The implementation of Integrated Digital Marketing in order to enhance the Brand Awareness of WIMB Czech Republic

Puput Anggraini Cibro

Tomas Bata University in Zlín
Faculty of Management and Economics
Department of Management and Marketing
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MASTER'S THESIS ASSIGNMENT
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Thesis Guidelines:

Introduction

Define the objectives and the application methods used in the Master thesis.

I. Theoretical part

- Explore the theoretical background of integrated digital marketing strategy on branding.

II. Practical part

- Complete analysis of current digital marketing strategy for the company of the Brand WIMB Czech Republic.
- Develop the Integrated Digital Marketing strategy in order to enhance the Brand awareness of WIMB Czech Republic.
- Submit the project risk, cost and time analysis.

Conclusion

Thesis Extent: cca 70 stran

Appendices:

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Bibliography:

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Thesis Supervisor: doc. Ing. Miloslava Chovancová, CSc.
                            Department of Management and Marketing

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doc. RNDr. PhDr. Oldřich Hájek, Ph.D.
Dean

L.S.

doc. Ing. Vratislav Kozák, Ph.D.
Head of Department

ABSTRAKT

WIMB mávizistát se prvnívolbou GPS tracker s nejvyššímochranavesvětě.Jakonovýzačínajícíspolečnost, největšívýzvou, která by mělasměřovat WIMB je nedostatekpovědomí o značcemezitímvestejnédobě, kdybychomodražené od finančníhovýhleduspolečnostvelmipotřebujezákazníkprofitovatipartnery.

Nedávnýnamodernítechnologieéry, jeden z nejlepších a nejjednoduššíkanálupodpořitpodnika-ství a získatpovědomí o značce je přesdigitální marketing, protoželidémohousnadnospojit se značkou s internetem a počtyzařízení.

Vzhledem k tomu, digitální marketing profilČeskérepubliky, WIMB máširokouškálupříležitostpředstavitsvéproduktynatrh s digitální marketing jakojejichnástrojů.

Tatopráce se skládázetříhlavníchčástí, počínajeteoriidigitálníhomarketingu a povědomí o značce, analýzučásti, kterápopíše o společnosti, aktuálnídigitálnímarketingovéstrategie a analýzytrhu.

A konečně, zavedeníintegrovanéhodigitálníhomarketinguprojektu, jejichžcílem je, aby se en-Hancepovědomí o značcespolečnosti, včetněčasu, nákladůaanalýzyrizikbudedoruč-ered v tétopráci.

Klíčováslova: Integrated digital marketing , brand awareness, implementation of IDM

ABSTRACT

WIMB has a vision to be the first choice GPS tracker with the highest protection in the world. As a new startup company, the biggest challenge that WIMB should face is lack of brand awareness meanwhile at the same time if we reflected from the financial perspective the company extremely needs customer to gain profit also partners.

Recent to the updated technology era, one of the best and easiest channel to promote the business and gain brand awareness is thru digital marketing since people can easily connected with the brand with internet and with numbers of device.

Given the digital marketing profile of Czech Republic, WIMB has a wide range of opportunity to introduce their product to the market with digital marketing as their tools.

This thesis consists of three major components, beginning the theory of digital marketing and brand awareness, the analysis part which will describe about the company, the current digital marketing strategy and the market analysis.

Lastly, the implementation of integrated digital marketing project which aim to enhance the brand awareness of the company including time, cost and risk analysis will be delivered in this thesis.

Keywords: Integrated digital marketing , brand awareness, implementation of IDM

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ACKNOWLEDGEMENT

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INTRODUCTION

I. INTRODUCTION

Nowadays, almost of every single of human's interaction, activity, decision, is influenced by digital technology. People easily get any kind of information that they need instantly as the result of the availability of numerous channels to exchange the information in world wide. As Kaufman (2016) also said in the context of the digital culture, we recognize that digital has impacted and integrated virtually all aspects of our personal, social, and professional lives.

As the result of this process, many companies have to rethink the role of technology to survive their business. Hamidi, (2011) agreed to this fact by saidgenerally, the usage of Internet in today's businesses has empowered marketers to achieve set targets of reaching as many potential and existing customers at relatively little cost.

Indeed, The internet provides marketers and also lots of companies with new ways of communicating with millions of their potential customer at lower cost than traditional media. Moreover nowadays it is common for us to see new company or start up that use online as their business platforms in order to gain brand awareness.

Brand awareness is extremely important to the company especially for the new company since they are still struggling to introduce their product to the market. This will help the company to gain a loyal customer, become the "top of mind of the customer" and help the company to have constant income source. Babeş (2015) also states that Brand awareness, as one of the fundamental dimensions of brand equity, is often considered to be a prerequisite of consumer's buying decision, as it represents the main factor for including a brand in the consideration set.

Realizing this fact, digital marketing is the fastest and has been recognized as one of the most effective tools to promote the product or the service of the company to the worlds with the relatively affordable pricecompare with the traditional media since digital marketing is utilizing the electronic devices like computers, smartphones and tablets to engage the consumers that and align with this, Wind and Mahajan (2001) said that it is not just a faster or newer channel. It is a new approach to marketing.

The main component of digital marketing is internet, in 2013 the data shows that 68% of

people in Czech Republic is connected to the internet (Channelworld.cz, 2015). This fact made Czech Republic is among those countries where Internet development is quite quick and dynamic in the world. Consequently, the demand of some product is increasing. One of them is GPS for bike.

Viewing from the bike industry side, Czech republic has more than 19.000 bike route within its country (Bike Map website-2016), and Official Czech Tourism website (2016) claimed that one of the main attraction of Czech Republic is the availability of biking track with a good natural view. In addition, Czech Republic has up 10 bike manufactures such as : SND, Author, MaxBike, Duratec, 4bike, etc . Seeing this fact, the availability of GPS tracker is needed to avoid any inconveniences such as stolen bike problem.

One of B2B type of company in Czech republic is WIMB. WIMB is a startup company that is just establish last year, they are producing smart GPS for bike that is connected to the mobile apps of the user. At this moment, they have fully support from Vodafone as the biggest telecommunication provider company in Czech republic. Currently WIMB 10 official partner but most of them are not from Czech Republic. In the near future they are planning to engage the government, insurance company to add more value and gain recognition to the company. The fact that WIMB is still lack of brand awareness even though in its country of origin itself need to be fixed since we can see the potential of this company is quite huge to gain brand awareness in Czech Republic.

Based the internet condition within the country, the number of biking industry, and the fact that WIMB did not implement integrated marketing digital yet theoretically states that Digital Marketing can increase the brand awareness, this thesis will try to help the company to enhance their brand awareness thru integrated digital marketing so they can gain more partners, profit, loyal customer in the long run and achieve their vision.

OBJECTIVES AND METHODS OF MASTER THESIS PROCESSING

The aims of this thesis are to achieve three main goals. Firstly to access the marketing processes and strategies of WIMB to ascertain the strength and weaknesses and their current digital marketing approach. Secondly, to identify the current brand position of the company in the market, and lastly to enhance the brand awareness of the company thru the implementation of integrated digital marketing. In the long run, this strategies will help the company to get their positioning in the market and increase the number of the partners.

Research questions :

1. How is the current digital marketing strategies of WIBM?

2. How is the current brand awareness of the company projecting in digital ?

3. What new digital marketing strategies will enhance the brand awareness of WIMB?

Methodological Approach :

In order to create an effective project, deep analysis of the main problem is extremely necessary. Thus, to get the data and insight of this project, some analysis has been conducted such as :

- Company analysis
- Customer analysis
- PESTLE analysis
- Competitor analysis
- Interview

The collection of primary data was done mainly through questions that were sent out via email and through interviews that were conducted in WIMB office in Brno. To collect primary data both email correspondence and interviews were used, this to be able to answer *how, why* questions and secure the researchers with further research topics. The research area itself are formulated and constructed from the foundation of scientific articles and literature within the field of digital marketing strategy, which represents the deductive approach to provide a theoretical framework. Meanwhile for the secondary data, the author used the insight from company's websites, internet analytic tools, book, and statistical data

from online. This could be valuable in this research to create a larger understanding about the area of digital marketing strategy and the ability to compete.

Data analysis method

When implementing data analysis through a qualitative research a qualitative analysis is to prefer (Yin, 2013). This specific research contains with the interview with the CEO of the company. The pattern makings goal is to discover patterns that are matching the theoretical framework to impel to answer the research questions (Yin, 2013).

Delimitation

The study sets a scale on online users in Czech Republic without considering the entire population and Bike shops and Bike producers companies within the country. The estimated prices of the cost analysis of the implementation is subject to change depend on the currency rate, and the third party company price.

THEORY

1 INTRODUCTION TO DIGITAL MARKETING

In order to support the practical part, the theories are needed. Thus, this section provides the theoretical part of Digital marketing.

1.1 ONLINE AND TRADITIONAL MEDIA

Before we are proceed into the definition of digital marketing, we have to analyze the differences between online and traditional media. Since the media or channel will be the crucial part of this research.

Currently, the way how we are processing the information, think, and communicate has been effected and changed due to the infinitive access of information. TV, radio, magazine or print media which is categorized as traditional marketing was recognized as a successful medium of marketing yet they are all have shifted this fact because of availability of Internet. This is because traditional media made the customer didn't have a chance to communicate their thought since at that time the marketing concept tend just one way of communication. Due to this situation, marketers tends to generalize all the people needs, habit, and wants at that time, They denied the fact that people are different and segmented. Thus, as the result of that, it made people do not believe the advertising anymore since they cannot fully get the benefit of the product or service as the producers promised. Whereas is just because the company set a wrong segmentation and target market.

Agreed to this statement, Fill (2009) said that traditional marketing has evolved through the Internet into the new era of marketing, apart from the obvious factor that digital media, and the internet in particular, provide interactive opportunities that traditional media cannot provide, it is important to remember that opportunist to see are generally driven by customer rather than by the advertiser that interrupts viewing or reading activity views. Digital media are superior at providing rational, product based information.

Logan (2010) sees new media as a term that will in general refer to those digital media that are interactive, incorporate two-way communication, and involve some form of computing as opposed to "old media" such as the telephone, radio, and TV. These older media, opposed to "old media" such as the telephone, radio, and TV. These older media, which in their original incarnation did not require computer technology, now in their present confi-

guration do make use of computer technology, as do so many other technologies that are not necessarily communication media, such as refrigerators and automobile.

According to Croteau and Hoynes (2003), new media, "radically break the connection between physical place and social place, making physical location much less significant for our social relationships".

Below is the comparison of new and traditional media according to Fill, 2009:

Table 1. The differences between Traditional Media and New Media/Digital Media
Source : Chris Fill (2009)

Traditional Media	New Media/Digital Media
One-to-many	One to many and Many-to-Many
Greater Monolog	Greater dialog
Active Provision	Passive provision
Mass Marketing	Individual Marketing
General need	Personalized
Branding	Information
Segmentation	Communities

From the table above we can see that the main differences between traditional media and the new media is the interactivity with the customer. If traditional media tend to be more profit oriented and have one way communication, the digital media come up with the idea to be more customer oriented which is mean the new media carry the needs of each of the customer and have two way communication in order to gain feedback and gain loyalty from their customer.

1.2 DIGITAL MARKETING DEFINITION

Digital Marketing is the future evolution of marketing. It happens when the majority, or totality of company's marketing uses digital channels. Digital channels are addressable, enabling marketers to have a continuous, two-way, personalized dialogue with each consumer. This dialogue leverages data from every customer interactions to inform the next, much like a neural network. Additionally, marketers use real time behavioral information and direct consumer feedback continuously to improve and optimize interactions (Ken Wentime and Ian Fendwick – 2010). At the same time Wind and Mahajan (2001) said that Digital marketing is not just traditional marketing on steroids. It is not just a faster or newer channel. It is a new approach to marketing.

Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera (Kotler and Armstrong, 2009). It facilitates many-to-many communications due to its high level of connectivity and is usually executed to promote products or services in a timely, relevant, personal and cost-effective manner (Bains et al., 2011)

According to Netta (2015) Digital marketing is a term used to refer to marketing that utilizes electronic devices like computers, smartphones and tablets to engage the consumers. Digital technology may very well prove to be the most profound innovation in human history. It is the great leveler, allowing average citizens from all walks of life and all corners of the planet to impact the of minutes, or even seconds. Aligned with this statement, Fill (2009) said "In today's technology-driven society, many companies have resorted to the use of internet in their day to day marketing activities. That is to say the blend of internet with existing techniques of marketing campaigns. This is largely known as e-marketing.

He also said that Digital marketing is a broad term that describes a set of marketing processes that utilize all available digital channels to promote a product or service or build a digital brand.And the top 3 digital marketing activities that will drive success in digital marketing are corporate websites, social media and online advertising.

Digital marketing strategy builds on and adapts the principles of traditional marketing, using the opportunities and challenges offered by technology and the digital medium or chanel. Shama (2012) set the major channels of Digital Marketing are:

- Web site
- Search marketing (SEM) - includes Search Engine Optimization (SEO) and Paid Search Advertising (PSA)
- Social media marketing
- Content marketing
- Email marketing
- Mobile marketing
- Display advertising

Agreed with the Shama, Chaugule (2015) said that Organizations are implementing a wide range of digital channels so as to engage customers in a more personalized way with the channels below :

- **Mobility** – Business Insider's recent report indicates that globally, one in every five people owns a smart phone, and one in every 17 owns a tablet. That's an increase of nearly 1.3 billion smartphones has prompted many companies to optimize their on-line content for mobile devices.
- **Social media** – Organizations are focusing on engaging with customers through social media to offer real-time interactions. Social media helps organizations reach out to a vast pool of potential customers by supplying them with medical and campaign-related information.
- **Social-Local-Mobile marketing** –The growing popularity of smart mobile devices, increasing location based social activities like experience sharing, review reading via social media and the evolution of Global Positioning System (GPS) are helping companies leverage Social-Local-Mobile marketing activities.
- **Personalized Content marketing** – Customer engagement, acquisition and retention have all taken on a new dimension with the delivery of unique, personalized, and relevant messages through identified digital channels. Email is one of the most

preferred marketing channel to broadcast targeted organization messages and campaigns to existing and prospective customers.

- **Advanced analytics** – Increased adoption of digital channels is generating large volumes of customer behavioral data. Advanced actionable analytics can help organizations define targeted marketing strategies.

- **Search Engine Marketing (SEM) / Search Engine Optimization (SEO)** – Organizations are focusing on SEO efforts and paid search advertising for enhancing the visibility of their products and services.

1.3 INTEGRATED DIGITAL MARKETING

We define digital integration as the leveraging of the broad capabilities and vast efficiencies of digital technology and media by organizations to provide consumers relevance and value, thereby enhancing the customer experience (Kaufman, 2016)

Still according to Ira Kaufman, Chris Horton. in *"Digital Marketing: Integrating Strategy and Tactics with Values"* states that ideally an integrated digital marketing comprises by 4 strategic components such as :

1. Define and establish - Define the organizational values, goals and message and use them to establish a seamless online presences across all relevant digital channels.

2. Convey and Promote- Employ various digital content media to effectively convert the organization's brand message, and leverage organic and paid search, social and mobile initiatives to promote this message throughout your organization's website, social and mobile channel

3. Connect and Convert-To engage and connect with target audience to build a long term relationship

4. Measure and refine- Evaluate and measure actual outcomes against expected performance, and then use the insights to further refine future IDM initiatives.

Table 2. The step of Integrated digital marketing
Source : Kaufman, 2016

Define & Establish	*Convey & Promote*	*Connect & Convert*	*Measure & Refine*
- Are your organization's values and goal in alignment? - Are all elements of the Brand Blueprint Analysis consistent are integrated with organizational value and goals? - Have you taken time to perform in IDM Strategic analysis?	- Is your content engaging and effective? - Does it reflect your organization's value and goals -Are you reaching your intended audiences? Are you interacting with them?	- Is your online presence optimized for mobile? - Does each of the seven stages of the *Digital Improvement Cycle* correlate goals, tactics, and targets, designated for each stage?	For each stage of the Digital Involvement Cycle, are analytics monitored and measured and KPI evaluated against goals?
Tactics	*Tactics*	*Tactics*	*Tactics*
- Clarify Values - Define Goals - Shape Brand Message - Establish an Online Presence	- Content Marketing -Social Media Marketing -SEO -Paid Search	- SoLoMo - Lead Nurturing - Lead Conversation	- Website performance management - Social performance management - Integrated performance management

For many organizations, the Path to Digital Integration will not be an easy one, as sometimes decades-old processes, models, and mindsets are questioned, disrupted, and in some cases completely overturned. For the transition to be truly effective, however, everyone in the team must be involved, regardless of their skill or comfort with digital technology on an individual level.

Digital marketing involves promoting products and services using various digital channels to reach consumers at the right time through their preferred channel. Digital channels are rendered and accessed via desktops, tablets, mobile, smartphones, and gaming consoles and can effectively deliver personalized content and promotions. With the increased use of the web, social media, and mobility, organizations are leveraging digital channels for wider and more effective customer reach, by launching multiple global and region-specific campaigns. This digital adoption helps provide cost-effective, consistent personalized customer messaging as compared to traditional marketing such as print, television, direct mail and so on.

Organizations are leveraging digital marketing methods for successful marketing strategy implementation- inbound marketing through publishing content online in the form of portals, podcasts, e-journals, online campaigns, social media marketing, search services; and outbound marketing including email marketing, RSS (Really Simple Syndication) feeds and others.

Integrated Digital Marketing is a comprehensive marketing strategy that merges multiple digital channels, platforms, and media to help organizations achieve their goals by providing value for and building sustainable relationships with their target audience.

As WIMB later on in the analysis part categorized in Define and Establish also Convey and Promote phase, there are some requirement that this company should filled in order to achieved the fully integrated digital marketing implementation. According to Kaufman, 2014. The strategies that should be implemented in this phase is :

   a. Define Goals: The purpose of this strategies is to review the organization's states values (mission) and goals and compare and resolve the differences, if any, between the organization's states values and goals and its actual or operational ones.

   b. Shape Brand Message : To effectively define the brand's message, the company must first clarify with whom it is trying to build relationships. To do so, theorganization should create nuanced buyer personas for all include standard demographic information as well as insights into buyer behavior.

   c. Establish an Online Presence : The tools for this phase is website and social media. There are lots of requirement that the company must follow in order to have an ef-

fective online presence. Such as building a comprehensive website design, optimizing the mobile devices and maximizing the social media tools. Developing the mobile apps should be covered the 3 segmentations which is Native mobile apps (Apple and Google paly) , Mobile web apss (developed using technologies such as HTML5, JavaScript, and CSS3, and run on the mobile device's Internet browser) . and*Hybrid Mobile Apps* (mix between the two) . In terms of Content management system, the company should apply a friendly design website that supports content publishing and editing as well as workflow management. In this phase, the company should also implement the big 7 social media channel, which is comprise of *Facebook, Twitter, Google Plus, Linkedln, Instagram, Pinterest.*Talking about the website, a comprehensive website design should comprise with 10 requirements that is known as "CONVERSION" which is listed below :

1. Compelling : The website should encapsulate the best of the brand, merging crisp visuals with concise, well-written copy that promotes your unique value proposition. The website must do more than give out information about your products and services – it must successfully make the case why people should consider, or continue, working with the company.

2. Original :Share the testimonials, case studies, and/or samples of the company's work; if the company is a start-up company , they should emphasize their vision and values. Humanize the brand with an About Us page that tells the brand story, ideally with pictures and videos. Show the face: familiarity builds trust and fosters brand affinity.

3. Navigable : The navigation system (site map) is one of the most important elements of the company's website. A clear navigation tells the user where they are on the company site at any given time. Give hierarchy to navigation in order to clarify what the site contains and where the user should go next. If the route through the website isn't clear, it's more likely the user will feel confused and leave.

4. Versatile : Make sure the website messaging and content reflects the multi-dimensional nature of your brand. The company should not be shy away from

audio and visual content. The company should imagine if their websiteis an onlinestorefront; put as much thought into the online experience as they would the in-store or in-office experience.

5. Educational : Many people are coming to a website for seeking information; they're trying to resolve a want or a need, or gain a better understanding of what the company do or what the company have to offer. In this section, using Blogs, ebooks, infographics, and videos are considered as great educational tools.

6. Reliable : Stability and reliability breed trust. In the online world, this begins with consistent web-based messaging and formatting. The company should keep this promises true. Make sure the company website is as reliable for search engines as it is for people. Indexing the website with the major search engines, and delete redundant copy and duplicate pages. And the company also have to make sure that their brand's message, content, look, and feel are consistent over all media.

7. Simple : People are coming to a company site for a reason. The company should help them by creating a clear site structure and layout for an exceptional user experience. If relevant, provide a clear path to the sale with calls-to-action (CTAs) or hyperlinks to online check outs or bottom-of-the-funnel (BOFU) offer landing pages.

8. Integrated :Synconizing the website with other elements of digital presence, especially social media platforms. Embed social share buttons in relevant site pages and other web-based content assets such as ebooks and infographics. Bolster the email campaigns with links to dynamic web and social content. Above all else, the company have to make sure the message is integrated over all digital platforms.

9. Optimized : The growth of mobile necessitates that your brand is optimized for devices of all shapes and sizes. A responsive web design (RWD) eliminates the need to create a separate mobile site, saving time and money. It also provides users with a seamless experience across devices and access to the same information no matter how they access your site. This helps companies

maintain brand integrity by delivering consistent messaging to any web user and creates an experience focused on people rather than on devices.

10. Nurturing : Attractive CTAs that link to actionable landing pages, and sophisticated email lead nurturing campaigns orchestrated by marketing automation software are but two ways to make the website a nurturing one.

d. Content Marketing

According to Content Marketing Institute (2013) , Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving pro table customer action.

According to Mandloys Digital Agency (2013), content marketing is : The creation of content that is relevant, compelling, entertaining and valuable and this content must be consistently provided to maintain or change the behavior of customers. Content marketing is an essential marketing activity that helps retain customers, acquire new ones and helps companies to build a strong brand.

Copyblogger (2013) said that Content marketing means creating and sharing valuable free content to attract and convert prospects into customers, and customers into repeat buyers.

Here is the list is provided by Pulizzi and Barrett (2009) the relevant terms that are often interchanged with content marketing, in other words, very similar to "content marketing".:

- Custom publishing
- Custom media
- Corporate content
- Corporate media
- Custom content

- Branded content

- Branded editorial

- Branded editorial content

- Branded story telling

- Information Marketing

- Advertorial

- Private media

- Customer publishing

- Customer media

Kristina Halvorson (2010) suggests the model illustrated below for approaching the different areas of content marketing strategy.

Figure 1. *A model explaining Content Strategy.*
(Source: Kristina Halvorson, 2010)

As you can see in the above discussion, Halvorson suggests that one consider the bigger picture of content creation rather than just the product which is the end result. Content marketing looks at staff, tools, processes and outcomes. The end goal for these processes is, as outlined in the Content Marketing Institute definition, the delivery of a "*pro table customer action*". All content should be created with a strategic outcome in mind.

Pulizzi and Barrett (2009) explain six reasons businesses are making the change to content marketing:

1. There is a change in buyer attitudes toward traditional media and the credibility of content: Buyers need content that makes them smarter and more knowledgeable.
2. Traditional media sources can't be counted on to assist you in reaching your customers: Social media tools can provide better and more buyer data than traditional media partners.
3. Media companies are shrinking their budgets, thus reduce content quality: These continued cutbacks reveal significant opportunity for businesses to be- come the publisher themselves to attract the information-thirsty customers.
4. Selling to your customers is becoming more challenging: Even though traditional marketing will always work, it is clear that the future of marketing will be centered on conversations and engagement between business and customers

Bizzuka Blog (2013) says there are four reasons business should use content marketing:

1. If you don't create content, no one will find you: If search engines can't find your content, your business can't be found by the customer either.
2. Quality content gets shared: In this world dominated by social networks, the Share ability of content defines the success. Virality is what every content marketers should aim for.
3. Expert content builds trust: Similar to Pulizzi and Barrett, Bizzuka Blog also agrees that content written with expertise by the business itself will help to create trust.
4. Content generates traffic and leads : Lead generation is especially important in B2B sector and good content can help increase traffic to the company website, thus increase more brand awareness and chance of connecting with prospect buyers.

e. Social Media Marketing

Social channels are also channels that flow two ways, and as such are ideal places for sharing and fostering conversation. For many brands in today's digital marketplace, their social

channels may be the only places where they will ever get the opportunity to directly interact with prospects and customers. One of the keys to effective social media marketing, then, is to be sure to listen and engage with others more often than you post. "When using social media, it's important to remember what social channels actually are. They are not platforms for spamming sales-focused messages. They are, instead, platforms for sharing your brand's content: content that entertains, informs, or is otherwise useful to your consumer. In fact, a 2013 CMI/Marketing Profs study found that 93% of B2B marketers now use social media for content marketing. (Joe Pulizzi, Founder, Content Marketing Institute (CMI), 2015.

Blanchard (2011) proposes method with eight steps to precisely measure the effectiveness of Social Media Marketing :

1. **Establish a baseline.** Managers should list all the data that they are trying to measure (i.e. sales volume, net transactions, number of brand mentions) as the baseline of their campaign.

2. **Create activity timelines.** Companies should plot all of the activities from all departments and media platforms that might have an effect on the non-financial outcomes.

3. **Monitor the volume of mentions.** There are two things that firms need to do in this step. First, staffs need to measure the brand mentions all across the web (i.e. social media sites, blogs, news sites) using social media monitoring tools such as Nutshellmail, Addict-o-matic, HootSuite. Second, to measure the mix of sentiment of the brand mentions that is measured from the previous step. In doing so, it will give some indicators to the firm through the changes between customers' positive and negative sentiments of the brand/company. For instance, increase in positive sentiments could be a good indicator of a shift in customers' preference of the brand resulted from the word of moth value from the positive mentions. In addition, there is no algorithm that can precisely translate consumers' conversations on the social media sites. Therefore, this has to be done by real people to understand the real meaning of the brand mentions in the social media channels (Dumenco, 2011).

4. **Measure transactional precursors.** This is where the firm need to measure the non-financial outcomes that may indicate the changes in consumers' behaviors resulted from their SM activities such as number of fans, followers, shares, recommendations, RSS subscriptions, content downloads.

5. **Look at transactional data.** In this stage, companies need to measure the financial data by combining both the changes in net transacting customers and the number of net transactions. This will give the firm more in depth analysis as for which customers (e.g. new or current customers) contribute to the sales increase. For example, if the percentage change in net transaction is bigger than the percentage changes in sales volume, this means that new customers have began to buy small things. In contrast, if the percentage change in sales volume is bigger than the percentage changes in net number of transactions, it means that the current customers are spending more money than before.

6. **Overlay all data (steps 1-5) onto a single timeline.** This is where managers need to put the baselines, and add other relevant data such as competitors' press release, important events (i.e. natural disasters, new technology introduction) during certain timelines that might affect the firm's Social Media Marketing activities.

7. **Look for patterns.** The chart shows three different patterns that demonstrate some possible impacts of the firm's social media campaign. The first pattern shows that there is an increasing trend even before the campaign was launched. The impact of social media activities is difficult to determine from this pattern, due to lack of significant changes on the firm's performance. On the other hand, the second pattern (flat line) shows that there is lack of influence from the Social media program. In this case, executives need to look closer for any particular factors that might cause this pattern. This might also be caused by the firm's activities' outside the social media. The last pattern is the desired outcomes of the Social Media Marketing. It indicates that there is a significant increase shortly after the social media campaign started, and it also shows that there might be some relations between the Social Media Marketing and this performances increase, which will be discussed on the next stage.

8. **Prove and disapprove relationship.** In order to prove that the 3rd pattern resulted from the firm's Social Media Marketing, executives need to work their way backward from the outcome to trace the correlation between the change in firm's performances and its Social Media Marketing by connecting the firm's performance metrics with the timeline from step 6.

f. SEO (Search Engine Optimization)

When a webpage is planned to be optimized, it is simply means that the page will have the best opportunity to rank highly in search engines like Google and Bing/Yahoo!, earn traffic from the major social networks like Twitter, Facebook, LinkedIn, and Google Plus (via social share buttons embedded in webpages, blogs, and premium content pieces that help drive traffic to your social media platforms), be worthy of links and shares from across the web, Build trust with your target audience, increasing its potential to convert visitors into leads, customers, and user experience.

According to Wordsteam (2015) Search engine optimization is the process of *optimizing* a website, in terms of content, design and other factors, to improve search engine rankings, with the ultimate goal of increasing the volume and quality of traffic to the site. Engaging in SEO puts the millions of potential customers who use search engines like Google every day within your reach, and offers a number of benefits to the business:

- Greater brand exposure and awareness
- Inexpensive, scalable advertising
- An avenue for sales and qualified leads

g. Paid Search

As with paid social promotion, paid search offers brands numerous ways to micro target prospects and consumers. We can use googleadwords, Yahoo! Network or ads retargeting as the tools for this strategy.(Kaufman, 2016)

Adelman (2013) said that paid search marketing, also called pay-per-click (PPC) marketing, is a method of advertising when a user searches for one of your keywords, through paid online ads that link to a landing page of your choosing. Paid search advertising allows companies to address consumers directly during their electronic search for products or services. Usually labeled as "Sponsored Links" or "Sponsor Results," these ads appear just above or to the right of the natural listings, known as organic search results.

Typical goals of a paid search campaign:
- Sell products or services
- Get leads direct email or calls
- Increase website membership or RSS / e-newsletter subscriptions
- Establish a brand

Still from the same source, Adelman (2013) states that nowadays companies really need to implement Paid search with the reasons below :

1. Targeted marketing. You don't have time to waste pitching to consumers who may have no need for the products or services you provide.

2. Instant traffic. Acquiring inbound links and domain credibility to move up in the organic results can take awhile. Paid search offers a quick ticket to immediate visibility, and can be especially helpful for new and small businesses facing competition with national chains and long-established brands.

3. Marketing during the purchase phase. Impulse shopping is out. Buyers are thoroughly researching and performing price comparisons on even small purchases. With PPC marketing and custom landing pages, you can include specific messaging and resources that give consumers the information they need.

4. Measured budgets. Only spend what you can afford. As sales and your profits increase, you can adjust your PPC budget accordingly.

5. Higher conversion rates. The number of sales and leads you'll get per dollar spent in PPC marketing exceeds the averages for traditional media like direct mail or telemarketing, TV and radio. Newspaper, Trade Shows, and Magazines are hard to measure.

2. BRAND AWARENESS

The definition of brand has changed throughout the years, since the economical environment has changed too. While some years ago a brand was perceived as the logo or trademark, nowadays the emphasis has grown to cover immaterial aspects as well for example mental image (Novitsky, 2007).

Brand is a very broad subject and can cover aspects from logo to advertising, PR, mental image and crisis control. The actual word brand comes from the habit of branding livestock by hot irons in order for one farm (or farmer) to recognize their livestock from another (Clow and Baack, 2014). And nowadays almost everything has a brand; a company, a country, city, politician, an artist and so on. Marketing and advertising a brand is a form of sales (Sounio, 2010)

Branding has been used for hundreds of centuries as a way to distinguish the goods of one producer from the products of another one. According to the American Marketing Association brand is a name, term, sigh, symbol or design or a combination of them intended to identify the goods and service of one seller or group of seller and to differentiate them from those of competition.

The main goal of any branding activities is to be able to create trust and loyalty which often leads to the possibility of charging a higher price for the product. Brand is built to create action (Goward, 2015)

According to Aaker (1991) Brand awareness is the capacity of consumers to recognise or remember a brand, and there is a linkage between the brand and the product class, but the link does not have to be strong. Brand awareness is a process from where the brand is just known to a level when the consumers have put the brand on a higher rank; the brand has become the "top of mind". According to Puspitasari (2009) Brand awareness (brand awareness) is the ability of a potential buyer to recognize or recall a brand that is part of a particular product category.

Brand awareness is shaped by several factors, such as the presence of advertising and word of mouth (Hoyer & Brown, 1990). Brand awareness has an effect on consumer choice. It was influential in the consumer's decision to purchase a product (Keller, 1993, 1998). Research conducted by Hoyer & Brown (1990) mentions that brand awareness is the most common tactics of choice among consumers who have not experienced in making the decision to consume a product. Consumers are aware of the existence of a particular product as a choice to try to choose a brand that is well-known even though the choice was to have a lower quality than other brands which are also not yet known.

Brand awareness involves a process start from being familiar with the brand until the customer really certain and sure if this particular brand is the only brand that is exist in the market. In the other words, brand awareness is the based of brand loyalty In this case, if a brand has been able to seize a place that remains in the minds of consumers it will be difficult for the brand to be shifted by other brands, so that even though every day consumer is filled with marketing messages are different, consumers will always remember the brand previously known.

Brand promise of the company to consistently deliver the characteristics, benefits and certain services to the buyer.Durianto et al (2004) states that brand is more than a guarantee of quality because it covered the six sense, ie:

1. Product attributes, such as quality, prestige, resale value, design and others.
2. Benefits, although a brand has a number of attributes, the consumer is actually buying the benefits of the product. In this case the brand attributes needed to be translated into the functional benefits and emotional benefits.
3. Value, the brand also reveal something about the value of the manufacturer or the producer
4. Culture, the brand also reflects the particular culture.
5. Personality, the brand also reflects a certain personality. Usually some products use famous personalities to boost and sustain brand products.
6. User, brand indicates the type of consumers who buy or use the product.

Simamora (2003) found a strong brand gain the following benefits such as below :

1. Loyalty that allows the recurring transaction. Suppose you are loyal to one product and you repeat your transcation not only one. Then it simply means that the company's profits come from the transaction.

2. Powerful brands allows the company set a higher price (premium), which means higher margins for the company.

3. Powerful brands lend credibility to other products that use the brand.

4. Powerful brands provide a higher return.

5. Powerful brands allows a brand to have a relatively big differentiation with the competitors.

6. Powerful brands allow a clear internal focus, which is meanswith a strong brand, the employees understand what is the value of the company, what is the service that they are providing, and what is their company ethic and rule.

7. The stronger the brand, where loyalty is higher, then the consumerwill be more tolerant to the mistake that can be made by the product or company later on.

8. Strong brand can attract good quality of human resource.

Brand awareness describes the presence of the brand in the minds of consumers, which can be the decision maker in order for the customer to buy or purchase something (Durianto et al., 2004). A strong brand is also reflected by how the high brand awareness and how positive the brand associations is (Simamora, 2003).

Brand awareness is an important method to promote brand both products and services, it helps customers to understand that products or services are belonging to which brand. As Aaker, 1996 defines brand awareness as the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. Brand awareness explains how a brand can be recognized by the customers or anyone related to its purchase.

According to Rosenbaum-Elliot, Percy &Pervan, (2011) There are two aspects that explain brand awareness which are: brand recall and brand recognition. The first one refers to the consumer's capability to remember the brand when it is being mentioned. And the second one refers to the ability of the consumers to recognize the brand among other brands.

Aaker (2012) explains in his article that brand awareness does not only suggest familiarity but also the presence and commitment for the brand that is used. Aaker (2012) also explains that this fact is particularly important for B2B purchases, since consumers tend to be more cautious when dealing with higher prices. One way of influencing brand awareness is through networking. The more people the company interacts with, the more people will be aware of the brand or company if it is talked about (Aaker, 2012).

According to Glynn (2011) the brand could enhance the firm´s performance in terms of higher prices which lead to economic benefits. Glynn (2011) further argue that B2B branding strengthens the relationship with its existing and future customers. Leek and Christodoulides (2012) propose that a brand if utilized correctly could facilitate the emotional connection to a company that strengthens the relationship with customers. Laroche, Habibi and Richard (2012) explain that social media as brand communities could improve the relationship with customers which also enhance the brand trust and brand loyalty. They further argue that brand communities play an important role in brand awareness success (Laroche et al., 2012; Bruhn, Schnebelen&Schäfer, 2014). Bruhn et al. (2014) explain that firms should implement a network orientation in their strategy of branding in order to increase the loyalty of the brand. The brand is a very important asset for the firm and it should be carefully managed. The brand has the potential to affect the customer's perception. The work with brand awareness has played an important role for the B2C companies. Now the B2B market is beginning to realize the importance of having a brand that the firm works actively with to be able compete in the long-term perspective (Glynn, 2012; Leek &Christodoulides, 2012; Benedixen, 2004).

Treffner&Gajland (2001) said that To achieve brand awareness, it is important to have a special hallmark because it is the hallmark that consumers recognize. It is easy to mix up consumer brand and corporate brand with hallmarks. A hallmark makes it possible to identify a brand. A hallmark is not the same as a symbol because it is much wider. A brand can have several hallmarks.They are usually divided into six groups:

1. Word brand
2. Design.
3. Sound
4. Scent
5. Pattern

6. Colour

Brand awareness has several levels according to David A.Aker (1997). It is also explained in the picture of the pyramid below :

Figure 2
The levels of Brand Awareness
Source : David A.Aker (1997)

1. Unaware of brand is the lowest level in Pyramid brand awareness in which the consumer is not aware of a brand.
2. Brand Recognition is the minimum level of brand awareness, where the introduction of a brand appears again after recollecting through the support (aided recall).
3. Brand Recall is recollecting unaided brand (unaided recall).
4. Top of Mind (top of mind) is a brand that was first mentioned by the consumer or that first appeared in the mind of the consumer, or the brand is the main brand of the various brands that exist in the mind of a consumer.

If an organization has a successful brand awareness it means that the products and services of the organization have a good repute in the market and simply acceptable (Gustafson & Chabot, 2007).

From the Definitions from experts on brand awareness, we are able to conclude that brand awareness is a common goal of marketing, especially marketing communication. The existence of high brand awareness is needed because it will made the customer recalled their memory or consider the brand again whenever the needed in the category of the brand is arise. For example, people will think Coca cola in the soft drink category. So it means that consumer brand awareness shows knowledge of the existence of a brand. The awareness of the brand plays a significant role while purchasing a product or service and may have control on perceived risk evaluation of consumers and their level of assurance about the buying decision due to awareness with the brand and its uniqueness.

3. DIGITAL MARKETING AND BRAND AWARENESS

Since the objective of this project is to enhance the brand awareness of the company, the theory that is states the correlation between digital marketing and brand awareness should be exposed.

Kaufman (2016)states that there are four ways Digital marketing can help the organization establish its online presence:

1. Increase Brand Awareness – Social platforms give more than traditional marketing channels.
2. Build Reputation – Social platforms help the brand tell its story (both the good and the bad). When what you share on your blog, Facebook, and Twitter truly represents you, people feel safe, and are therefore more likely to move beyond mere interested bystanders to a more meaningful relationship with your brand.
3. Drive Web Traffic – Social channels can drive relevant visitors to your website – users who have found your site via content on your social channels are users who have already fostered some level of affinity for your brand.
4. Improve Relationships – Loyalty and trust play vital roles in social media success. Your organization can use

Brennan and Croft (2012) argues that the most used platforms within the area of social media in the context of digital marketing are; LinkedIn, Facebook, Twitter and Blogging. Applications that could be used at the different platforms are content marketing, business networking and brand development (Brennan & Croft, 2012). They further argue that social media could be used in the B2B sector as a tool for sale prospecting and also as a communication channel as way to establish relationships with other players on both domestic and the international markets.

Kärkkäinen, Jussila and Väisänen (2013) argue that social media within B2B could enhance and clarify the customer's needs in terms of increasing customer orientation. This is important since the competition the firms are facing is no longer domestic , instead it is globalized. It could speed up the product development ; however, companies still have a difficulty to see the economic benefits of adopting social media (Kärkkäinen et al., 2013).

An interesting finding from Schultz, Schwepker and Good (2012) is that social media usage is affected by the age of the user among B2B sales people; the older a person is the less usage of social media. In addition the same study suggests that by using social media it could positively affect the sales performance. In the article of Schultz et al. (2012) they could conclude that only a very limited amount of sales people use social media but those who use it can see an increase of the sales performance. The study also revealed that when the sales performance is enhanced for those who use social media, other employees at the company also start to utilize social media.

According to Okazaki and Taylor (2013) there is especially one capability that could bring value into the social media when taking the international perspective of advertising; networking capability. The first benefit that Okazaki and Taylor (2013) mention is that network capability is facilitating the creation and maintenance of networking. Another advantage they mention is that through implementing a social network into the organization the number of weak ties will increase which could act as a competitive advantage in the long-term perspective. Brennan and Croft (2012) further argues that social media within B2B is mostly used for soft marketing and describe this as relationship and brand development. According to the company the main reason why it implemented social media was because of its high potential to increase brand awareness globally. (Vaclavovic, 2016)

To be successful in the digital world, executives need to adopt a digital mindset and integrate it into how they communicate and serve their employees, consumers, and the greater global community. Digital transformation is not a "one-shot deal:" rather, it is part of a continuous process that reveals new possibilities daily as relationships, data, and markets expand. (Kaufman, 2016)

There is a need to determine the kind of impact social media has made on a marketers brand. The consumer should be able to recognize the marketers brand and confirm their previous knowledge of brand. The consumer's knowledge of the brand cannot be established presumptuously but a proper analytical measure should be outlined. Below is a table illustrated by Dave Evans (2008) that will analyze the metric for social media brand awareness.

1. **Audience and Unique visitors**: The most important factor to be considered is how well the brand is recognizable to the audience. It takes the effort of a marketer to

communicate the brand frequently in order to create brand awareness. A well recognizable brand online will attract a wider mass of visitors. The marketer is able to know the kind of exposure their products/services have in the social media platform. This is important as it would give a lead to sales. The marketer should keep monthly track of those who visit their sites. With time he should be able to determine how campaigns like promotions influence the new followers. It is also possible to track whether the visitor is a friend to your already existing audience or not.

2. Influence: A marketer should check whether the kind of influence they have on their audience is negative, positive or neutral. This can be assessed by the kind of comments people post. The information acquired will enable marketer make readjustments wherever necessary. Negative influence might be as a result of dissatisfaction of customers to the brand. On the contrary, there might be a state of dominance if the marketer is not actively interacting with the audience as needed. To measure influence a marketer should be able to track the comments posted by audience.

3. Engagement: The level of engagement can be determined by the number of people who actually respond to the brand message. Strong customer engagement can only be built by consumption process. Consumption in this context means, downloading, reading, watching or listening to digital content. One cannot share without consuming first, what they consume (Evans with McKee 2010: 16). It is important to establish how many times the comment a marketer posted was re- tweeted, or the number of those who clicked on their like button. How much a customer is engaged is a clear indicator that they have interest in what the marketer is offering.

4. Action and Loyalty: This can be substantiated by how often the audience keeps commenting on the marketer's messages. The kind of messages the audience post can help determine whether they are loyal or not. Customer loyalty can be determined with the kind of testimonials they give pertaining to the product/service. A loyal customer always makes repurchase of the marketer's products/services and is in most cases retained by the company. These loyal parties are likely to act as unpaid marketers, who eventually spread word of mouth on the benefit of the marketers" products/services.

ANALYSIS

3. COMPANY ANALYSIS

3.1 INTRODUCTION

As the company begin to develop an IDM strategy for their organization, its critical that you take the time to reflect on a number of key factors. Specifically, the company may want to assess your brand's overall position in the marketplace; examine its strengths, weaknesses, opportunities, and threats; evaluate the competition; align your brand message with your organization's values and goals; review the extent to which your current or proposed marketing efforts embody a well conceived and executed IDM strategy; and finally, evaluate which stage(s) of the Digital Involvement Cycle particular IDM initiatives should focus on (Kaufman, 2016) Thus in this section the author will explain the company analysis in order to tap the right target market and create a sharp project strategy.

3.2 WIMB AGENCY S.R.O

WIMB Agency s.r.o is a B2B (Business to Business) company that sells GPS tracker for bike. The GPS trackers are connected to the cellphone of the user/customer by using internet service. This company was established in 2013 with the CEO Michal Vaclvacovic. The company is located in Turanka 115, 62700 Brno-Czech republic. WIMB is actually stands for *"Where Is My Bike"*. Previously WIMB sold their product only within Czech Republic market, yet due to the increasing of GPS tracker demand since mid 2013 WIMB decided to expand their market to another European country and extended their production house to Poland. Internally, WIMB now has 10 employees consist of secretary and human resource, IT department, Finance department, Customer support department.

Figure 3.
WIMB logo
Source : WIMB

WIMB vision is to be the most reliable choice for GPS tracker with the safest protection in the market. At present, WIMB is selling their products to several countries within European Union such as Italy, France, German, Netherland, Poland, etc. Basically those mentioned countries are the main target countries of this company since all those countries geographically they are close to Czech republic and has most bicycles per capita. In near future, Canada and United states of America are also being targeted by this company to expand their market. WIMB continuously earn their profit by engaging their business partner, as far the procedure for the companies who are interesting to sell the GPS will directly contact WIMB to create a retail agreement. In short, the more business partner they get, the more profit they generate. Upon the Promotion, WIMB Agency s.r.o actively seeking their business partner by attending Business fair within EU, Government relation, and by using Digital Marketing tools. According to the interview with the CEO, mostly they got their partner is thru online.

In order to analyze the digital marketing strategy and its activities it is essential to understand WIMB business model first. Below is the detail of WIMB business model :

● *Partnership* : since WIMB is a B2B company, partnership is the main strategy of this company. They made corporation with the biker producer, bike seller or bike company, government. The company mostly get their partners thru business fair or online.

● *Retailing* - People who need a tracker - Startups, individuals, Nonprofit organizations, , or anyone who needs any kind of tracker because basically this tracker is not only for bike but also can be used for any precious things.

The ideal process is that a client will contact WIMB and arrange a meeting to sign a contract with WIMB best offer. WIMB take the percentage from the GPS Tracker. Their profit simply coming from the number of GPS tracker sold. Each tracker cost up to 300eur/pieces.But unfortunately at this moment, they are working on *Partnership* because of the installation reason.

The main competitor of WIMB in Czech republic is REX, but REX focus more into all transportation type. Currently WIMB has 10 partners within EU.

Beside join several business partner, WIMB marketing is mainly based on online activities. Nowadays (January 2015) they use:

- Main landing page http://www.wimb.cz

- Social Media presence on Facebook, Youtube

- Viral Video :As a newcompany, introduce the idea and catch attention of people is considered as the main challenge. At this point, WIMB create a video that intended to create the brand awareness. Yet, due to the lack of promotion this video didn't catch the targeted views.

Target Audience

As mentioned above WIMB 's target audience is composed of 2 groups: partnership and retail (individual). The priority nowadays is to engage clients and increase the number of tracker requests.

3.3 CURRENT POSITION IN THE MARKET

WIMB still a new player in the market, so basically as the common start up company they are still not considered as a real threat for any other company yet since their company still has no market share as well.

3.3.1 Current Marketing Mix

Marketing mix is a set of controllable variables that the company can use to influence the buyers' responses. In other words, marketing mix helps the firms going through a variety of obstacles in the market to make proper decisions in influencing customer's demands for the firm's products Singh (2012). In addition, Kotler and Armstrong (2014) said that marketing is considered as one of the major concepts in modern marketing. They also defined marketing mix as: "...the set of tactical marketing tools that the firm blends to produce the response it wants in the target market" (Kotler and Armstrong, 2014). Thus, in order to gain more comprehensive and help to create accurate project objective 4PS analysis is needed. The 4ps of WIMB is detailed as below :

Product

The core product of WIMB is bike GPS tracker that is connected with the mobile application. The user have to download the application first while they are installing the GPS inside of their bike. Basically the connection can be used with every telecommunication provider as long as there is network. So the GPS will be placed inside of the bike's seat. Inside of the Czech republic it self they have fully support from Vodafone as the telecommunication company, the support that they get until this point is the recognition of their existence and they plan to have a marketing corporation soon.

Figure 4.
The GPS of WIMB
Source : WIMB

Price

The price for the product start from 250euros until max 300 eur. The price is depend on the currency and the demand or the market situation in each country. eg: in Czech Republic, the owner set the price for 250 eur, meanwhile in Italy the price is set for 295eur. The price is include with the installment and warranty.

Place

As for now, the offline location of the office is in Brno, Czech Republic. There is no online shopping yet because the consumer might face some difficulties to install the product.

Promotion

Traditional Media. WIMB is actively attending business fair within European union country and engage bike producer so far since it was established

Online. The website is the main touch point of the company in order for the customer to know about the product better. They are using social media asset such as Facebook and Youtube to interact with the people who is interested to buy the product, and for the further communication usually WIMB will contact the person directly. They have launched the video company video back then in 2015. Yet the online presence of WIMB still not visible.

People and Physical Evidence

In terms of people, the main face of WIMB at this moment is the director of the company itself, which is Mr. Michal Vaclavovic. Since he is the initiator and founder of this company. As a startup company that is focused on B2B segmentation, the appearance and the presence of the owner is highly crucial since it will make people trust the company more.

The physical evidence that the customer have is the packaging and the physic of the GPS also the mobile application that has been installed in the customer mobile phone.

Productivity and Quality, and Processes

In terms of quality, so far this company has proven their product that made in Europe to decrease the stereotype of Chinese product based which is mostly associated with the bad product. This company also gain recognition from Vodafone for their network stability.

In terms of some productivity metrics, it is hard to describe in here but since last year the company has conducted a continuity research and development of the product, has been acquire 10 business partner, plan to engage government and insurance company. At this moment if we projecting from the financial perspective, the company still did not make any profit yet.

3.3.2 BENCHMARKING

After we finish the analysis of 8ps of WIMB, the comparison and benchmarking of the company will be delivered in this section. At this point, since the main target is in Czech republic the author will take REX as the direct competitor and Jaboltron as the indirect competitor. Actually WIMB has a lots of indirect competitor, but in this research the author only put Jaboltron as the indirect competitor as Jaboltron is a big GPS company, yet they do not have trackers for bike. The differences between WIMB and REX is mainly in the product visibility itself. WIMB claim their self as "Invisible" tracker as they implant the tracker inside of the bike so it will make people cannot easily find the tracker to avoid thief.

Table 3. Benchmarking table of WIMB
Source : Own analysis

	Category	Weight	WIMB	Direct REX	Indirect Jaboltron
Prodcut	Mobile application	3%	7	6	6
	The product information	4%	8	7	9
	Packaging and appearance of the product (The size of the GPS)	9%	8	7	6
	Communication and network support	2%	7	6	7
	Installment and post purchase service include warranty	3%	7	6	8
	Availability of products	4%	3	5	9
	Product Score		**1,72**	**1,59**	**1,82**
	Product Range		**2**	**3**	**1**

Price		Weight	WIMB	Direct	Indirect
	Value for money	7%	4	5	4
	New and Old client price	5%	2	4	3
	Taxes free	7%	1	2	3
	Bundle Price	3%	3	4	4
	Product Score		**0.54**	**0.81**	**0.76**
	Product Range		**2**	**3**	**1**

		Weight	WIMB	Direct	Indirect

	Category			REX	Jaboltron
Place	Online Store	5%	2	3	6
	Offline store	3%	1	1	5
	Product Score		**0.13**	**0.18**	**0.45**
	Product Range		**3**	**2**	**1**

		Weight	WIMB	Direct	Indirect
	Category			**REX**	**Jaboltron**
Promotion					
	Social Media presence and number of likes. Youtube viewers and subscriber	4%	4	3	6
	Website visitor	5%	4	5	8
	Loyalty program and Promo discount	3%	1	2	3
	Offline sponsorship	3%	4	3	5

			0.39	0.43	0.73
	Product Score		**0.39**	**0.43**	**0.73**
	Product Range		**3**	**2**	**1**
People	The staff of the employee	4%	3	4	5
	The customer support online	4%	2	4	4
	The Partner who help the customer for the installation	3%	2	5	7
	Product Score		**0.26**	**0.47**	**0.57**
	Product Range		**3**	**2**	**1**

Physical Evidence	Category	Weight	WIMB	Direct REX	Indirect Jaboltron
	The size of the GPS	3%	5	2	3
	Quality of the product/How reliable the product is (waterproof, etc)	4%	6	3	4
	The appearance of the product (does it eye catching or not)	3%	7	5	5
	Product Score		**0.60**	**0.33**	**0.40**
	Product Range		**1**	**3**	**2**
and	Safety of the product itself (does it easily broke by thief?)	5%	8	3	4
Productivity Process	Support from trusted company	2%	3	4	7
	Support from authority (Government, etc)	2%	2	4	7

Product Score		**0.50**	**0.31**	**0.48**
Product Range		**1**	**3**	**2**
TOTAL SCORE	**100%**	**2.54**	**2.65**	**2.21**

Legend: Green = Strength, Red : Weakness, Yellow : Average Performance

3.3.3 ANALYSIS OF STRENGTH AND WEAKNESSES

SWOT analysis is very important in order to identify companies weak and strong sides evaluate internal and external factors. The SWOT Analysis is a helpful tool to integrate both internal and external analyses. The objective for the SWOT is to generate alternatives or choices of future strategies that a com- pany can pursue given the internal strengths and weaknesses and external opportunities and threats. Where the "central purpose is to identi- fy the strategies to exploit external opportu- nities, counter threats, build on and protect company strengths and eradicate weaknesses." (Hill et al, 2014) Martin (2014) regards the SWOT analysis as any kick-off to any strategic plays or decisions and rationalizes that there are no generic areas but regards a strength as a strength only in the particular context of where the company plays and how it plans to win.

The summaries of strength and weakness with respects to the 8Ps of Services Marketing are listed in the table below.

Table 4. Analysis of strength and weaknesses of the company
Source : Own analysis

8ps Factor	Strength	Weakness
Product	Have an easy and friendly user of mobile application	Still lack of the availability of the product
Price		- There is no segmented price for new and old client - Lack of Taxes free if the person buy in large amount - No discount if a corporate wants to buy more quantity of the product
Place		- Lack if website visitor, social media presence, pro-motion discount and loyalty program
Promotion		Since this company is still new so the they have less staff as well as online cus-tomer support. And the partner who h use this tracker still have a communication problem with the owner due to the distance
People		Lack of online and offline store
Physical Evidence	The Size of this GPS is	

	relatively small compared by the competitor and the quality of this GPS is relia-ble because it will be placed inside of the bike so the product is waterproof. Moreover, the appearance of the product it self is quite eye-catching	
Productivity and Process	Since the product itself put inside of the bike the safety of the product is good.	Lack of support from gov-ernment and trusted compa-ny since this company still new

Strength :
- Basically since WIMB just being launched last year so the technology that they adopted is the most updated one, and the most friendly user. Moreover it is aligned with their end segmentation which is young people who loves biking.
- The Size of this GPS is relatively small compared by the competitor and the quali-ty of this GPS is reliable because it will be placed inside of the bike so the product is waterproof. Moreover, the appearance of the product it self is quite eye-catching
- Since the product itself put inside of the bike, we can trust the safety of the bike be-cause other product people can easily broke it with stone, for instance.

Weaknesses :
- Still lack of the availability of the product and lack of online or even offline store
- There is no segmented price for new and old client
- Lack of Taxes free if the person buy in large amount
- No discount if a corporate wants to buy more quantity of the product
- Since this company is still new so the they have less staff as well as online custom-er support.
- And the partner who is selling this tracker still have a communication problem with the owner due to the distance
- Lack of support from government and trusted company since this company still new

3.3.4 PESTLE Analysis

The PESTLE Analysis takes various terminologies (PEST, PESTEL, STEP-N, STEP-C) and is generally defined by Grunig and Kuhn (2015) as an analysis which covers six main envi- ronmental spheres such as political, economic, sociocultural, technological, ecological and legal. There are no predefined steps into conducting this analysis but requires for listing the potentially relevant environmental factors. Listed in the figure 3 below are some questions that firms can ask when conducting the PESTEL analysis.

Since the author is not originally come from Czech republic, and the source mainly in Czech language. The author decided to take the PESTEL analysis from one source that basically already covered from what the author tried to find out. Quoted from a survey agency which is Market research report, the PESTEL of Czech Republic is listed below :

Political environment

The Czech Republic has undergone major economic reforms and has privatized a majority of its sectors such as telecommunication, banking, and others. It is a stable economy registering double-digit growth over 2001-2011, making it a favorable destination for investment. The Czech economy was severely impacted by the global downturn, prompting the government to use fiscal consolidation to augment public finances and improve the business environment. Healthcare and pension reforms were introduced to ensure fiscal sustainability. The economy grew by 2.5% in 2010 and 1.8% in 2011, but the recovery of 2010–11 subsided in 2012, and the economy contracted by 1.2%. South Moravia has small oil and gas deposits. The Czech Republic's political situation was marked by a continuous struggle between a weakened center-right coalition government and an invigorated opposition. Tension between the main political parties further led to the instability of the governing coalition. Reasons for this tension include the emergence of a new political party, the Liberal Democrats (LIDEM), which split from the governmental party Public Affairs (Veciverejne, VV) in May 2012. The remaining members of VV within parliament later left the government to join the opposition. The two major themes that inspired intra- and inter-party struggles stem from disagreements over economic reforms, which are specifically in pension and health care, and the consequences of the financial and economic crises as well as attitudes over the deepening of the European integration process. These political developments have been accompanied by increasing public disenchantment with political parties and government performance overall.

Economical Environment

The Czech GDP is forecast to reach US $279.8 billion by the end of 2017. The open investment climate and huge potential in sectors such as energy, automotive, retail, and construction is expected to drive the economy over the forecast period. During 2002–07, the economy of the Czech Republic grew at an average of around 5%, with growth increasing by 6.8% yearly in 2006, which was the highest growth rate recorded in the previous 15 years. The output growth was boosted by increasing net exports, private consumption, and gross capital formation. However, GDP growth fell in 2007 to 6.1% and the global economic slowdown brought the country's GDP growth down to 2.5% in 2008 before the Czech economy contracted by 4.1% in 2009. However, due to a revival in economic conditions and global recovery, as well the government's fiscal consolidation measures, the economy posted a moderate growth of 2.3% in 2010. The economy is grow by 1.6% in 2011, and by an average of 3.0% during 2012–16. The Czech Republic has experienced robust growth during the last 10 years, but is expected to witness a modest rate of 2% over the next five years.

Social Environment

The Czech Republic is a politically stable environment and economically growing country with many incentives for a foreign investors. For example- opening a Pizza franchise in the Czech Republic should be a success considering the Czech people have already shown a taste for American franchises such as McDonalds. The investors are expected to have to mitigate cultural differences and established competition from other existing franchises. The Czech people are more unassuming and avoid confrontation to maintain the social expectation of politeness. In addition, the Czech people are more structured and tend to adhere to rules and regulations which may appear to another country such as American as slow moving. In order for any investor to be successful in opening their franchise in the Czech Republic, they will have to be formal and patient.

Technological Environment

KMPG (2015) on their report said that The Czech Republic has become one of the top locations for outsourcing and offshoring IT-related services and software design, mainly thanks to a heritage of very good technical and mathematical education. This eld is very vibrant, with medium and small companies and start-ups set up by students of Czech universities. These start-ups often succeed – important software brands of Czech origin in-

clude AVG technologies and Alwil (AVAST), which specialised in on-line security and antivirus products. In short, the Czech Republic, with its industrial traditions, was at the forefront of technical development in Europe between the 19th century and the 1960s; and has had the ambition to return to this position since 1989. Modern Czech scientists and designers are successful in the following areas.

3.3.5 PORTER'S FIVE FORCES ANALYSIS

In this analysis, we will look at the general business climate of the bike GPS industry and how WIMB is interacting with its different stakeholders and competitors as it plans to acquire the market in Czech Republic

Bargaining Power of the Buyers

Buyers usually have high bargaining power to bike GPS tracker because not all the customer really need GPS tracker for their bike, they still see this product as the complementary product not the obligatory. Plus since this company still new and there is no proven testimonial from the user yet, it makes them harder to penetrate the market.

Bargaining Power of the Suppliers

The overall bargaining power of the suppliers are high because WIMB has just one production house or supplier who made this material which is located in Poland. Suppliers for other inputs such as packaging, sticker, manual book also produced in Poland regarding the cost and the distance of this country is quite close with Czech Republic

Threat of Substitutes

The threat of substitute for WIMB is mainly the non-gps tracker for bike that is still commonly use by people such as manual lock, or lock with rope.

New Entrants

Basically it is easy to make this kind of GPS, so the chance for the new entrants to come to the market is very high, also probably big bike producer such as Shinamo, they can easily make this such of tracker by copy the technology of WIMB and get awareness faster since they already a big player in the market.

Competition Intensity

From the Competition intensity WIMB's main competitors in Czech republic is REX be-

cause both of them have the same target market. Which is GPS for bike, REX already came to the market long time before WIMB. Yet, based on the the author's analysis people mostly still use the GPS not only for bike but for other precious things. The other big competitor of wimb is Jaboltron which is a big player in the market, yet Jaboltron focused for all market such as home, transportation, and precious things so they are not only specialized for Bike.

3.3.6 ANALYSIS OF THREAT AND OPPORTUNITY

We will now summarize the market opportunity analysis section by looking at the different opportunities and threats across the trends, PESTLE analysis, and the industry sector. The summaries of opportunity and threat with respects to the 8Ps of Services Marketing are listed in the table below.

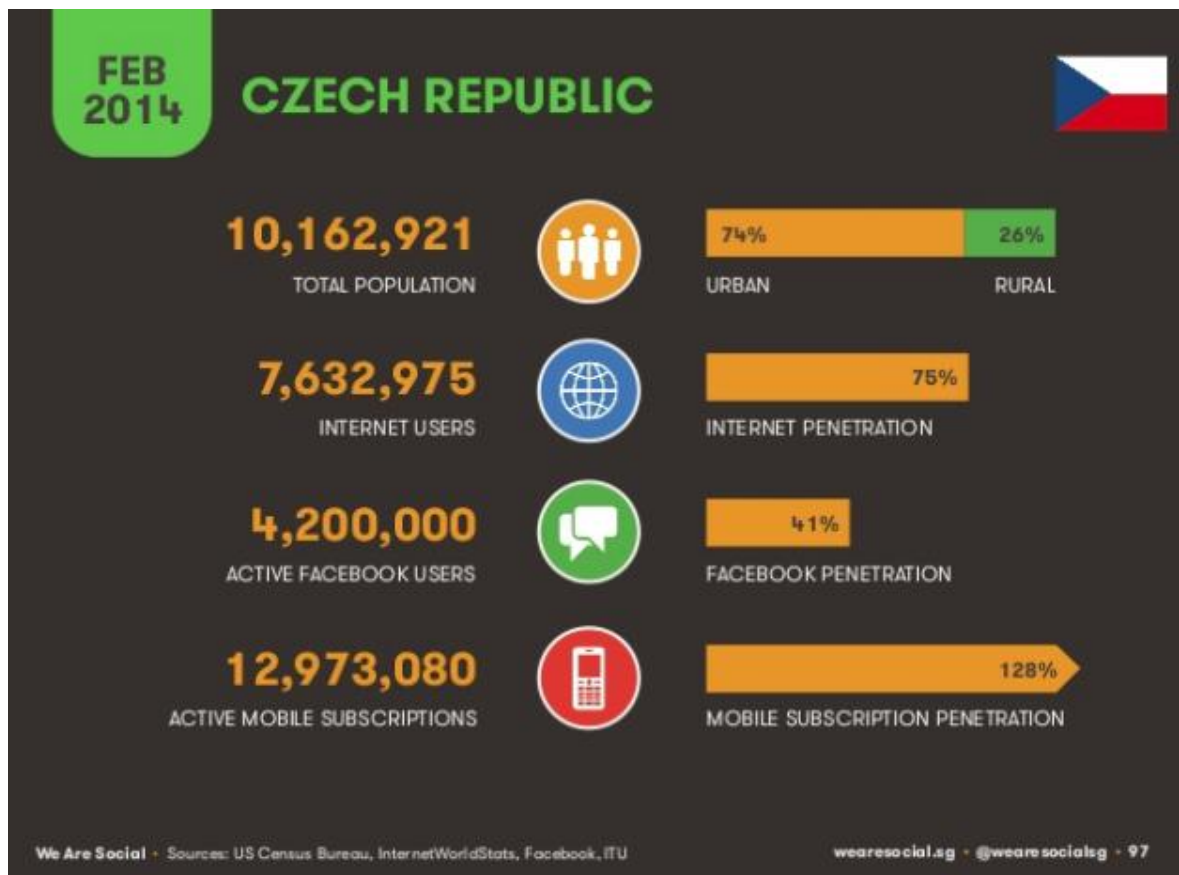**Table 5. Analysis of opportunity and threat of the company**
Source : Own analysis

8ps Factor	Opportunity	Threath
PESTLE Political Legal	There is opportunity that the GPS will be used in government sector.	Yet, the political developments have been accompanied by increasing public disenchantment with political parties and government performance overall will affect the trust of the people to the company as well.
PESTLE Economic	Increase number of consumer spending,	The plan that Euro will be implemented in Czech republic might affect the price and the stability of the company
PESTLE Social	Since the Czech Republic is a politically stable environment and economically growing country also the Czech people are more structured and tend to adhere to rules and regulations. It will make the company easier to penetrate the market with the clear rule from the government	The rule from the government might be the obstacle for the company,
PESTLE Technological	There are lots of improvement space in the mobile apps and the website since a	Since most of IT company is living in Czech republic, there is risk that the software or the mobile apps will

	lot of related software and IT also telecommunication company in Czech republic nowadays, especially in Brno.	be imitated and distracted.
Poster's Five Forces	The product is made in Europe, it will gain more trust to the customer, there is optimist perspective that stated the quality in Europe is way better than the product made in China.	The imitation of the product and the growth of the competitors

3.4 DIGITAL MARKETING INSIGHT OF CZECH REPUBLIC

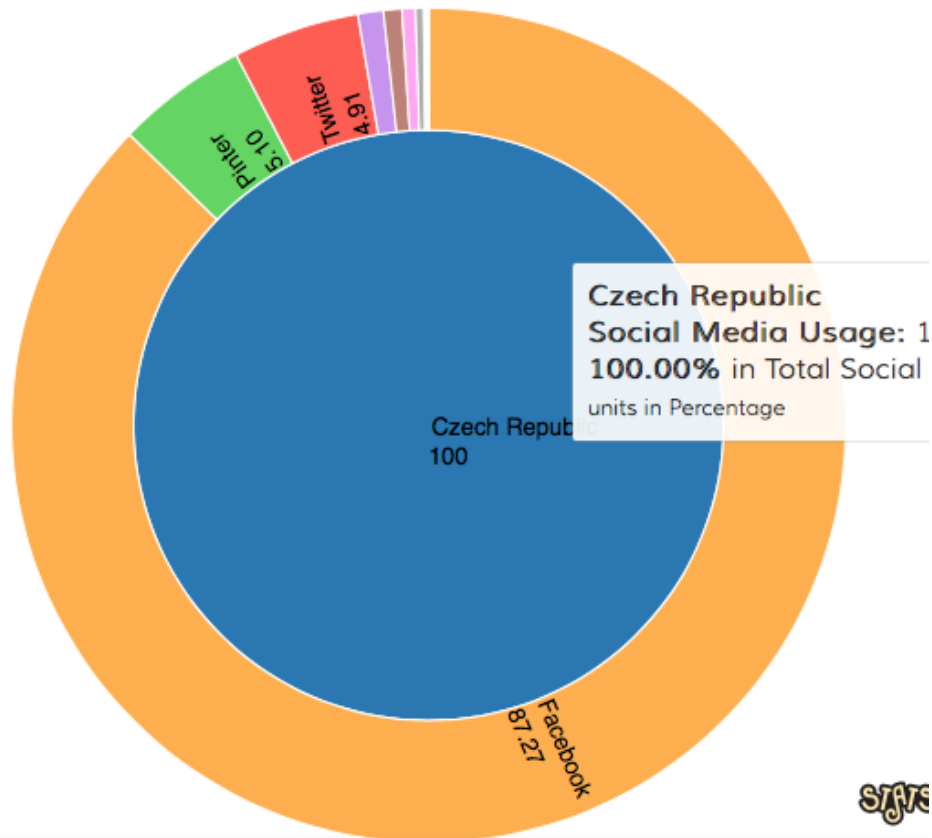Since this project will be implemented in Czech Republic, it is better to understand and get the insight about digital marketing situation in Czech Republic. Based on the survey from wearesocial.sg below Czech republic has 70% internet user out of their population and it represent the total urban number in the country, it is also suprising to see that the active facebook user in Czech republic is 40% out of their population

Figure 5.
Digital Presence overview of Czech Republic
Source : We Are Social digital analytic agency

Projecting from the social media that the people used, the statistic from the same source claimed that people mostly use Facebook, Pinterest, and twitter. It is retrived from the pie chart below :

Figure 6.
Social Media tools overview in Czech Republic
Source : GS Startcounter

This data shows that most used social network in Czech Republic is Facebook with the usage of about 87.27%. Pinterest ranks second with 5.1%, Twitter ranks third with 4.91%, Tumblr ranks fourth with 0.99% and the remaining social networks holds 1.73% using Mobile internet.

3.5 DIGITAL MARKETING ANALYSIS OF WIMB :

Before we proceed to the main problem of WIMB digital marketing, we have to remember that basically WIMB lack in their offline promotion and most of the time the relay on their digital channel. Yet the weakness of its Digital Marketing Platform is also hurting such as :

1. WIMB sells their product thru partner (bike shop or bike producers) yet, WIMB has
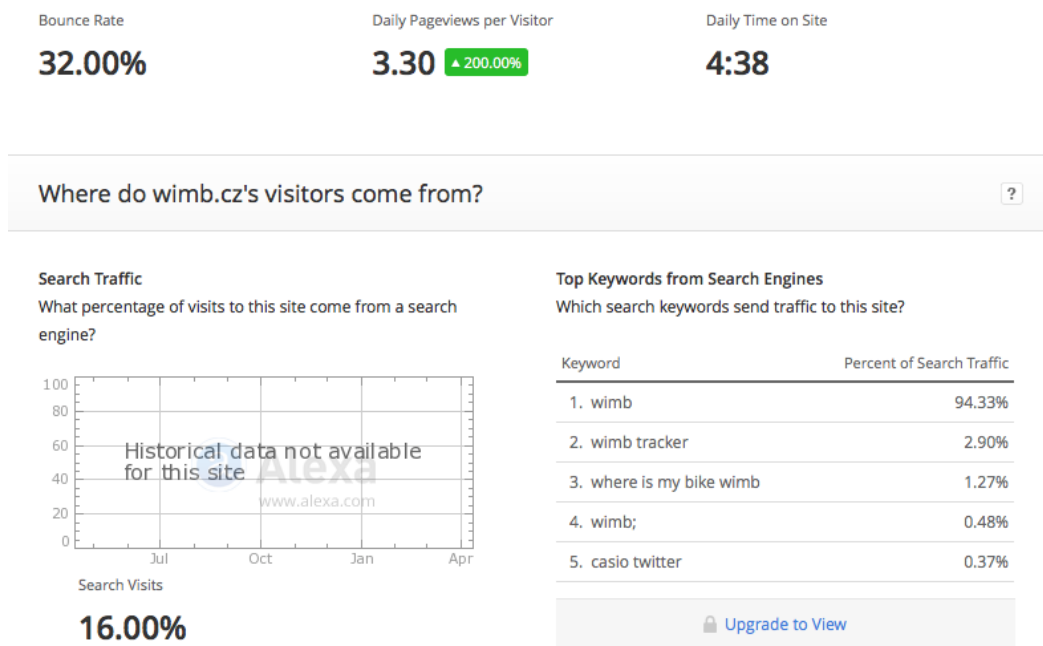
no strict brand guideline yet. We acknowledged if the company ambitiously expanding their market and in fact the market is emerging in several different country and different culture right now. There is a big probability if the brand can be shifting its meaning in the market if there is no strict guideline. Due to this situation having a strict brand guideline is really crucial. Such as : a comprehensive guideline about the company profile, the meaning oflogo of the company, incase partner wants to translate in their language they should have corporate identity, even at this present they do not have "brand tagline" for their company. We realize that WIMB has the translation feature on their website in to several language, yet this media that accessible in everywhere could be utilize to educate their client about the brand of the company itself. Brand guideline is a long investment for the company's credibility and how the market will positioning the company.

2. A lot of feature and a lot of improvement space that should be done in WIMB website in order to enhance their brand awareness such as : update news, partner testimonial, even actually they should expose who are they, and why customer should trust WIMB over others company.

3. The maintenance of relationship is highly crucial in B2B market, Considering the fact if WIMB clients right now mostly is not from Czech republic the existence of digital should enhance the harmonization both parties.

4. In terms content in social media , The author found out if There is no engaging content yet that can aggregate the audience to learn more about WIMB.

5. WIMB also lack of advertising, whereas digital is enabling this strategy easily. Since the company didn't set any benchmark for this tools, so there is not digital KPI were set. KPI is also important in order to measure the successful rate and identify more precise target. In short, There are such number of opportunities to maximize the utilization of WIMB social media to tackle their weaknesses. The author also see this this like a trinity synergy between the company, citizens/people, and business partner. Because if we can build the awareness from the people, it will create the demand and the number of business partner and will help the company generate more profit, and vise versa like if the business partner is well educated about the product and the brand they will serve customer better.

6. WIMB still do not have any plan to boost their digital marketing activity and still

have obstacle related to advertising budget

7. WIMB Potentially can be the hub for bike lovers in Europe by creating community engagement, yet WIMB seems not conscious about this fact

8. Based on the characteristic of the comprehensive website design, WIMB just have 3 out of 10 which is Simple, Educational, Compelling.Below is the picture of the visitor review of WIMB's website.

Figure 7.
WIMB website overview
Source :Alexa.com

Bounce Rate	Daily Pageviews per Visitor	Daily Time on Site
32.00%	**3.30** ▲ 200.00%	**4:38**

Where do wimb.cz's visitors come from?

Search Traffic
What percentage of visits to this site come from a search engine?

Historical data not available for this site
www.alexa.com

Search Visits
16.00%

Top Keywords from Search Engines
Which search keywords send traffic to this site?

Keyword	Percent of Search Traffic
1. wimb	94.33%
2. wimb tracker	2.90%
3. where is my bike wimb	1.27%
4. wimb;	0.48%
5. casio twitter	0.37%

🔒 Upgrade to View

The data above shows that the website still has no historical data of the search traffic. It means that actually almost no people wants to visit their website at this moment.

Projecting with the theory, WIMB still in between in the phase *Define and establish* and *Convey and Promote,* and this is will be the problem and The author will solve by aligning with theoretical empiric based.

PROJECT'S PLAN

4. PROJECT PART

4.1 INTRODUCTION

The objective of this project is to create digital marketing strategies for WIMB. I will take all the digital current assets of the company as a tools to improve and re-engineer them and add some more activities based on the theory said. This brand might be never exist since the competitors might run really fast to catch their potential customer. In this section, the author will analyze which activities are necessary for further development; Plan the budget, estimate costs risks and evaluate the time schedule of project. During the analyst part of the thesis there was outlined few problematic parts in company's digital marketing implementation, the current brand awareness, and the potential also opportunity that the company can gain if the company implemented the integrated digital marketing . In this part I would like to explain and expound my ideas that aligned with the theory to help the company to enhance their brand awareness :

- To create a strict Brand tagline   and that is aligned with the value of the company

- To create an Integrated Digital Marketing Scheme and plan, this plan will be Build a Comprehensive Website,Mobile apps optimization, Social Media optimization, Content Marketing, Paid Search Marketing

- To develop any possible offline activity that can be utilized in the social media and this part will categorized in Promotion part.

4.2 PROJECT GOALS

In its essence, the idea behind Integrated Digital Marketing is simple: by establishing a seamless online presence over web, social, and mobile, your organization can more efficiently convey and promote its brand message, attracting and converting new prospects and staying connected with existing customers, all the while measuring results to refine your efforts (Kaufman, 2016) .Based on the interview with the owner and referring to the current digital marketing condition of WIMB, the company still in the middle between *Define & Establish and Convey & Promote phase.*

According to Kaufman (2014) the tactics or strategy for this phase is detailed below :

Table 6. WIMB Phase at present
Source : Own analysis

Define & Establish	Convey & Promote
- Clarify Values	- Content Marketing
- Define Goals	-Social Media Marketing
- Shape Brand Message	-SEO
- Establish an Online Presence	-Paid Search

- Clarify Values : The value of the company is considered as the organization's vision. At this points their goals is to be the first choice GPS tracker in all over the world. The author think that this value sounds so profit oriented and it should be shifted into a tagline that sounds more sincere and friendly to their customer .

- Define Goals : Define goals task in here refers to the mission of the company. At this moment, the short term goal of the company is to engage more business partner, security partner (government and insurance company)

Thus, since both of the step above already completed, we will move forward to the next step which is comprised with the action plan as well.

Strategy I :Sharp Brand Messagestrategy

The benchmark of this phase is to build buyer personas. Basically WIMB has no tagline yet or the brand guideline so at this point the author will propose a new tagline that is called *" The truly protection of your bike"* . This is come up because this tagline sounds more sincere and more friendly to the customer as well as after seeing their SWOT and Benchmarking analysis. This will reflect that company is exist to help the customer to keep their bike safe. The first decision in developing this brand message project is identification of the target audience, the group of prospective buyers towards which an advertising program will be directed.

The main message of this brand is to be the brand that is really helpful, strong, modern and reliable in the GPS market and the objective of this strategy is :

- To strengthen the brand value
- To get closer to the customer
- Increase awareness
- Increase the number of Demand

Target Market

- 25-55 years citizens and bike shop in Czech Republic
- Bike lovers
- People who owns bike shop or produce bike
- The potential customer of WIMB

Action Plans

This action should be started in their website, put it in their brochure and put it in their logo as the tagline.

Sharpening brand cost

Table 7. Sharpening brand cost
Source : Own analysis

ACTIVITY	BRAND TAGLINE
DURATION	2 MONTH
COST:	10000CZK

Strategy II : Establish an Online Presence project

The goals of this phase is to build a comprehensive website, Mobile apps and social media platform.

a. Maximize the mobile apps: creating the maps that can be accessible not only for the WIMB user. This can push the awareness of people to know about the brand itself.

Table 8. Mobile apps maximization cost
Source : Own analysis

ACTIVITY	MOBILE APPS DEVELOPMENT
DURATION	2 MONTH
COST	15000 CZK

b. Website Re-engineering

Nowadays WIMB has one official multinational web-site. WWW.WIMB.COM. Web site is available in 8 languages for different markets. But still for such a big company web-site is too simple and not comprehensive. Web-site should attract new customers and new markets and be more moderated and full of information. In 21st century when technologies are so developed big companies should follow to development not only in production line but on promotion part as well.

Website re-engineering objectives:

- Provide information to customers

- Make the information relevant

- Build bran

- Build company's image

The website should contain many tools and features, such as catalogs, reviews, comparison tools, etc. this is the place where company brand should be typically explained most broadly online. The web-side should include more information about benefits that product offers to customer. There is some information but it is not complete. There should be banners and videos with the production process and the video about the place where water in born.

Also the reason why people should trust "Czech brand" should be placed in the website because Czech brand actually can compete and have high quality compare with any other country. The website represents company and brand, so this is important to have attractive website and easy to find. There are various techniques can be used to optimize results for search engines (e.g. Google) so your brand appears on the first page when clients search for product

Build a comprehensive website design should comprise with 10 requirements that is known as "CONVERSION" which is listed below :

1. Compelling : Give the comprehensive information about the product since the first time it has been launched until now

2. Original : Put the testimonial and news of the company

3. Navigable : Create an effective search tools

4. Versatile : Try to put video and online chat feature inside

5. Educational : Company history, partner story, shareholder and the honesty that the brand still needs some capital and looking for partners

6. Reliable : Stability and reliability of the brand in all over media

7. Simple : calls-to-action (CTAs) or hyperlinks to online check outs or bottom-of-the-funnel (BOFU) to the social media site

8. Integrated :Synconizing the website with other elements of digital presence, especially social media platforms, partners and event

9. Optimized : Build a responsive web design (RWD) eliminates the need to create a separate mobile site, saving time and money. It also provides users with a seamless experience across devices and access to the same information no matter how they access your site. This helps companies maintain brand integrity by delivering consistent messaging to any web user and creates an experience focused on people rather than on devices.

10. Nurturing : Attractive CTAs that link to actionable landing pages to download the software of the company and the latest update of the company is accessible thru mobile apps/apple store

Table 9. Re-engineering website cost
Source : Own analysis

ACTIVITY	*MOBILE APPS DEVELOPMENT*
DURATION	*2 MONTH*
COST:	*40000 CZK*

c.Social media platform

The objective of this social media platform is to engage more target market and introduce the brand wider for sure. WIMB is a startup that understands the potential of social media and content marketing and they are trying to use them not just as standalone entities but integrate them to the whole company to build a social business.

Target Market

- Citizens of Czech republic and EU who has connected to the social network mainly with the age 25-40
- Bike Sport lover
- Bike Shop
- Bike Producer

Table 10. Social Media improvement cost
Source : Own analysis

ACTIVITY	*Social Media improvement*
DURATION	*1 year include maintenance and image development and KOL engagement*
Cost:	*150000czk*

STRATEGY III :CONTENT MANAGEMENT STRATEGY

One of the future online marketing goals is to continue helping clients to understand what is video about with creating a website that will be devoted to the details about ‚Tips to get a good place of biking in EUʻ. It will be connected with WIMB, but goal of the website won't be the company promotion. Another future goal is to enhance the measurement of their activities and connect them with the business goals. Carefully plan the investments to the new technologies, software and also allocate the resources to marketing activities in an effective way.

The tools :

- Direct PR message to media - Marketing Journal will be one of the media that will publishing the articles before
- Email - newsletter database, registered users database

- Identified influencers - potential that these will create additional eWoM in form of reviews.
- Blog post
- Attractive download button on the current video in Youtube
- Wikipedia article

The measurement of this CMS later is to lead generation and sales. Consumption and sharing metrics will be used for analysis of the content when building a new campaign and overall content strategy. In order to measure set goals it is needed to use Google Analytics goals in combination with Google Link Builder. For example: To identify how Facebook increased the number of registered clients it is needed to set up a destination goal in Google Analytics to the "Thank you for your registration" page. Then use a link builder to add parameter to the shared link:

Target Market

- Citizens of Czech republic and EU who has connected to the social network mainly with the age 25-40
- Bike Sport lover
- Bike Shop
- Bike Producer

Table 11. Content Management Strategy
Source : Own analysis

ACTIVITY	*Content Management Strategy*
DURATION	*1 year include maintenance and image development and KOL engagement*
Cost:	*100000czk*

STRATEGY IV :PAID SEARCH MARKETING AND SEO

The objective of this paid search marketing is to increase the feasibility of the company in digital.

The tools :

- *Google Advertising*
- *Seznam Paid Marketing*
- *Wikipedia news*

  Target Market
- Citizens of Czech republic and EU who has connected to the social network mainly with the age 25-40
- Bike Sport lover
- Bike Shop
- Bike Producer
- People who search for GPS tracker especially in Czech Republic

Table 12. Paid Search Marketing and SEO
Source : Own analysis

ACTIVITY	*Paid Search Marketing and SEO*
DURATION	*1 yearinclude maintenance and the analytic result*
Cost:	*200000czk*

STRATEGY V :SOCIAL MEDIA OPTIMIZATION

The objective of this social media optimization is quite the same with paid search marketing is to increase the feasibility of the company in digital. The step of this strategy is y linked some keywords to the website, putting hash tag, Facebook and Instagram advertising, Youtube banner and Youtuber engagement, Pinterest endorser.

Target Market

- Citizens of Czech republic and EU who has connected to the social network mainly with the age 25-40
- Bike Sport lover
- Bike Shop
- Bike Producer

Table 13. Social Media Optimization
Source : Own analysis

ACTIVITY	Social Media Optimization
DURATION	3 month during the "Try me Project" 2 month during the off peak 2 month during the last period when we are about to enter the another offline project (community engagement) 1 month during the first phase
Cost:	500000czk

STRATEGY VI : "TRY ME ONE WEEK PROJECT"

The objective of this "Try me one week project" is come up due to the lack of Czech brand awareness and people might still doubt about the product itself since WIMB is a new company. Thus, this project is needed so people can test the ratability of the product itself. The call to action of this project will be linked to the social media and key opinions leader social media.

Target Market

Try me one week project target market is :

- Bike Producers and Bike shop owner in Czech Republic
- Citizens of Czech Republic who has bike
- Bike Community in Czech Republic:
- Expensive bike owner
- Bike tourist from outside Czech Republic

Try me for one week objectives:

- Provide information to customers

- Reliability testing of the product

- Build brand

- Build company's image

Table 14. Try me one week project
Source : Own analysis

ACTIVITY	*Try me one week project*
Duration	*3 Months*
Cost:	*150000 CZK*

STRATEGY VII :"LOYALTY PROGRAM"

The objective of this project is to keep and gain loyal customer, so there will be differences of the price between existing partner and The company that wants to have corporation with WIMB later.

Target Market

- The existing business partner
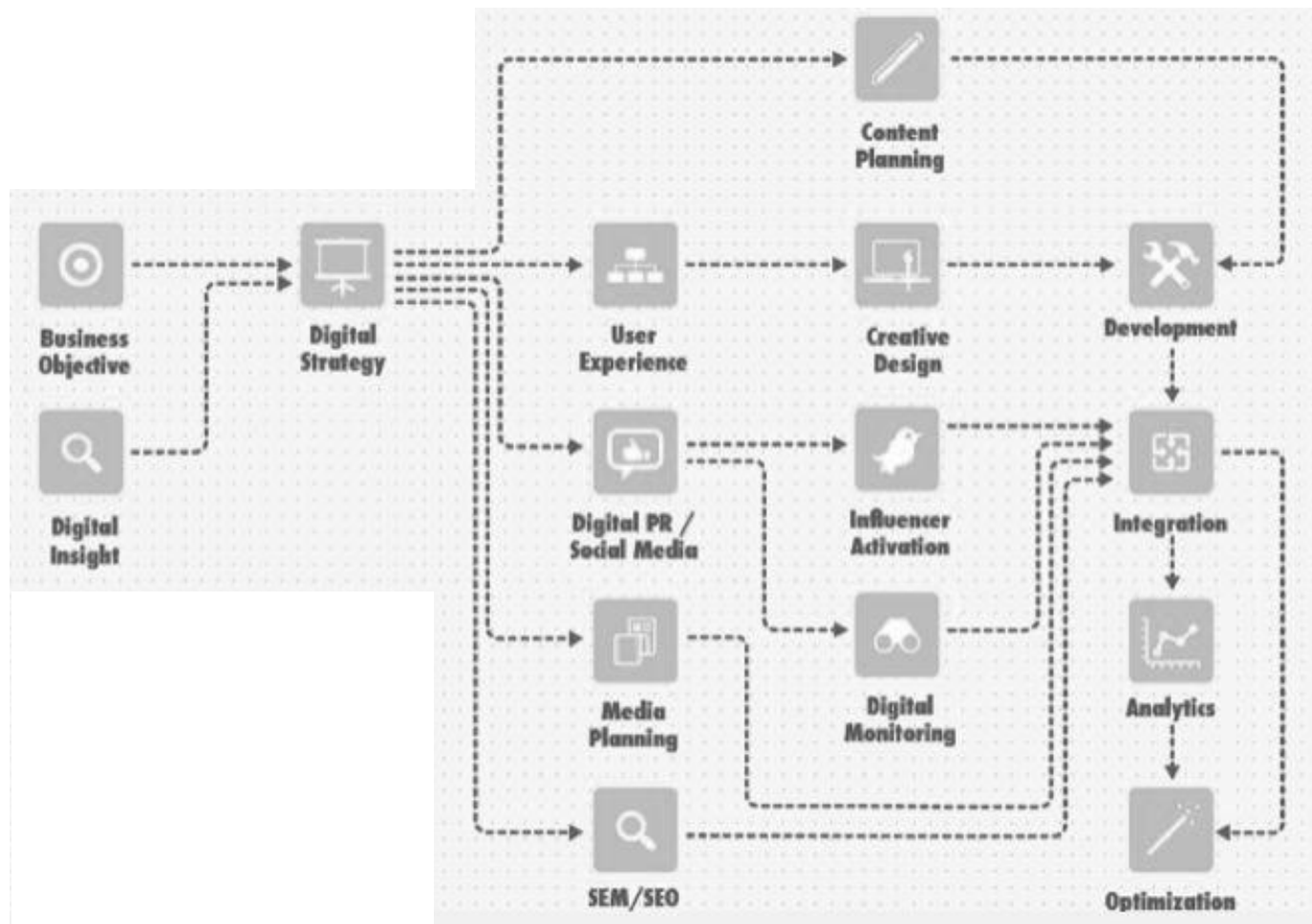
Table 15. Loyalty program cost
Source : Own analysis

ACTIVITY	*Loyalty Program*
Duration	*8 months*
Cost:	*20000 CZK*

4.3 PROJECT SCHEME :

To explain better The author put the scheme below about the plan (this scheme actually adopted from XM-Gravity ,a digital marketing agency in Indonesia)

Figure 8.
WIMB Digital Marketing Project Scheme

4.4 Time and Cost Analysis for Project

When company is dealing with new opportunities and new projects setting the goals and determining objectives are very important part of this process. However one of the most important parts in order to realize project is to determine time scope.

Table 16. Timeline of the project
Source : Own analysis

Activity	Q1			Q2			Q3			Q4		
	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR
Sharp brand message	■											
Mobile apps		■	■									
WEBSITE Re-enginer		■	■									
CMS	■	■	■	■	■	■	■	■	■	■	■	■
SEO		■		■	■	■			■		■	■
SMO		■			■	■						■
Try me one week				■	■							
Loyalty Program					■	■	■	■	■	■	■	■
SocMed Improvement	■	■										

Cost Analysis

The main purpose of any company is to make profit, implementation of any project is considered as bringing more financial value for business. For that reason the cost of the project stands out to be one of the most important factors. If the cost exceeds the following earnings then company has no reason to realize any ideas of marketing division. The cost analysis of project is built up by the summing up all the costs of the marketing communication activities. Current source that can be utilized is :

- WIMB Social media asset :

- Interview of Internal/Board of Director of WIMB as the main talent of video inYoutube

Table 17. TOTAL COST FOR ALL THE STRATEGIES OF THE PROJECT

Source : Own analysis

Activity	COST
Sharp brand message	10.000 CZK
Mobile apps	15.000 CZK
WEBSITE Re-engineer	40.000 CZK
CMS	100.000 CZK
SEO	200.000CZK
SMO	500.000CZK
Try me one week	150.000 CZK
Loyalty Program	20.000 CZK
Social Media improvement	20.000 CZK
TOTAL COST	1.055.000 CZK or 39.000 EUR This cost is for the whole year cost program

4.5 Risk Analysis

- Economic and Financial Risks :As Czech republic might change their currency it will be affect the stability of the company . This can be reduced by standardized the product based on euro.

- Brand Reputation risk : The company is still new company and lack of advertising and the proven data that they are reliable. This can be resolved by create a good public relation strategies and also utilize the website and the social media as the tools to spread the news

- Political risk : There might be probability that there will be more taxes applied to this company. This could be reduced by escalated the partners number and also increase the sales

- Supplier risk : again, since this campaign cannot be conducted thru alone by the company, the changing price of the 3rd party will be highly considered since the currency that they use is different and mainly the do not use Czech Crown. This could be reduced by making 3 or 6 or 1 year subscription and using the agency service because they have special membership with google, facebook, instagram, youtube and any other social tools. We can also utilized the company's employee to produce the graphic in order to reduce the cost.

4.6 Project Evaluation

The measurement that will be used in this project is the analytic from Google or from the 3rd party that will be used as the partner such as the visitor of the web, how many times the brand will be mentioned, the hastag, the viewer of youtube, the viewer of the advertising and the number of increasing sales and partner. Later on, the insight that we get from online will determine the strategies that we will use for the next campaign.

CONCLUSION

The main purpose of this thesis is to implement the digital marketing strategies in order to enhance the brand awareness of the company. WIMB with the vision to be the first choice GPS tracker company in the world have to implement this strategy since to tap the world segment, internet at this moment is play extremely necessary role. Yet, to be able to acquire the world's market, WIMB should gain awareness from its own land first which is Czech Republic.

The first component of this thesis involves a literature review to get the deep objective of the integrated digital marketing, brand awareness and the connectivity between them.The second part of this thesis is explaining about the analysis of the company, the competitor analysis, the country analysis and the analysis about the country as well as the digital marketing.

WIMB has a big opportunity to achieve their vision with its unique product and the demand of the market. But to achieve this vision, the awareness of the brand should be optimized first and the implementation of Integrated digital marketing is the most effective tools at this time.

The strategies that will be used to this project to this project is Sharpening the brand message, Mobile apps maximization, Reengineering of the website, Content Management System, Social Media Optimization, Search Engine Optimization. Also in order to make the online activities effectively reach the target, the offline marketing campaign is needed. The offline marketing campaign that is planned to be launched is Try me one week program for non WIMB partner or user and Loyalty program for the existing business partner and the improvement of their current social media tools.

The measurement that will be used in this project is the analytic from Google or from the 3rd party that will be used as the partner and the number of increasing sales and partner.

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LIST OF ABBREVIATIONS

WIMB   Where is my bike

SEO   Social Media Optimization

SocMed Social media

SMO   Social Media optimization

GPS   Global Positioning System

GDP   Gross Domestic

IDM   Integrated Digital Marketing

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APPENDICES

INTERVIEW GUIDELINE WITH THE CEO :

Date of interview : 15/03/2016
Time of interview : 15:00-16:00

Location : Brno

General information

- Could you describe the industry your company operates within?

- What is your role in this company?

- Could you describe the organizational culture of your company?

- What is the vision and mission of the company?

- What is the brand value of this company?

- How is the position of WIMB in GPS Market so far?

- How do you see this company so far?

- From a long term perspective, which measures do you think you will have to take to be a market leader?

- What would you consider your most important competitive advantage? Can you give an example?

- What is the differences between WIMB and other GPS product?

- How people in Czech republic it self see your brand, also how people outside Czech republic see your brand?

- As the founder, what do you think is the most obstacle when you tried to promote this product to people?

- How is the support from government so far?

- Then did you get any support from other company?

- Did you plan to engage any other element to your company? If yes, who and why then how?

- How do you work with your existing relationships today? A part from meeting new potential customers at fairs and recommendations from other customers how does the company establish new relationships with customers?

- How important do you think personal relationships are for the company? Please specify. Do you manage to retain your existing customers?

- How do you work with your suppliers today? Is there any internet connection between you?

- How do you maintain the network of contacts around the globe today?

Brand Awareness

- Do you have/had any expectations regarding the brand awareness when implemented social media?

- Have you noticed that brand recall and brand recognition has increased since you implemented social media?

- The brand is a vital part for a company, so also in the B2B world; could you say that the brand has increased in value since you implemented social media? How?

- How do you work with your brand today in traditional media? Do you work   with a PR firm that manages the traditional media?

- How do you promote your brand among your employees? Are there any   values that are aimed directly towards the employees?

Current marketing and digital marketing strategy

- Can you describe briefly your current market strategy?

- Which marketing channels do you use today?

- Why do you consider those channels to be the most productive and efficient ones?

- How do you work with your digital marketing strategy today?

-   How important would you consider that digital strategy is for the company currently?

- How important do you think that the company's website is for customer?

- How often do you get comments or feedback on your website?

- How do you maintain relationships with your partner?

- Do you think the way you communicate could be improve? Is it only thru digital media?

- Would you prefer your customers to be active on social media platforms and in which way would you like them to be active?

- If your customers and suppliers is using social media, would you then prefer to use it as well?

- How often do you make personal visit to your customers, are some customers visited more frequently than others? What does the frequency of visits depend on?

- Which of the social media that the company is active on (YouTube, Facebook, twitter, Google +, linkedln) is the most important, and why? Which of these media do you consider to contribute most to your competitiveness?

- Could/has social media effected your competitiveness in a negative way, how?

- How do you acquire new partners?

- How do you manage to retain your existing customers? Maybe by building personal relations? (Arranging seminars, Business meetings, auctions etc.)

- Do you think that your current situation, when it comes to competition could change to the better if you implement some form of social media, in that case how?

- If you took a decision today to not establish social media at all, how do you think it will affect your future situation when it comes to competition?

- Regarding social media, how would to handle the challenge of social media since you are operating in different countries?

- If you would implement social media, what is it you want to achieve?

- There are many platforms that do exist in the world of social media, which do you think should suit your needs and why if you chose to implement social media into your organization?

- Is there any geographical location where social media makes more sense or where it makes less sense? Why?

- With your experience of social media, would you recommend it to other companies? Why/how?

- Would you like to focus more on social media within your marketing strategy? Why?

- Do you use social media to handle your after sale service, how?

- How do you explain to the partners your value proposition on social media? Do you teach customers about new product usage, or new ideas, trends etc.?

- MY ROLE TO WIMB SO FAR :

I started to get in touch with the company since august 2015. The first project that the owner gave me is to re-identify the essence of this brand to the segmentation of this company.

I was asked to help the company primarily with measuring their activities and conversion. However I was also interested in their overall marketing activities and strategy. In the beginning I analyzed and gathered basic data from Alexa.com (the website analytic) and WIMB internal platform database and found out that the company has only an on-the-go short term strategy and what's more they don't measure anything about it besides the basic metrics such as number of likes, shares, registered users etc.

Below is also one of the content marketing that I have created to the company :

As the startup company already had some business goals to accomplish till now, I was trying to suggest any extensive changes or adding them some additional work that might affect their present business priorities. My goal was to enhance the measurement and gather ideas get more partners.