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*Sumy State University*

DEPARTMENT OF ECONOMICS, ENTREPRENEURSHIP  
AND BUSINESS ADMINISTRATION

MASTER THESIS

*Topic: Improving approaches to promoting business on the Internet*

*Specialty 073 “Management”*

*Study program 8.073.00.09 “Business Administration”*

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 AND BUSINESS ADMINISTRATION

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 2) Methods of advertising of business on the Internet

3) Analysis of the use of methods of promoting business on the Internet and their improvement

List of illustrations

- 1) Digital marketing channels using in business
- 2) Social medias using by business owners
- 3) Managing of social media accounts by business owners
- 4) Content analysis of business media accounts
- 5) The perspectives of investment in digital media channels by business

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Notes:

1. This Assignment is to be attached to the clarification summary of Master Thesis.
2. Apart from Assignment, student is expected to receive from the supervisor the time schedule on preparing Master Thesis during project period with indication of terms of accomplishment and workload for each stage.

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## ABSTRACT

The qualification paper contains 41 pages of the main text, 3 sections, 9 figures, a list of used literature from 35 sources.

The purpose of the work is to research and develop methods of promoting business on the Internet. The purpose of the study determines the following objectives:

- to make theoretical analysis of main terms;
- to analyze methods of advertising of business on the Internet;
- to analyze the current stage of using methods of promoting business on the Internet and to suggest recommendations of its improvement.

The object of the study is the process of improving approaches to promoting of business on the Internet.

The objects of research are the process of research and develop methods of promoting business on the Internet.

The subject of research is theoretical and methodological foundations, principles, methods and tools for developing methods of promoting business on the Internet.

The first chapter “Theoretical analysis of main terms” is concentrated on reviewing the existing literature of social media for marketing strategies, promotion of businesses and advertising of businesses.

The second chapter “Methods of advertising of business on the Internet” focuses on the practical part of the social media marketing using Instagram, different methods of social media marketing, targeting as social media marketing, copywriting as a part of social media.

In the third chapter “Analysis of the use of methods of promoting business on the Internet and their improvement” a survey was conducted to analyze the current stage of using different methods of promoting a business on

the Internet by its business owners. Based on the results, suggestions were made on how to improve the methods of promoting a business on the Internet.

The scientific novelty of the obtained results is a unique data received via a survey of business owners from Cameroon and Ukraine and the recommendations which were made on its base.

The results of the master's work can be used by representatives of SMEs to improve the results of promoting business on the Internet.

Keywords: business, promoting methods, social media, efficiency.



## CHAPTER 1 THEORETICAL ANALYSIS OF MAIN TERMS

### 1.1 Introduction to Social Media Marketing

Social media is a collective term for communication channels where individuals have the opportunity to integrate with each other. Social media is based on a two-way communication, which means that the recipient has the opportunity to integrate with companies.

During different time era's different methods of communications has developed and changed the everyday life. Social media has become the way of communication in the 21st-century, enabling us to express our thoughts, ideas and feelings in a completely new way. This way of communication has also had a huge impact on corporations, where they have realized that without a proper plan and social media strategy, they have no chance to stand out in the rapidly changing digital space and business milieu.

Companies and marketers have recognized the importance of this media channel, which is why the use and presence of companies within this media channel has expanded significantly in recent times.

Modern marketing is more than just producing good products, suitable pricing and easy access to them. Today, attracting new customers has become so important in modern retailing in addition to loyal to them and efforts have been paying in that perspective as known, the cost of keeping consumers present is less than the cost of gaining new customers. World of today's world is a benefit-cost. Firms have to rethink the relationship between attitude and behavior of their consumers. All

businesses need to communicate to the consumer what they have to offer, thus, promotion and advertising which are elements of a promotional mix.

## 1.2 Marketing Communication Mix

In the era of mass communications and emerging mobile technologies, an organization must build an adequate mix of marketing communications, in order not to drown in a sea of information. This will be made in a relation with the good interaction of objects and forces, influencing the management outside the company, and marketers' ability to establish and maintain successful corporations with target customers. Marketing communications of an organization is a complex of measures, techniques and methods by which information about goods, services or brand of the company reaches its users.

Philip Kotler and Kevin Lane Keller define marketing communications as "the means by which firms attempt to inform, persuade and remind their customers - directly and indirectly - of products and brands they sell." Marketing communications represent the voice of the company and its brands, they are the means by which the company can establish a dialog and build a relationship." As per Mladen Velev, they are public communication and unlike other types of communication (technical, biological, transport, etc.) are characterized in that the sender and receiver of information are people or groups of people. They are a form of propaganda that tries to influence the pre-selected audience in order its response, in favorable to the company way. This is achieved by transmitting the dosage information and striking. Marketing communications have primarily economic objectives and achieving their companies spend funds, which in some cases are significant.

### 1.2.1. The elements of the marketing communication mix

The term "marketing mix" was first coined by Neil Borden, the president of the American Marketing Association in 1953. It is still used today to make important decisions that lead to the execution of a marketing plan". Design the right marketing mix i.e. the Four P's of marketing include product, price, placement and promotion (Figure 1).



Figure 1.

In the field of marketing communications, should be coordinated efforts of last P of the marketing mix - Promotion and must develop strong sales and promotional messages that connect with customers promptly and efficiently, emphasizing product quality and differentiation of the brand from others on the market.

Marketing communications are the fourth essential element of the marketing mix, with which the company aims to serve the target markets. Built through good communications company image and a favorable public attitude facilitate business contacts and raising the necessary investment funds". "Promotional mix (or a marketing communication mix) is the specific combination of instruments to

promote that company used to convincingly communicate customer value and build customer relationships”. Vi McCarthy (1998) determined the mix of marketing communications as a specific combination of elements: advertising, personal selling, sales promotion, public relations and direct marketing that companies use to implement their targets for advertising and marketing.

All communication activities must be well prepared and conducted in good order through comprehensive management. Figure 2 is a simplified diagram showing how marketing communication elements and activities can be integrated.



Figure 2.

The business communication process is integrated and balanced combination of marketing elements provided on the basis of the implementation of difficult and

complicated marketing tactics". Successful marketing communication relies on the combination of these elements of the promotional mix to enable businesses to communicate effectively the benefits of their products or services with targeted customers. In addition, there are media in which time and space can be purchased or used to deliver messages to the audience.

### 1.3 The promotional mix

The promotional mix is the blend of several promotional tools used by a business to create, maintain, and increase the demand for a good, service, or business.

A promotional mix should be designed in a way that informs the target market about the values and benefits of the product or service being offered.

Promotion focuses on creating awareness and persuading potential customers to purchase. The tools that facilitate the promotion objective are collectively known as the Promotion Mix. It includes Advertising, Personal Selling, Sales Promotion, Public Relations, and Direct Marketing. Marketers need to answer the following questions to have a balanced blend of these promotional tools.

#### 1.3.1. Advertisement.

Advertising from French *réclame*, from the Latin *reclaim*, "evoke" in business is a form of marketing communication, which aims to encourage, persuade, or in some cases even manipulate the audience (viewers, readers or listeners, etc.) to take or continue to take an action.

Philip Kotler and Kevin Lane Keller (2012) defined it as "any paid form of non personal presentation and promotion of ideas, goods or services from the

sponsor evident by the print media (newspapers and magazines), telecommunications (radio and television), network communications (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, videodisk, CD-ROM, web page), and display media (billboards, signs, posters)". It is an impersonal form of mass communication, which offers a high degree of control of those responsible for the preparation and implementation of promotional messages.

Dimitar Doganov and Ferenc Palfi (1999) define it as "mass public information system used primarily for political, economic or cultural purposes". European Association of Advertising Agencies defines it as: "a form of non-personal presentation and promotion of ideas, products or services paid by the apparent source. Advertising is any paid form of controlled impact, implemented through the mass media in presenting and enforcement of goods or services in the interest of an open source.

One of the classics of the theory in advertising Rosser Reeves considers advertising as "art for the introduction of a unique selling proposition in the head of most people at the lowest cost." Advertising performs multiple functions, the main ones are: inform, persuade, reminder create additional utility impact on people's perceptions.

As a result of advertising certain products and brands look more upscale and stylish than competitors. Advertising adds value to the purchase of expensive and risky products. It supports other promotional resources and can attract a large and geographically dispersed market. The costs to reach one member of the target audience are lower as compared with personal sales. Advertisers have a number of alternative means of advertising and can exercise control over the content of the advertising message, its design, time and place of the broadcast. Advertising formed a certain degree of awareness and knowledge about the existence of a

### 1.3.2. Personal Selling

Personal sales are expressed in a personal presentation of ideas and products to the client, in which the seller persuades and helps the buyer decide to purchase. Personal sales represent two-way communication between seller and buyer in order to affect the purchase by targeting long-term relationships with retailers and consumers.

Personal sales are classified according to different criteria. Some of them are:

- Depending on the type of product - sales of consumer and industrial goods;
- According to the type of customer and the goal - wholesale for resale production and consumption; retail for personal consumption;
- In terms of technology sales - sales through personal contact in person; Sales by telephone; sales by mail;
- Depending on the nature of the activities, carried seller - acceptance of orders; creative marketing; missionary sale.

### 1.3.3. Sales promotion

Encouraging sales techniques impact to the buyer through personal communication and a system of market tools to induce or accelerate the purchase of short-term effect. It includes marketing activities adding value to products for a limited period of time in order to stimulate consumer purchases and effectiveness of intermediaries. Stimulating sales are divided into two main categories: consumer - and business oriented.

Sales promotion consumer oriented, aims to stimulate consumers to immediate purchase. The funds are distributed by producers or traders. These are price deals, coupons, samples, sweepstakes, contests, discounts, premiums, souvenirs, loyalty programs, samples, demonstrations and more. Stimulating sales-

oriented traders aims at promoting commercial intermediaries ie wholesalers, retailers, distributors and their sales staff to buy more to display and sell a better products company.

## CONSUMER PROMOTION

*Promotion which **directly targets the consumer** is known as consumer promotion.*

**Types of consumer sales promotions:**

- Coupons
- Demonstrations
- Promotional Pricing
- Free trials
- Loyalty Programs
- Sampling

#### 1.3.4. Public relations

Public relations / PR / are an interactive system using one or more communication devices for notice measurable effects. They are relevant to all activities in the organization and cover all communications. PR are not focus on the product; they are focused on the whole company. Their main objectives are to achieve understanding with the audience and influence public opinion.

Marketers try to build a favorable image in the market by creating relations with the general public. The public consists of customers, employees, supplies, distributors, shareholders, governments, and society as a whole. Companies carry out several public relations campaigns with the objective to have support from the people associated with it directly or indirectly.



## 1.4 Social media marketing as a part of business

### 1.4.1. Defining Social Media

To consider social media as a marketing tool a retailer must understand every aspect of it. Social media cannot be understood without first defining Web 2.0: a term that describes a new way in which end users use the World Wide Web, a place where content is continuously altered by all operators in a sharing and collaborative way (Kaplan and Haenlein 2010).

“It is much more to do with what people are doing with the technology than the technology itself, for rather than merely retrieving information, users are now creating and consuming it, and hence adding value to the websites that permit them to do so” (Campbell et al. 2011, 87). Web 2.0 has evolved from simple information retrieval to interactivity, interoperability, and collaboration (Campbell et al. 2011). Kaplan and Haenlein (2010, 61) define social media as “a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content.” Sinclaire and Vogus (2011, 294)

Social media has advanced from simply providing a platform for individuals to stay in touch with their family and friends. Now it is a place where consumers can learn more about their favorite companies and the products they sell. Marketers and retailers are utilizing these sites as another way to reach consumers and provide a new way to shop. “Technology related developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social networks have extended marketers’ ability to reach shoppers through new touch points” (Shankar et al. 2011, 30).

#### 1.4.2. Honeycomb Model

Honeycomb model of Smith (2007) identifies seven functional blocks of social media websites: identity, conversation, sharing, presence, relationships, reputation and groups.



The honeycomb model of social media

Each block allows us to understand the structure of the social media site based on the facilities it provides to its users. This study attempts to understand the functions of the social media websites and their role in social media marketing. These building blocks are not mutually exclusive and also, they are not part of every social media site. These building blocks are the constructs which helps us to understand how different levels of social media functionality can be configured.

#### 1.4.3. Defining Social Media Marketing

According to Pentina and Koh (2012), SMM triggers viral communications amongst consumers across online communities, brand and fan pages, and promotion-related content generated by the companies/organizations on popular networking sites such as Twitter, Facebook, and many others.

Jara et al (2014) define SMM as a new generation marketing tool encouraging higher attention and participation from the consumers through the use of social networks. Kim and Ko (2012) describe SMM as an empathy driven communication for young consumers with efforts also being targeted at consumers belonging to higher age bands. Richter and Schafermeyer (2011), on the other hand, regard SMM as a marketing strategy engaging with social platforms to facilitate a two-way communication with the consumers. In amalgamating understandings from the available literature (Jara et al., 2014; Kim and Ko, 2012; Pentina and Koh, 2012; Richter and Schafermeyer, 2011).

#### 1.4.4. Dimension of the Social media

There are five dimensions of the social media marketing, which means these five things are required to create connections with consumers or to building traffic to company websites. 3.1.1 Online Communities: A company or business can use the social media to build a community around its products/business. Vibrant communities create loyalty and encourage discussions, which can contribute towards business development and improvement. (Taprial, & Kanwar, 2012).

Interaction: A Facebook page or Twitter account can notify all its followers of specific subject quickly and simultaneously (Berselli, Burger, & Close, 2012). Social networking sites enable greater interaction with the online community through broadcasting up-to-date, consumer relevant information. (Fischer, & Reuber, 2011)

Sharing of Content: The sharing dimension is about the extent to which an individual ex-changes, distributes and receives content in a social media setting. (Babac, 2011)

**Accessibility:** The social media is easily accessible and takes minimal or no costs to use. Social media is easy to use and does not require any special skills, knowledge to use. (Taprial, & Kanwar, 2012)

**Credibility:** It is all about delivering your message clearly to the people, establishing credibility for what you say or do, connecting emotionally with your target audience, motivating the buyer and generating loyal customers. The social media provides a very good platform for all businesses (big or small) to network and reach out to their target audience, connect with them directly and generate trust by listening to what they have to say. (Taprial, & Kanwar, 2012).

#### 1.4.5 Correlation Between the Two Concepts

When we study honey comb model of smith (2007) and simultaneously look at the five dimensions of the social media marketing we can easily figure out that the seven functionalities of social media websites form the basis for social media marketing. These seven functional blocks are the pillars on which a firm can establish the structure of its social media marketing strategy.

## CHAPTER 2 METHODS OF ADVERTISING OF BUSINESS ON THE INTERNET

### 2.1 General review of advertising methods on the Internet

Marketing realities today have changed significantly over the last years, especially with the increased popularity of social media platforms like Facebook, Instagram, Twitter, and Snapchat. These mediums have enabled the consumer to access even more information and give them increased power and involvement with organisations.

According to Kotler and Keller (2016c), the importance of social responsibility has grown and marketers need to consider factors like the legal, social, ethical and environmental in context of their marketing activities. Kotler and Keller talk about that the marketplace is not the same as it was 10 years ago, technology has been changing at a fast pace and access to electronics and the internet is staggering. Easy access to information pushes marketer's needs to stay ahead of technology trends. Globalization is another marketing reality, as the world is shrinking with constant evolvement in technology, easier communications and transportations, it has made it easier for the consumer to shop from all over the world through the internet. Clapperton (2012) says that the audience of marketing is changing, and the main reason for that is social media.

With these changes comes the need for understanding and learning how to reach and sell to new customers through social media. According to Chaffey and Ellis-Chadwick (2012) a large part of marketing goes through digital platforms like news- and organisations websites, Facebook, Instagram, and Snapchat. They talk

about digital marketing can be defined as the use of traditional communications to achieve marketing objectives by applying digital technologies. It involves managing different forms of platforms for the company's online presence. Chaffey and Ellis-Chadwick stated that for organisations to create an online marketing strategy there are different methods to consider.

These methods can be segmented into three categories as seen in below paid media, owned media and earned media. They define paid media as a direct media where the organisation pays for visitors or a reach on social media, or for offline mediums like television, radio and print advertising. Owned media is where the marketing goes through the organisations owned mediums, the company website, Facebook profile, Instagram account or Snapchat account. Third, there is earned media where the organisations marketing goes through publicity, influencers on social media or public events, it also includes word-of-mouth that can occur through viral marketing.

Marketers know smart targeting is one of the best ways to get your message in front of the right audience, effectively. With a multitude of online advertising opportunities, it can be challenging to navigate all the different offerings and capabilities to understand what makes sense to reach your campaign goals.

Social media advertising, or social media targeting, are advertisements served to users on social media platforms. Social networks utilize user information to serve highly relevant advertisements based on interactions within a specific platform. In many instances, when target market aligns with the user demographics of a social platform, social advertising can provide huge increases in conversions and sales with lower cost of acquisition.

The Different Types of Social Media Platforms to Serve Ads:

- Social networking (Facebook, LinkedIn, Google+).
- Microblogging (Twitter, Tumblr).
- Photo sharing (Instagram, Snapchat, Pinterest).
- Video sharing (YouTube, Facebook Live, Periscope, Vimeo).

Benefits of Advertising Through Social Media Include:

- Grow your sales and your fan base.
- Use customer generated content for ads (which perform better, too!).
- Better target net new and returning customers (so you waste less money).

One of the fascinating things about social advertising is that there is virtually no limit to your ability to scale.

You don't have to wait for someone to search for your targeted keywords. You don't have to wait for someone to run your promotion or read your blog. If you want to reach 50,000 people in one day, you can.

Which social media network you choose will depend on 3 VERY important factors:

1. Where your target customers are most concentrated (usage, groups, etc.)
2. Where your target customers are most accessible (preferred media, ad targeting, etc.)
3. Where your target customers most actively engage with ads (testing required)

Finding success on social media requires you to thread a number of needles together somewhat seamlessly.

You have to present a compelling offer via a compelling medium to people who will actually find it compelling, in a place those people will actually see it.

When you add the advertising element on top of that, you also need to find a platform where users will actively engage with paid ads.

### The 6 Most Effective Types of Social Media Advertising in 2020.

While there are hundreds of different marketing strategies, only one can bring in consistent sales from day one: social media advertising.

Social media advertising, or social media targeting, are advertisements served to users on social media platforms. Social networks utilize user information to serve highly relevant advertisements based on interactions within a specific platform. In many instances, when target market aligns with the user demographics of a social platform, social advertising can provide huge increases in conversions and sales with lower cost of acquisition.

## [2.2 The 6 Best Social Networks for Ecommerce Advertising](#)

In 2020, there are 6 different social media channels where you can follow proven ad strategies and generate consistent ROI.

These are the best places to invest your ad money right now.

1. Facebook.
2. Instagram.

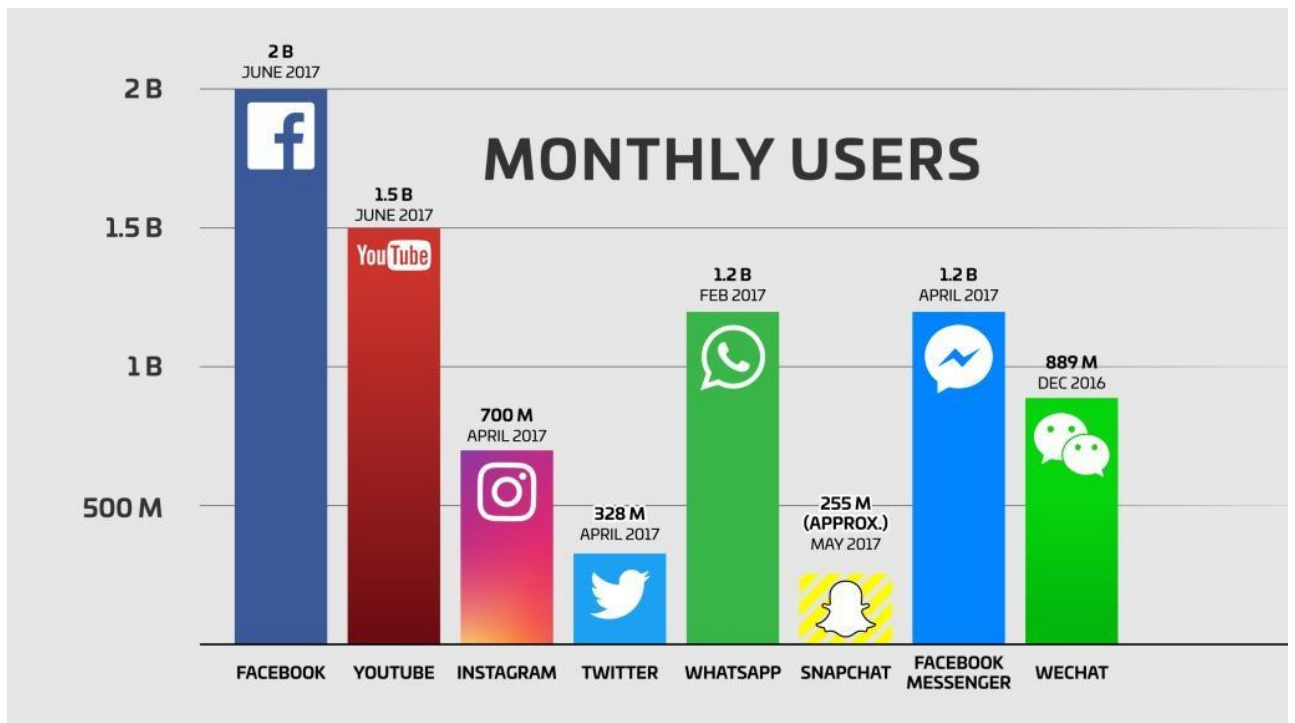


3. Twitter.
4. Pinterest.
5. LinkedIn.
6. Snapchat.

#### 2.2.1. Facebook Advertising.

Facebook is **THE** universal social media network.

With more than 2 billion monthly users, Facebook hosts over a quarter of the world's population, providing advertisers with an unparalleled opportunity to reach virtually anyone and everyone.



#### Where Facebook Advertising Shines

When it comes to ecommerce, Facebook excels at lead generation.

Common examples of content for social media advertising campaigns include:

- Whitepapers, eBooks, product coupons, site wide discount, limited-time offers, giveaways and free shipping.

These leads can then be nurtured with a targeted auto responder that introduces them to your brand and products.

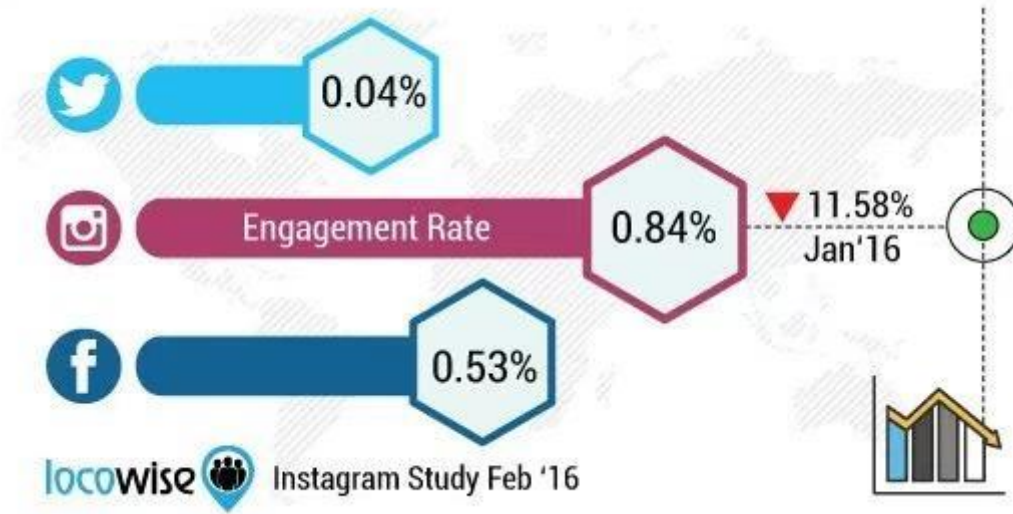
Facebook allows more advanced targeting than any other advertising platform on earth. Advertisers can target by location (within a 5-mile radius), job description, interests, past activity, and many other incredibly valuable criteria.

#### 2.2.2. Instagram Advertising.

While Facebook's mind-boggling user numbers make it the undisputed king of social media, the company's hottest acquisition is beginning to look like the king of social advertising.

Instagram now boasts more than 500 million monthly active users and commands one of the highest audience engagement rates in social media, 58% higher than Facebook and 2000% higher than Twitter.

Instagram's engagement rates are 58% higher than Facebook's and 2,000% higher than Twitter's.



### Where Instagram Advertising Shines

Instagram is, of course, very image and video heavy. As such, sellers of products that are visually appealing or who are able to incorporate visual media into their campaigns tend to perform best on this social media channel.

It is also worth noting that Instagram's user base skews heavily to the 18-29 range and slightly more toward females and minorities.

If any or all of those characteristics are in alignment with your target audience or buyer persona, then odds are, Instagram will be the best ad choice for your business.

Unlike organic posts, Instagram ads can be made to link directly to a product page or other landing page, allowing for direct engagement with your products.

#### 2.2.3. Twitter Advertising.

Twitter has revolutionized breaking news and provided unparalleled access for users to connect with both niche and mainstream influencers.

With 328 million monthly active users, it remains one of the most popular social media platforms.

Ecommerce stores today use Twitter ads primarily to drive brand awareness and promote specific products for direct conversions. The most common model is Twitter website cards hosting under 100 characters and displaying some variety of rich media.

There are a number of different campaign types you can set up in Twitter: promoted accounts, promoted tweets, promoted trends and Website cards.

#### 2.2.4. Pinterest Advertising.

Pinterest is unique. It's visual, like Instagram, but unlike Instagram, it is highly targeted toward women with an 81% female user base.

With 175 million monthly users, it's also an incredibly active platform.

Pinterest is widely regarded as a strong platform for ecommerce sales.

- Engagement is high.
- Images are often built around custom product creation.
- Users intentionally use the platform to find and purchase creative products.

Promoted pins blend into the Pinterest boards and don't distract or put off would-be Pinterest users like some other platforms do. Pinterest's demographics suggest products targeted toward millennial women from the U.S. will do very well with their ad platform, and case study data confirms this.

Ecommerce retailers particularly love the value of Pinterest's highly targeted search engine and use Pinterest ads to promote their brand and products.

#### 2.2.5. LinkedIn Advertising.

LinkedIn is another unique social platform that revolves primarily around the B2B market.

LinkedIn has an estimated 227 million monthly active users, evenly split between male and female users. 61% of users fall into the 30-64 age range bracket.

#### 2.2.6. Snapchat Advertising.

Snapchat is one of the newer platforms to emerge on the scene as a competitive force with 301 million monthly active users.

While it remains to be seen if the company will succumb to Instagram's social video push, as of now, it's a viable advertising platform with a highly active user base.

The importance of choosing the right target audience for your SMM campaigns can't be underestimated. Doing so will increase the effectiveness of your ads and should help drive the right people to your website.

### 2.3. Copywriting as a part of business promoting on the Internet

Copywriting is one of the most essential elements of effective online marketing.

Copywriting is the optimum use of language to promote or persuade. Now, let me unpack the elements of this definition. First, copywriting is all about finding the optimum way to communicate.

The professional copywriter is always looking for the right answer: the right length of copy, the right structure, the right tone, the right choice of words. Diligent

copywriters are convinced that there is a single best solution, and they're driven to find it. Like Coleridge, they want to achieve 'the best words in the best order'. Next, use indicates that copywriting is a 'useful art': a creative activity with a practical purpose. In contrast to 'pure' creative writing – writing principally to entertain, or provoke thought – copywriting is all about achieving a particular outcome in the real world.

We might enjoy reading (or writing) great copy, but its *raison d'être* is to do a job. The value of copywriting is the extent to which it succeeds in its purpose. Language is the raw material of the copywriter. Notice that I didn't say 'writing' – copywriting can include any carefully chosen language, including broadcast media or one-to-one communications like telephone scripts. It may also include visual language as well as verbal: the copywriter will often want to influence context and presentation (typography, design, imagery) to heighten the impact of their copy.

Most copywriting exists in order to promote something: products or services mainly, but also new ideas (as in rebranding exercises) or points of view (as in political marketing). The copywriter's goal is to communicate the strengths, advantages or benefits of whatever they are promoting so their audience buys into them – whether literally or metaphorically. (Promotional copy writing's evil twin, 'knocking copy', aims to denigrate a rival product, service or idea.

Persuasion means getting people to think, feel or act in a certain way. Effective copywriting leads the audience by the hand across the steppingstones of reading, thinking, feeling and acting – in that order. It's all about using intangible tools – words and thoughts – to achieve an outcome in the real world. And this, ultimately, is the fascination of copywriting: making things happen with something as insubstantial as words on a page.

Sites like Twitter and Facebook can tell you the exact words your prospects are using to describe their wishes, hopes, fears, worries, and dissatisfactions.

Its important to use the Right Words, in the Right Context

The swipe file still has a place, and smart copywriters still maintain them. (Though they may have more headlines from Google AdWords than from direct mail these days.) But the most effective copywriters also remember that classic piece of wisdom from Grandma: copywriting may just be the most important. Because as content marketers, we're in the business of selling something. It might be high-end consulting services, or could be a fantastic line of t-shirts and sweatshirts. No matter what we're selling, we must be able to persuade people to buy. Copywriting skills truly separate the wheat from the chaff in the land of content marketers.

## CHAPTER 3 ANALYSIS OF THE USE OF METHODS OF PROMOTING BUSINESS ON THE INTERNET AND ITS IMPROVEMENT

### 3.1. Research Methodology

In this chapter, a research was carried out to analyze the current stage of the usage of different methods of online promoting of business (including social media) and to suggest recommendations on how to improve it.

#### 3.1.1. Methods of data collection.

The Quantitative data collection method is being used so that the produced results are easy to summarize, compare, and generalize. Data collection has been done using the Primary method:

Online research questionnaires were prepared for the survey, for entrepreneurs and business people operating in different sphere of businesses (manufacturing, selling of goods and providing of services) which were hosted respectively in the links <https://forms.gle/7wb87mcXHxiMUq2v9> .

#### 3.1.2. Data Collection procedure

Online questionnaires were designed solely for this study and have been used to capture data from the selected sample. The questionnaire was developed using the Google form service. Protection of the identity of the respondents was maintained. The created links were uploaded on the social sites and also sent to available contacts through email, WhatsApp and Telegram.

80 questionnaires were distributed in Ukraine and Cameroon and 62 people responded.



### 3.1.3. Type of questions.

Questionnaire was categorized with Multiple Choice questions and Dichotomous questions, as they are ideal for calculating statistical data. These questions were asked to collect data and achieve the purpose of this research.

## 3.2 Data Analysis of using different methods of promoting a business on the Internet

The following data was collected based on the questions below that were being asked via online survey.

Firstly, business owners and entrepreneurs are either doing online business or offline business.

What type of Business do you do?  
62 responses

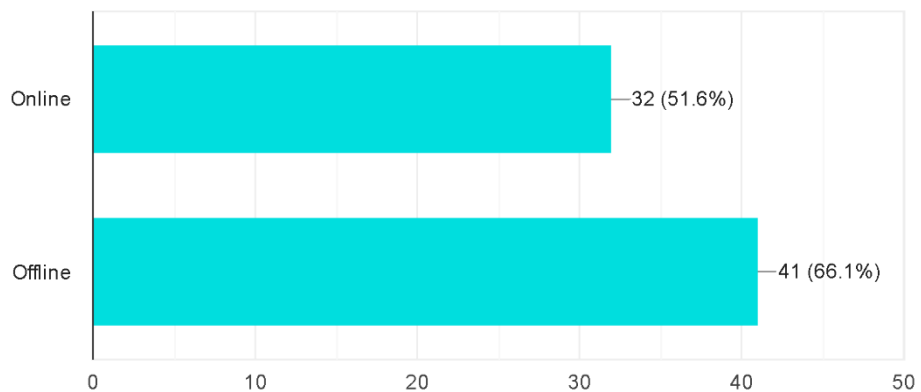


Figure 1 - Distribution by the type of business

Based on the above chart, it is clearly seen that more people are actively involved in offline businesses with a 41(66.1%) on a scale of 50 and 32(51.6%) for online businesses.

What is a field of your Business?  
62 responses

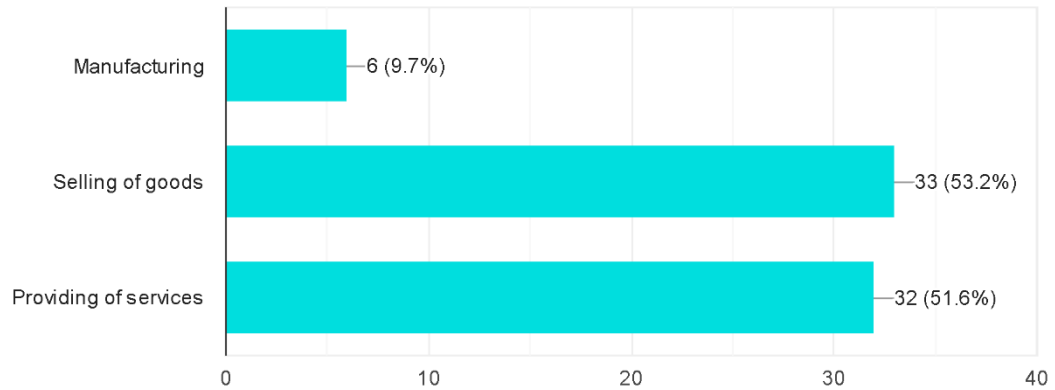


Figure 2 - The field of business distribution

According to figure 2, more business people are engaged in selling goods with 33(52.2%), followed by the providing of services with 32(51.6%) and just a few people are involved in manufacturing with 6(9.7%).

What kind/s of digital marketing channels are used in your business?

62 responses

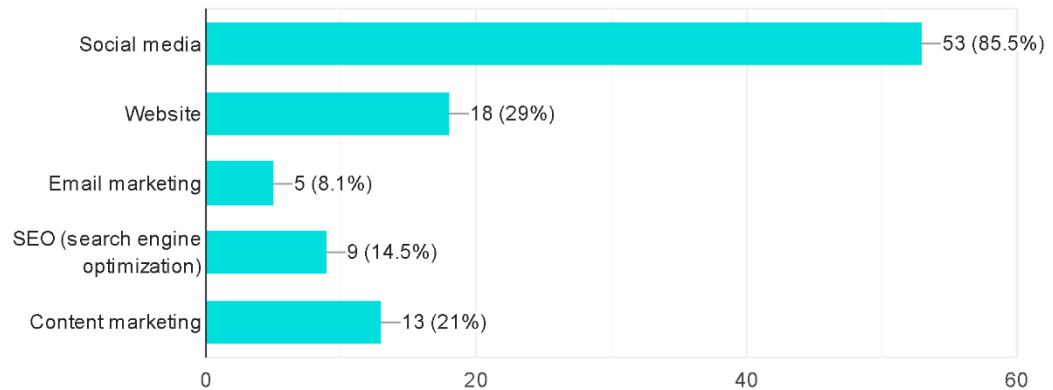


Figure 3 - Using of digital marketing channels

With regards to the several digital marketing channels which includes website, email marketing, SEO (search engine optimization), content marketing and social media marketing. Social media is leading as the most used digital marketing channel with 53(85.5%) this is due to the following reasons.

- Global – When it comes to reaching out to people business wise, social media has got you covered. There is no limit to the reach that social platforms have. It is global.
- Building Human Networks – As humans, small and big businesses thrive on social connect. The advent of the internet has facilitated connecting with other people worldwide, interaction is no longer dependent to the physical presence. It is now possible to set up a huge human database with the click of a button.

- It is affordable – Having a social media platform is not a big deal. There is no need to shell out to start the profile/fan page of business on Instagram, Facebook or Twitter or any social media sites that convinces you as it is for free.
- Effective – One can actually measure the impact by seeing the physical number of fans on the social media page, interacting, conversing and engaging with the business

In what social media network do you have social media accounts?

62 responses

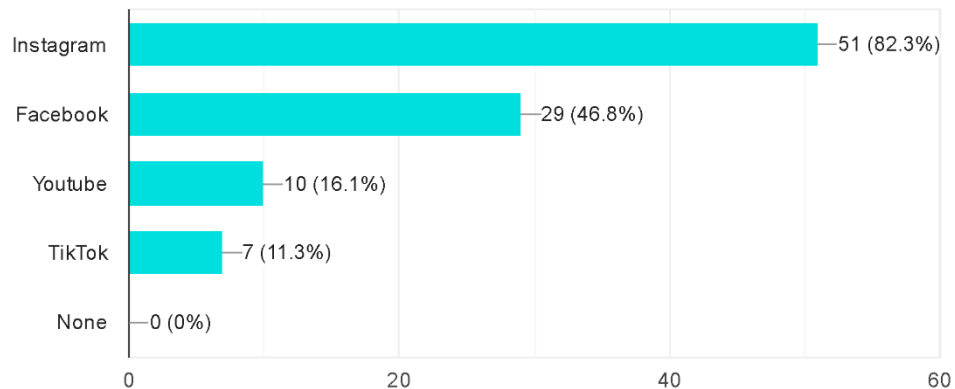


Figure 4 - Distribution of businesses by using social media

Instagram's other advantage is customer engagement. A 2014 Forrester study put Facebook's engagement rate at 0.7%, a huge lag behind Instagram's 4.21%. A Self-starter study brings more up-to-date statistics: Only 32% of Facebook users regularly interact with brands, compared to 68% of Instagram users.

How do you manage your social media ?

62 responses

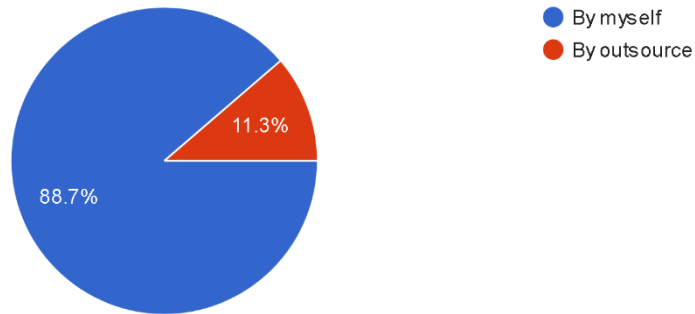


Figure 5 - The way of managing of social media

From figure5, it can be seen that most business people manage their social media accounts themselves which make it more convenient and inexpensive.

What type of content do you post on social media mostly ?

62 responses

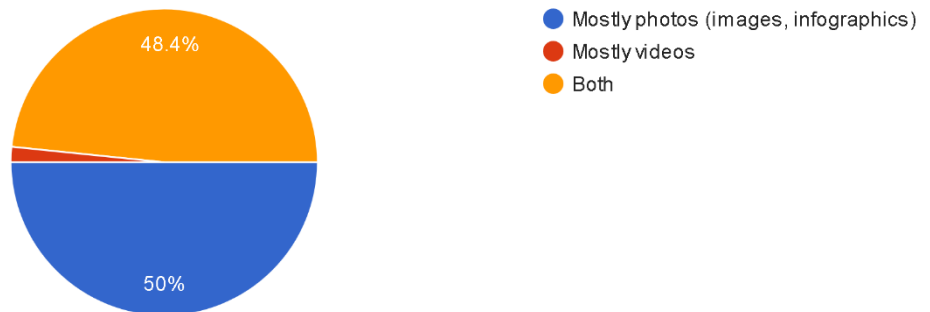


Figure 6 - The types of social media content

With the above diagram, people post more of pictures (50%), followed by posting videos and images together (48.4%) and lastly very few people post only videos social media.

For a business to survive in a competitive milieu and be catapulted to another level, the use of social media is a must

61 responses

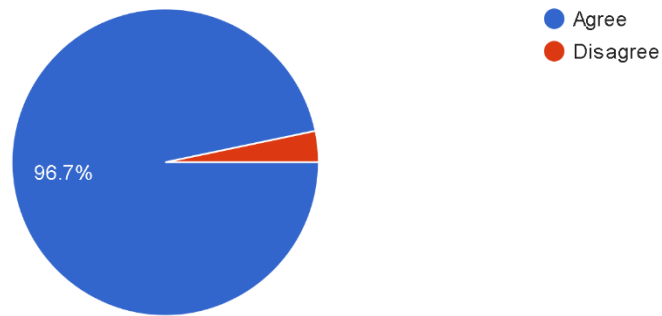


Figure 7 - Awareness of importance of social media

It is with no doubt that a business in this 21<sup>st</sup> century, surrounded with all forms of competition is limited and might not go a long way in future without social media, social media is a must (98.7%) if a business must survive yielding it s best result.

In what kind of digital marketing channels will you invest in the future?

62 responses

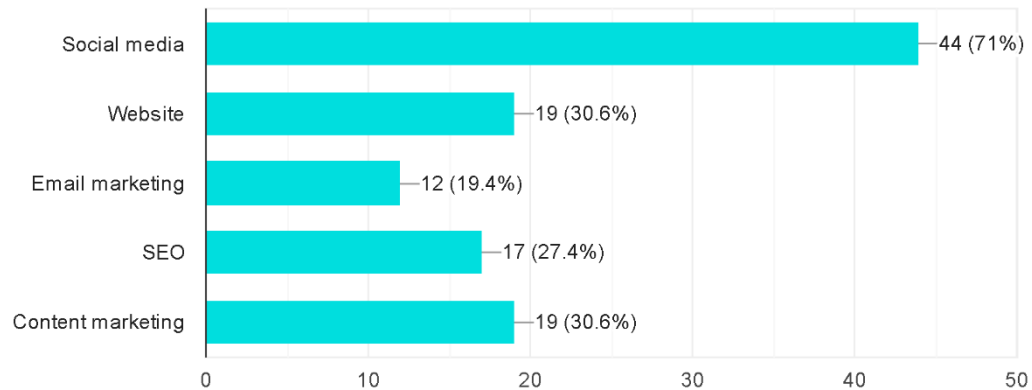


Figure 8 - Distribution of digital marketing channels for the future investment

According to figure 8, most business people intend to invest in social media in future. This can be backed strongly with the following reasons.

Where are you filling this questionnaire from ?

60 responses

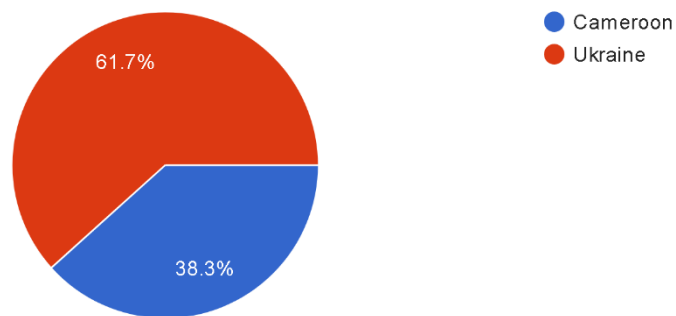


Figure 9 - Distribution of respondents by countries

This research was limited to entrepreneurs and business owners in Ukraine and Cameroon. More research can still be done in other areas.





## CONCLUSION

This paper provides a thorough analysis and improved approaches to promoting business on the Internet:

Based on the analyzed sources of scientific literature, the term "social networks" and "social network marketing" are defined, their place in the system of business administration is clarified.

Theoretical analysis of methods of business promotion on the Internet is carried out.

A questionnaire was developed and a survey was conducted among representatives of small and medium-sized businesses in Cameroon and Ukraine, and unique data were obtained on their use of methods to promote business on the Internet.

In addition, the following recommendations and conclusions can be made as a result of the study:

- among different digital channels Instagram is more commerce friendly for SMEs;
- Instagram's a better place for brands rather than unbranded business;
- with Social Media one can provide value regardless of fields and expertise of business;
- customers can validate the business on Social Media to get the best service possible;
- with Social Media self online personality can be designed for any business.
- Social Media can reduce the overall marketing costs of a business.

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