

POSSIBILITIES OF ELECTRONIC MARKETING IN THE SELECTED COMPANY

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The article thesis deals with the electronic marketing at CKM 2000 Travel. The aim is to analyze the use of existing forms of internet marketing at CKM 2000 Travel. This thesis describes the history of electronic marketing and current trends of electronics marketing, in the world and in Slovakia. Theory defines the forms of electronic marketing, further describes the internet marketing, mobile marketing and viral marketing. The survey analyzes the current forms of internet marketing used in company CKM 2000 Travel. Describes the features of the website, banner ads, e-mail marketing, Google advertising and website optimization

Key words. electronic marketing, Internet marketing, CKM 2000 Travel,

1 INTRODUCTION

Currently we are seeing a continual acceleration of the development of information and communication technology. We live in a time when the new medium is the internet, which presents a comprehensive marketing communications is constantly developing a computer network, that is not the property of anyone and is not a centrally managed also anyone. Thanks to the Internet it is possible to combine individual persons businesses today around the world, information is becoming widely available. Organizations and businesses, thanks to the Internet, build new and closer relations with its customers in order to more effectively and more efficiently distribute or sell their products or services. E-marketing is no longer just a complement to classical marketing, but gradually becomes a powerful tool of current managers

2 ELEKTRONIC MARKETING

Development of e-marketing going forward very quickly, because you're taking and fully utilizes the latest technology and what was before 5 years ago, it may not have to pay today in 2012. Nowadays, for example, opens up new possibilities for marketing communications using social networks and use of augmented reality. For these reasons, the electronic marketing lately has defined as a separate branch, because it puts on the Manager of the essential need to navigate in information technologies and continually replenish the education and follow future trends. E-marketing is thus derived from the disciplines of

information technology and marketing knowledge, utilizing the discipline, so that it is necessary at least basic knowledge of both of these disciplines. For today's Manager is therefore necessary to have both the technical expertise to carry out effectively and successfully marketing. Electronic marketing or online marketing can be different. For example, through these definitions: the "use of the Internet for the realization that supports marketing activities." [2] the "Marketing on the Internet (online marketing) is qualitatively new form of marketing that can be characterized as the management of the process of satisfying human needs the information, goods or services using the Internet." [3].

2.1 The history of electronic marketing

- The Internet is already quite a long history, but today on real electronic marketing we can talk until after the end of the last century.
- Advertising on the Internet has begun to emerge since 1994, when the magazine Wired launched its electronic version, which differed from the original printed content be HotWired magazine.
- The first banner appeared on the site HotWired 25. October 1994 and was obviously motivated by trying to get funding for the operation of the site.
- The first company, which added a banner with dimensions 468x60px (later standard) on the web AT & T was HotWired. The number of Internet users was, however, at that time still too low for it to be marketing on the Internet more exercise. The situation, however,

constantly improve and the company began to use the present Internet site WWW. Those gradually replaces that complement the brochures and catalogs, and the company started using the Web sites sell.

- Electronic marketing appeared at a time when the company began using the Internet to identify customer preferences and views. At that time he started the internet change marketing.

2.2. Explain the concepts of e-commerce, E - business and e-marketing

- **E-commerce** term has a narrower scope compared to e-business. While e-commerce is primary focusing on electronic commerce, e-business deals with electronic business as complex. [5]
- **E-business** involves business processes concerning the whole chain from the electronic processing of orders and supply management, shopping up to customer service. In addition, there also belongs the care of customer relations (CRM) and the use of ERP system, but also electronic document exchange (EDI, EDIFACT) and the cooperation of business partners. Comprehensive deployment of the application and of the principles of e-business companies provide, either through their own IT department or use the services of system integrators are available, at least partially. In practice it is often the alternative to IT outsourcing solutions. [5]
- **E-marketing** (electronic marketing) is together with e-purchasing (electronic purchases) included in e-commerce. E-marketing is a sales page of e-commerce. It is composed of communications; sales support, but also own the sale of goods and services through the Internet. E-purchasing is the second purchase page. Includes corporate purchases of goods, services, information, from online vendors. In trade, both sites e-commerce together produce a vast commercial network. [5]

2.3. Present of electronic marketing

In comparison with the classical marketing is an electronic marketing major, where the use of modern technology. Electronic marketing from the perspective of appropriations for the classic marketing still lagging, but has greater efficiency. Long time we know only the massive marketing. The problem of such marketing and advertising lies in the fact that it is sold without the customer's knowledge. People cease to classical advertising to believe and trying to avoid them. For example, advertising leaflets, or throws a straight into the Trash mailbox for refusing to advance. Also to change from TV programs and radio stations at the time of the ads, or place their other things entirely devoted to tracking. People should be given the option of choice, it is good to attract them, but not force to the decision. Good advertising should not impede and even bother. It is wrong to put an equal sign between the marketing and advertising.

Marketing is the process of the survey of the needs and requirements of customers in order to provide such product, which will be an added value for them and the firm, will bring profits. In electronic marketing, then the internet is used for the detection of needs of the customer, which is a bargain for this customer, and at the same time to obtain new customers, which is beneficial for the company.

2.4. The advantages of electronic marketing

Among the most important advantages of the electronic marketing are better options of measurement and monitoring, because we have a greater amount of data quality. Another advantage is its continuous availability and the Dynamics (can be constantly change the menu) and complexity (the opportunity to reach out to a customer in several ways).

As the greatest advantage is the possibility of an individual approach. It is possible and necessary to focus using the keyword and content directly to the customer, or even a community under the password: "Know your customer". It is important to use all the tools and environment that provides the internet. It is not enough to have just the website, but also describe their offer on blogs, to issue reports on the activities and also be visible on social networks, etc.

If the electronic marketing looking as to the process, it is necessary to take a decision as soon as possible (to schedule the responsibilities and objectives), then allocate resources (human, economic, technological). It is important to monitor and measure everything after the implementation. In conclusion it is necessary to analyses and evaluates everything, in order to further improve individual parts of this process. We have to succeed, it is necessary in particular to determine the real objectives, to know the customer and communicate with it. And last but not least to offer a quality product.

3 THE IMPORTANCE OF ELECTRONIC MARKETING IN THE WORLD AND IN SLOVAKIA

Electronic marketing in today's world is very important. The reason is that the mass means of communication the world has become. The Internet is becoming an increasingly more attractive means for the implementation of marketing activities and is an essential medium for acquiring customers and building good relations with existing customers.

The level of use of Internet advertising is growing and starting to discover the benefits of an increasingly larger number of companies advertising on the Internet. However, as regards the offer advertising space on the web site, it is still a poor Slovak. Do not use different formats, such as converting well there are pop-up-unders, pop-ups, whether video advertising. Slovakia shall set the prices according to their traffic to the portal. This ad space then buy media advertising agencies and offer it to their clients in the envelopes for the price that you would pay the marketer, because he knows that from traffic, which indicates that the portal is relevant only for him.

Abroad we can observe the pressure customers to vendors advertising space in the form of changes to the original CPM (cost per mille – payment for 1000 impressions-impressions) on business models focused on CPC (cost per click) or CPA (cost per action). The customer pays only for specifically so, or even just for a specific conversion made clicks from the advertising space.

3.1. Electronic marketing of Slovak companies

Companies realize that today is necessary to make use of these new technologies to enhance its competitiveness. Currently, if a company does not exist on the Internet, does not have at least the website with basic information about the company, products and services, the latest events, though there was neither. A lot of customers, but also to firms operating in the industrial markets, use this as the primary medium for the detection of information.

Customer company compares in terms of prices, service, distribution outlets, and service locations. Industrial firm internet offers the possibility of on-line trading, industrial markets with industrial materials and many others. The use of electronic forms of marketing is not a matter only of large companies. This is marketing format accessible to all companies, even small commercial.

4 FORMS OF ELECTRONIC MARKETING

If firms make use of electronic marketing, often it is a combination of different tools, such as:

- Internet marketing.
- Website company-Web site and marketing Web sites.
- Email marketing, database marketing or telephone marketing.
- Internet advertising (online advertising).
- Web communities, Web community.
- Search engine optimization (SEO).

4.1 Difference between classical and Internet marketing

The basic differences of marketing on the Internet in particular, in the field of communications from classical marketing are considerable and concern:

- Space and time
- Relation text and image
- Direction of communication
- Interaction
- Costs and sources of finance

In the classic marketing is the price for rooms greater than in marketing on the Internet.

With Visual effects, music, and the word was working a different way for bot types of marketing. The Internet is available to a wider range of information, which can take full advantage of the appropriate structure of hypertext. In the classic marketing is a one-way flow of information, IE. from sellers to buyers. In your Internet marketing efforts are active and the buyer, which you yourself are looking for information on the Internet in order to meet their different needs. The reaction of the consumer resides at the Internet marketing of instant, while in the classic marketing exists between watching ads and purchases the product or services of a particular gap.

Compared with the classical marketing we can hit the target group customer's marketing on the Internet around the world at the same time, at a relatively low cost. In this way they can smaller companies find new customers abroad. Thanks to the Internet, the company can also save costs on telephony via the Internet, using of foreign calls, which nowadays offer many companies e.g. WMS s.r.o. company, Skype.

5 THE ANALYSIS

Mission and CKM 2000 Travel is the dissemination of knowledge, and improve the quality of life of young people, students and teachers. This objective is to meet through cost-effective, flexible and offers internationally recognized products, as well as by providing information necessary to visit different countries and cities of the world and their continual supplementing and upgrading based on the requirements and needs of the target groups.

The products offered by CKM in the branches, are:

- Fly tickets
- Bus tickets
- International ID cards
- Study programs and employment-courses
- Summer work programs for students of high schools
- Cognitive stays
- Accommodation
- Visa
- Insurance

5.1 Background and structure of organization

And CKM 2000 Travel is part of the worldwide network of STA Travel in 65 countries of the world, which offers products of individual tourism for young people, students and teachers. At the same time is a member of the Association of IATA, what allows to offer the client a ticket for most airlines in the world. Cooperates also with the ISTC (international student travel Federation), EYCA (European Youth Card Association) and IYHF (International Federation of youth hostels).

5.2 Analysis of the use of electronic marketing in the CKM 2000 Travel company

From the interview with the Director of the company and CKM 2000 Travel Ludmilou Oškerovou we learned about the main activities of e-marketing, which has so far benefited.

Forms of electronic marketing used in CKM's:

- Website
- Banner advertising
- E-mail marketing
- Google advertising
- SEO optimization

6. SOLUTIONS AND SUGGESTIONS

After the analysis of the current state and an interview with Director, we revealed a weak place in the electronic marketing in CKM company and it is the presentation this company on social networks which are more and more popular. Therefore, we decided to implement our Internet campaign right on one of the most visited social networking and this www.facebook.sk.

Facebook offers a broad mix of tools for marketer. Available sites, ad space, analytical tools, applications and plug-ins (such as, for example, the button "I like"). These tools are, when properly used, alone or in a combination of several of them, are capable of generating interest in the people of the brand on the social Web, the interaction with the brand through the application (e.g. competition), or engage in a conversation about the brand on the Bulletin Board.

Our Internet campaign consisted of several steps:

- Establishment of site FunPage

- Adding basic data and photos about CKM
- Adding cross references (links)
- Sending requests
- Create and run ads
- Traffic statistics

6.1 Establishment of site FunPage

The first step in our Web page on facebook campaign was the establishment of Funpage named "CKM-travel and language courses (unofficial site)". It is possible to become fans of our FunPage click Plug-ins "I like".

When setting up a site, it is necessary to fill out just a few of the primary information. Such as name, company name, type of company, page FunPage country and region scope.

After initial activation site, comes to supplement the information on the company's FunPage series. The more interesting pictures and detailed data is available for the user, the more this visitor willing to spend some time on our site and come back here again.

In the sections of information, addresses and the locations of the company after the amendments, graphic displays the exact point of the seat of the company on the map. This map is a good help, if the user decides to visit a branch of the company personally any further information which we reinforce our company's founding, a short description and the year is FunPage mission society for the community. If the company has received awards, so this fact, together with the date of obtaining basic information also referred in this category. In addition to this information is an essential rule stated telephone contact, email address and the address of the official web site.

6.2 Add cross-references

To increase the attractiveness of the site as much as possible is a necessity to publish on the bulletin FunPage of interesting actions and services together from the pictures that take up and give their fans on the contents of the click. After you click on the picture or text link is the user using the cross (hyperlink) with the address of the Web browser window that was moved to the new us already defined web site. This is achieved not only traffic to our site has been increasing, but also the home web page of company FunPage.

6.3 The results achieved in the campaign

When analyzing the success of our website helped us evaluate the data marketing tool that offers campaign facebook and specifically the statistical data from the page. FunPage Important statistical data that Facebook provides the supporters, including sex, age group, or site. In the case of the campaign through the application it is possible to obtain additional data, such as e-mail, the status, the list of sites that the user manages, photographs and many others.

The first of the ways of monitoring activities on our site is by using a statistical chart click FunPage plug-in "I like". The administrator can generate statistics for a selected period. So exactly knows whether it was in this time of activity on the site by users, increasing or decreasing FunPage.

The statistics showed that already for a short period, we managed to get a few dozen fans and CKM 2000 Travel which are interested in the happenings. Another type of statistical graph is the interaction of users on the site, hence the response of people to the added contributions. It is possible to track the number of users, the number of clicks on the button view contributions "I like" under contribution, or the amount of added comments to the contribution.

For the last period of our website we have reached up to 5,000 campaign contributions, which inherently increase the traffic to the view itself and CKM 2000 Travel Home page.

6.4. Suggestions

Travel agency and CKM 2000 Travel is in the use of e-marketing for any newcomer. Used in the form of electronic marketing and CKM 2000 Travel Web site, banner advertising, email marketing, Google advertising, SEO optimization, works reliably and is processed on a high level. It is but obvious that the advent of a new trend of advertising on social networks missing out. Facebook offers a broad mix of tools for marketers. Available sites, ad space, analytical tools, applications and plug-ins, these tools are when properly used, alone or in a combination of several of them, are capable of generating interest in the people of the brand on the social Web, the interaction with the brand through the application

(e.g. competition), or engage in a conversation about the product on the Bulletin Board.

Promotional page, which we created for the aid suitably oriented ad campaign has received dozens of candidates for a very short time. Each one fan of this site became the new potential customers and CKM 2000 Travel agency. Because the company is focused mainly on young customer, it is undeniable that Facebook is the place of promotion of products and services. FunPage page, correct and continuation of activities initiated by us targeted advertising on Facebook page for company and CKM 2000 Travel should be the right step into the future.

7 CONCLUSION

However, currently the biggest phenomenon becomes social networks where people spend countless amounts of time per day. These facts you must be aware of the companies that are interested in improving and increasing traffic to their website. The more a company such as CKM, which is aimed mainly at the 2000 Travel offer of services and products for young people, should use the opportunity of their advertising on social networks. Already our first promotional page created on the social network Facebook FunPage shows that if they are offered services and products in the right way and in the right place can you get their fans.

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