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Analysis of Website Traffic Dependence on Use of Selected Internet Marketing Tools

Radovan Madleňák^{a*}, Lucia Madleňáková^a, Libor Švadlenka^b, Daniel Salava^b

^a*The Faculty of Operation and Economics of Transport and Communications, Department of Communications, University of Žilina, Univerzitná
8215/1, 010 26 Žilina, Slovakia*

^b*Jan Perner Transport Faculty, Department of Transport Management, Marketing and Logistics, University of Pardubice, Studentská 95, 532 10
Pardubice, Czech Republic*

Abstract

The purpose of this article is to find adequate Internet marketing tools that increase the number of visitors at the business website. For the Analysis of website traffic were used Google Analytics, and Facebook Insights tool and statistical methods of correlation analysis was used for finding the degree of dependence between visitors streams at personal website and official business website. Main scientific objective is to verifying the hypothesis, that there is the dependence between web traffic at the official business website and web traffic at the personal website of the business website owner. The results of the research described in this article show the clear dependence between website traffic at business and personal websites and clear dependence between competition at social network and business websites traffic. The important implication resulted from this research shows that the creation of primary website must be supported by additional activities as a social network activities, frequent actualization of website and creation secondary websites, that are connected with primary website.

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* Radovan Madleňák. Tel.: +421/41/5133124; fax: +421/41/5131527.

E-mail address: radovan.madlenak@fpedas.uniza.sk

1. Introduction

Nowadays use of Internet is a part of nearly every day for private and occupational purposes by its users. In the virtual environment of Internet there exist a lot of Internet websites. Website content itself is very important for user. To find websites it is necessary to use some tools of internet marketing.

Internet offers quantity of tools to reach required information searched by user. From viewpoint of theory it is possible to classify this set of tools as a part of marketing communication mix. Schweiger a Schrattecker (2009) distinguish communication tools according to two criteria: „above the line“ and „below the line“. Approach „above the line“ includes all communication tools which should attract interested person impersonally or through mass communication. Approach „below the line“ copies personalized or individualized contents. Tool „below the line“ offers also direct possibility of contact with customers. Tool of on-line communication includes communication by Internet as well.

Marketing communication on Internet can have various forms considering various focused targets. According to defined aims the enterprise subsequently selects tools used to communication. The basic tools of Internet marketing are following:

- Advertising – it is tool for convincing and information people. It is used to induction of immediate interest in product and to creation of long-term relation with customer.
- Sales promotion - on Internet it can be focused on products marketed on-line in e-shops, but also in brick-and-mortar store. In this case the Internet is communication medium above all and informs of certain activities for sales promotion.
- Public relations - marked as PR - are used on Internet, just as in classical marketing, especially to build firm and brand awareness.
- Direct marketing – it represents direct communication with selected segment of customers through special offer with aim to gain the quickest feedback and simultaneously to build long-term relations with these customers.

Each of mentioned tools has specific form of application. The most frequent forms of Internet marketing realization with aim to find information searched by internet user are as follows: PPC (pay-per-click), PPA (pay-per-action), space advertising, records to catalogues, priority listings, SEO, viral marketing, advergaming, and participation in various social networks Madlenak, Svadlenka (2009).

2. Target and methodology

Object of research described in this article is impact of selected tools of Internet marketing on website traffic.

The main goal of research is to monitor influence of Internet marketing selected tools application on official website traffic. For this research there were selected following tools and their monitoring: implementation of business website and personal website of the business website owner, where short blogs are published and use of social network Facebook.

The first confirmation is related to impact of personal website of the business website owner, where short reflections on various topics connected with business in form of blogs are published. In compliance with this the hypothesis H1 was set: Web traffic at the official business website is supposed to depend on web traffic at the personal website of the business website owner.

The second confirmation is related to impact of competition spread at social network Facebook. In compliance with this the hypothesis H2 was set: Web traffic at the official business website is supposed to depend on range of competition on users at social network Facebook.

To discover impacts of selected Internet marketing tools on website traffic, the real firm of providing e-commerce from Banska Bystrica region was chosen. This firm was object of research considering decisive assumption that it has not implemented tools of Internet marketing and offers possibility of website reengineering and comparison of web traffic before and after implementation of selected tools.

To monitor of web traffic and measurement of related data necessary to research solution, Google Analytics tool was used. It observes Internet users by finding of website, the way of its browsing, and it provides daily web traffic

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