

2015

Why most online business fails, and how to develop a successful online business using right internet marketing strategies

Hadjigeorgiou, Neofytos

Business Administration Program, School of Economics Sciences and Business, Neapolis University Paphos

<http://hdl.handle.net/11728/6986>

Downloaded from HEPHAESTUS Repository, Neapolis University institutional repository



WHY MOST ONLINE BUSINESS FAILS, AND HOW TO DEVELOP A
SUCCESSFUL ONLINE BUSINESS USING RIGHT INTERNET
MARKETING STRATEGIES

By

NEOFYTOS HADJIGEORGIOU

Master of BUSINESS ADMINISTRATION

Neapolis University Pafos

Pafos, Cyprus

2015

Table of Contents

Abstract	7
CHAPTER 1	8
1.1 Introduction.....	8
1.2 SWOT analysis	9
1.3 Importance of Marketing	9
1.3.1 Off site marketing.....	9
1.3.2 On site marketing	9
1.3.3 Discussions.....	10
CHAPTER 2	11
Literature Review	11
2.1 E-commerce.....	11
2.2 Online – DigitalMarketing.....	12
2.3 On-site and off-site marketing	14
2.4 The Six Principles of Viral Marketing	15
2.5 Anaiaizing the 4C’s marketing model	15
CHAPTER 3	17
METHODOLOGY.....	17
3.1 Methodology summary	17
3.2 Data Collection	18
3.3 Data analysis.....	18
3.4 Qualitative and quantitative analysis	19
3.5 SWOT Analysis	19
3.5 Limitations of research	21
CHAPTER 4	22
4.1 Analysis.....	Error! Bookmark not defined.
4.1.1 The two online business	22
4.1.2 Vangelis optical Shop.....	22
4.1.3 Theo . Th. Theocharides Ltd.....	22
4.2 Vangelis optical house (Advantages disadvantages).....	22
4.2.1 Static Html website	22
4.2.1.1 Advantages	23
4.2.1.2 Disadvantages.....	23
4.2.2 Online E-shop	23

4.2.2.1 Advantages	23
4.2.2.2 Disadvantages of online shop owner	24
4.2.3 EbayMarketplace	24
4.2.3.1 Advantages	24
4.2.3.1 Disadvantages.....	25
4.2.4 Marketing analysis and Method that will be used	25
4.3 Data Analysis	26
4.3.1 Vangelis Optical House	26
4.3.2 Website 1 (Static Website Html code)	26
4.3.3 Website 2 (Dynamic E-shop)	29
4.3.4 What is PayPal?	32
4.3.4.1 PayPal fees.....	32
4.3.5 Online Marketing techniques of Vangelis optical House	33
4.3.6 Advertising technique PPC Adwords (Pay per click advertising)	33
4.3.7 Pay per Click Keywords.....	34
4.3.8 Google SEO (search engine optimization)	34
4.3.9 Social network marketing.....	35
4.4 Theo . Th. Theocharides Ltd	36
4.4.1 Online Store on EBay Ecommerce Platform	36
4.4.2 Feedback and ratings analysis	36
4.4.3 Hot selling products analysis	39
4.4.4 eBay fees	40
4.4.5 Theo . Th. Theocharides Ebay fees	40
4.4.6 Online Marketing techniques of Theo . Th. Theocharides Ltd	41
4.4.7 EBay Marketing Strategy	41
4.4.8 Organic search (Search engine optimization)	41
4.4.9 Image SEO Optimize Images for Better Search Engine Rankings	42
4.4.10 Social networks.....	42
4.4.11 Google ad words (Online display Ads).....	42
4.4.12 Email marketing (News letters)	43
4.4.13 Discount coupons and promotion codes.....	43
4.4.14 Mobile phone compatibility	43
CHAPTER 5	44
COMPARISON AND RECOMMENDATIONS	44

5.1 Comparison Analysis.....	44
5.2 Vangelis optical House SWOT analysis	44
5.2.1 Strengths	44
5.2.2 Weaknesses	45
5.2.3 Opportunities	45
5.2.4 Threats.....	46
5.3 Theo. optical House SWOT analysis	47
5.3.1 Strengths	47
5.3.2 Weaknesses	48
5.3.3 Opportunities	48
5.3.4 Threats.....	49
5.4 EBay marketplace Vs E-shop.....	49
Appendices	51
References.....	52

List of Figures

FIGURE 1.2 STRUCTURE ANALYSIS OF VAGELIS OPTICAL HOUSE STATIC HTML WEBSITE	27
FIGURE 1.3 STRUCTURE ANALYSIS OF VAGELIS OPTICAL HOUSE JOOMLA E-SHOP	30
FIGURE:2.1 FEEDBACK ANALYSIS OF THEO THEOCHARIDES EBAY STORE.	37
FIGURE:2.2 FEEDBACK COMMENTS OF THEO THEOCHARIDES EBAY STORE.....	38
FIGURE:2.3 SALES HISTORY ON A SPESIFIC ITEM ON THEO THEOCHARIDES EBAY STORE.	39
FIGURE:3.1 THEO. TH. THEOCHARIDES LTD EBAY STORE SELLING PERFORMANCE.	51
FIGURE:3.2 CUSTOMERS FEEDBACK ON THEO. TH. THEOCHARIDES EBAY STORE.....	51
FIGURE:3.3 SALES ON A SPECIFIC PRODUCT (THEO THEOCHARIDES EBAY STORE).....	52

List of Graphs

GRAPH 1.1 STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS	20
GRAPH 2.1 STATISTICS VISIBILITY OF VANGELIS OPTICAL HOUSE WEBSITE	28
GRAPH 3.1 STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS OF VANGELIS OPTICAL HOUSE WEBSITE.	44
GRAPH 3.2 STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS MEANINGS THEOCHARIDIES	47

List of Tables

TABLE:1.1 REPRESENTATION OF PHONE CALLS REQUEST PER YEAR.....	29
TABLE:1.2 REPRESENTATION PAYPAL FEES	33
TABLE:1.3 REPRESENTATION OF PAY PER CLICK KEYWORDS OF VANGELIS OPTICAL HOUSE.....	34
TABLE:1.4 REPRESENTATION TOP KEYWORDS THAT USED ON SEARCH ENGINES	35
TABLE:2.1 REPRESENTATION OF EBAY FEES	40

Abstract

On that project we can see the reasons why most online business fails and how to some other makes lot of money from the advantage of online market, the protagonists of that project are Vangelis optical house and Theo. Theocharidies optical, both of them are based and have local optical stores in Cyprus, after the past of the years and the internet renovation they have decide to goes online and exhibit their products on the online global market. The two companies are using completely different internet marketing techniques in order to promote their items and archives more sales on the online market.

On the following project we can read for the different online marketing methods that used on each company and analyze their websites in order to clearly understand the marketing techniques of each company and the important role of each technique.

Traffic and sales statistics are also provided in brief in order to see the performance and status of each company, and understand which online marketing technique is productive and bring positive results to the company.

Finally analysis and comparison using SWOT analysis is also available in order to help us recognize easily the strengths, weaknesses, opportunities and threats of each company.