analysis of its strengths and weaknesses in terms of such practices. Examples of other companies in terms of their online marketing and website promotion activities will be analyzed as well as supporting evidence for the case study of KTW. Based on the findings, recommendations will be developed for KTW to improve its appropriate business processes.

In the conclusion section, conclusions will be drawn in line with the aim of the thesis, the answers to the stated research questions will be formulate, and the hypothesis will be either confirmed or disapproved. Also, the practical value of the thesis will be summarized.

1.5. Methodology

The main method used for the theoretical part of the thesis will be secondary research. It will be based on the analysis of available bibliographic sources. The information provided by their authors on the topics of online marketing and website promotion will be analyzed in detail, and will be processed for forming the required theoretical background.

The practical part of the thesis will be based on both secondary and primary research. Secondary research will be used within the case study of KTW for collecting the information on the company from the web, namely from its official website and accounts in online social

networks. This will allow getting unbiased information on the company's performance of its online marketing and website promotion practices. Primary research will be based on an interview held with the company's manager. The interview will contain questions related to the research topic, and will be aimed to reveal how specifically the practice of the company's online marketing and website promotion is built. In addition to this, a survey will be held among the company's customers in order to reveal their opinion on the ongoing processes and possible ideas for improving them.

Together with the approaches outlined above, deductive thinking will be applied for providing own recommendations for KTW to improve its online marketing and website promotion activities based on the findings of the research.

1.6. Literature

Among the bibliographic sources to be used in the course of this research, it is worth noting specifically the following:

1. Buttle, F., and Maklan, S. (2015). *Customer Relationship Management: Concepts and Technologies*. This book contains a broad theoretical overview of customer relationship management and its application in the conditions of today's business. The author outline the connection between the effectiveness of CRM and overall corporate performance, and note specifically how CRM is moving toward the online environment.

2. Chaffey, D. (2017). Digital Marketing Excellence: *Planning, Optimizing and Integrating Online Marketing*. This publication focuses specifically on online marketing and its role in today's corporate business. The book provides information on the main forms and types of online marketing, the specificities of its application in smaller and larger companies, the trends in its development, and also contains practical information, presenting cases studies of companies which succeed in their online marketing activities.

3. Turban, E., King, D., Lee, J.K., Liang, T.-P., and Turban, D.C. (2015). *Electronic Commerce: A Managerial and Social Networks Perspective*. This book analyzes in detail electronic commerce in the context of social media marketing. The authors provide an overview of the world's most popular online social networks and the opportunities which they provide to corporate business. Particular attention is paid to the achievement of the most effective customer communication through online social networks.

4.   Smith, N. (2014). *Digital Marketing In A Week: Brilliant Online Marketing In Seven Simple Steps*. This book serves as a guide in the world of digital marketing, containing valuable information on the steps which entrepreneurs should undertake when designing their online marketing campaigns. It also provides a detailed overview of website promotion and the metrics used to measure it.

5.   Sacks, M. (2012). *Pro Website Development and Operations: Streamlining DevOps for large-scale websites*. This publication focuses specifically on website development, its importance for corporate business, and the different tools and techniques which can be used by companies within their website promotion for maximizing their commercial performance in the long run.

The books outlined above and other publications chosen as bibliographic sources for this research contain valuable information on the topic, and thus are expected to provide to opportunities to run a detailed and comprehensive research.

1.7. Expected Outcomes

The thesis is expected to provide a set of the following outcomes:

- to grant a clear and detailed overview of online marketing and website promotion activities and their role in today's business;
- to outline explicitly the strengths and weaknesses in the application of such practices by KTW;
- to offer practical recommendations for the chose company to improve its online marketing and website promotion activities.

2. Overview of Online Marketing and Website Promotion

2.1. Marketing: A Brief Overview

Prior to proceeding to a more detailed analysis of online marketing, it is worth understanding more precisely the general definition and main functions of marketing.

Fitzpatrick (2017, p. 6) notes that as of today one of the most widely used definitions of marketing in literature is the one provided by Philip Kotler: "*the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.*" Thus, according to this definition, marketing serves to tie a company and its target customers when designing and promoting corporate products. Marketing is indispensable for corporate business success, as it allows companies maximizing the value of their products and the effectiveness of how they serve customers' needs.

Marketing is a complex set of activities, and thus it performs a wide range of functions within corporate activities. According to Weissbrich (2009, p. 14), the main functions of marketing can be described as follows:

1. Analytical function. Marketing serves to analyze the market. It provides companies with information on the main competitors, demand and supply in the market, current trends, and all other possible information valuable for corporate decision-making. Thanks to this function of marketing, companies can understand what kind of product their customers would like to purchase, and thus can adapt their proposition to the existing market demand, improving specific consumption parameters and all aspects of attractiveness. Also, this function allows understanding possible future market scenarios, which is important for corporate cost management and risk management activities.

2. Production function. Based on market analysis, marketing is used for organizing the production processes. Applying marketing, companies understand how the production of new goods should be organized, which particular resources should be used for it, and what outcomes can be expected through the use of such particular resources and approaches.

3. Sales function. Marketing is used by companies for maximizing their sales. Marketing activities define the sales channels used by companies, and thus shape the ways in which

customers will be reach. Advertising and promotion within wider marketing activities serve to make a company's products more popular among customers. Finally, marketing is also used in the organization of communication with customers, which is required for collecting their feedback and improving products based on such feedback.

4. Management function. Marketing is used by corporate managers for planning and budgeting. Thanks to the availability of marketing information, managers can plan the volume of production, and thus assign funds for the performance of such particular activities. Marketing also serves to ensure the best monitoring and control, and for steady information support of corporate business growth.

One of the key concepts of marketing is the one of the marketing mix. According to Palmer (2010, p. 107), the marketing mix can be defined as "*the set of controllable marketing variables that consists of the blend of these four strategy elements meeting the wants and needs of the target market.*" Traditionally, the marketing mix is considered as including four key components, the so-called 4 P's of marketing. These elements are the one described below based on Kotler and Armstrong (2010, p. 76).

1. The product component of the marketing mix stands for everything related to a company's products offered in the market. Any product's main goal is to satisfy particular wants and needs of customers, ensuring their satisfaction. A product can be tangible or intangible, i.e. it also includes works and services. On the product component of the marketing mix, the company has to decide which kind of products it will be offering to its customers, which specific characteristics this product will have and how these characteristics will be different from the ones of competitors' similar products. In order to generate demand, a product needs to be attractive, have its good consumption parameters, and should be appealing to customers' choice. The company should identify the total number of products it is going to offer to the market, and thus organize its production activities appropriately. Also, the company needs to choose attractive packaging, so as to present its product effectively to customers.

2. The price component stands for the pricing policy a company chooses to be applied to its products. When setting the price for its products, a company should evaluate possible customer demand, and thus its expected financial outcomes. In different situations, price adaptation or standardization can be used in different geographic or customer markets for driving greater sales.

3. The place component of the marketing mix stands for the distribution and sales channels which a company uses to sell its products and thus to generate revenues from its sales. This covers the place where the products are sold and the logistics channels chosen by the company. The place component should guarantee maximum convenience to customers in the course of their purchases, so as to incite them to buy more.

4. The promotion component of the marketing mix relates to marketing communication. It embraces all aspects of corporate activities covering a company's communication with its customers, the channels through which it delivers marketing messages, and tools and methods it uses for advertising.

The concept of the marketing mix is applied in different types of marketing and in all business sectors. Given this basic overview of marketing, the next chapter of the thesis is going to be dedicated more specifically to online marketing and its goals.

2.2. Online Marketing and Its Purposes

According to Buttle and Maklan (2015, p. 177), online marketing can be defined as "*the process of creating value by building and maintaining online customer relationships. Online marketing is also known as Internet marketing.*" The main specificity of online marketing, as can be seen from the very name of it, is the fact that it is carried out in the online environment. Online marketing activities are run on the web, and their main goals are the same as the ones pursued by companies running their marketing in the physical environment, however the tools and techniques for achieving the desired results differ.

Leake et al. (2012, p. 80) note that online marketing is used widely by companies which focus only on the Internet as a channels of sales, but also by companies which run their sales in the physical environment, but at the same time want to provide their customers with the widest opportunities of choice. There are several main preconditions for the development of online marketing as of today. First of all, a key reason is the rapid development of digital and online technologies. Online marketing depends directly on technological progress, and thus it develops together with the general development of technologies. In the current conditions, more and more companies are seeking to make their activities more innovative in different respects. The use of the Internet helps achieve the best interaction with the customers, and thus generating the best revenues in the long run.

In this context, a specifically important factor is the marketing opportunities of the Internet channel. Marketing on the web is specifically popular due to the fact that it allows covering the widest audience range possible. The Internet access is becoming wider in all of the world's regions, and customers can be reached effectively by companies. The costs of running marketing on the web tend to be lower compared to traditional marketing channels. Also, the Internet guarantees the best connection with the customers, opportunity to collect and process their feedback quickly, and the best ongoing communication. Also, thanks to online social networks companies can segment their target audiences more effectively, which allows them maximizing the general effectiveness of their marketing activities.

The popularization of mobile devices is particularly important for companies to run effective online marketing activities. People all over the world tend to use more and more often their smartphones, tablets and other portable devices for connecting to the Internet, communicating with each other online and making purchases. Thus, according to Statista (2018), the total number of smartphone users over the world amounted to 2.32 billion persons, which was almost 50% more compared to 1.57 billion persons in 2014. The audience using the Internet from portable devices is steadily increasing, and this allows companies using the online channel of marketing more effectively.

Kumar and Kumar (2015, p. 99) note that online marketing has changed radically the structure of the marketing mix, altering the place and time components of marketing policies. In the Internet, all marketing activities can be run remotely, and no time expenditures are required, as all marketing can be carried out in real time. Thanks to instantaneous communication on the web, companies also get an opportunity to adapt their marketing policies quickly thanks to monitoring customers feedback and analyzing the marketing policies implemented by their competitors.

In the context of today's online marketing, a particularly important role is played by social media marketing, i.e. the performance of marketing activities using the opportunities offered by online social networks. Chaffey (2017, p. 288) states that social media marketing can be defined as "*Monitoring and facilitating customer-customer interaction, participation and sharing through digital media to encourage positive engagement with a company and its brands leading to commercial value. Interactions may occur on a company site, social networks and other third-party sites.*" Online social networks are web platforms for communication and information exchange. People sign up to online social networks for communication with each

other, for monitoring the news of their preferred stars and companies, playing games, and browsing through any other possible forms of contents. Particularly popular in online social networks are groups and communities, where people can unite based on their common interests. This sub-channel represents a particular interest to companies, as they can target their audiences more effectively.

Buttle and Maklan (2015, p. 246) note that communication in online social networks is multilateral. Social media marketing can be based on either a passive or an active approach. A passive approach is one based on the maintenance of the company's own account in the network, without running any advertising or additional promotion. This kind of tactics allows communicating with customers and collecting their feedback, but is less effective when the company needs to achieve rapid expansion and increase its customer audience within short delays. An active approach is based on investment in advertising and additional promotion. The ultimate goal is to achieve maximum customer engagement and the most intensive interaction with customers.

However, there are significant complications in the application of online marketing, and these might affect the ultimate effectiveness of corporate marketing policies. Blyth (2012, p. 19) notes that one of the main errors committed by companies who launch their marketing activities in the online environment is the fact that they severe online marketing from real marketing. In practice, these two sets of activities are always interconnected and should complement each other, being united by the general principles of the company's business strategy. Another common error is that marketers believe Internet marketing to be easy. Despite the visible simplicity, online marketing requires great skills, and all associated marketing activities should be adapted specifically to the online environment. Also, online marketing can be very time-consuming, and in the long-run the resources spent on it can be very great. The effectiveness of online marketing is thus preconditioned greatly by the skills of responsible persons and their ability to achieve the best performance in practice.

Buttle and Maklan (2015, pp. 246-247) emphasize that as of today, companies tend to apply an integrated approach to the performance of their online marketing activities. This means that online marketing becomes cyclical and involves all stakeholders, including all business units and employees. It is important for companies to achieve the greatest effectiveness in online marketing on all chains, and therefore they invest in personnel training and focus on maximization of performance effectiveness.

So, based on the information described above, it can be stated that online marketing is popular in the marketing practices of companies, and given the current trends in technological development, it has become an essential tool for marketers to achieve the best effectiveness of wider corporate marketing. As online marketing is performed on the web, it is worth analyzing in detail the specificities of website design and related terms, which will be done in the next chapter of the thesis.

2.3. Website Design and Related Terms

According to Posteguillo et al. (2007, p. 55), a website can be defined as "*a collection of one or more web pages sharing a common domain or subdomain name on the Internet. A web page is a document displaying information which can be accessed through a web browser.*" Websites can contain different contents presented to people, including text information, images, video files, and any other possible forms of multimedia contents. The main goal of such pages is to satisfy people's needs in information, and to provide them with the type of interaction they seek. There can be different types of websites. Among them, it is worth noting in particular web stores. Web stores are websites which contain the required features for customers to make their orders online and pay for them. Web stores represent an important channel of sales today, and they are used more and more widely by companies from different business sectors.

In order to generate user interest, website owners need to be able not only to present useful contents, but also to provide great usability and comfort. Landa (2016, p. 198) explains that website design can be considered as the visual presentation of a website, and it is indispensable for achieving the best customer interaction. Website design includes a wide range of components. Working on website design, companies need to be able to provide customers with easy and user-friendly navigation, uninterrupted operation, convenient menu, and so on. This is commonly referred to as prominence or noticeability. However, in addition to this, companies have to work on the creation of visually attractive design, incorporating graphical elements and other important aspects to make the interaction with the website pleasant for the end user. Website design should also guarantee a sufficient level of the website's unity, i.e. the consistence of all its elements and their effective simultaneous operation.

As of today, there are many different tools which serve for companies and individuals to achieve a high level of quality in website design. According to Burke (2017, p. 94), there are two main opportunities for designing a website as of today. On the one hand, it is possible to use the services of professional web designers or design companies, who deliver websites

according to the wishes of their customers. On the other hand, thanks to the development of the Internet, there are many website constructors and other similar tools, which can be used by people intuitively for creating websites. Tools such as Wordpress and Wix contain website templates and user-friendly design interfaces for making appropriate changes to the appearance of website and to their operation. While such tools can be used effectively for creating personal web pages, companies should consider the opportunity of resorting to professional designers' services. The initial presentation of the website should be appealing to the customer and should attract his interest, and therefore funds should be invested in high-quality website design.

For companies which sell directly through their website, it is particularly important to integrate the function of online checkout. According to Isherwood (2017, pp. 12-13), the checkout procedure is implemented in the form of a cart where customers can add their products. Thereafter, they are offered to complete the order, and can enjoy a convenient payment feature. With the wide availability of electronic payment systems and distant card checkout, customers can perform their purchases in the most effective manner, and this convenience is one of the key factors for guaranteeing their loyalty to the webstore.

However, while website design and its contents are important, companies also need to run effective website promotion for guaranteeing that their appropriate opportunities are used in full. In the next chapter of the thesis, website promotion tools will be considered.

2.4. Website Promotion Tools

There is a wide range of promotion tools which companies can use for promoting their websites and for making them more visited by target audiences. Below, the most widely used of such tools are going to be considered.

2.4.1. Social Media

Website promotion in online social media consists in the use of the opportunity offered by online social networks for generating the required inflow of visitors to a company's website. Among the techniques of website promotion in online social media, it is worth noting specifically social media optimization (SMO) and paid advertising in online social networks.

According to Patel (2017, p. 80), the goals of social media optimization are largely "*similar as the goal of search engine optimization. It is used for generating traffic and raising awareness, but instead of using the website, like in SEO, social media optimization uses social media channels to achieve this goal.*" SMO is destined mainly to generate traffic to a company's

website through online social networks. SMO is used to drive customer interest in particular products or services, and to direct customers to the company's website for making purchases.

An important role in the context of social media optimization is also played by social media automation. According to Patel (2017, p. 135), "*The major benefit of social media automation is the possibility to save time and optimize the time you are going to invest in social media activity.*" The use of social media automation allows online marketers improving the planning process and raising the quality of their communication with customers, at the same time saving considerable financial and time resources.

Paid advertising in online social networks consists in the paid services offered by such networks for generating traffic to a company's website. As noted by Hyder (2016, p. 164), social networks provide companies with opportunities to purchase advertisements to be shown thereafter in people's feeds and in search results in such networks. Different online social networks provide their paid ads on different conditions and with different outcomes:

- Facebook Ads. Facebook allows companies choosing between different advertising options, including photo advertising, video advertising, slideshow, and several other types of ads. Companies can create a visually attractive ad, and customers will be displayed this ad based on their content preferences, which allows raising the quality of targeted advertising.

- Instagram ads. The types of advertisements which customers can purchase from Instagram are similar to the ones offered by Facebook. The prices are set based on the criterion of cost per mille and amount to approximately USD 5.

- Twitter ads. Twitter customers can purchase promoted tweets, and can become promoted accounts. In these cases, their content will be shown in a targeted manner to potentially interested users. Twitter allows high targeting opportunities, and therefore the cost of ads here is higher, amounting to approx. USD 10 per mille.

- LinkedIn ads. LinkedIn offers a wide range of promoted contents and ads, including text ads, dynamic ads, sponsored articles, and so on. Due to LinkedIn's focus on employment and professional activities, companies can target their customers effectively by the field of their interest. It is also effective for B2B communication and thus for promotion among other business. The cost per click (CPC) might vary between USD 2 and 7.

- Other social networks offer their own models of paid ads and set their prices based on the range of services ordered and based on the expected outcomes which the company wishes to achieve.

In addition to this, as noted by Hyder (2016, p. 164), companies and individuals can purchase advertising in online social networks from other customers. Those accounts which have many followers can be an important source of promotion, as they allow spreading the information on a company or its website among a wide range of potential customers. The price for such advertising depends on the actual social network and the popularity of the account holder.

2.4.2. Search Engine Optimization and Paid Search Advertising

According to Buttle and Maklan (2015, p. 245), search engine optimization (SEO) can be defined as "*the practice of improving the quantity and quality of website traffic generated by search engines. Whereas companies can pay for their web page to appear on the first page of a listing generated by a browser's keyword search, SEO aims to get high organic (unpaid or free) visibility.*" Thus, SEO stands for a set of marketing activities run by a company in the online environment, which are destined to raise the traffic to the company's website thanks to its better positions in online search engines.

Turban et al. (2015, p. 275) point out that it is important for companies to run effective SEO, regardless of whether the Internet channel is the main source of their sales. Effective SEO is required to promote a higher level of brand awareness on the part of target customers and raise the overall brand recognition among the public. The most powerful search engine in the world is the one offered by Google. The goal for companies wishing to achieve effectiveness in their SEO is to be placed among the top 5 to 10 results for particular keywords describing best the essence of their business. The results of SEO should lead to greater traffic generation, and to greater sales in the long run.

Smith (2014, p. 27) notes that search engine optimization is most often performed in combination with other forms of online marketing, including online paid advertising and social media marketing. By tying all such activities together, companies get an opportunity to maximize the effectiveness of different directions of their online marketing activities and to achieve greater sales.

Kloostra (2015, pp. 117-118) states that there are two main types of SEO which companies can use in their online marketing activities, namely on-site SEO and off-site SEO. On-site search engine optimization consists in the preparation of a website for better indexation and promotion through search results. When doing on-site SEO, webmasters should optimize specific webpage parameters such as its title, description and keywords. They should be in line with the actual contents of the webpage and should include those words, which users might use for finding the page (description of products or their features, brand names, explanations, and so on). In contrast to on-site SEO, off-site SEO consists in the use of third-party opportunities for raising a website's positions in online search engines. Namely, it includes direct link exchanges, link-building practices, content copywriting, and so on.

According to Mena (2016, pp. 9-10), a specific type of search engine optimization is mobile SEO. Its techniques are different from computer SEO, as there are differences between devices: the screen size, the functionalities, and the fact that people tend to use their mobile devices on the go. In contrast to the prevalence of keywords in traditional SEO, in mobile SEO, an essential role is played by the user's physical location, type of mobile device being use, and the format of contents. The importance of mobile SEO tends to keep growing steadily with the growing use of mobile devices all over the world.

In contrast to SEO, which is destined to raise a website's positions in search results in search engines, paid advertising is used for presenting ads with information on the website to potential customers or users. According to Plummer et al. (2007, p. 109), there are three main types of paid advertising, namely paid search ads, contextually targeted ads, and paid inclusion. Paid search ads are text advertisements presented to users performing search queries in search engines based on particular keywords. The most popular platforms for paid search ads include Google AdWords, Yahoo! Search's Precision Match, etc. Companies using this type of paid advertising need to research which keywords generate their best traffic, evaluate competition with other website for particular search queries, and then assign their particular budgets for the advertising campaign on a pay-per-click (PPC) basis. Contextually targeted ads are most often delivered through programs such as Google AdSense and Yahoo! Search's Content Match. Instead of ads shown in search results, these ads are shown directly on websites based on customers' interests. Paid inclusion stands for the fees which search engines might charge from companies for being placed higher in search results. Most large and reputable search engines such as Google do not offer paid inclusion, which is believed to be inorganic and would suppress competition.

2.4.3. Mobile Marketing

Sezgin (2016, p. 19) defines mobile marketing as "*a new type of marketing in which mobile devices are utilized for advertising and sales activities establishing an interactive communication with consumers.*" The very idea of mobile marketing is based on the advantages provided by Internet and digital technologies and by mobile devices, as described earlier in this thesis. Thanks to mobile marketing, customers can be reached virtually anywhere and at any time. Within online marketing, customers can be reached using a variety of tools, including SMS and MMS messages, e-mail messages, social media networks and applications.

Sezgin (2016, p. 20) states further that in the context of website promotion, mobile marketing requires companies to adapt their websites to all types of portable devices to increase the level of customer convenience. A common requirement to websites as of today is to be viewed comfortably from all types of devise, and at all resolutions. The graphical elements of websites, their navigation buttons and all contents need to be adapted to different size screens in order to please the customers, and mobile marketing is used for this purpose. A specifically important part of mobile marketing in website promotion is also the development of applications for different operational systems for mobile devices, use of mobile banner advertisements, and a range of other widely used tools.

2.4.4. Content Marketing

According to Hall (2017, p. 140), content marketing can be defined as "*the process of creating and distributing relevant, timely, compelling content with the purpose of attracting, engaging and acquiring target customers.*" Content marking plays an essential role in the process of website promotion. In order to make a website visible to customers and attractive, marketers need to create high-quality and unique contents to be placed on its pages. As of today, there are many tools on the web, which can help marketers fill websites with high-quality contents. For example, tools such as Textbroker and Skyword are helpful for creating text contents, tools like Creately serve to fill it with attractive graphics, content optimization tools such as Scribe and Wordy help optimize the contents according to the company's positions on the web, there are also a number of popular interactive content marketing tools such as SnapApp, and so on, Using all these methods, companies ca deliver the best possible website contents, which is the first step toward website promotion.

2.4.5. Email marketing

Jolibert et al. (2012, p. 350) state that email marketing can be defined as "*a form of direct marketing that uses electronic mail as a means of communicating commercial or fund-raising messages to an audience.*" When designing their e-mail marketing strategies, companies develop a specific message text to be sent to customers, for a base of recipients, and then send their marketing messages to such recipients. This technique of marketing allows covering wide audience ranges and is relatively cheap compared to other, more sophisticated marketing techniques. Moreover, a particular value of this marketing technique for website promotion consists in the fact that it allows tracking customer response, and thus allows measuring the effectiveness of investment in such activities. However, when designed inappropriately or dispatched too often, this might lead to a negative reaction on the part of users, leading to their dissatisfaction with the materials received from the company, and thus to an impairment of the entity's image.

According to Mullen and Daniels (2011, p. 132), there are two forms of email marketing, namely opt-in and opt-out email marketing. Opt-in marketing is based on providing customers with an opportunity to subscribe to corporate messages or newsletters. It is thus based on customers' voluntary desire to become subscribed to such information letters. Opt-out marketing assumes that letters are sent to customers based on the lists formed by the company and without the consent of the recipients. The recipients are only offered with an opportunity to unsubscribe from such newsletters. The main shortcoming of this method consists in the fact that it might provoke negative reaction on the part of customers, and is often considered to be spam. Thus, it can bring damage to the company's reputation.

2.4.6. Video Marketing

As can be seen from the very definition of video marketing, it is a form of marketing used in the online environment with the involvement of video advertisements. Nalette (2013, p. 1) notes that video marketing is a very effective Internet marketing tool as of today, as it allows companies provide their customers with the most representative visual contents. Opportunities for running video marketing are broad on the Internet, and this is achieved namely thanks to the wide choice of online social networks available. The world's most popular video hosting YouTube is at the same time a social media platform, where people can communicate, discuss videos, leave their feedback, subscribe to companies and individuals' accounts, and so on. At the same time, the opportunities of hosting videos are also provided by

most other large social networks: they can be integrated in Facebook and Twitter messages, articles on LinkedIn, and so on.

According to Dalal et al. (2017, pp. 11-12), video marketing has several considerable advantages. First of all, video contents allow avoiding making the customer read long texts. Videos are more interactive, and they allow engaging customer interest. Videos can deliver a company's ideas more brightly to the target customers. They allow depicting products in details and provide greater room for a creative approach to advertising.

Nalette (2013, pp. 1-2) states that the main disadvantage of video marketing, specifically in the context of website promotion, is the fact that this marketing technique is costly. Producing video contents requires greater financial and time resources compared to other forms of multimedia. Also, on the current stage of development of Internet advertising, it might be hard for companies to design creative video ads, and therefore their effectiveness might be smaller given the resources spent.

2.4.7. Blog Marketing

According to the definition provided by Travagliante (2012, p. 29), a blog is "*a website, usually maintained by an individual or an entity where the author (blogger) publishes periodically, as in a sort of online diary, thoughts, opinions, and other considerations, along with other types of electronic equipment such as images or video*." With the development of the Internet and various forms of online communication, blogs have become increasingly popular. They can be maintained on personal or specially designed websites, and also in online social networks. The authors of blogs can be either stars and opinion leaders or ordinary people who simply want to share their personal thoughts or experiences with the others.

Harper (2013, pp. 10-11) notes that the popularity of blogging consists mostly in informal communication between the blog owner and his reader. The information is presented in an easy form, and it aims to ensure the greatest engagement and interaction on the part of Internet users. Thanks to the generation of traffic, blogs allow earning profits. At the same time, blogs can be used effectively for promoting corporate brand image, advertising websites or products, and so on.

Miller (2010, pp. 26-27) notes that among the most popular blogging platforms in the world is Twitter. It allows its users writing short notes to be seen by the other, attaching images and video contents. Other popular blogging platforms among social media include LinkedIn

used for employment and professional communication, MySpace used by musician, and a number of other widely popular social networks. With further progress of social networking, the impact of blogging should be expected to keep growing, in particular for website promotion.

2.4.8. Display Advertising

According to Mishra (2009, p. 100), display advertising, also commonly referred to as banner advertising, is "*a modern promotional technique to sponsor products and services on the Internet. Many online businesses are successfully marketed by means of banner advertising. Banner advertising can be served as a link between many websites and such collaboration helps propel online businesses.*" Banner advertising can be integrated effectively into website design, without affecting significantly the quality of its visual presentation. The main advantage of banner advertising for promotion is the fact that it provides bright visual contents visible to all website users. However, sometimes banner advertising can be perceived negatively, namely when customers believe it take excessive space on the website. Therefore, it should be used with due account for these limitations.

2.4.9. Offline Campaigns

In addition to the tools of website promotion in the online environment, there are also tools which can be used offline. According to Roberts and Zahay (2012, p. 318), the effectiveness of their application can be explained by the fact that not all people are well familiar with the Internet, and therefore they cannot be covered with online marketing. Offline campaigns for website promotion can be run via any traditional marketing channels. For instance, website can be promoted with ads places in newspapers and magazine, on TV, in transport, on the radio, and so on. The main advantage of offline website promotion consists in the opportunity of covering additional audiences. However, this kind of promotion is often very costly, and therefore companies can bear excessive costs.

Therefore, as can be seen from the information above, there are multiple tools which companies can use for running website promotion. In the next chapter, the focus is going to be put on the tools and metrics which can be used for measuring the effectiveness of online marketing and website promotion.

2.5. Measuring Tools and Metrics for Website and Marketing Activities

According to Sacks (2012, p. 9), one of the most important aspects of any online marketing and website promotion campaigns is the evaluation of their actual results. Assessing the commercial effectiveness of such campaigns is important for companies in order to make grounded conclusions on the effectiveness of use of their resources and to design more effective marketing activities for the future.

DeMers (2014) notes that there are many different tools which companies can use for monitoring and evaluating the performance of their websites. The most popular of such tools is Google Analytics, a free tool provided by Google. Using Google Analytics, companies can monitor the traffic generated on their websites, evaluating different specific parameters relevant for their marketing efforts. The most widely used of indicators which can be analyzed in this way are the following:

1. Total visits. This indicator shows the aggregate number of customers who visit a website. It provides the website owners with information on how the website can generate incoming traffic, and thus how it succeeds in dealing with its primary goal of raising the level of the company's popularity. This indicator should be analyzed in dynamics in order to understand how the general patterns of visits tend to change and to reveal the main underlying reasons.

2. New sessions. Using this metric, it is possible to analyze which share of users coming to a website are new users, and how many of them are recurring users. The main advantage of this approach is that it allows understanding to which extent the website can retain its customers, i.e. to which extent it satisfies their needs and demands.

3. Channel-specific traffic. Users can come to a website from different sources, including direct visits, visits through referral links, organic search visits, and visits from online social networks. By analyzing the share of all such channels, website owners can understand from where most of their customers come, and thus where subsequent promotion should be targeted.

4. Bounce rate. This indicator shows the share of customers leaving a website before browsing its other contents. Companies should seek minimizing the bounce rate, as its high value proves the existence of problems with customer retention.

5. Total conversions. This metric show the actual profits which a website brings to its owners. As DeMers (2014) explains, "*While it's possible to define a conversion in many ways (such as filling out a lead form, completing a checkout on an e-commerce site, etc.), conversions are always seen as a quantifiable victory in the eyes of a marketer.*"

6. Lead to close ratio. This metric is calculate by dividing the total number of sales by the total number of rates. It shows the actual effectiveness of sales efforts through the website.

Bauer et al. (2016, p. 119) note the following main indicators which can be used by companies for building or measuring the effectiveness of their online marketing campaigns:

1. CPC (cost per click). This indicator is also often referred to as pay per click (PPC). This indicator evaluates the actual amount of funds which a company invests in its marketing activities, as calculated per one incoming visitor. This indicator is most often used for evaluating the financial justification of paid advertising campaigns. Thanks to using CPC, companies actually evaluate their return on investment.

2. CPM (cost per mille). This indicator serves to evaluate the costs a company has to incur for the purpose of getting 1,000 views of its advertisement. Together with CPC, COM serves to analyze the effectiveness of marketing campaigns and to calculate the return on investment achieved.

3. CPA (cost per action / cost per acquisition). This indicator serves to analyze the actual cost borne by a company for achieving one sale of its product. It shows the ultimate effectiveness of marketing campaigns, as it takes into account only those users which have purchased a product, and not all website visitors. This model allows improving the control over costs within corporate online marketing campaigns.

4. CTR (click-through rate). This indicator is calculated as the total clicks on an ad divided by the total number of impressions. Thus, it evaluates the total number of customers who click on an ad. CTR provides companies with a more detailed understanding of the effectiveness of their online marketing campaign. It allows comparing the effectiveness of a company's online marketing campaign with the campaigns of its competitors. Also, it provides the information on users with whom potential conversions can be achieved.

5. CPL (cost per lead). This indicator is calculated as the total cost of an online marketing campaign divided by the amount of conversion the company gets. Therefore, the

focus in the use of this indicator is put an evaluating the actual results generated through an online marketing campaign. CPA and CPL are often used interchangeably for this purpose.

There are also other tools and metrics which can be used by companies for evaluating the effectiveness of their online marketing and website promotion campaigns.

Taking into consideration the theoretical overview of online marketing and website promotion provided above, it is now worth analyzing the modern trends in online marketing.

2.6. Trends in Online Marketing

The current development of online marketing goes in lines with the general development of online and digital technologies. Companies all over the world resort to online marketing, regardless of the target field of their activities. In performing online marketing, they seek maximizing their popularity among actual and potential customers, raising the level of customers' loyalty, and achieving the best generation of sales in the long run.

According to DeMers (2017), one of the key trends in online marketing is the operation and processing of big data. Previously, this had been accessible only to large companies. However, thanks to the development of artificial intelligence, machine learning and other up-to-date technologies, smaller businesses have an opportunity to access big data as well. Companies can incorporate big data in their business, thanks to which they can monitor more effectively not only their own performance, but also the general patterns of the market, including customers, competitors, and so on.

Due to the growing use of mobile devices as a channel of marketing, one of the top priorities of online marketing today is the capitalization of applications. Tasner (2018) explains that more and more companies are developing apps for virtually everything. Large brands purchase apps in order to keep up with the times, and people demand more sophisticated apps for their satisfaction. New apps are more and more focused on more innovative technologies, including artificial intelligence and virtual reality. They most often integrate many functions and allow users performing several tasks simultaneously with a high level of effectiveness.

An example of successful mobile apps, according to De Looper (2018) is the app of Netflix, an American entertainment company providing a range of video contents to its customers, including streaming and online movies. Thanks to the application, customers can access the videos of Netflix easily, sort and memorize them according to preferences, put them

in to the to-watch list, share, and so on. The application raises significantly the convenience of video watching and contributes to the company's positive business image. A similarly effective model of online marketing is used by Bandcamp, a service for streaming music. Its application allows reaching the contents of Bandcamp effectively from the phone, and is adapted effectively, to the needs of customers using mobile devices. This allows the company maintaining the loyalty of its customers and developing its activities further.

DeMers (2017) notes that one of the prominent tendencies in online marketing is the growing focus on non-visual contents. People like to interact with new forms of advertising contents, and one can speak here of audio contents in first turn. DeMers (2017) states that "*Consumers are gradually getting used to interfaces that require no visual surface or physical inputs, and that's going to have a huge impact on how marketers communicate with them.*"

Locker (2018) notes that audio podcasts have become an important part of online marketing strategies of brands. Thus, according to the author, examples of successful podcasts includes the podcasts of Tinder, an online social network for dating, and the podcast of ZipRecruiter, a company specialized in recruitment. These podcasts are organized in the form of a live show, and they attract companies' target audience, thanks to which the interest in their services tends to keep growing.

Tasner (2018) points out another important trend in online marketing: the growing use of chat bots. Thanks to the advancements in artificial intelligence and machine learning, chat bots are ready to satisfy customer queries more effectively. By using such wise chat bots, companies get an opportunity to spare funds on staff in call centers, and ease the interaction with their products for customers.

According to Tasner (2018), companies are also acting more and more responsibly, which is due to the growing importance of online product reviews. The author states that "*While your reviews are essential for search engine rankings, they can also make or break a sale for you. According to research, half of adults under the age of 50 regularly check online reviews before purchasing a new item.*" There are multiple tools for reviewing on the web, including Google reviews, Facebook reviews, as well as a great number of more specialized services for reviewing restaurants, hotels, schools, public places, and so on. This makes online marketing even more customer-oriented for companies.

Therefore, based on the findings provided in this part of the thesis, it can be stated that online marketing and website promotion are essential for companies to achieve high market results today, Now, it is worth proceeding to the practical part of the research.

3. Analysis of Online Marketing and Website Promotion at KTW

3.1. Presentation of KTW

Kakhetian Traditional Winemaking (KTW) is a Georgian company producing traditional Georgian wines. The company was established in 2001, and is of today one of the Caucasian region's largest wine and spirits producing companies (according to KTW, 2018). In addition to wine, KTW produces brandy, sparkling wine, and chacha. As noted by KTW (2018), the company aims to preserve traditional Georgian recipes and techniques, mixing them with the most up-to-date technologies for the purpose of achieving the best quality of wine and spirits delivered to the customers.

Explaining its approach to winemaking, KTW (2018) explains that wine is a traditional drink in Georgia, and it plays an important role not only as a product, but also as a social phenomenon: "*Wine has a crucial place in social interactions in Georgia, playing a role in the traditional hospitality of the country and facilitating friendship and goodwill.*" The company seeks to preserve and promote these traditions, raising the image of Georgian wines on the global scale and thus popularizing the Georgian traditions of winemaking.

The exclusiveness and uniqueness of the company's wine is due to the unique climate conditions in Georgia. In the country, all kinds of climate can be found, ranging from subtropical to temperate. The country's mountains, the Black Sea and its fertile soils favor the development of high-quality winemaking. According to KTW (2018), there are 27 breeds of grape cultivated in Georgia for commercial winemaking, which allows the company producing a wide assortment of traditional wines.

According to KTW (2018), the company operates a number of wine cellars and degustation centers across Georgia, where it promotes the culture of wine consumption in close interconnection with Georgian national traditions. The company is also organizing wine tours in Georgia. The range of wines offered by the company includes Qvevri wines, Iveria wine, Guramishvili wines, premium collection wines, sparkling wines, brandy, and chacha. KTW's signature wine is Chkhaveri, which has been produced in Georgia since 1880.

One of the traditional technologies used by KTW in the course of its activities is qvevri. According to KTW (2018), "*Georgian wine is hardly imaginable without qvevri. Qvevri is a traditional Georgian clay vessel used for making, aging and storing wine. The technique of making wine in traditional qvevri vessels has existed for at least 8000 years and is still practiced*

today." The technology assumes that the clay vessel is put into the ground, which is favorable for the best process of ageing and storing wine. The wine is thereafter separated from the residue and can be consumed. This technology has a status of intangible cultural heritage provided by UNESCO.

In addition to its manufacturing activities, KTW is the founder of the art festival "Georgian Spirit", which unites artists creating oeuvres of visual arts, folklore, national Georgian dance and literature. KTW positions itself as a socially responsible company, and thus is involved in a range of corporate social responsibility (CSR) activities. Since its establishment, the company has been actively funding and promoting the development of Georgian arts across the country's cities and rural areas.

As of today, KTW is Georgia's largest wine manufacturer in terms of exports (according to KTW, 2018). The company sells its wines in over 20 countries, including in the Czech Republic. The company focuses on constantly extending its geographical coverage for the purpose of promoting the image of traditional Georgian winemaking on the global scale and for ensuring the company's long-term financial stability.

3.2. Research Design

The research within the framework of the practical part of this thesis is going to be based on a combination of methods. First of all, data will be collected from open sources on the online marketing and website promotion activities run by KTW. For the sake of performing this kind of research, the official website of the company will be analyzed, as well as its accounts in online social networks, and namely in Facebook and Instagram. The main focus will be put on revealing how the winemaker approaches its marketing policies, and which specific marketing messages it delivers to its customers. At the same time, in the context of website promotion, specific emphasis will be put on revealing how the company performs its search engine optimization activities, and how it advertises itself on the web with the use of Google AdWords. It will be revealed which keywords the company uses, how it positions itself, and what results it achieves in search engines through the combination of its keywords.

This kind of own research will be required prior to proceeding to subsequent steps of the analysis, and namely to primary research through an interview to be held with the company's manager and through a survey to be held among the company's customers. The information thus collected will help form a general understanding of the company's approach to online marketing and website promotion, how the company communicates with its

customers, and which steps it undertakes for promoting its positive brand image in the online environment.

Subsequent primary research will be designed to understand how the company itself builds its online marketing activities and how the company's manager evaluates its effectiveness. An interview will be held with the company's manager based on open questions, elaborated with the aim of revealing answers pertaining the research topic. The interview will last approximately 1 hour and will be held via phone connection. The answers provided by the manager of KTW will be analyzed, transcribed and subsequently processed and compared with the findings revealed through own research. The questions featured in the interviews are presented below:

1. What role does online marketing play in your business?

2. What channels of online marketing do you use?

3. Do you have a separate department responsible for the performance of online marketing?

4. What are the main points of focus in terms of your social media marketing strategy?

5. Which approaches do you follow in online promotion?

6. Are employees involved in the process of decision-making in online marketing?

7. How is communication in online marketing built with the main stakeholders?

8. Do you collect and analyze the feedback left by your customers?

9. What is the importance of your website for the performance of your marketing activities?

10. Which approach do you use for improving your website?

11. Do you use any advertising on the website?

12. What metrics do you use and how?

13. Do you have applications for mobile devices or other similar software?

14. What role do you expect online marketing and website promotion to play for your company in the future?

The interview with the company's manager will be used as an introduction to the company's marketing policies, and namely to online marketing, as seen by the company itself. This should be done in order to reveal how the company perceives its own online marketing policies and to identify their possible drawbacks and shortcomings.

After analyzing the interview with the manager, another kind of research, namely survey, will be run among the company's customers. The main aim of this research will be to analyze how the customers perceive the effectiveness of KTW's online marketing and website promotion activities, and to understand whether the company's customers are targeted effectively by its online marketing policies, and whether such policies allow KTW achieving the desired financial results through its marketing. Also, this kind of analysis will be required in order to minimize the effects of the manager's subjectivity in the interview.

The customers will be selected through the company's official Facebook page and will be contacted via personal messages for the purpose of distributing the questions. The choice of the respondents will be done among the persons consenting to this kind of research. There will be no specific division of persons by age or sex due to the relatively small statistical sample (80 customers), and lack of relevance of such division for this kind of polling. In total, 80 customers will be polled on an anonymous basis via messenger. The structure of the survey is presented below:

1. Do you evaluate the online marketing policies of KTW positively? Please rate 1 to 5.

2. Do the company's accounts in online social network present sufficient information on its products? Yes / No.

3. Do you think that the company's website contains all the required information and is user-friendly? Yes / No.

4. Have you ever seen KTW's context advertising in Google or in other search engines? Yes / No

5. Do you feel a lack of interaction with KTW on Facebook (lack of contests, lotteries and other interactive forms of promotion)? Yes / No.

6. If yes in the previous question, do you believe these contests to be entertaining? Please rate 1 to 5.

7. Do you think that the company's e-mail marketing campaigns are annoying? Please rate 1 (not annoying) to 5 (very annoying).

8. Do you think that the company pays sufficient attention to customer feedback? Please rate 1 to 5.

9. Have you ever faced incorrect/rude communication on the part of the company's online social media on the web? Yes / No.

10. Would KTW's implementation of its own mobile application be important for you as a customer? Please rate 1 (not important) to 5 (very important).

11. In overall terms, do you think that the company's online marketing activities are better than the same activities of competitors? Yes / No.

12. What do you believe to be the company's weakest point in online marketing activities? Visual attractiveness / Frequency of promo events / Communication / Depth of information / Other.

The findings collected through the survey will be compared with the findings of the interview with the manager and with the findings collected through own research, and will be analyzed thereafter in association with the aim and goals of the research. Based on this information, suggestions and recommendations will be developed for KTW to improve the quality of its online marketing and website promotion activities. These recommendations will constitute the practical value of the thesis, and thus should be practically applicable and implementable.

The main limitation of the primary part of this research is the small sample size, which is preconditioned by the existing financial restrictions of the thesis and complexity of analysis. However, the findings derived through this research should indeed provide sufficient information for KTW on how the company can raise the effectiveness of its online marketing and website promotion.

## 3.3. Overview of KTW's Online Marketing and Website Promotion from Open Sources

In order to perform this overview of Kakhetian Traditional Winemaking's online marketing and website promotion activities, we should monitor the information available from open sources on the web.

First of all, it should be noted that the search on the web did not reveal the company's use of Google context ads. This can be due to several reasons. On the one hand, Google's context ads can be adapted by the company to particular keywords. On the other hand, the company can refrain from using this type of ads for some purpose. This will be analyzed later in the interview with the manager. At this point, it should be noted that search queries by keywords such as "Georgian wine", "Kakhetian wine", "Georgian wine buy", etc. didn't present any context ads from KTW on Google search pages.

Next, analyzing the effectiveness of the company's search engine optimization, it should be noted that for the search queries "Georgian wine" and "Georgian wine buy", the company's website isn't featured among the first top 10 search query result pages in Google. This can be deemed as a very weak result, as such search queries can be deemed among the most popular for the company's target customers. They show a great number of wine stores and winemaking facilities located in Georgia, the US, and post-Soviet states, but not KTW. For the search query "Kakhetian wine buy", the company is on Google's first page, which allows stating that SEO works well on this segment. However, the search queries associated with Kakhetian wines are much less popular compared to the search queries associated with Georgian wines, as can be seen from the illustration provided below. This proves that the company fails to achieve the required effectiveness in its SEO activities, and therefore fails to maximize the overall effectiveness of its online marketing.

However, when specifying the search query in the Czech language and searching "gruzinske vino Praha" on Google, KTW is on the first page of search results with its Czech website ktweu.cz. This proves that the company has some good positioning locally, and is targeted well on local Czechs willing to buy Georgian wines in Prague.

Image 1: Popularity of Google search queries "Georgian Wine" and "Kakhetian wine" during the last 5 years, in number of search queries per day
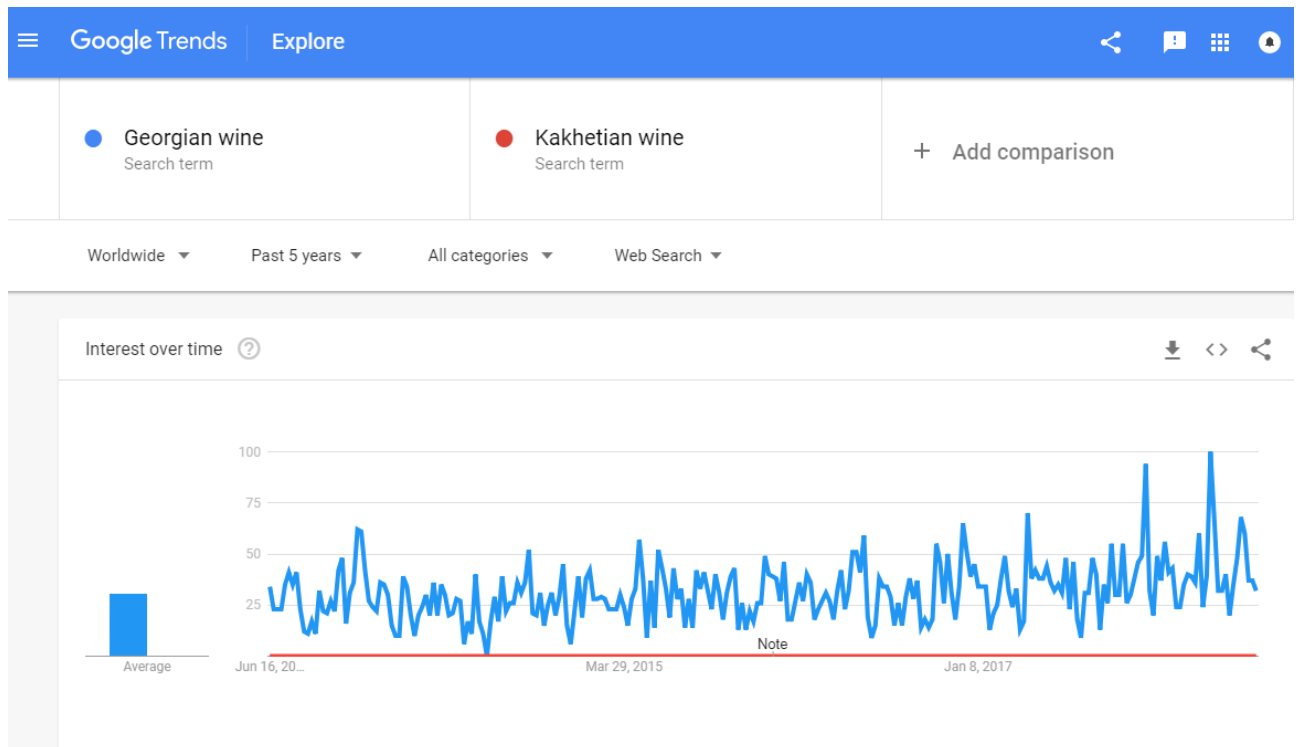
Source: *(Google Trends, 2018)*

The official website of Kakhetian Traditional Winemaking, KTW.ge, is registered in the official domain of Georgia. A brief analysis of website contents allows stating that the company's site provides information on its products, location of its stores, history of the company and contacts. The website is quite convenient and user-friendly, its design is visually attractive, and it seems like containing sufficient information in overall terms.

The company has its website dedicated specifically to the Czech customer audience, namely ktweu.cz. The site comes in the Czech language. It provides an overview of KTW's wine products and acts as a webstore offering Czech customers to buy Georgian wines locally, with delivery in Prague.

Based on the data available from Google Analytics of ktweu.cz, the following data can be provided.

Image 2: Frequency of visits to ktweu.cz before paid advertising in 2016
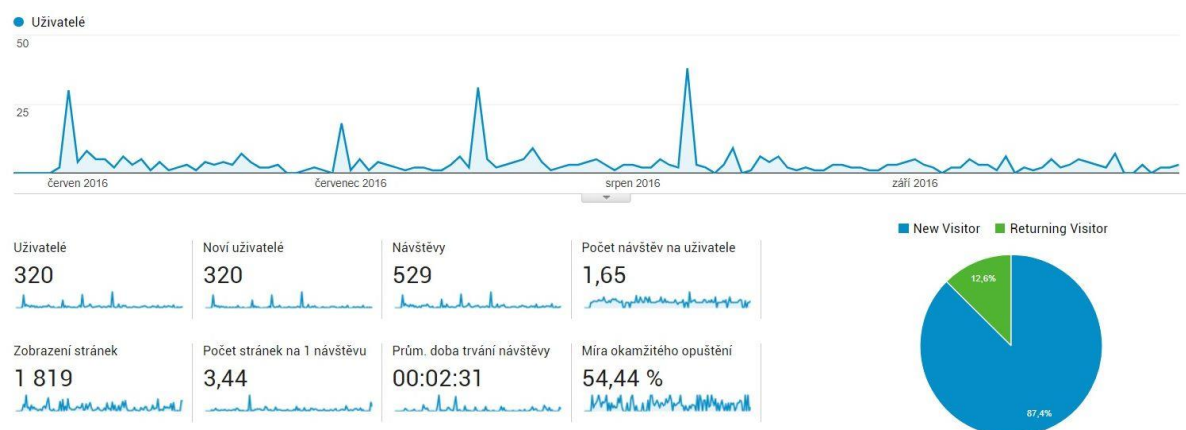
Source: *(Google Analytics, 2018)*

As can be seen from the chart above, visits to the company's website before paid advertising in 2016 amounted to 320 unique visitors in aggregate for four months from June through September, among whom only 12.6% were returning visitors, which figures can be deemed very moderate and testifying a lack of the website's popularity among its target audience. These statistics can be justified by the fact that the product and the brand were yet new to the Czech market, and therefore demand was low as of the time that the website was created.

Image 3: Sales of KTW EU before paid advertising in 2016
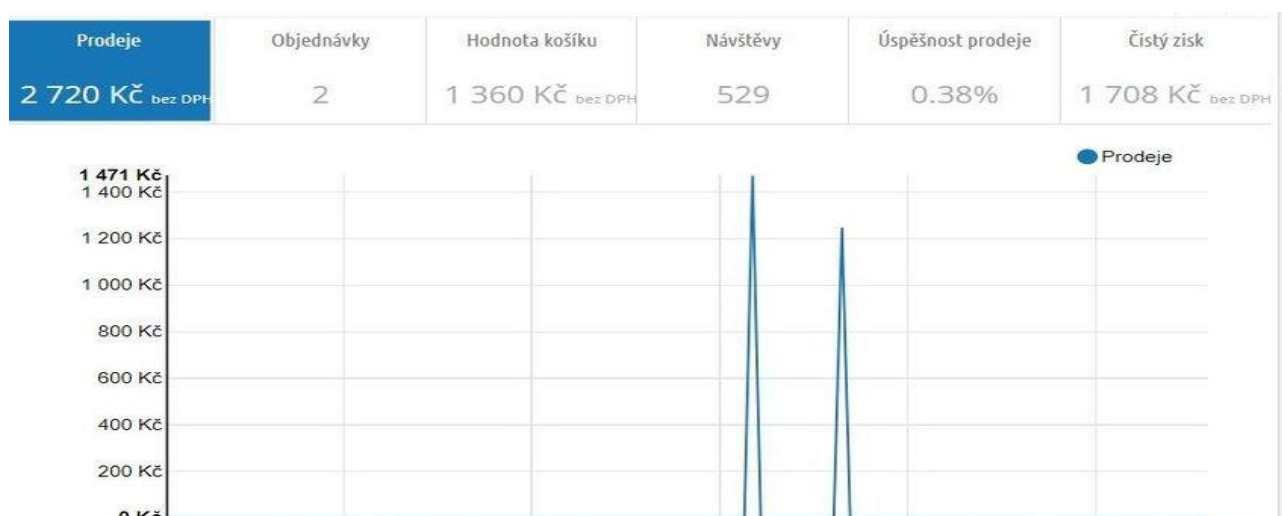
Source: *(KTW website statistics, 2018)*

As can be seen from the chart above, together with the low visits to the company's website, KTW EU was also enduring weak financial results due to the factors outlined above. Thus, in 2016, the company's total sales of wine amounted to only CZK 2,720. Therefore, the company decided to invest in marketing, with the main goal of differentiating its wine product from similar ones offered by Argentine, Chilean and Australian exporters in the Czech Republic. The company started participating actively in exhibitions for offline marketing. The company also used Google AdWords for its online campaigns, and tailored its campaigns to the specificities of Georgian wines. The advertising campaign lased from October to December 2017 and had some significant impact on the traffic to the company's website.

Image 4: Frequency of visits to ktweu.cz after paid advertising in 2017

Source: *(Google Analytics, 2018)*

As can be seen from the chart above, after the performance of the advertising campaign, the traffic to the company's website grew 6 times, now amounting to almost 2.1 thousand unique visitors for three months from April through June.

Image 5: Sales of KTW EU after paid advertising in 2017
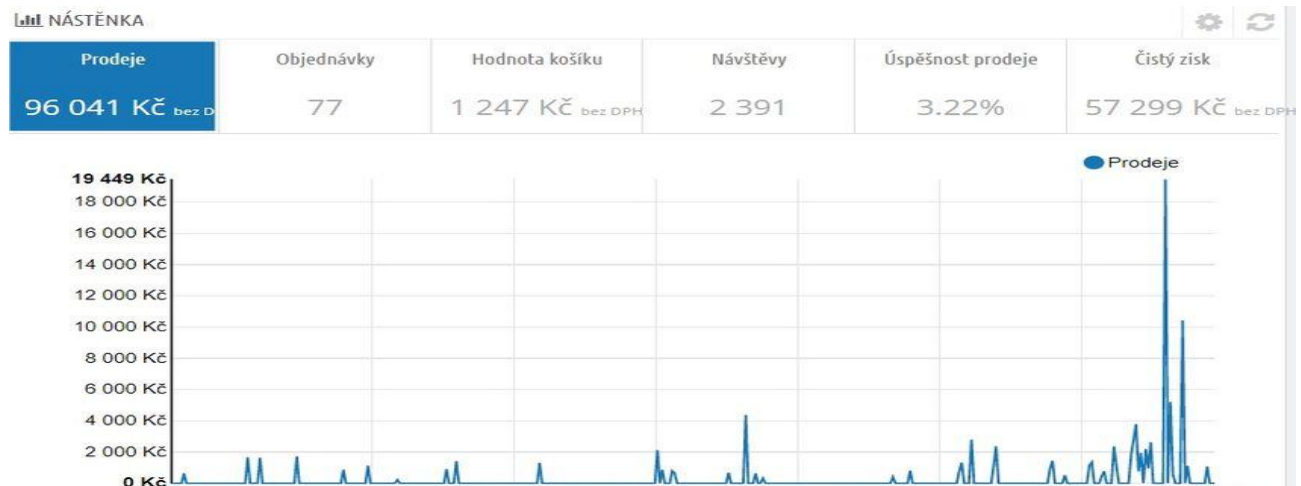
Source: *(KTW website statistics, 2018)*

As can be seen from the chart above, the company's sales grew together with its incoming website traffic after the Google AdWords advertising campaign. Thus, the company's revenues amounted to CZK 96,041 in 2017, which was 35 times more compared to 2016.

Based on these results, it can be stated that KTW EU was able to raise significantly its business performance thanks to its effective website promotion campaign in 2016. Now, let's analyze the company's marketing activities in online social networks.

A search performed for revealing the online social networks in which the company is present has revealed that KTW has its accounts and runs its marketing activities in social media such as Facebook, YouTube, and LinkedIn. It is worth analyzing a bit more in detail which approaches the company uses for promoting its brand in these networks. The information on the company's website is provided in three languages, namely English, Russian, and Georgian.

KTW's Facebook account is very popular, with over 61 thousand subscribers. In contrast to the company's website, the information is provided almost exclusively in Georgian. The company's posts appear once or twice a week on the average, and they most often present the company's own ads, information on wines, or even general news on Georgia's politics, sports, etc.

However, it should be noted that the company also has a separate account for its customers in the EU – https://www.facebook.com/KTWEU/. In this account, all information is provided in both English and Czech. The account is significantly less popular compared to the principal one in terms of the number of followers: slightly more than 1,700 in total. The contents posted on this page are largely similar to the ones in the principal account, but in different languages.

Image 6: Advertisement on KTW's Facebook account
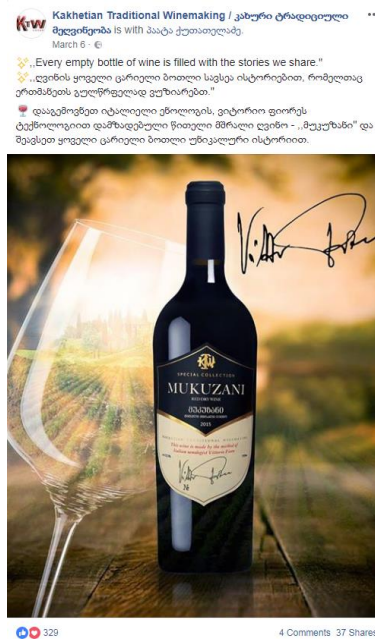
Source: *(KTW Facebook, 2018,)*

The image above presents an example of KTW's post on the web which features an English inscription as well. This post is a bright presentation of how the company promotes its products: almost all posts feature photos of KTW's wine bottles.

Image 7: Advertisement on KTW's Facebook account dedicated to St. Valentine's Day

Source:*(KTW,Facebook,2008)*

Sometimes, as in the image illustrated above, the company dedicates its advertisements to particular events or dates, as St. Valentine's Day. Such posts have some special design, and are aimed to correspond to the event's unique atmosphere.

Image 8: Advertisement on KTW's Facebook account

Source: *(KTW Facebook, 2018,)*

As can be seen from the picture above, the company also posts on events in which it participates, sharing images with its products and representatives, and provides the required information to customers.

In general, there is quite extensive information on the company and its products, which can be found on KTW's Facebook account. However, it is impossible to find any contests or any special forms of promotion on the company's page, and there is limited solely to ads with photos of the company's products. There is communication with customers, and the company occasionally replies to comments, but all communication is always in Georgian.

KTW's YouTube account has only 30 subscribers, and is not popular, even though it has existed for more than 1 year. The company's channel contains videos with presentations of its vineyards, its vines, interviews with managers, overviews of expositions, and so on. It also has HD advertisements, which depict Georgia's traditional landscapes connected with the company's brand.

Image 9: Advertisement on KTW's YouTube account
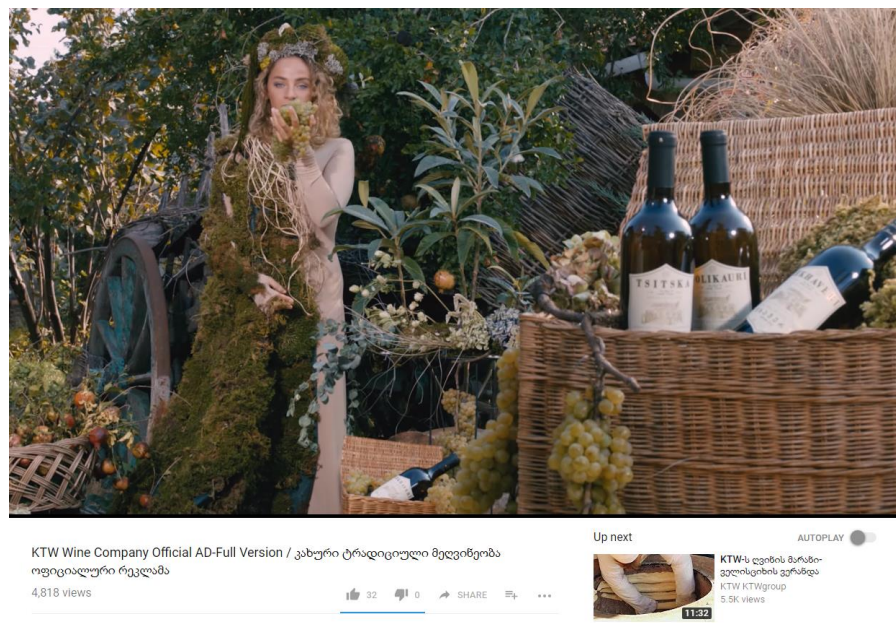
Source: *(KTW YouTube, 2018)*

The company's account in LinkedIn is updated rather rarely. Posts appear once per several months, and duplicate the contents available in Instagram. However, the main purpose for the company's LinkedIn account is to develop a network of professional connections, to post the company's vacancies, and to organize communication with current and potential employees.

Image 10: Appearance of KTW's LinkedIn account
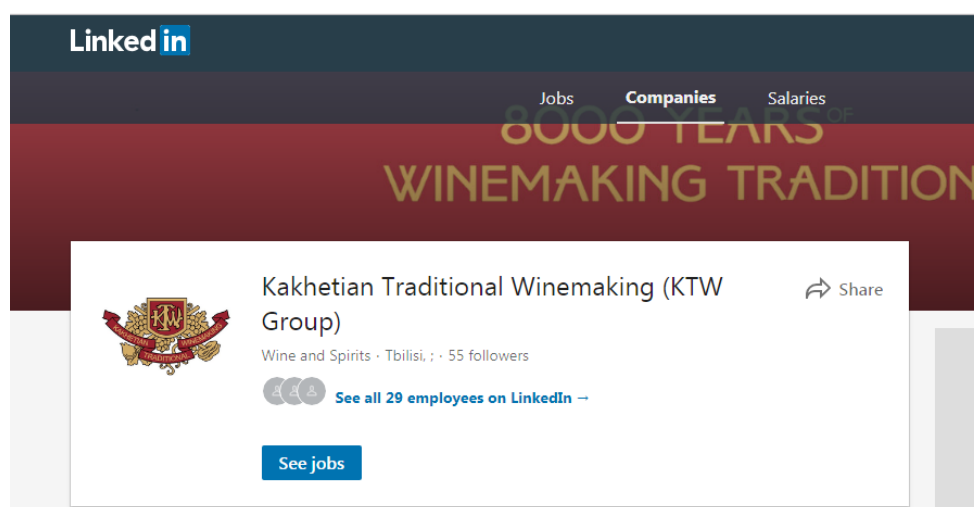
Source: *(KTW LinkedIn, 2018)*

As can be seen from the figure above, the company's LinkedIn account is linked with the account of KTW's 29 employees, and it has a separate page for vacancies (currently the company offers no vacancies). The fact that the company is connected with its employees is positive, as it proves that the company is working on presenting its brand effectively on LinkedIn, and on consolidating the effectiveness of its professional network marketing.

Image 11: Employees at Kakhetian Traditional Winemaking (KTW Group) in KTW's LinkedIn account
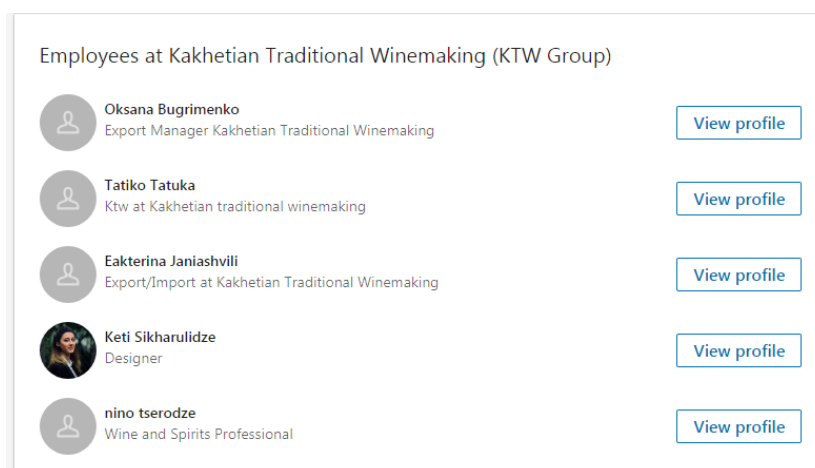
Source: *(KTW LinkedIn, 2018,)*

As the image above illustrates, it is possible to see from the company's LinkedIn account the profiles of connected employees, which is good for KTW's overall transparency in online social networks. This is beneficial to the company's brand image. However, a downside is that most profiles do not have real profile pictures and are not verified. This is rather bad for the company's image, as users might have doubts regarding whether the profiles of KTW's employees are real.

Therefore, based on this overview, it can be stated that the company doesn't use in full its potential in online marketing, but has good opportunities to achieve some good financial leverage through effective promotion in online social networks.

Now, let's focus more specifically on the company's account on Facebook. It is worth analyzing more in detail this account's statistics for understanding better KTW's marketing activities in online social media. The posts will be analyzed for the year 2018, based on data from Netvizz (2018). Facebook is chosen for this analysis due to the fact that it is the main

platform for the performance of KTW's social media marketing activities. In addition to this, in the next chapter, a comparison will be held between the marketing policies on Facebook implemented by KTW and its competitors.

Image 12: Structure of KTW's Facebook posts by type
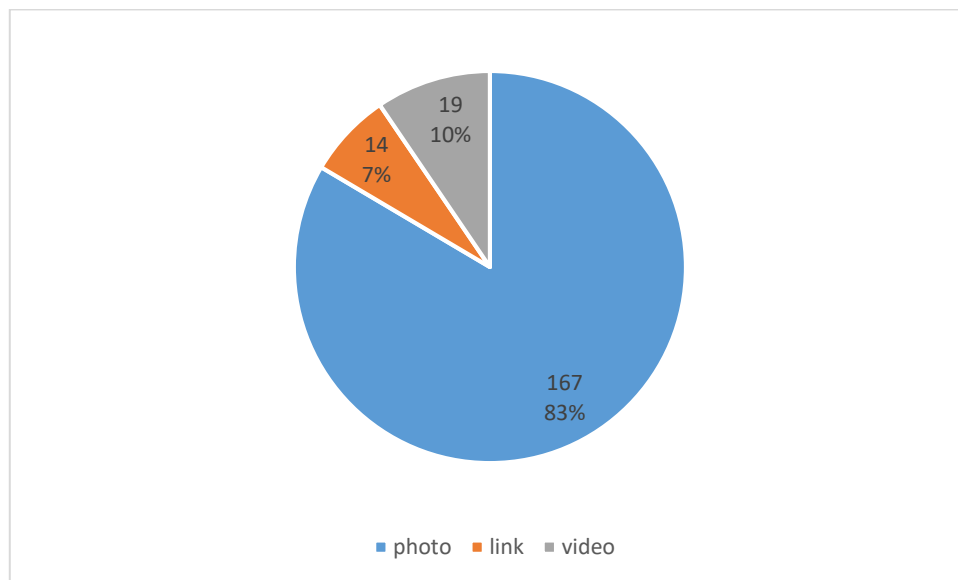
Source: *(Netvizz, 2018)*

As can be seen from the chart above, the vast majority of KTW's posts are photo posts, which account for 83% of the company's publications in total among the last 200 publications on Facebook. The shares of other types of publications, namely links and videos, are significantly smaller.

According to Netvizz (2018), the average number of reactions to KTW's posts on Facebook amounts to 338.

Image 13: Average number of likes, comments, reactions and shares of KTW's different types of publications on Facebook
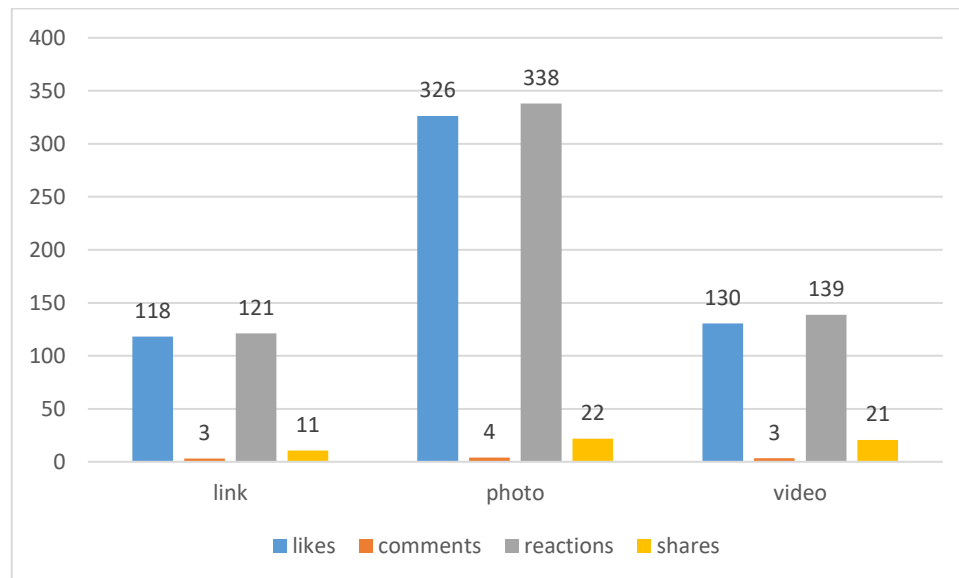
Source: *(Netvizz, 2018)*

As can be seen from the chart above, the company's photo publications are the most popular among its customer audience in terms of the average number of likes, comments, total reactions, and shares, which allows justifying the frequency of this type of publications in the company's approach to social media marketing on Facebook.

Now, let's analyze the parameters of customer engagement more in detail. From the chart, it can be seen that customers' reactions consisted predominantly of likes, but the average number of comments for different publications varied only between 3 and 4, which figures can be deemed rather very low. The structure of comments is very similar for all types of publications. Most often such comments are brief and state that the company's publication is "cool", "great", etc., often with some emoticons. Some of the photo posts collect comments where customers describe their preferences in terms of drinking wine and related habits. Such comments appear most often under publications where the company incites customers to engage in communication. But as stated earlier, this occurs rare. Also, any comments can hardly be found where customer feedback would be left or anything would be discussed. Communication rather seems unilateral, but customers tend to like the company's publications, as they get the

information they need. A point worth noting specifically is that the company's last 200 posts collected only 12 dislikes. No cause-and-effect relation can be traced between dislikes and the type of posts or information they contain, and thus such negative reactions should rather be associated with individual human perception.

Therefore, in overall terms, it can be stated that the company's publications on Facebook are interesting for customers, but the company fails to engage customers in communication, and as a result, this channel serves for KTW rather unilaterally. In the next chapters, these results will also be compared with the same for the company's competitors.

Now, taking into account these facts, it is worth proceeding to primary research.

3.4. Primary Research

3.4.1. Interview with KTW's Manager

Analyzing the findings obtained through the interview with KTW's manager, it is worth noting that the manager confirmed the importance of marketing for the company's effective business performance. According to the manager, the company is involved in a wide range of marketing activities, and seeks achieving maximum effectiveness on both traditional and online channels of marketing. Thus, KTW resorts to traditional advertising, PR, direct and sales marketing, and various tools within the framework of its online marketing strategies. The manager believes that the company is still more effective with traditional marketing as of today, but it pays great attention to the desired improvement of its online marketing, which it believes to be a key task on the way to the company's effective business growth on the international scale. However, from the information available from personal acquaintances, it can be stated that the Czech branch of KTW endures problems with the financing of online marketing, which is namely due to the policies of the Georgian parent entity restricting the Czech branch's online marketing budget. This creates difficulties for the branch's effective development in the Georgian market.

Among the tools used by KTW within the framework of its online marketing, it is worth noting the use of social media marketing and website promotion. In the context of social media marketing, the company currently focuses primarily on its Georgian customers, and all its accounts in online social networks are targeting Georgian customers in the first turn, which is due to the fact that the Georgian audience prevails in the structure of KTW's customers. As for

foreign customers, the company cooperates with large distribution networks, and has contracts namely with Russian and Chinese networks. The manager stated that the company doesn't target foreign customers through its online social media marketing policies, as contacts with foreign customers are maintained mostly on an individual basis, and such customers include most often large shops or wine retail networks. This proves the previous findings of the thesis, and allows understanding why the company's online social networks are maintained mostly in the Georgian language. The company's website promotion is limited solely to website design and search engine optimization. The manager stated that the company indeed doesn't use Google advertising, as it believes the potential marginal effect to be very low, and thus the costs to be quite ineffective.

KTW has a separate marketing department, but doesn't have a dedicated online marketing unit. The online marketing duties are performed by the company's marketing managers. This relates first of all to the company's social media marketers. As for website promotion, website design and SEO activities are performed by a third-party specialists hired 'as needed'. Therefore, KTW doesn't have any complex approach to website promotion. However, according to the manager, the company seeks consolidating its efforts on the direction of social media marketing for maximizing the synergic effect of its brand value. Also, KTW uses email and mobile marketing. The company sends newsletters and promotion advertisements to its customers, which functions are implemented as well by the marketing department.

In online social media, the company seeks first of all to present exhaustive information on its products to the customers. The manager of KTW stated that the company is already quite popular, and therefore the strategy it follows in online social media is the one of supportive marketing. The company rarely uses any contests or lotteries, and refrains from using particular events with discounts. The manager states that this is done in respect for their products, as good wines do not require any discounts. However, the company currently considers implementing a loyalty program, specifically for those customers who buy its wines online. Otherwise, online social media are used by the company for keeping close communication with its customers, for presenting KTW's news to them, namely results in exhibitions and expositions, awards received by the company for its wines, new products introduced to the market, and so on.

The main stakeholders involved in the process of online marketing are the company's managers. In addition to marketing managers, other directive staff participates in the

development of marketing programs as well. At the same time, employees are incited to provide their own ideas for improvement, and the company seeks implementing the best of them for raising the effectiveness of its online marketing.

The manager stated in the interview that the company regularly collects the feedback left by its customers in online social networks, and should any such feedback be reasonable, it implements improvements of raising the quality of its products or the overall quality of its business activities.

Also, the company believes its website to be its business card, and therefore invests in the development of its attractive design and useful functionalities. However, the manager stated that the company uses no metrics except for Google Analytics (general traffic to the website), first of all due to the fact that KTW doesn't use paid advertising either.

Another important finding is that the company doesn't have any mobile applications. Its website is optimized for different browser versions and for different devices, but the company has no plans to implement any applications, as the managers do not believe them to be justified for the company's particular business.

Therefore, based on these findings from the interview with the manager, some considerable drawbacks of KTW's policies in the field of online marketing can be seen. Now, it is worth also analyzing the opinion of customers in order to understand how these can be improved and which ones preoccupy the customers most.

3.4.2. Polling of KTW's Customers

Below are presented the results of the polling held among 80 customers of KTW on Facebook.

Figure 14. Answers to survey questions
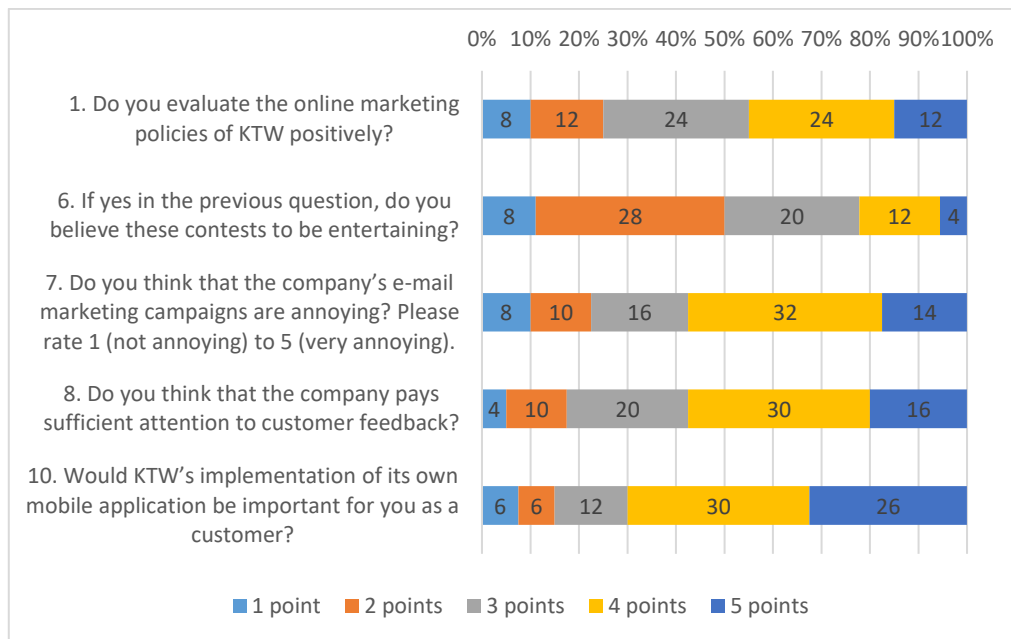
Source: (*Omar Miqeltadze, Own Research, 2018*)

Figure 15. Answers to survey questions
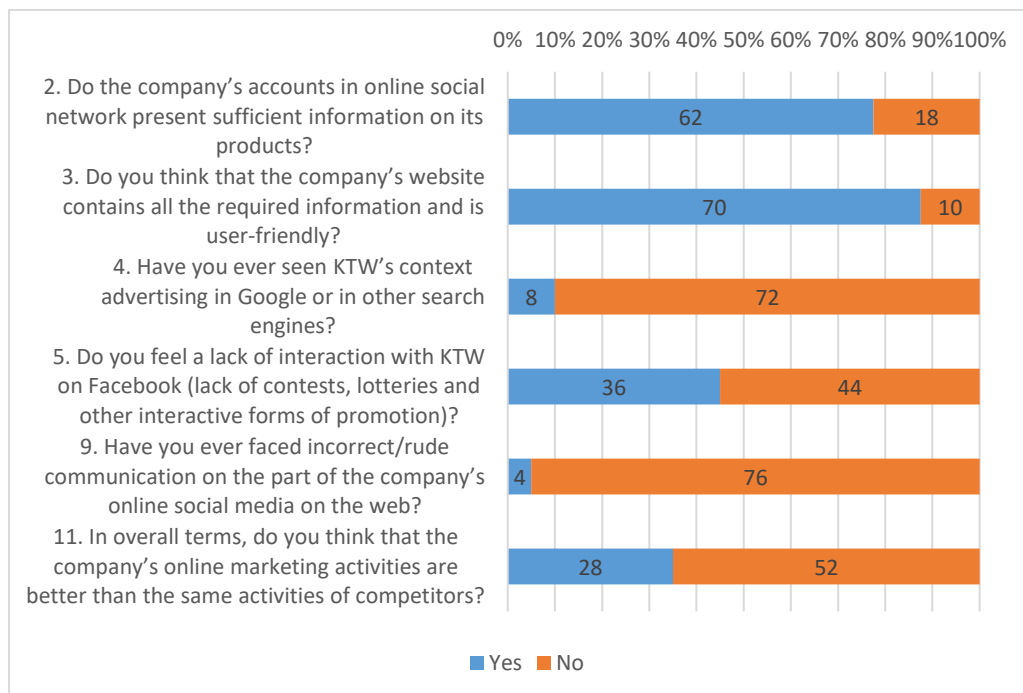
Source: (*Omar Miqeltadze, Own Research, 2018*)

From the findings of the survey, it can be stated that customers tend to evaluate differently the effectiveness of KTW's marketing policies in the online environment. Thus, 45% of the customers evaluate such policies rather positively, rating them 4 to 5 points out of 5. 30% of the respondents gave medium ratings to the quality of KTW's marketing policies. However, as much as 25% rated the quality of the company's online marketing only 1 to 2 points. This proves that there are considerable problems with the company's online marketing policies, and thus it should undertake measures to improve the situation.

The findings on whether the company provides sufficient information in its online social networks correlate with the findings collected on the web. Indeed, as shown earlier in this research, KTW provides extensive information on its products in the company's social media accounts and on its official website. As a result, most respondents are indeed satisfied with the extensiveness of such information provided by KTW on its products.

Similarly to the quality of presentation of the company's products on its online social media accounts, the quality of presentation of information on the company's website is high. As much as 87% of the customers believe that the website contains all the required information on KTW's brand products, and also has the required user-friendliness, which is important for the users to remain satisfied with their experience with the website.

The coverage of customers with KTW's Google ads is very small: only 10% of the respondents have ever seen the company's advertisements on Google's search pages. Most probably, the respondents who have seen the company's advertisements on Google did it earlier. As known from the interview with the manager, the company currently doesn't invest funds in Google paid advertisements, and therefore as of today, customers cannot reach the company's website for purchasing its products through ads shown on search.

As much as 55% of the respondents believe that the company fails to provide the desired degree of interaction for them within the framework of its online social media policies. In the previous analysis, no fact of the use of such promotion tools in the company's social media marketing policies has been revealed. The answers provided by the respondents to this survey question prove that this kind of policies is important for KTW's customers, and the company's customers would like to see more contests, lotteries and other forms of promotion in which they would be granted an opportunity to learn more on the company, participate in mutual activities with it, get a chance to win some prizes, and so on.

Furthermore, even among those customers who believe that KTW's promotion activities in online social media are sufficiently interactive and are directed to guarantee the engagement of customers, most still believe such activities to be of rather poor quality. As much as 50% of the respondents who answered yes in the previous question rated the entertainment of KTW's online marketing activities in social media only 1 to 2 points out of 5. Therefore, a conclusion can be drawn definitely that the company currently fails to produce a considerable share of customer interest due to the fact that it uses a very narrow range of promotion tools in online social networks.

Most respondents who took part in the survey believe that the company's e-mail marketing is rather annoying: 58% of customers rated this 4 to 5 points out of 5. This means that the company might be using e-mail marketing excessively, and therefore might produce quite contrary results through its marketing activities, demoting the customers from purchasing its products. For avoiding this, the company should either reduce the frequency of its newsletters or change their contents.

No unequivocal opinion can be formed on whether the company pays sufficient attention to customer feedback. 42% rated this characteristic 1 to 3 points, while 58% rated it 4 to 5 points out of 5. In overall terms, the scores can be deemed rather mediocre, and it can be stated that the company might benefit from paying greater attention to the analysis of customer feedback and to the implementation of the required measures for its improvement.

Only a very small share of customers have ever faced any inappropriate or rude communication on the part of the company's employees on the web. This proves that the company's employees have quite high communication skills, and this is essential for guaranteeing a high level of customer satisfaction in the long run. The company should maintain this quality of communication in online social networks in the long-term perspective for maximizing the effectiveness of its online marketing in overall terms.

Despite the affirmation of the company's manager provided in the interview, in fact, launching an application could be very beneficial, as the demand for such an application is very high among the company's customers. Thus, as much as 71% of customers rated the importance of such an application for KTW 4 to 5 points out of 5. This can be explained by the fact that customers are accustomed to mobile apps as of today, and almost everyone tends to be using widely different kinds of mobile devices. Therefore, developing and launching even a simple

mobile app could bring additional benefits in terms of the effectiveness of KTW's online marketing policies, and could allow the company making its customers more loyal.

As much as 35% of the respondents believe that the online marketing policies implemented by KTW are weaker than the online marketing policies implemented by the company's competitors. This proves again that the company should seek improving the situation and should consider making changes to its current online marketing policies.

Figure 16. Answers to survey questions

Source: (*Omar Miqeltadze, Own Research, 2018)*

Most respondents believe that there are two core problems hindering an effective implementation of KTW's online marketing policies, namely the frequency of its promo events, and the other group, where an important role is played apparently by the lack of a dedicated mobile app demanded by the customers.

Therefore, based on the information presented above, it can be stated that there are quite important problems in terms of KTW's marketing, and the company should work on resolving them. In some cases, the managers fail to see the existing trends, and this should be eliminated for maximizing the effectiveness of the company's online marketing.

Now, prior to proceeding to the development of recommendations for the company, it is worth providing a brief overview and comparison with other wine manufacturers to see the differences in their approaches to online marketing.

3.5. Comparison with Other Companies

In order to compare the online marketing activities run by Kachetian traditional winemaking two companies operating in the same market have been chosen, namely Concha y Toro (Chile), and Zonin Prosecco (Italy). These companies were chosen due to the fact that they are reputable winemakers, and their products are popular in Europe. For the purpose of statistical analysis of online marketing, other reputable winemakers will be analyzed as well, namely Grupo Peñaflor (Argentina), Pernod Ricard (France), and Sieur d'Arques (France). Below, this analysis is provided in greater detail.

Concha y Toro is Chile's largest wine manufacturer (according to Concha y Toro, 2018). The company has an official website and is present in online social networks. Search queries such as "Chilean wines" and "Chilean wines buy" on Google do not reveal any paid Google ads which the company uses for the sake of sales promotion. For the search query "Chilean wines", the company's website is located on the second page of Google queries. For the search query "Chilean wines buy", the company's website isn't in the first pages of search results, which is due to the fact that it doesn't sell wines directly, but the company's products can be found on the first page of search results offered by distributors.

The official website of Concha y Toro (https://www.conchaytoro.com) provides extensive information on the company: its history, product range, locations, financial reports, sustainability commitments, blogs, newsroom, and so on. The website contains handy and convenient features, it can be browsed through easily, and it contains abundant information sufficient for learning about the company, also presenting various multimedia files. The website is adapted to different screen sizes and is presented in Spanish and English.

Concha y Toro has its accounts in Facebook, Twitter, YouTube, and Instagram, i.e. it uses Instagram and Twitter, which KTW ignores. On Facebook. Concha y Toro has as much as 719,000 followers. The company's Facebook account presents posts in both Spanish and English. The contents are very different, from photos with the company's products and videos with its presentations to purchase offers and commercial information from partners

Image 17: Example of a commercial offer post on Concha y Toro's Facebook account

Source: *(Concha y Toro Facebook, 2018,)*

Similarly to KTW, Concha y Toro doesn't run any lotteries or contests on its Facebook account, but the range of information presented is considerably wider in the case of the Chilean winemaker, and the account is more commercially oriented.

Concha y Toro's Twitter account provides different information compared to Facebook. The company most often reposts information from its customers and is engaged in active communication with them, sharing ideas and accepting offers and recommendations. The company has over 15,000 followers on Twitter.   Concha y Toro's YouTube account has 1,373 subscribers and contains ads, presentations and other similar information related to the company's products. The company's Instagram account has over 62 thousand followers. Here, Concha y Toro focuses first of all on posting bright images with its products.

Thus, all of the company's social network accounts provide different marketing information for customers and allow covering a wider audience range. The company provides a wider range of information compared to KTW and is able to generate greater interest on the part of customers. Moreover, in contrast to KTW, Concha y Toro launched its own mobile app in 2016, according to The Drink Business (2016). This app is destined to provide wine lovers with advices which wines to buy for which kinds of meals.

According to Zonin Prosecco (2018), Zonin Prosecco is a traditional Italian winemaker operating in the market since 1821. The company exports its wines to 69 countries, with a yearly exports of over 25 million bottles. It can be stated that the company's official website (https://www.zoninprosecco.com/) is quite user-friendly and contains abundant information on the company, its locations, information on particular wine products and their specificities, and so on. Similarly to KTW and Concha y Toro, the company doesn't use any kind of paid Google ads. It isn't present either in the first pages of search results on Google for queries such as "Italian wines" and "Italian wines buy", which is probably due to the wide availability of different contents on Italian wines from different websites.

Zonin Prosecco has its accounts in online social media such as Facebook, Twitter, Instagram, YouTube, Flickr, and Tumblr, i.e. more than the two companies analyzed earlier in this thesis.

Zonin Prosecco's Facebook account has over 107,000 subscribers. The company's posts are done in English. The posts by Zonin Prosecco are very similar to the ones left by KTW on its Facebook account: those are mostly photos of the company's products, and sometimes photos from its facilities. There are no contests, lotteries or any other kinds of interactive communication with the customers. There are no special offers on special occasions, offers of discounts or loyalty programs, etc.

Image 18: Example of an ordinary post on Zonin Prosecco's Facebook account

Source: (*Zonin Prosecco Facebook, 2018*)

In contrast to KTW, Zonin Prosecco's posts on Twitter (3.5 thousand followers) do not differ from the company's Facebook posts, and double the information from Facebook. Communication in Twitter is scarce. The same can be stated about the company's Instagram post (over 8 thousand followers). Zonin Prosecco's YouTube channel (233 subscribers) provide ads and video presentations similarly to the channel of KTW. The company's Tumblr account is empty, and Flickr account has only 4 followers (but both are given on the official website).

Therefore, it can be stated that the social media marketing strategies of KTW and Zonin Prosecco are very similar, and differences are only minor. But comparing KTW's social media marketing policies with the ones of Concha y Toro, it can be stated that the policies of Concha y Toro are more developed and more effective, namely thanks to the fact that the company provides more diverse contents, has a mobile app and is more interactive with the customers. But there are also similarities between the three, namely the lack of discounts, special offers, contests or lotteries and an overall limited range of marketing tools used in the online environment.

Now, let's also compare how the publications of KTW achieve the engagement of customers on Facebook compared to the company's competitors outlined above plus three other wine manufacturers, namely Grupo Peñaflor (Argentina), Pernod Ricard (France), and Sieur d'Arques (France). These companies can be deemed competitors of KTW, as their products are sold in the European Union, and their wines are reputable brandmarks popular among customers.

Table 1. Engagement of customers in Facebook publications of KTW and its key competitors (last 200 publications)

	followers	likes	comments	reactions	shares
KTW	60,841	293	4	304	21
Concha y Toro	725,802	239	5	258	18
Zonin Prosecco	107,424	23	1	24	4
Grupo Peñaflor	12,917	29	3	31	5
Pernod Ricard	10,034	42	1	45	5
Sieur d'Arques	4,070	21	1	22	6

Source: (*Netvizz 2018*)

As can be seen from the table above, KTW tends to achieve greater parameters of customer engagement on its Facebook page. The only real competitor in these terms is Concha y Toro, which has 1 comment more on the average for its posts on Facebook. But KTW performs better in terms of other indicators. Analyzing the pages of other companies, it can be stated that most comments are very similar to the ones left by the users of KTW's page: they are not very informative, and most often support the company's ideas. Discussions with customers occur very rarely, and many posts are left without comments. This proves that the patterns are similar for KTW and its customers. However, despite the fact that the company performs better than its market rivals, it still has significant room for improvement, which should be used for raising the effectiveness of its online marketing subsequently.

Taking into account these facts, it is worth now proceeding to the development of recommendations for KTW to improve its online marketing policies.

3.6. Discussion and Recommendations

Based on the previous findings of the research, a number of recommendations can be developed for KTW to improve the quality of its online marketing activities.

First of all, the company can be recommended to broaden the scope of its online marketing activities, namely focusing on expanding the number of tools it uses in online social media. Thus, the company's posts in online social networks contain abundant information in the company's online social network accounts, but they do not seem to be very entertaining, which is also confirmed by the findings of the polling of the company's customers. It can be recommended for the company to post more often with some special offers, and to organize some contests among its customers. This doesn't mean that the company should necessarily be offering some discounts which might affect its positioning as a top-quality brand and might "devaluate" its wine products. For example, the company's offers can include some prizes such as exclusive wine bottles with autographs of plant owners, or some unique gifts. This could give even additional benefits taking into account the well-known Georgian hospitality, hence a gift can be even more precious than a discount for the company's customers.

The main task of KTW in this context is to raise the inclusion of its customers in interactive communication with the company on the web for the purpose of raising the overall effectiveness of interaction and for making the customers more loyal to the company and

committed to its products. The task is particularly important for KTW's page dedicated specifically to European customers: as of today, this page is very weak, and the communication between the company and its European customers in Facebook is very weak as well, which limits its opportunities of further expansion in the EU.

Moreover, in addition to this, the company should diversify the information it provides to customers through its online social media accounts, for example, following the example of Concha y Toro. The company can post more often information on which meals fit best for its wines, and vice versa. The company can post more on its history. This all should guarantee greater interest on the part of customers, and the company should gain benefits in terms of greater involvement of customers in communication.

In the context of KTW's social media marketing, it should be noted that the company posts very rarely in English. Its European page is much less popular, and therefore a large part of potential customers cannot read the company's posts in a convenient language. Therefore, the main page could occasionally post in English as well.

KTW should also consider opening accounts in other social networks such as Twitter or Instagram, where it could post other kinds of information and attain even greater engagement of customers. The company should always focusing on constantly improving the quality of feedback processing, so as to raise the quality of customers' satisfaction with the company's products through satisfaction with communication.

In terms of website promotion, KTW can be recommended to improve the quality of its search engine optimization for the purpose of reaching greater traffic to its website, and thus greater coverage of customers in the long run. The fact that the company's KTW EU website ranks high for Czech search queries is positive, but the lack of effective optimization of English-language queries is very negative for the company's opportunities of market expansion in Europe.

The previous success of KTW EU in terms of website promotion activities through effective Google Ads campaigns proves that there is significant potential for boosting the company's market results, and this should not be neglected. Also, the company can benefit for promoting its website through tailored SEO and Google Ads campaigns with customization to search queries from different European countries.

The company's website for European customers can be optimized further for different kinds of mobile devices and screen resolutions, which is specifically important given the growing popularity of mobile devices among customers. The company can also consider launching an own brandmark application for smartphones in order to raise further the interest of customers.

In overall terms, the company can also be recommended to create a separate department for online marketing. The current combination of marketing duties and sporadic use of third-party services seem to be rather ineffective. They do not allow the company maximizing the synergy of its corporate brand sought through online marketing. Otherwise, KTW might also be interested in considering the option of outsourcing its online marketing to professional specialists. This might entail additional risks for the company, namely associated with the confidentiality of its data, but on the other hand, KTW might benefit from cost optimization and from consolidated improvement of the company's online marketing policies.

KTW has a powerful brand in Georgia. If the company takes into account the recommendations outlined above and improves the quality of its online marketing policies according to these recommendations outlined above, KTW can be expected to benefit from improved financial performance in the long run.

4. Conclusion

The research questions stated in the beginning of the thesis can be answered as follows.

RQ1: What specific website promotion tools can be used effectively by companies in the present conditions?

There are different website promotion tools which companies can use effectively in different conditions. Thus, one of the most important tools for companies is search engine optimization (SEO), which consists in optimizing the contents of websites for ranking higher in search queries in online search engines. Another important tool is paid ads in search engines which are shown to users contextually based on their search queries or preferences. Companies can use a wide range of metrics to monitor the effectiveness of their website promotion activities.

RQ2: What are the main shortcomings of KTW's online marketing and website promotion activities and how can they be eliminated?

The findings of the practical part of the research prove that KTW's online marketing activities suffer from their lack of diversity: the company doesn't provide its customers with interactive promotion, and namely with contests or lotteries. Also, its posts in online social networks are rather similar to each other, and they fail to achieve the desired level of customer engagement. Also, the company fails to satisfy the demand of customers who use portable devices, as it doesn't provide any kind of mobile apps.

The hypothesis tested in the course of the thesis was the following: KTW fails to achieve the best results in online marketing due to weak performance on the segment of mobile devices.

This hypothesis can be confirmed, however it should be noted that this is not the only factor hindering the effectiveness of KTW's online marketing. In order to improve the situation, the company can be recommended to focus on the development of a mobile application, which would raise the level of customers' engagement, and which would make the customers' experience of interaction with the company more entertaining.

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Appendices

Appendix 1. Elements of statistical data from Netvizz (2018)

KTW

type	by	post_id	link_dom	post_pub	likes	comments_count	reactions	shares	engagement	rea_LOVE
link	post_pa	1110942	interpre	2018-06	266	6	280	19	305	14
link	post_pa	1110942	fforbes.	2018-04	225	12	230	33	275	5
link	post_pa	1110942	interpre	2018-02	130	3	133	14	150	3
link	post_pa	1110942	fforbes.	2018-01	44	0	44	24	68	0
link	post_pa	1110942	fortuna.	2017-12	227	15	233	26	274	6
link	post_pa	1110942	interpre	2017-10	47	1	50	6	57	3
link	post_pa	1110942	ghn.ge	2017-10	98	3	100	7	110	2
link	post_pa	1110942	marketer	2017-09	14	0	14	0	14	0
link	post_pa	1110942	giphy.c	2017-07	33	0	33	2	35	0
link	post_pa	1110942	giphy.c	2017-07	96	0	96	5	101	0
link	post_pa	1110942	fortuna.	2017-06	15	0	15	1	16	0
link	post_pa	1110942	facebook	2017-06	2	0	2	0	2	0
link	post_pa	1110942	giphy.c	2017-05	213	0	214	4	218	1
link	post_pa	1110942	interpre	2017-04	246	3	253	9	265	7
photo	post_pa	1110942	facebook	2018-06	95	1	107	23	131	8
photo	post_pa	1110942	facebook	2018-06	299	4	316	18	338	17
photo	post_pa	1110942	facebook	2018-06	148	0	150	17	167	2
photo	post_pa	1110942	facebook	2018-06	20	0	29	4	33	9
photo	post_pa	1110942	facebook	2018-05	93	0	97	7	104	3
photo	post_pa	1110942	facebook	2018-05	189	6	203	25	234	14
photo	post_pa	1110942	facebook	2018-05	39	1	43	8	52	4
photo	post_pa	1110942	facebook	2018-05	139	0	145	3	148	6
photo	post_pa	1110942	facebook	2018-05	128	1	134	5	140	5
photo	post_pa	1110942	facebook	2018-05	152	1	158	16	175	6
photo	post_pa	1110942	facebook	2018-05	77	1	77	7	85	0
photo	post_pa	1110942	facebook	2018-05	369	6	378	24	408	9
photo	post_pa	1110942	facebook	2018-05	1020	19	1125	33	1177	103
photo	post_pa	1110942	facebook	2018-05	237	0	244	19	263	6
photo	post_pa	1110942	facebook	2018-04	302	1	307	32	340	3
photo	post_pa	1110942	facebook	2018-04	177	0	182	12	194	5
photo	post_pa	1110942	facebook	2018-04	173	5	177	10	192	2
photo	post_pa	1110942	facebook	2018-04	240	0	245	20	265	5
photo	post_pa	1110942	facebook	2018-04	233	2	236	6	244	3
photo	post_pa	1110942	facebook	2018-04	241	2	243	9	254	2
photo	post_pa	1110942	facebook	2018-04	278	3	285	16	304	7
photo	post_pa	1110942	facebook	2018-04	278	1	282	30	313	3
photo	post_pa	1110942	facebook	2018-03	361	4	369	33	406	8
photo	post_pa	1110942	facebook	2018-03	263	12	272	12	296	9
photo	post_pa	1110942	facebook	2018-03	301	10	314	15	339	11
photo	post_pa	1110942	facebook	2018-03	322	3	335	37	375	13
photo	post_pa	1110942	facebook	2018-03	902	12	1042	97	1151	105
photo	post_pa	1110942	facebook	2018-03	442	6	456	38	500	13
photo	post_pa	1110942	facebook	2018-03	328	2	337	33	372	9
photo	post_pa	1110942	facebook	2018-03	324	4	329	37	370	5
photo	post_pa	1110942	facebook	2018-02	232	5	242	16	263	7
photo	post_pa	1110942	facebook	2018-02	319	2	329	26	357	10
photo	post_pa	1110942	facebook	2018-02	314	13	326	28	367	11
photo	post_pa	1110942	facebook	2018-01	157	2	160	13	175	3
photo	post_pa	1110942	facebook	2018-01	338	6	354	33	393	10
photo	post_pa	1110942	facebook	2018-01	1095	1	1151	16	1168	56
photo	post_pa	1110942	facebook	2018-01	204	2	207	18	227	3
photo	post_pa	1110942	facebook	2018-01	375	2	386	24	412	11
photo	post_pa	1110942	facebook	2018-01	4823	1	5147	41	5189	324
photo	post_pa	1110942	facebook	2018-01	521	3	531	38	572	10
photo	post_pa	1110942	facebook	2017-12	275	3	280	12	295	5
photo	post_pa	1110942	facebook	2017-12	150	1	157	5	163	7

Concha y Toro

	type	by	post_id	post_lir	post_mes	picture	full_pic	link	link_dom	post_pub	post_pub	post_pub	likes_cc	comments	reaction	shares_c	engageme	rea_LOVE	rea_HAHA
1	type	by	post_id	post_lir	post_mes	picture	full_pic	link	link_dom	post_pub	post_pub	post_pub	likes_cc	comments	reaction	shares_c	engageme	rea_LOVE	rea_HAHA
2	photo	post_pac	18235275	https://	"□□ Nue	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	524	7	546	10	563	20	2
3	photo	post_pac	18235275	https://	"□□A toe	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	5	0	6	2	8	1	0
4	photo	post_pac	18235275	https://	"□□¡Brir	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	1522	20	1586	83	1689	60	2
5	photo	post_pac	18235275	https://	"□*□Su	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	17	0	19	1	20	2	0
6	photo	post_pac	18235275	https://	"□*□Vi	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	2680	28	2832	132	2992	145	5
7	photo	post_pac	18235275	https://	"©□□#Ha	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	232	7	261	26	294	29	0
8	photo	post_pac	18235275	https://	"□□□¡Nue	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	1316	24	1415	72	1511	93	1
9	photo	post_pac	18235275	https://	"□□□ On	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	21	0	23	4	27	2	0
10	photo	post_pac	18235275	https://	"□□□ Est	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	2563	14	2733	133	2880	166	0
11	photo	post_pac	18235275	https://	"□□□#Hap	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	97	3	109	13	125	12	0
12	photo	post_pac	18235275	https://	"□□ Aunc	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	147	3	158	13	174	11	0
13	photo	post_pac	18235275	https://	"□□Alth	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	22	0	22	2	24	0	0
14	photo	post_pac	18235275	https://	"□□□Ven	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	782	12	836	35	883	51	0
15	video	post_pac	18235275	https://	"□□¿Cóm	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	467	9	510	145	664	40	2
16	video	post_pac	18235275	https://	"□□How	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	13	0	14	1	15	1	0
17	photo	post_pac	18235275	https://	"□□□Mer	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	12	1	16	2	19	4	0
18	photo	post_pac	18235275	https://	"□□□El	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	1694	5	1760	68	1833	63	0
19	photo	post_pac	18235275	https://	"#Happy	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	97	5	104	9	118	7	0
20	photo	post_pac	18235275	https://	"□□□Surp	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	9	0	9	0	9	0	0
21	photo	post_pac	18235275	https://	"□□□ Cel	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	671	13	705	27	745	27	5
22	link	post_pac	18235275	https://	"□□□Lear	https://	https://	http://x	xn--bit-	2018-05-	1,5E+09	"2018-05	18	0	18	0	18	0	0
23	link	post_pac	18235275	https://	"□□Conoc	https://	https://	https://	bit.ly	2018-05-	1,5E+09	"2018-05	82	0	83	10	93	1	0
24	photo	post_pac	18235275	https://	"□□Happy	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	168	5	188	14	207	19	1
25	photo	post_pac	18235275	https://	"□□Disc	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	19	0	19	1	20	0	0
26	link	post_pac	18235275	https://	"□□¡Apr	https://	https://	https://	bit.ly	2018-05-	1,5E+09	"2018-05	219	7	242	15	264	20	0
27	photo	post_pac	18235275	https://	"□□□ Hap	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	15	0	15	1	16	0	0
28	photo	post_pac	18235275	https://	"□ □□¡Fe	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	71	0	74	7	81	2	1
29	photo	post_pac	18235275	https://	"□□□If	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	20	1	20	0	21	0	0
30	photo	post_pac	18235275	https://	"□□□Si e	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	2134	17	2257	104	2378	120	1
31	photo	post_pac	18235275	https://	"□□Happy	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	267	6	293	23	322	25	0
32	photo	post_pac	18235275	https://	"□□Planr	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	5	0	5	0	5	0	0
33	photo	post_pac	18235275	https://	"□□ Wate	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	7	0	7	0	7	0	0
34	photo	post_pac	18235275	https://	"#Happy	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	202	0	224	23	247	22	0
35	photo	post_pac	18235275	https://	"□□□Lear	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	25	3	25	5	33	0	0
36	link	post_pac	18235275	https://	"□□□ Ve	https://	https://	http://x	xn--bit-	2018-05-	1,5E+09	"2018-05	14	0	17	1	18	2	0
37	link	post_pac	18235275	https://	"□□□□ V	https://	https://	https://	bit.ly	2018-05-	1,5E+09	"2018-05	950	26	1025	226	1277	66	5
38	photo	post_pac	18235275	https://	"□□¡Sorp	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	839	9	886	26	921	42	3
39	photo	post_pac	18235275	https://	"□□□ 10	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	6	0	6	0	6	0	0
40	photo	post_pac	18235275	https://	"□□□#Hap	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	268	2	294	28	324	25	1
41	photo	post_pac	18235275	https://	"Concha	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	9	0	10	3	13	1	0
42	link	post_pac	18235275	https://	"□A trip	https://	https://	https://	goo.gl	2018-04-	1,5E+09	"2018-04	18	0	21	1	22	3	0
43	video	post_pac	18235275	https://	"□□#Happ	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	104	2	117	19	138	13	0
44	photo	post_pac	18235275	https://	"□□Happy	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	260	4	294	26	324	33	0
45	link	post_pac	18235275	https://	"□□□Did	https://	https://	http://x	goo.gl	2018-04-	1,5E+09	"2018-04	20	1	22	0	23	2	0
46	link	post_pac	18235275	https://	"□□□#Hap	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	328	8	375	37	420	47	0
47	photo	post_pac	18235275	https://	"□□ Ever	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	21	0	21	1	22	0	0
48	photo	post_pac	18235275	https://	"□□ It	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	3	0	3	1	4	0	0
49	photo	post_pac	18235275	https://	"□□#Happ	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	189	2	205	18	225	16	0
50	photo	post_pac	18235275	https://	"□□□#Hap	https://	https://	https://	facebook	2018-03-	1,5E+09	"2018-03	181	12	211	22	245	28	1
51	photo	post_pac	18235275	https://	"□□□Tanr	https://	https://	https://	facebook	2018-03-	1,5E+09	"2018-03	20	0	23	1	24	3	0
52	photo	post_pac	18235275	https://	"□□Happy	https://	https://	https://	facebook	2018-03-	1,5E+09	"2018-03	156	4	166	18	188	10	0
53	link	post_pac	18235275	https://	"□□From	https://	https://	https://	goo.gl	2018-03-	1,5E+09	"2018-03	10	0	10	0	10	0	0
54	photo	post_pac	18235275	https://	"□□□ Whe	https://	https://	https://	facebook	2018-03-	1,5E+09	"2018-03	16	1	18	0	19	2	0
55	photo	post_pac	18235275	https://	"©□< #!	https://	https://	https://	facebook	2018-03-	1,5E+09	"2018-03	226	0	249	27	276	23	0
56	photo	post_pac	18235275	https://	"□□□ Tak	https://	https://	https://	facebook	2018-03-	1,5E+09	"2018-03	19	0	20	0	20	1	0
57	link	post_pac	18235275	https://	"□□□< □	https://	https://	https://	goo.gl	2018-03-	1,5E+09	"2018-03	8	0	11	0	11	2	0

Zonin Prosecco

#	type	post_message	likes_c	comments	reactions	shares_c	engageme	rea_LOVE	rea_HAHA
2	photo	"The bes	17	0	17	5	22	0	0
3	photo	"Teal pe	7	0	7	1	8	0	0
4	photo	"#LiveYc	12	0	12	2	14	0	0
5	photo	"We are	11	0	11	2	13	0	0
6	photo	"#WineWe	9	0	10	0	10	1	0
7	photo	"#WineWe	9	0	9	1	10	0	0
8	photo	"Bubbles	7	0	7	2	9	0	0
9	photo	"The sin	10	0	11	1	12	1	0
10	photo	"#Weeker	10	0	10	3	13	0	0
11	photo	"#Montah	14	0	14	1	15	0	0
12	photo	"Memorie	8	0	8	1	9	0	0
13	photo	"A big h	9	0	9	1	10	0	0
14	photo	"Are you	6	0	6	0	6	0	0
15	photo	"A touch	15	3	15	3	21	0	0
16	photo	"#Weeker	14	0	16	0	16	2	0
17	photo	"#WineWe	9	0	10	1	11	1	0
18	photo	"A speci	9	0	10	1	11	1	0
19	photo	"Let s c	16	0	17	3	20	1	0
20	photo	"Take yc	10	0	11	2	13	1	0
21	photo	"And her	4	0	4	0	4	0	0
22	photo	"We are	20	0	20	3	23	0	0
23	photo	"Any pro	15	0	15	1	16	0	0
24	photo	"#Monday	18	0	18	2	20	0	0
25	video	"Dancing	5	0	5	0	5	0	0
26	photo	"Let it	20	0	21	2	23	1	0
27	photo	"#Weeker	15	0	17	2	19	2	0
28	photo	"3... 2.	14	0	14	1	15	0	0
29	photo	"#Monday	12	0	14	1	15	2	0
30	photo	"Pop the	11	0	11	1	12	0	0
31	video	"Friends	10	0	11	3	14	1	0
32	photo	"#Monday	13	0	13	2	15	0	0
33	photo	"Ready t	9	0	9	2	11	0	0
34	video	"Looking	38	3	40	9	52	2	0
35	video	"#Monday	13	0	13	1	14	0	0
36	photo	"The wee	9	0	9	0	9	0	0
37	photo	"New yea	12	0	13	1	14	1	0
38	photo	"Week st	0	0	0	1	1	0	0
39	photo	"Same se	11	0	11	0	11	0	0
40	photo	"A snowy	12	0	13	0	13	1	0
41	photo	"Back or	6	0	7	1	8	1	0
42	photo	"Taking	22	0	23	1	24	1	0
43	photo	"Winter	19	0	20	3	23	1	0
44	video	"From #1	18	1	18	4	23	0	0
45	video	"Vai il	15	3	15	1	19	0	0
46	video	"Soovitu	12	1	12	31	44	0	0
47	photo	"#Mini_F	178	181	181	85	447	3	0
48	photo	"Plānoje	7	0	7	0	7	0	0
49	video	"Draugi!	24	0	26	3	29	0	0
50	photo	"Leaving	9	0	10	1	11	1	0
51	photo	"#ZoninE	17	0	18	2	20	1	0
52	photo	"#ZoninE	30	1	30	7	38	0	0
53	photo	"Endless	23	1	24	3	28	1	0
54	photo	"Straigh	18	0	18	5	23	0	0
55	photo	"Keep ca	25	0	27	2	29	2	0
56	photo	"Tips fc	21	0	22	7	29	1	0
57	photo	"Everyth	12	0	12	2	14	0	0

Grupo Peñaflor

	type	by	post_id	post_lir	post_mes	picture	full_pic	link	link_dom	post_pub	post_pub	post_pub	likes_cc	comments	reactior	shares_c	engageme	rea_LOVE	rea_HAHA
1	type	by	post_id	post_lir	post_mes	picture	full_pic	link	link_dom	post_pub	post_pub	post_pub	likes_cc	comments	reactior	shares_c	engageme	rea_LOVE	rea_HAHA
2	video	post_pac	89420511	https://	"El trak	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	14	0	15	1	16	1	0
3	photo	post_pac	89420511	https://	"Formamc	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	9	0	9	1	10	0	0
4	video	post_pac	89420511	https://	"Postula	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	11	0	11	0	11	0	0
5	link	post_pac	89420511	https://	"¡Hace ´	https://	https://	https://	bit.ly	2018-06-	1,5E+09	"2018-06	20	0	20	8	28	0	0
6	video	post_pac	89420511	https://	"Facu y	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	17	1	18	4	23	1	0
7	photo	post_pac	89420511	https://	"#PROGRA	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	518	9	526	16	551	6	1
8	photo	post_pac	89420511	https://	"Estudie	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	8	0	8	1	9	0	0
9	photo	post_pac	89420511	https://	"Hoy er	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	15	0	15	3	18	0	0
10	video	post_pac	89420511	https://	"#Behinc	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	8	0	8	1	9	0	0
11	photo	post_pac	89420511	https://	"Alumnas	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	13	0	13	2	15	0	0
12	photo	post_pac	89420511	https://	"#Behinc	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	168	21	178	11	210	10	0
13	video	post_pac	89420511	https://	"¿Sabias	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	13	0	13	2	15	0	0
14	photo	post_pac	89420511	https://	"¡Muy Fe	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	15	0	15	0	15	0	0
15	video	post_pac	89420511	https://	"¡Esto e	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	12	0	14	4	18	1	0
16	photo	post_pac	89420511	https://	"¿Te gus	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	13	2	13	2	17	0	0
17	photo	post_pac	89420511	https://	"Como pr	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	29	0	33	10	43	4	0
18	photo	post_pac	89420511	https://	"¿Te gus	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	19	1	20	5	26	1	0
19	photo	post_pac	89420511	https://	"Grupo F	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	4	0	4	2	6	0	0
20	photo	post_pac	89420511	https://	"En Grup	https://	https://	https://	facebook	2018-03-	1,5E+09	"2018-03	8	4	8	7	19	0	0
21	link	post_pac	89420511	https://	"La Masc	https://	https://	https://	clarin.c	2018-03-	1,5E+09	"2018-03	55	2	60	27	89	5	0
22	video	post_pac	89420511	https://	"Juan Cr	https://	https://	https://	facebook	2018-03-	1,5E+09	"2018-03	38	1	43	5	49	5	0
23	photo	post_pac	89420511	https://	"En Grup	https://	https://	https://	facebook	2018-03-	1,5E+09	"2018-03	104	0	104	6	110	0	0
24	photo	post_pac	89420511	https://	"¿Sabias	https://	https://	https://	facebook	2018-03-	1,5E+09	"2018-03	20	2	20	7	29	0	0
25	photo	post_pac	89420511	https://	"En Grup	https://	https://	https://	facebook	2018-03-	1,5E+09	"2018-03	84	4	87	4	95	3	0
26	photo	post_pac	89420511	https://	"Ya nos	https://	https://	https://	facebook	2018-03-	1,5E+09	"2018-03	0	0	0	0	0	0	0
27	photo	post_pac	89420511	https://	"¡Y ello	https://	https://	https://	facebook	2018-02-	1,5E+09	"2018-02	30	1	31	3	35	1	0
28	photo	post_pac	89420511	https://	"Grupo F	https://	https://	https://	facebook	2018-02-	1,5E+09	"2018-02	9	0	9	0	9	0	0
29	photo	post_pac	89420511	https://	"¡Vos pc	https://	https://	https://	facebook	2018-02-	1,5E+09	"2018-02	107	1	109	4	114	1	1
30	photo	post_pac	89420511	https://	"¡Vos pc	https://	https://	https://	facebook	2018-02-	1,5E+09	"2018-02	43	4	43	6	53	0	0
31	photo	post_pac	89420511	https://	"¡Vos pc	https://	https://	https://	facebook	2018-02-	1,5E+09	"2018-02	86	2	89	3	94	3	0
32	photo	post_pac	89420511	https://	"Hoy sal	https://	https://	https://	facebook	2018-02-	1,5E+09	"2018-02	30	0	31	11	42	1	0
33	photo	post_pac	89420511	https://	"¿Te gus	https://	https://	https://	facebook	2018-01-	1,5E+09	"2018-01	7	1	8	16	25	1	0
34	photo	post_pac	89420511	https://	"¡Este e	https://	https://	https://	facebook	2018-01-	1,5E+09	"2018-01	17	1	17	2	20	0	0
35	photo	post_pac	89420511	https://	"¡Arranc	https://	https://	https://	facebook	2018-01-	1,5E+09	"2018-01	100	6	102	7	115	1	0
36	photo	post_pac	89420511	https://	"¡Arranc	https://	https://	https://	facebook	2018-01-	1,5E+09	"2018-01	5	0	5	7	12	0	0
37	photo	post_pac	89420511	https://	"¿Te gus	https://	https://	https://	facebook	2018-01-	1,5E+09	"2018-01	217	3	218	7	228	1	0
38	photo	post_pac	89420511	https://	"Asi fue	https://	https://	https://	facebook	2018-01-	1,5E+09	"2018-01	129	1	130	3	134	0	1
39	video	post_pac	89420511	https://	"¿Conocé	https://	https://	https://	facebook	2018-01-	1,5E+09	"2018-01	6	1	7	2	10	1	0
40	photo	post_pac	89420511	https://	"Ya nos	https://	https://	https://	facebook	2018-01-	1,5E+09	"2018-01	4	0	4	1	5	0	0
41	photo	post_pac	89420511	https://	"¿Te gus	https://	https://	https://	facebook	2017-12-	1,5E+09	"2017-12	18	3	19	7	29	1	0
42	photo	post_pac	89420511	https://	"¿Te gus	https://	https://	https://	facebook	2017-12-	1,5E+09	"2017-12	3	0	3	5	8	0	0
43	photo	post_pac	89420511	https://	"¿Te gus	https://	https://	https://	facebook	2017-12-	1,5E+09	"2017-12	4	1	4	0	5	0	0
44	photo	post_pac	89420511	https://	"¡Brinde	https://	https://	https://	facebook	2017-12-	1,5E+09	"2017-12	9	0	9	1	10	0	0
45	photo	post_pac	89420511	https://	"¿Te gus	https://	https://	https://	facebook	2017-12-	1,5E+09	"2017-12	9	0	10	4	14	1	0
46	photo	post_pac	89420511	https://	"Grupo F	https://	https://	https://	facebook	2017-12-	1,5E+09	"2017-12	38	1	43	11	55	5	0
47	photo	post_pac	89420511	https://	"En el J	https://	https://	https://	facebook	2017-12-	1,5E+09	"2017-12	20	0	21	1	22	0	0
48	photo	post_pac	89420511	https://	"¿Sabias	https://	https://	https://	facebook	2017-12-	1,5E+09	"2017-12	12	2	12	3	17	0	0
49	photo	post_pac	89420511	https://	"¿Querés	https://	https://	https://	facebook	2017-12-	1,5E+09	"2017-12	9	0	11	1	12	2	0
50	photo	post_pac	89420511	https://	"¿Querés	https://	https://	https://	facebook	2017-12-	1,5E+09	"2017-12	1	0	1	2	3	0	0
51	photo	post_pac	89420511	https://	"¿Te gus	https://	https://	https://	facebook	2017-12-	1,5E+09	"2017-12	8	2	10	0	12	2	0
52	video	post_pac	89420511	https://	"¡Si que	https://	https://	https://	facebook	2017-11-	1,5E+09	"2017-11	25	3	27	1	31	1	0
53	photo	post_pac	89420511	https://	"El Proc	https://	https://	https://	facebook	2017-11-	1,5E+09	"2017-11	126	0	127	3	130	1	0
54	photo	post_pac	89420511	https://	"Hoy bri	https://	https://	https://	facebook	2017-11-	1,5E+09	"2017-11	19	1	22	5	28	3	0
55	photo	post_pac	89420511	https://	"El Proc	https://	https://	https://	facebook	2017-11-	1,5E+09	"2017-11	68	14	71	2	87	3	0
56	video	post_pac	89420511	https://	"Sol y P	https://	https://	https://	facebook	2017-11-	1,5E+09	"2017-11	57	18	62	7	87	5	0
57	video	post_pac	89420511	https://	"Natalie	https://	https://	https://	facebook	2017-11-	1,5E+09	"2017-11	34	8	35	6	49	1	0

Pernod Ricard

	type	by	post_id	post_lir	post_mes	picture	full_pic	link	link_dom	post_pub	post_pub	post_pub	likes_cc	comments	reactior	shares_c	engageme	rea_LOVE	rea_HAHA
2	video	post_pag	47042681	https://	"THE TIK	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	82	2	93	23	118	10	0
3	photo	post_pag	47042681	https://	"Happy t	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	6	0	7	0	7	1	0
4	photo	post_pag	47042681	https://	"□ Sendi	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	9	0	9	0	9	0	0
5	video	post_pag	47042681	https://	"A few e	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	14	0	15	1	16	1	0
6	video	post_pag	47042681	https://	"#Mindse	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	23	1	27	2	30	4	0
7	video	post_pag	47042681	https://	"#Mindse	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	11	0	14	3	17	3	0
8	link	post_pag	47042681	https://	"#TBT !	https://	https://	http://f	fal.cn	2018-06-	1,5E+09	"2018-06	27	1	29	3	33	2	0
9	video	post_pag	47042681	https://	"Nos #Cr	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	25	0	28	7	35	3	0
10	video	post_pag	47042681	https://	"#Créate	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	39	2	44	7	53	2	3
11	link	post_pag	47042681	https://	"The sur	https://	https://	http://f	fal.cn	2018-06-	1,5E+09	"2018-06	9	0	9	1	10	0	0
12	video	post_pag	47042681	https://	"Picture	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	37	2	42	12	56	3	1
13	link	post_pag	47042681	https://	"Wine □	https://	https://	https://	good.net	2018-06-	1,5E+09	"2018-06	19	0	21	3	24	2	0
14	video	post_pag	47042681	https://	"1000 en	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	58	4	65	8	77	6	0
15	video	post_pag	47042681	https://	"1000 en	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	60	0	66	27	93	5	1
16	photo	post_pag	47042681	https://	"□ Si vc	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	65	4	75	11	90	8	0
17	photo	post_pag	47042681	https://	"Watch a	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	10	0	12	0	12	2	0
18	photo	post_pag	47042681	https://	"Ever fc	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	13	0	14	0	14	1	0
19	photo	post_pag	47042681	https://	"Anyone	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	71	0	73	6	79	2	0
20	video	post_pag	47042681	https://	"Perseve	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	70	0	81	16	97	8	3
21	photo	post_pag	47042681	https://	"Today i	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	31	0	33	0	33	2	0
22	video	post_pag	47042681	https://	"Apologi	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	272	9	311	123	443	38	1
23	photo	post_pag	47042681	https://	"□That f	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	106	3	116	2	121	10	0
24	photo	post_pag	47042681	https://	"It s tr	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	23	0	26	0	26	2	0
25	photo	post_pag	470426819833674_	https://	"To take	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	13	1	16	2	19	3	0
26	photo	post_pag	47042681	https://	"Dressir	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	79	1	87	10	98	7	1
27	video	post_pag	47042681	https://	"It s a	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	48	0	52	4	56	3	0
28	video	post_pag	47042681	https://	"Breakir	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	57	1	59	4	64	2	0
29	photo	post_pag	47042681	https://	"Taking	https://	https://	https://	facebook	2018-06-	1,5E+09	"2018-06	45	0	51	10	61	6	0
30	photo	post_pag	47042681	https://	"#Respor	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	35	1	40	14	55	5	0
31	photo	post_pag	47042681	https://	"Don t a	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	21	0	21	4	25	0	0
32	photo	post_pag	47042681	https://	"□ The &	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	23	0	25	5	30	2	0
33	photo	post_pag	47042681	https://	"□ We al	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	18	0	19	2	21	1	0
34	photo	post_pag	47042681	https://	"Guess v	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	68	0	77	19	96	8	0
35	photo	post_pag	47042681	https://	"□ On Tu	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	44	0	46	6	52	1	0
36	link	post_pag	47042681	https://	"Working	https://	https://	http://f	fal.cn	2018-05-	1,5E+09	"2018-05	59	3	62	1	66	3	0
37	photo	post_pag	47042681	https://	"Did you	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	37	1	37	0	38	0	0
38	photo	post_pag	47042681	https://	"Our/Y	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	52	0	52	5	57	0	0
39	photo	post_pag	47042681	https://	"#SoProu	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	93	0	100	21	121	4	1
40	video	post_pag	47042681	https://	"Words c	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	20	0	20	7	27	0	0
41	link	post_pag	47042681	https://	"#Straw	https://	https://	http://v	leparisi	2018-05-	1,5E+09	"2018-05	31	0	32	1	33	1	0
42	photo	post_pag	47042681	https://	"□ For u	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	27	0	30	3	33	3	0
43	photo	post_pag	47042681	https://	"Because	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	33	1	36	2	39	3	0
44	link	post_pag	47042681	https://	"Proud t	https://	https://	http://f	fal.cn	2018-05-	1,5E+09	"2018-05	61	0	67	12	79	6	0
45	photo	post_pag	47042681	https://	"#1Month	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	71	1	75	7	83	4	0
46	photo	post_pag	47042681	https://	"If you	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	30	0	31	3	34	1	0
47	photo	post_pag	47042681	https://	"There i	https://	https://	https://	facebook	2018-05-	1,5E+09	"2018-05	42	0	43	3	46	1	0
48	status	post_pag	47042681	https://	"□ We ve always been committed to protec					2018-04-	1,5E+09	"2018-04	27	1	27	1	29	0	0
49	photo	post_pag	47042681	https://	"Get you	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	15	0	15	0	15	0	0
50	video	post_pag	47042681	https://	"□□ Thi	https://	https://	https://	youtube.	2018-04-	1,5E+09	"2018-04	31	1	32	3	36	0	0
51	link	post_pag	47042681	https://	"□ Alcoh	https://	https://	https://	bit.ly	2018-04-	1,5E+09	"2018-04	20	0	20	0	20	0	0
52	photo	post_pag	47042681	https://	"□ As ou	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	36	0	41	2	43	5	0
53	video	post_pag	47042681	https://	"□ In c	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	18	0	20	0	20	2	0
54	video	post_pag	47042681	https://	"Today	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	7	1	8	0	9	1	0
55	video	post_pag	47042681	https://	"□ Amste	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	38	0	43	3	46	3	0
56	link	post_pag	47042681	https://	"#Proud	https://	https://	http://f	fal.cn	2018-04-	1,5E+09	"2018-04	10	0	10	0	10	0	0
57	video	post_pag	47042681	https://	"#Raise	https://	https://	https://	facebook	2018-04-	1,5E+09	"2018-04	64	1	72	7	80	8	0

Sieur d'Arques

#	type	by	post_id	post_lir	post_mes	picture	full_pic	link	link_dom	post_pub	post_pub	post_pub	likes_cc	comments	reaction	shares_c	engagem	rea_LOVE	rea_HAHA
2	photo	post_pag	33344334	https://	"Merci à	https://	https://	https://	facebook	2018-06	1,5E+09	"2018-06	0	0	0	0	0	0	0
3	link	post_pag	33344334	https://	"Pour tc	https://	https://	https://	blog-sie	2018-06	1,5E+09	"2018-06	13	0	13	2	15	0	0
4	photo	post_pag	33344334	https://	"Lili dé	https://	https://	https://	facebook	2018-06	1,5E+09	"2018-06	44	8	46	11	65	2	0
5	photo	post_pag	33344334	https://	"[Events	https://	https://	https://	facebook	2018-06	1,5E+09	"2018-06	8	0	8	0	8	0	0
6	status	post_pag	33344334	https://	"Nous tenons à remercier l Association c	2018-06	1,5E+09	"2018-06	15	0	15	4	19	0	0
7	photo	post_pag	33344334	https://	"Retrouv	https://	https://	https://	facebook	2018-06	1,5E+09	"2018-06	9	0	9	3	12	0	0
8	photo	post_pag	33344334	https://	"Nos Cha	https://	https://	https://	facebook	2018-06	1,5E+09	"2018-06	30	1	34	6	41	4	0
9	photo	post_pag	33344334	https://	"Un écri	https://	https://	https://	facebook	2018-06	1,5E+09	"2018-06	20	0	22	3	25	2	0
10	link	post_pag	33344334	https://	"Découvr	https://	https://	https://	blog-sie	2018-06	1,5E+09	"2018-06	19	0	21	6	27	2	0
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13	photo	post_pag	33344334	https://	"Mettons	https://	https://	https://	facebook	2018-05	1,5E+09	"2018-05	27	1	27	5	33	0	0
14	photo	post_pag	33344334	https://	"Sieur c	https://	https://	https://	facebook	2018-05	1,5E+09	"2018-05	28	1	28	8	37	0	0
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18	link	post_pag	33344334	https://	"Sieur c	https://	https://	https://	mon-viti	2018-05	1,5E+09	"2018-05	11	1	11	6	18	0	0
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22	link	post_pag	33344334	https://	"[Recett	https://	https://	https://	blog-sie	2018-05	1,5E+09	"2018-05	11	2	11	4	17	0	0
23	video	post_pag	33344334	https://	"Toques	https://	https://	https://	facebook	2018-04	1,5E+09	"2018-04	14	0	14	3	17	0	0
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25	photo	post_pag	33344334	https://	"La Régi	https://	https://	https://	facebook	2018-04	1,5E+09	"2018-04	8	1	8	2	11	0	0
26	link	post_pag	33344334	https://	"▯[JEU C	https://	https://	https://	sierda	2018-04	1,5E+09	"2018-04	8	0	10	2	12	2	0
27	link	post_pag	33344334	https://	"[Actu v	https://	https://	http://n	marquesa	2018-04	1,5E+09	"2018-04	5	0	5	1	6	0	0
28	link	post_pag	33344334	https://	"[Recett	https://	https://	https://	blog-sie	2018-04	1,5E+09	"2018-04	19	1	19	4	24	0	0
29	photo	post_pag	33344334	https://	"Venez r	https://	https://	https://	facebook	2018-03	1,5E+09	"2018-03	27	0	28	14	42	0	0
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33	photo	post_pag	33344334	https://	"[CONCOU	https://	https://	https://	facebook	2018-03	1,5E+09	"2018-03	25	1	28	7	36	3	0
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39	photo	post_pag	33344334	https://	"En dire	https://	https://	https://	facebook	2018-02	1,5E+09	"2018-02	30	2	32	4	38	2	0
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42	photo	post_pag	33344334	https://	"Retrouv	https://	https://	https://	facebook	2018-02	1,5E+09	"2018-02	15	1	16	3	20	1	0
43	link	post_pag	33344334	https://	"Un proj	https://	https://	http://v	terredev	2018-02	1,5E+09	"2018-02	20	0	21	9	30	1	0
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45	photo	post_pag	33344334	https://	"Un peu	https://	https://	https://	facebook	2018-02	1,5E+09	"2018-02	28	1	34	14	49	6	0
46	photo	post_pag	33344334	https://	"VINISUI	https://	https://	https://	facebook	2018-02	1,5E+09	"2018-02	29	0	30	2	32	1	0
47	photo	post_pag	33344334	https://	"Fringal	https://	https://	https://	facebook	2018-02	1,5E+09	"2018-02	17	0	17	0	17	0	0
48	photo	post_pag	33344334	https://	"[Actu v	https://	https://	https://	facebook	2018-02	1,5E+09	"2018-02	78	0	83	8	91	4	0
49	photo	post_pag	33344334	https://	"Fringal	https://	https://	https://	facebook	2018-02	1,5E+09	"2018-02	20	2	22	4	28	2	0
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51	photo	post_pag	33344334	https://	"Fringal	https://	https://	https://	facebook	2018-01	1,5E+09	"2018-01	29	1	33	4	38	4	0
52	photo	post_pag	33344334	https://	"[Actu v	https://	https://	https://	facebook	2018-01	1,5E+09	"2018-01	35	0	36	4	40	1	0
53	photo	post_pag	33344334	https://	"Sieur c	https://	https://	https://	facebook	2018-01	1,5E+09	"2018-01	19	0	20	2	22	0	0
54	link	post_pag	33344334	https://	https://	https://	https://	https://	blog-sie	2018-01	1,5E+09	"2018-01	28	3	29	51	83	1	0
55	link	post_pag	33344334	https://	"Sieur c	https://	https://	https://	sieurda	2018-01	1,5E+09	"2018-01	23	0	24	0	24	0	0
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