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The role of measuring the efficiency of marketing e-tool brand management

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THE ROLE OF MEASURING THE EFFICIENCY OF MARKETING E-TOOL BRAND MANAGEMENT

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Abstract

Building a brand nowadays is definitely different than 50 years ago. That time the founders positioned the brand and then spent a lot of money on its marketing in order to show it and to present the whole vision of the brand to the potential customers. Clearly - if the founders had enough money - they had no problem with building their own brand [2]. Nowadays, the branding process is completely different. In the era of open and common access to the Internet and a kind of “social media boom”, companies are not limited only by a good presentation of their products or services in advertising. They are constantly analyzed and evaluated by their current customers and gets feedback about themselves. Potential buyers are aware of the meaning of the quality of products as well as of the meaning of the general acceptance of the brand. Companies have lost their dominant position - limited to sending a clear advertising message and building recognition, the enterprises passed into a somewhat more passive position – they have become the subject of evaluation. This is very important in the case of small and medium-sized enterprises, in which the recognizable brand is a key success factor that ensures their survival.

The aim of this paper is to show the effectiveness of e-marketing tools in building a brand on the market and a general presentation of the problem and its relation to important scientific or practical tasks. These recommendations can be a useful instrument for managing the development process in enterprises in the area of:

- estimation of the value of a brand perceived as the connection between the customer and the company that respects consumer knowledge as the core of the brand's value;
- measuring the brand position of the company (a well-positioned company on the Internet as a chance of omnipresence with its customers).

Keywords: *e-tools, brand management, development, success factors*

Introduction

More and more often, the Internet is dominating in the process of brand creation. It expands the traditional market space within the scope of information and communication as well as distribution and transactions (ICDT model)[Szapiro, 1999]. Companies use the Internet as an additional channel for transferring information about the company, as interactive communication increasing the effectiveness of promotional activities and as a commercial tool [Frąckiewicz, 2006]. Results of the research of Millward Brown SMG/KRC show that representatives of companies acknowledge that e-marketing tools are an effective business communication channel and a factor improving the company image (73% and 44% of responses)[www.zfpr.pl/...]. The research conducted in 2014 by Microsoft, IAB and Infotarget shows that *the digital revolution resulted in the fact that the role of modern marketing is nowadays shaped by an integrated, multi-channel approach to communication with customers*[Dziakowicz-Grudzień, 2017]. Proper proportions between technology and management thus become a contemporary challenge. Relationships with customers shaped in the management process as well as relations between employees should determine the technological development. Furthermore, the type of business, the organizational culture, and the segment of customers should stimulate the selection of appropriate digital models. Only a combination of virtual relations with direct relations may bring success to a company.

1 Information society as the operator of E-TOOL BRAND MANAGEMENT

The information society, the process of development of which we are witnessing and participating in, is a new form of organizational and functional human civilization. It is not easy to determine its main characteristics. At the initial stage of its development, with which we are currently dealing, the following attributes of such a form of information society are mentioned the most often (Table 1):

- common access for people to information;
- use of the Internet as a way of providing public information and interpersonal communication;
- common and permanent education.

Table 1 Information society in Poland in the period of 2016-2017

Companies	Households
<ul style="list-style-type: none">- Nearly 95% of companies had access to broadband Internet.- Mobile broadband connections were used by ca. 70% of entities.- Computing cloud services in 2017 were used by ca 34% of companies.- 67% of entities had their own website in 2017. Most of them used the website to present price lists or catalogues of products and services. <p>In 2016, every third company placed orders electronically, while every eight received orders from customers electronically.</p> <ul style="list-style-type: none">- Nearly 95% of companies in 2016	<ul style="list-style-type: none">- In 2017, almost 82% of households had at least one computer at home.- 78% of households had access to broadband Internet.- 31% of people aged 16-74 contacted public administration through a website.- In 2017, 85.4% of the society had a smartphone.

contacted public administration electronically. This form of communication was used by nearly all large and medium-sized companies. - In 2017, more than a half of large companies used social media for business purposes.	
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Source: Information society in Poland in 2017, CENTRAL STATISTICAL OFFICE Warsaw, 20.10.2017, Latest statistical news.

The information society is accompanied by new methods of management, which create an economy based on knowledge. In the first periods of its development, it is based on three important elements: (1) the leading role of information and knowledge and technology as the main production factors, (2) the dominance of sector information employees within the workforce structure, as well as (3) the creation of the greatest part of the gross domestic product in the information sector[Chirayu , 2012].

According to OECD, the term "*knowledge-based economy*" results from a more comprehensive recognition of the role of knowledge and technology in the economic growth. Knowledge may be called a professional intelligence, which consists of such elements as: know-what, know-how, know-why, self-motivating creativity or experience, concepts, values, beliefs, and work methods that can be shared and transferred [Chirayu, 2012]. Knowledge, as embodied in people (as "human capital") and technology, has always been crucial for economic development. However, no sooner than in the past few years has its weight been recognized [OECD, 1996]. In a knowledge-based economy, companies should continuously develop. The necessary changes include, among others, development of knowledge management methods, change management, risk management, innovation management, and technology transfer management[Grudzewski, 2002].

In information society and knowledge-based economy, we are dealing with completely new socio-economic structures and new principles of their functioning, which are not commonly known or understood. This applies not only to children, teenagers or other groups of young people, but also to people from higher age ranges. Young people treat many serious features of the new society uncritically and often carelessly, unaware of their long-term consequences related, among others, to[OECD, 1996]:

- the new social stratification, including a narrow information elite, a wide-ranging group of users and an expanding margin of the excluded;
- the progressing phenomenon of information exclusion;
- the dehumanization of many forms of activity, so far reserved only for people;
- the reduction of the human element (the person) in information processes;
- the growth in importance of the so-called artificial intelligence, with all its effects for humans as the so-far leading species;
- the reification of interpersonal relations and the reduction of the function of families (households).

At the present stage of development of the information society and the knowledge-based economy, the leading role is played by the Internet, a mega-network with very diverse features, scope and forms of impact.

2 The Internet and digitalization as the basis for enterprise innovativeness

Currently, the pace of changes is so great that companies have to deal with a practically continuous change on the market, which causes the average product life cycle to be drastically shortened, and the survival to depend on the ability to respond quickly [Clarke, 1997]. Development of a new, improved organizational process, improvement or creation of new solutions for technological processes, or continuous changes in the companies' product catalogue are necessary to prevail on the market. The economic growth in the contemporary world is, to a large extent, the result of the introduced innovations. According to Eurostat, companies innovative with regard to non-technological innovations are such which have implemented marketing and/or organizational innovations. The proportion of innovative enterprises in the field of technological innovations (product and process) in Poland is at the level of 16%, and in the field of non-technological innovation, it is at the level of 15.5%. Definitely the smallest percentages of innovative companies in the field of non-technological innovations operate in Poland (15.5%). The results are very varied depending on the company size. Compared with the presented countries, the innovativeness of small Polish enterprises that employ between 10 and 49 persons is almost the lowest concerning both technological (11%) and non-technological (12%) innovation. Medium-sized enterprises employing between 50 and 249 persons (28%) and large enterprises employing more than 249 persons (56%) perform better in terms of technological innovations. When it comes to innovation in terms of marketing and organizational methods, 22% of medium-sized enterprises in Poland engage in this field of innovation activity. In the case of large enterprises, the share of companies that have implemented new marketing methods or have implemented an organizational change was 46%. Conclusions can be drawn that non-technological innovations are usually complementary to product or process innovation activity in large enterprises[Zadura-Lichota, 2015].

Contemporary companies constantly try to maintain innovative activity, usually stimulated by understanding of their customer and his needs, and thereby by adjustment of their product or service. More and more often, this need at the customer's end is created and modelled, and finally, he is sold a product that satisfies it. The emerging changes in the company's environment and its interior, on the one hand, constitute threats, but on the other hand, are opportunities to be exploited. To launch new methods production, to gain new sales markets, to introduce new organization of the company

In view of the foregoing, the digital transformation should mean the following for companies: creation of products or services with the use of technological innovations, transformation of paper documentation into digital form, development of social media. Some of these directions should certainly also be an element of digital transformation, but it is worth reminding that a successful digital transformation is a comprehensive, significantly broader process. Digitalization is definitely necessary, not only due to growing customer requirements, but also as a result of changes in the business model of companies, with their symptoms being the integration of all business processes in organizations[www.wnp.pl/...]. The research conducted by Puls Biznesu in 2016 confirms that Polish companies seem to already notice that, for some time now, businesses operating on developed markets have been entering an era of marketing based on the use of data on customer preferences and interests. They also use the so-called scoring tools. The research confirms that there is direct association between implementation of the digital transformation strategy and the growth in revenues - 21

percent of respondents who are currently using it expect more than a 10-percentage increase in revenues in 2016 [Kostro , 2013]

The following reasons to use e-marketing are accepted: today's reality is represented by new technologies, which are based on information and comprehensive use of information, they are a very characteristic element of a dynamically developing market,

- there is a need to move actions outside the company, by defining goals in the context of market and customer needs, the most powerful tool of marketing is the Internet,
- the global network allows for making a big progress towards meeting individual expectations of current and future customers.
- the presentation of data on websites is very attractive from the point of view of marketing,
- the amount of information that can be put on a website is virtually unlimited, and at the same time information can be updated quickly and inexpensively.

The role of e-marketing is rising every day. It is possible thanks to the Internet. The main advantages of the Internet in company marketing include:

- global reach and impact – the network resources and services can be used everywhere,
- unlimited access - the network resources can be used 24 hours a day, 7 days a week, and that is very simple for a regular user,
- interactive communication - the time between sending a message and the recipient's reaction may theoretically be extremely short, comparable to direct conversation,
- multimedia flexibility - the network can be used to transfer files containing images, sounds, texts, animations,
- unlimited information capacity - estimating the size of information resources on the network is almost impossible, it can be said that if the information is not available on the network, it should be assumed that it does not exist,
- the cost of achieving similar goals using traditional business methods is much higher.

Information and knowledge are the main paradigm of their market success: the client wants to know more and more about products and services, which results in a number of digital services (Internet) both informational as well as process and service related [Hołodnik , 2006]. Therefore, there is a need for researching e-marketing and its impact on company operations.

3 Premises for the research

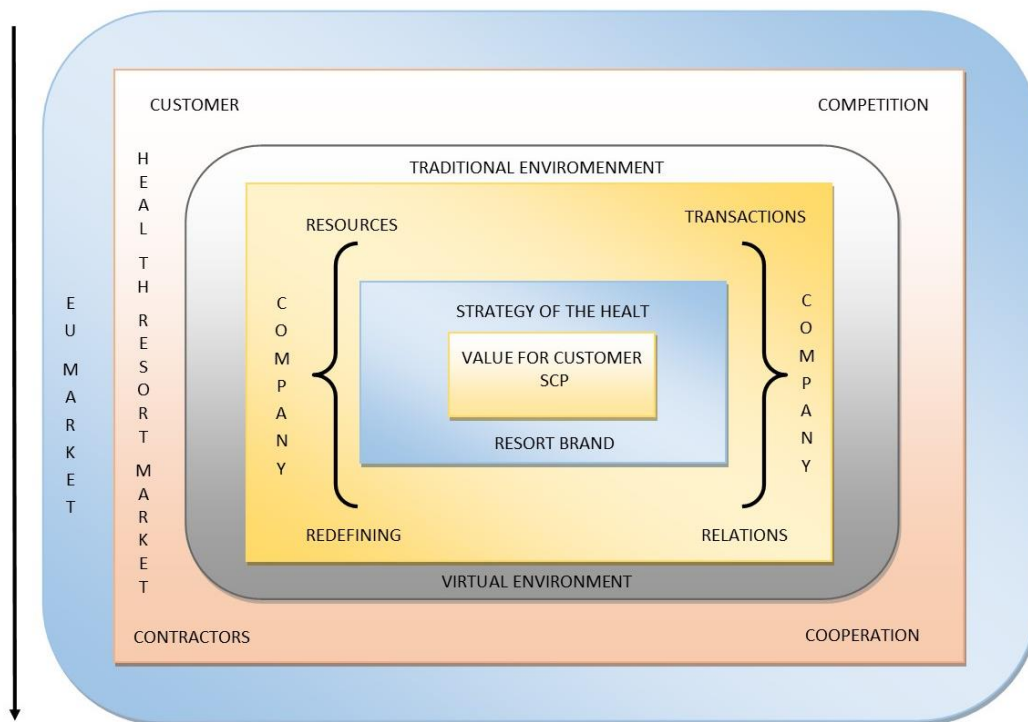
The recent years in Poland marked a very dynamic growth in Internet access: in 2009, the Internet was used by 46% of Poles, while in 2012 - already by 56% [CBOS , 2015], and in 2017 - already **81.8%** [Information society...]. It can be clearly seen that the interesting age groups of health resort operators are constantly increasing their share in using the Internet. In the CBOS research, we may also refer to the place of residence: the percentage of Internet users in the countryside is 56%, and in large cities (above 500,000) - more than 86%[CBOS , 2015]. Results concerning the use of the Internet for exchange of goods and services are very interesting. More than a half of all examined adults – 51% – bought something this way at

least once, which was 4 percentage points more than the year before [CBOS, 2015]. In 2017, 81.8% of households had at least one computer [GUS, 2017]. Across the last several years, a persisting growth tendency can be clearly seen: in 2012, it was 73.4%, so within four years, the number of households with at least one computer increased by 8.4% [GUS, 2017]. The respondents demonstrated a great interest in spa tourism. The respondents demonstrated in the study that the main barrier for purchasing tourist services on the Internet is the lack of possibility of finalizing the purchase in real time and the lack of direct contact with the seller [GUS, 2017].

Promotion is a part of mix marketing, which is constantly dynamically evolving along with the changing needs of consumers, tourists, patients. Both advertisement, sales promotion, public relations, personal selling, and direct marketing [Wiktor, 2005] undergo continuous evolution, by individual adaptation to the customer's requirements and the possibilities to reach him. Promotion is more and more present on the Internet and uses this contact channel with the customer. The instruments of e-promotion include: with regard to advertising – banner forms, pop formats, layer advertisements, advertisements sent out to people; with regard to sales promotion – shopping platforms, auctions, online stores; with regard to public relations – cooperation with mass media, presence in network news services, response to criticism posted on websites, participation and activity of the entity in discussion groups, network sponsorship, use of interactive forms, viral marketing; with regard to personal selling – contact with the seller through Gadu-Gadu messenger, Skype, interactive websites, social network sites, chat, phone; with regard to direct marketing – e-mailing, newsletter; with regard to sponsorship – website sponsorship, website department sponsorship, sponsored article, sponsorship of interactive elements, newsletter sponsorship [Orlin, 2012]. To sum up this part, we should mention benefits for a health resort company, which may result from the use of e-promotion instruments. First for all, this includes interactive contact with the customer. Simplicity of use with a simultaneous abundance of possibilities of use, as well as the possibility of quickly responding to the customer's impulse. An important benefit is the global and 24/7 reach, as well as the relatively low cost of reaching a mass recipient and the possibility of getting to know the recipients' opinions [Inawrocka, 2006].

What differentiates health resort companies from other enterprises is their nature and business model. Here we present the following proposed model for a health resort business, where SCP is solving customer's problems and the MSVP vector means Medical service virtualization processes [Tutaj, 2018]:

Figure 1 The model for a health resort business, where SCP is solving customer's problems and the MSVP vector means Medical service virtualization processes



Source: prepared by the authors.

4 Research concerning the effect of e-marketing on the functioning of health resort companies in Poland

Research concerning the effect of e-marketing on the functioning of a company were conducted with the example of health resort companies, their images and brands, and related to measuring:

- the website with regard to: information, grabbing the user's attention,
- domain address as a branding element,
- the advertising campaign via the Internet with regard to: form – text, banner, quantity and quality, for measuring the positioning in search engines and the use of the Google AdWords tool,
- the brand name in correlation with the target image.

The study was addressed to all health resorts in Poland in 2017. 34 of health resorts consented to full conduct the survey, which constitutes 54% of all health resort companies recognized by the National Health Fund in Poland in 2017. This confirms the representative character of the research sample. The study was of quantitative nature – surveys, and qualitative nature – focus study. This paper presents the most important conclusions from this research concerning the health resort market leaders in Poland.

During the research, an analysis of participation of the Łądek Zdrój Health Resort (LZHR) on the Internet was conducted, comparing it with 4 leading health resorts (Table 2) in Poland in order to check the involvement of LZHR in areas related to:

- 1 activity on social network sites,
- 2 positioning of the Health Resort's website.

Table 2- Analysis of participation of health resorts on the Internet.

Name	Facebook	Google
Cieplice PGU Health Resort	4770	2nd place*
Łądek Zdrój Health Resort	2304	4th place*
Kołobrzeg S.A. Health Resort	2028	8th place*
Połczyn PGU Health Resort	1700	3rd place*
IZC Uniejów Park Health Resort	431	None*

Source: prepared by the authors.

The conducted search shows that the Łądek Zdrój Health Resort has a substantial participation in the network, however, its popularity as compared to the Cieplice Health Resort is smaller by half. The Cieplice Health Resort has the most extensive website, more search keywords, and thereby is at the top position in the Google search engine, which is considered to be the most popular Internet search engine.

Table 3 presents a test of websites of 3 health resorts in terms of:

- Compatibility with mobile phones,
- Website loading speeds on mobile phones,
- Website loading speeds on PCs and laptops.

The test was conducted using the Google tool for testing website efficiency, in which a website may obtain from 0 to 100 points.**

Table 3 Results of the website test.

Health Resort	Compatibility with mobile phones	Speed on mobile phones	Speed on computers
Łądek Zdrój	96/100	45/100	68/100
Cieplice	97/100	58/100	72/100

* 10 first pages of the Google search engine were searched – keyword "health resort"

** Test on the website: <https://testmysite.withgoogle.com/intl/pl-pl/>

Uniejów Park	99/100	52/100	62/100
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Source: prepared by the authors

The obtained results show that the website of LZHR is correctly adapted for mobile phones and achieves a result as high as 96/100, and the competition's websites perform similarly. Failure to adapt for mobile phones would lead users to be more willing to leave the mobile website of a given health resort.

On the other hand, in the category of website loading speed on mobile phones, the website of LZHR does not perform as well. In the test, it obtained only 45/100 points, which means that it works very slowly on mobile devices; additionally, this is the weakest result as compared to the competition. According to the research conducted by Google, if a website does not load within 3 seconds, most users of mobile devices will give up browsing this site.

In terms of the website's speed on computers, LZHR obtained only 68/100 points, which gives it the second place among the analyzed pages. This result indicates that the website does not work quickly enough, and it should be improved. According to the research, 9/10 users browse numerous sites at the same time. The slower the loading speed of the website, the greater the likelihood that the computer user resigns from browsing it.

Surveys about customer satisfaction conducted in particular health resorts indicate that 62% of present patients browse the Internet on a regular basis or incidentally before and during their stay in the health resort.

Conclusions

Internet users constitute nearly two-thirds of the adult inhabitants of Poland. For this reason, health resort companies also cannot ignore or treat this channel as insignificant or additional. They should focus on it, as its importance will be growing every year. As noticed by the founder of Microsoft – Bill Gates - building of communities will be one of the most rapidly developing areas of the Internet, including communities using health resorts. The Internet enables purchase of services 24 hours a day, and it is the greatest force that can be used by a given company or by its competition. The research performed for Google [Nawrocka, 2013] indicates that a Polish internaut-tourist, before making a choice, browses websites of towns (86%), opinions of other tourists (78%), and compares prices (71%). After making a choice, the customer wants to book a service and receive a confirmation.

For this reason, a considerable part of health resort businesses introduced new positions to their organizational structures during the past two years: e-marketer. The scope of his responsibilities usually applies to contacts with e-customers and e-PR, but their role goes much further than that. E-marketers are more or less aware creators of a virtual organization, which is what health resort companies are becoming [Tutaj, 2017].

Nowadays, companies will need to deal with overabundance of information and knowledge, as well as their quality. The problem of contemporary companies is the proper selection of e-tools and the proper balance – only in companies that operate on the traditional and virtual market, between traditional techniques and those that are used to traverse the virtual world. Optimization of costs and revenues is not only a result of the level of digitalization of the company. Treating a company as a temple of knowledge, where wisdom

is created, stored and improved, seems to be the right point of reference and adjustment of digitalization processes.

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Ключевые слова: электронный инструментарий, управления брендом, разработка, факторы успеха,

Все чаще Интернет доминирует в процессе строительства марки предпринимательства. Он производит расширение традиционного рыночного пространства в измерениях информирования и коммуникации, а также дистрибуции и сделок (модель IKDT). Предпринимательства используют Интернет в качестве канала передачи информации о предпринимательстве, как интерактивную связь увеличивающую эффективность рекламирующих действий и как торговый инструмент. Результаты исследований Millward Brown SMG/KRC показывают, что представители предпринимательств считают, что инструменты электронного маркетинга являются эффективным каналом бизнес коммуникации, а также фактором улучшения видения (73% и 44% показаний). Как показали исследования, проведенное в 2014 году фирмой Microsoft, IAB и Infotarget, цифровая революция подтвердила, что, сегодня, роль современного маркетинга генерирует интегрированные, многоканальные подходы к общению с клиентом. Правильные пропорции между технологией и управлением становятся современным вызовом. Образованные в процессе управления отношения с клиентами, а также отношения между работникам, должны определять технологическое развитие. Кроме это вид бизнеса, организационная культура, сегмент клиентов должны стимулировать выбор соответствующих цифровых моделей. Только соединение виртуальных отношений с прямыми отношениями может принести успех для предпринимательства.

Пользователи интернета составляют около две трети взрослых жителей Польши. Хотя бы поэтому оздоровительные предпринимательства не могут пропускать или относиться к этому каналу как к мало важному или как к дополнительному. Концентрация должна быть направлена на него, потому что его значение с каждым годом будет расти. Как заметил создатель Microsoft - Bill Gates - строительство общества будет одной из самых быстро развивающихся областей Интернета, в них же в свое очередь общества, пользующиеся

оздоровительными услугами. Интернет позволяет сделать покупку 24 часа в сутки, это самая большая сила, которую может использовать данное предпринимательство или его конкуренты. Исследования, которые провела фирма Google, показывают, что польский пользователь-турист, до того как сделает выбор, просматривает страницы городов (86%), отзывы других туристов (78%), сравнивает цены (71%). И только после определения выбора клиент хочет зарезервировать услугу и получить подтверждение.

Поэтому значительная часть оздоровительных предпринимательств за последние два года внедряет в организационные структуры новые места работы под названием э-маркетинг. Диапазон ответственности как правило относится к контакту с э-клиентами, э-PR, но их роль выходит значительно дальше. Э-маркетологи являются более или менее сознательными создателями виртуальных организаций, которые становятся оздоровительными предпринимательствами.

На сегодняшний день фирмы должны будут справиться с переизбытком информации и знаний, а также их качеством. Проблемой современных фирм является правильный выбор э-инструментов и соответствующий баланс - в предпринимательствах, которые действуют на традиционном и виртуальном рынках, баланс между традиционными техниками и теми, которые служат для продвижения в виртуальном мире. Оптимизация расходов и приходов не является единственной проблемой уровня оцифровки предпринимательства. Приспособление процессов оцифровки, а также трактовка предпринимательства в качестве святыни знаний, где рождается мудрость, а также сохранение и улучшение его качества, кажется, является правильной точкой для старта.