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**DIGITAL MARKETING STRATEGY OF
A COMPANY WITHIN SPECIFIC INDUSTRY**

Diploma thesis

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**UNIVERSITY OF ECONOMICS IN BRATISLAVA
FACULTY OF COMMERCE**

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A COMPANY WITHIN SPECIFIC INDUSTRY**

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Declaration of honour

I hereby declare that, as the author of this diploma thesis, I did not violate the principles of academic ethics, did not use the work and ideas of other people without proper reference to the original source, I did not fabricate results, and I did not manipulate the research material, data and results presented in the thesis.

Bratislava, 15 April 2025

.....

Signature

Acknowledgement

I wish to express my gratitude to my supervisor, doc. Ing. Martin Kuchta, PhD, MBA, for his insightful advice and essential counsel during the entire project. I want to express my sincere gratitude to my family and friends for their constant support. I would like to express my gratitude to everyone else who helped.

ABSTRACT

MIZEROVÁ, Bibiána: *Digital marketing strategy of a company within specific industry*. University of Economics in Bratislava. Faculty of Commerce; Department of Marketing. – Supervisor of final thesis: doc. Ing. Martin Kuchta, PhD, MBA. – Bratislava: OF EU, 2025. 100 p.

The diploma thesis elaborates digital marketing strategies of a companies across various industries with a focus on search engine optimization, content marketing, social media marketing, email marketing, pay-per-click marketing and influencer marketing. The main aim of the thesis is to analyze and evaluate digital marketing strategies across different industries and suggest an effective digital marketing strategy tailored to a particular industries and company with the focus on the improvement of key performance indicators. For this purpose, we have observed the metrics and digital strategies of 25 companies within the retailing, automobile, fashion, telecommunication and food industries. The analysis revealed significant differences in the level of digital activity and the use of specific tools among sectors. As a result, the thesis offers targeted recommendations for improving digital marketing performance across industries aiming to help companies increase key performance indicators and metrics. Emphasis is placed on the underperforming food sector where a Nestlé serves as representative example and guideline for improving and optimizing digital marketing strategy and performance. Choosing the optimal balance of digital strategies is difficult but possible with the right industry understanding. The findings may help companies improve digital marketing, consumer engagement, digital success and overall online performance.

Keywords:

digital marketing strategy, online presence, industry comparison, KPIs

ABSTRAKT

MIZEROVÁ, Bibiána: *Digitálna marketingová stratégia spoločnosti v rámci konkrétneho odvetvia*. Ekonomická univerzita v Bratislave. Obchodná fakulta; Katedra marketingu. – Vedúci záverečnej práce: doc. Ing. Martin Kuchta, PhD, MBA. – Bratislava: OF EU, 2025. 100 s.

Diplomová práca sa venuje digitálnej marketingovej stratégii spoločností z rôznych odvetví so zameraním na optimalizáciu pre vyhľadávače, obsahový marketing, marketing na sociálnych sieťach, emailový marketing, PPC marketing a marketing influencerov. Hlavným cieľom je analyzovať a vyhodnotiť stratégie digitálneho marketingu v rôznych odvetviach a navrhnúť efektívnu stratégiu digitálneho marketingu prispôbenú konkrétnym odvetviam a spoločnostiam so zameraním na zlepšenie kľúčových ukazovateľov výkonnosti. Za týmto účelom boli sledované ukazovatele a digitálne stratégie 25 spoločností v rámci maloobchodného, automobilového, módného, telekomunikačného a potravinárskeho priemyslu. Analýza odhalila významné rozdiely v úrovni digitálnych aktivít a využívaní konkrétnych nástrojov medzi jednotlivými odvetviami. Výsledkom práce sú ciele odporúčania na zlepšenie výkonnosti digitálneho marketingu v jednotlivých odvetviach, ktorých cieľom je pomôcť spoločnostiam zvýšiť kľúčové ukazovatele výkonnosti a optimalizovať metriky. Dôraz sa kladie na zaostávajúci potravinársky sektor, kde spoločnosť Nestlé slúži ako reprezentatívny príklad a návod na zlepšenie a optimalizáciu digitálnej marketingovej stratégie a výkonnosti. Výber optimálnej kombinácie digitálnych stratégií je náročný, ale možný pri správnom pochopení odvetvia. Zistenia môžu pomôcť spoločnostiam zlepšiť digitálny marketing, angažovanosť zákazníkov, digitálny úspech a celkový výkon v online svete.

Kľúčové slová:

digitálna marketingová stratégia, online prítomnosť, porovnanie odvetví, kľúčové ukazovatele výkonnosti

CONTENT

List of tables and illustrations	10
List of abbreviations	12
Introduction	13
1 Theoretical background	15
1.1. Definition and evolution of digital marketing	15
1.2. The importance and usage of digital marketing and its channels	17
1.3. Digital marketing strategies and approaches	17
1.3.1. Search engine optimization	18
1.3.2. Content marketing	19
1.3.3. Social media marketing	20
1.3.4. Email marketing	22
1.3.5. Pay-per-click advertising	22
1.3.6. Influencer marketing	23
1.3.7. Affiliate marketing	23
1.3.8. Others	24
1.3.9. Classification of digital marketing strategies	24
1.3.10. Effective choice and combination of digital marketing strategies	26
1.4. Measurement of digital marketing strategies (Key performance indicators)	27
1.4.1. Definition, purpose and importance of KPIs in digital marketing	27
1.4.2. Types of KPIs and tracking	27
1.5. Identification and definition of selected industries and their digital marketing strategies	33
1.5.1. Retailing industry	34
1.5.2. Automobiles & components industry	35
1.5.3. Apparel, accessories & luxury goods industry (fashion industry)	35
1.5.4. Telecommunication services industry	36
1.5.5. Food & staples retailing industry	37
1.5.6. Others	38
2 Aim of the thesis and methodology	39
2.1. Aim of the thesis	39
2.2. Object of the study	39
2.3. Research procedure, method of data collection and sources	39
2.4. Time frame of the research	41
3 Results of the work	42
3.1. Characteristics of the selected companies within the industries	42
3.2. Key performance indicators analysis and its results	46
3.3. General recommendations of effective digital marketing strategy	73
3.4. Effective digital marketing strategy for an object of the study	79

3.5. Discussion	84
Conclusion.....	87
Zhrnutie	89
Bibliography.....	93

List of tables and illustrations

Figure 1 Timeline and insight of the evolution and history of digital marketing.....	16
Figure 2 The process of search engine optimization	19
Graph 1 Most popular social networks worldwide as of January 2024, ranked by number of monthly active users (in billions)	21
Graph 2 Website traffic by companies in February 2025 worldwide (in millions)	46
Graph 3 Bounce rate by companies in February 2025 worldwide (in %).....	47
Graph 4 Session duration by companies in February 2025 worldwide (in minutes).....	49
Graph 5 Page-per-session by companies in February 2025 worldwide.....	50
Graph 6 Average website traffic and bounce rate of 5 companies in industry in February 2025 worldwide.....	50
Graph 7 Average session duration and page per session companies in industry in February 2025 worldwide.....	51
Graph 8 Percentage of organic traffic relative to total traffic in February 2025 worldwide	53
Graph 9 Loading time of the websites	54
Graph 10 Number of backlinks by companies in February 2025 worldwide	55
Graph 11 Blog presence.....	56
Graph 12 Number of articles in blog per month in average over the last 3 months	57
Graph 13 Podcast presence	57
Graph 14 Number of YouTube videos per month in average.....	59
Graph 15 Follower base	60
Graph 16 Average number of posts per month on FB and IG (December 2024 - February 2025).....	61
Graph 17 FB average interactions per post in a period (December 2024 - February 2025).....	62
Graph 18 IG average interactions per post in a period (December 2024 - February 2025).....	64
Graph 19 Comparison of social media engagement rates by companies in a period (December 2024 - February 2025).....	65
Graph 20 Number of emails sent per week in average	66
Graph 21 The paid search traffic in February 2025 by companies (in millions of dollars).....	67
Graph 22 Google ads budget in February 2025 by companies (in dollars)	68
Graph 23 Average paid search traffic across industries (in millions).....	69
Graph 24 Influencer marketing - engagement rates by companies.....	72

Graph 25 Influencer marketing - Engagement rates by industries.....	73
Picture 1 Screenshot of the comments on FB account of T-Mobile US	63
Picture 2 Nestlé’s website preview	80
Picture 3 The example of Nestlé’s email marketing campaign.....	83
Table 1 Overview and classification of digital marketing strategies based on the method of traffic acquisition.....	25
Table 2 Comparison of website traffic and organic traffic in February 2025 worldwide (in millions)	52
Table 3 Overview of companies’ podcast	58
Table 4 Overview of influencers across industries.....	69
Table 5 Summary of website, SEO and content marketing results and recommendations	74
Table 6 Summary of social media and email marketing results and recommendations.....	76
Table 7 Summary of PPC and influencer marketing results and recommendations	78
Table 8 Overview of website KPIs of Nestlé	79
Table 9 Overview of SEO KPIs of Nestlé.....	81
Table 10 Overview of content marketing KPIs of Nestlé	81
Table 11 Overview of social media KPIs of Nestlé	82
Table 12 Overview of email marketing KPIs of Nestlé	83
Table 13 Overview of influencer marketing KPIs of Nestlé.....	84

List of abbreviations

CPC – Cost per click

CTR – Clickthrough rate

FB – Facebook

IG – Instagram

KPI – Key performance indicator

OOTD – Outfit of the day

PPC – Pay-per-click

SEO – Search engine optimization

SERP – Search engine result page

Introduction

Well-crafted digital marketing strategy helps companies to be successful and ensure them to stay competitive in online space. Companies need to keep up the pace with the evolving trends that shape today's digital landscape. The rapid advancement of technology and evolving digital marketing strategies are creating challenges for many industries and companies that need to adapt to new trends and make effective use of the marketing tools available. Customer needs are constantly evolving, and therefore it is harder to adapt to these changes. By refining and optimization of the digital strategies and approaches the market expectations can be met.

Companies must carefully choose and adjust their digital marketing strategy since every business has distinct problems. They often underutilize their digital potential to maximize the key performance indicators. It is essential for companies to monitor and evaluate their metrics and key performance indicators, as continuous oversight provides valuable insights their strategies. Businesses may find patterns, uncover inefficiencies, and make targeted changes using the level of research, which helps them accomplish their goals.

To find the right mixture of digital marketing strategy is a challenging activity, but with a right tool in hand it can be rewarding process that leads to optimized outcomes and satisfactory results. They may vary from firm to firm or industry to industry, depending on specific business goals, target audiences, or market dynamics.

Therefore, the main aim of the thesis is to analyze and evaluate digital marketing strategies across different industries and suggest an effective digital marketing strategy tailored to a particular industries and company with the focus on the improvement of key performance indicators. An important part of the work is to make recommendations for the companies that are not using their digital potential to its full potential.

As a result of this work, we developed comprehensive and detailed tables that compare the current state of digital strategies employed across each industry, along with recommendations on how to optimize and address existing issues to drive improvements and achieve success. The thesis also focuses on the underperforming food sector that has a space for improving online presence and the effectiveness of marketing campaigns. A detailed description and actionable guidelines for optimizing digital marketing strategies were developed, using Nestlé as a representative example of the sector.

The topic was chosen because of the passion for digital marketing and motivated by the need to explore how different sectors use digital marketing strategies and what opportunities exist to optimize their performance in the online environment.

1 Theoretical background

Digital marketing in the current internet era plays a key role for companies and their competitiveness, if they want to keep up with the trends, they must adapt to the dynamic environment and constantly improve. This helps them to reach a wider audience and stay ahead of their competitors which ultimately leads to increased revenue and overall success in the market making them one of the top players in their industry. The considered expert in the field of digital marketing Kotler (2017) stated that digital marketing is the leader of a shift in the marketing environment. If companies are likely to stay competitive edge and prosper in the digital economy, they will need to adjust to this shift and use the digital technologies.

1.1. Definition and evolution of digital marketing

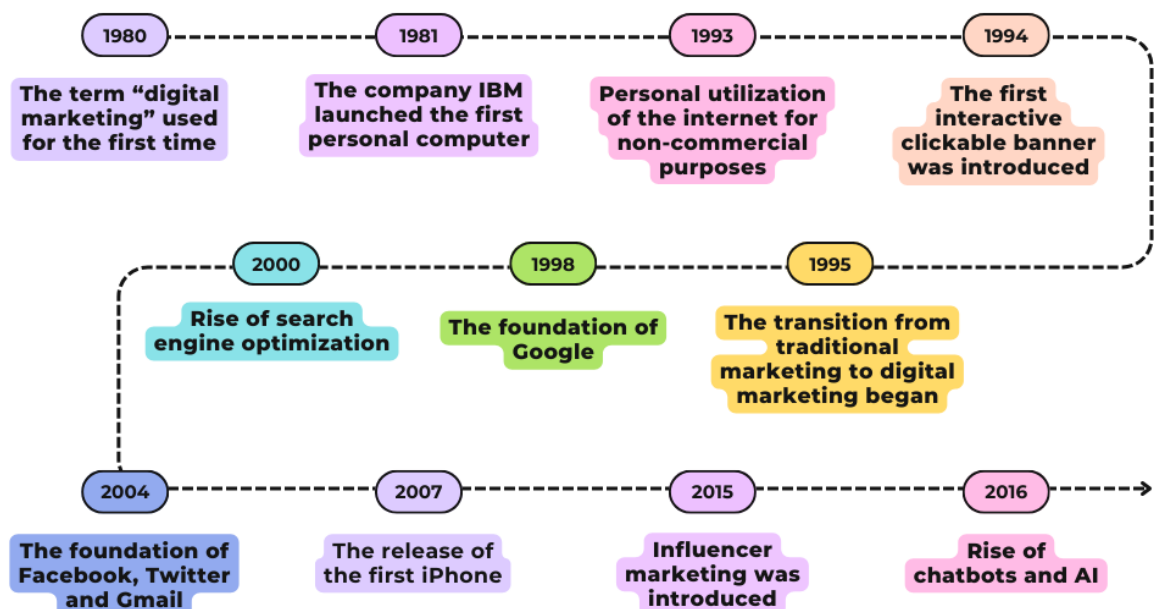
Digital marketing is an unanticipated component of the marketing mix where organizations use multiple channels to acquire consumers. It emerged in the late 19th century to persuade customers to buy products and services using websites, apps, mobile devices, search engines, and other digital methods (Barone, 2024). The use of digital platforms, channels, and technology to advertise goods and services, interact with target consumers, and spur company expansion is known as digital marketing. To efficiently connect with customers in the digital sphere, it includes a broad range of techniques and approaches, such as search engine optimization, content marketing, social media marketing, email marketing, online advertising, data analytics or other tools (Chaffey & Ellis-Chadwick, 2019). Diamond (2022) states that all traffic depends on content, and without it, Google cannot locate you or your company. Content covers blogs, videos, websites, e-commerce, social media, and more.

Digital marketing, internet marketing, and content marketing are diverse concepts that are often confused. According to Lipschultz (2018) digital marketing combines physical and online techniques to attract customers examples include digital billboards, social networking, email marketing, SMS advertising. Ryan (2016) defines online marketing as digital marketing that uses solely websites, social media, and online ads. However, content marketing is a subcategory of digital marketing that creates relevant material to engage and retain audiences (Pulizzi & Rose, 2013).

The evolution of digital marketing is dynamic and complex journey influenced by innovation and technological advancements. With the introduction of computers and modern

technologies new approaches of marketing emerged. The company "Channel Soft Ad Group" first used the term "digital marketing" in 1980 when they ran digital advertisements. In 1981, IBM released the first computer, which paved the way for the widespread use of the internet, from scientific purposes to personal ones (Kamal, 2016). Online advertising was introduced in 1994 with the introduction of first clickable banner. Companies realized how the internet might be used to reach a larger audience and there was a notable transition from traditional to digital marketing. The launch of the world's biggest search engine, Google, started the era of SEO (search engine optimization), PPC (pay-per-click), and organic traffic (Sutar, 2024). Around year 2004 global social networks like Facebook, Twitter, Gmail, and YouTube started to emerge. With them more opportunities for online marketing and interaction with others came (Závodný & Závodná, 2018). Businesses were able to connect with customers interactively that traditional media channels struggled to achieve. The ability of two-way dialogue replaced the company's one-way interaction (Kotler et al., 2017). The introduction of iPhone in 2007 allowed user-friendly interfaces and foundation of mobile apps leveraging online presence and shift toward new marketing strategies as content marketing or influencer marketing (Freberg, 2019).

Figure 1 Timeline and insight of the evolution and history of digital marketing



Source: Own elaboration based on synthesis of sources (Freberg, 2019; Kamal, 2016. Sutar, 2024; Závodný & Závodná, 2018)

To remain competitive in evolving environment, businesses must adapt to new technologies and strategies as digital marketing trends are changing at the rapid pace.

1.2. The importance and usage of digital marketing and its channels

Digital marketing strategies help businesses to grow and be more visible. In online space the possibilities are infinite and with the right knowledge businesses can reach a larger audience, engage with customers on a more personal level, and drive more traffic to their website. Digital marketing is important for global companies because of its capacity to:

- **Reach people worldwide** – Tools of digital marketing have power to connect with audience allowing companies to expand their business worldwide. Platforms and communication channels such as email, social media or search engines increase their visibility and open new growth prospects (Chaffey, 2020). Freberg (2019) adds that the significance lies in its capacity to engage people and shape their behaviour.
- **Target the right audience** – Highly targeted campaigns allow companies to divide up their audience into groups according to factors like location, interests, demographics, and behaviours. By such categorization company can increase conversion rate and loyalty of clients (Ryan, 2016).
- **Stay competitive** – Mandal and Joshi (2017) claim that digital marketing is a fundamental component of the marketing mix and through its initiatives companies can enhance brand awareness, cultivate client loyalty, and maintain an online presence in a competitive landscape.
- **Cut down costs** – Digital marketing is often cheaper to the traditional ones like TV, radio or print. It allows companies to use targeted campaigns even with the limited budgets (Kotler et al., 2017).

To sum up the digital marketing is essential in reaching target audiences with tailored-made strategies, help business to analyze and understand they target audience better, measure and track data in real time reduce marketing costs, build brand awareness and customer loyalty.

1.3. Digital marketing strategies and approaches

Chaffey & Chadwick (2019) provided a structured overview of main digital marketing strategies and approaches as follows:

- search engine optimization (SEO),

- content marketing,
- social media marketing,
- email marketing,
- pay-per-click,
- affiliate marketing,
- influencer marketing.

Numerous researchers agreed with their classification by emphasizing core digital strategies as noted. For example, Kingsnorth (2019) and Janouch (2014) construct their frameworks around these channels, highlighting a unified approach to digital marketing.

In the next chapters we discuss each strategy in more detail way examining its unique characteristics, functions, goals, applications, and effectiveness and key performance indicators.

1.3.1. *Search engine optimization*

Search engine optimization is the crucial part of digital marketing strategy of companies because it enables them to achieve their goals organically by displaying their page in the highest position in searches.

The goal of search engine optimization is to stimulate and edit the website to position it in the highest organic search results. It is the process of increasing the website's visibility in searches and thus increasing the website's traffic and conversion rate (Polgári, 2019).

Janouch (2010) explains how a search engine works; he describes 3 processes: crawling, indexing, and ranking. In a crawling stage, robots search the website through links, if no link leads to the page, the robot will not find it. During the indexing phase, the robot selects keywords, attempting to understand the website's content, then it stores these keywords in the database for later display. Based on the indexing process, the robot associates' keywords with specific pages. After entering a query, it assesses the page's relevance to the requested term. The evaluation considers a few parameters, including backlinks and page quality.

Figure 2 The process of search engine optimization



Source: Own elaboration based on Janouch, 2010

HubSpot (n.d.) analyzed and presented the most-used web search engines based on searches and query volumes as follows: Google, Bing, MSFT, and Yahoo.

Chen et al. (2011) highlighted the fact that SEO involves the process of right keywords choice and placement to be found better and in more effective way. According to Clarke (2020), putting keywords in the page's titles, first paragraphs, and meta tags in a smart way makes it more relevant to readers and better for SEO. Moz (2022) stated that usage of keywords in the best way possible will cause website to be displayed at the top of Google's search results.

We know that using relevant keywords is essential when creating a digital marketing strategy. Jones (2013) suggests utilizing SEMrush, Similar Web, Compete, and Google AdWords keyword tools to analyze keywords, competitiveness, and critical metrics and data to locate relevant keywords and assess SEO.

1.3.2. *Content marketing*

However, content marketing is regarded as a new and innovative form of marketing. Its principles were used before its distinct definition. The term marketing was used for the first time by John F. Oppendahl, that provided the definition for the American news association (Doyle, 1996).

One of the first official definitions of content marketing was stated by Pullizi (2013) where he defines content marketing as a marketing of a business process of creation and spreading of relevant and useful content to a defined target audience with a result of gaining a profitable activity.

The primary goals of content marketing are raising the brand awareness, attracting the new customers, creating a desire for a new product, creating a customer basis, and ensuring their loyalty (Ionascu, 2015).

To practical part of the thesis, it is important to mention its most important forms that are:

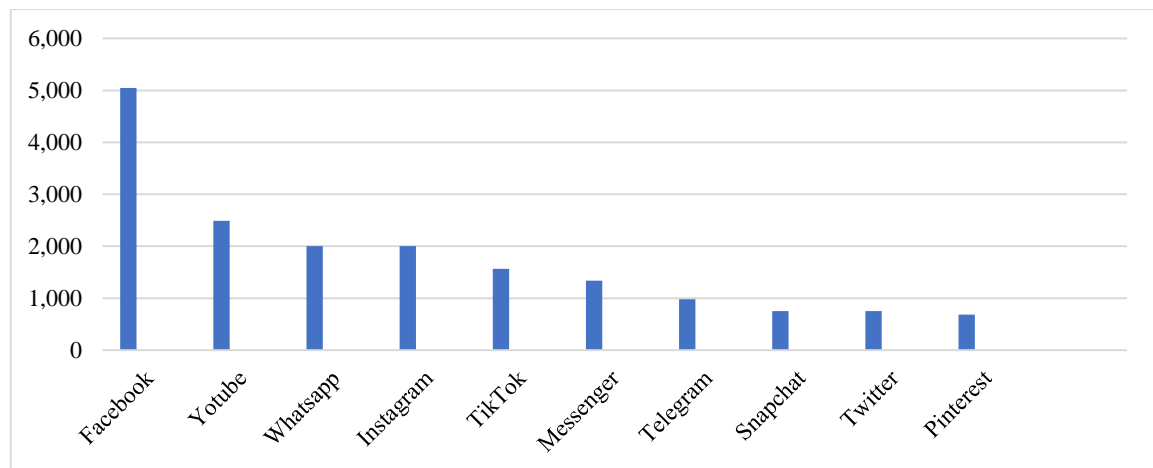
- *Blog posts* – the most widespread type of content that is either uploaded to a website into its own section or posted on social media. Regularity, originality and usage of relevant keywords are essential for achieving success.
- *E-books* – a complete resource of information on a specific topic that is pertinent to the scope of the business and is considered a lead generation tool. This ensures that customers have access to free resources and the opportunity to gain valuable knowledge.
- *Videos* – this form of content can guarantee a high level of engagement and an extensive reach. Videos are employed to illustrate products, clarify issues, and introduce subjects.
- *Podcasts* – recorded conversations on diverse themes to engage audiences, build brand exposure, and retain customers.
- *Webinars* – an interactive online event that takes the form of a presentation on a specific topic, bringing together experts and industry leaders to target customers to establish more credibility.
- *UGC (User-generated content)* – content generated by customers rather than a company in a form of text, images, videos or audio. The content is seen as more authentic and credible because it is created by users itself (McGill, 2017; Wilhelme, 2021).

1.3.3. *Social media marketing*

Janouch (2010) defines a social media as online media where content is created and shared with people who use it. They are evolving quickly - new information and functions are being introduced. Another group of authors adds that social media are created through

content, communication, Web 2.0 and their mutual interconnections (Ahlqvist, Bäck, Heinonen, & Halonen, 2010).

Graph 1 Most popular social networks worldwide as of January 2024, ranked by number of monthly active users (in billions)



Source: Own elaboration based on Labudová, 2024

Zarella (2009) highlights the fact that social media are digital platforms where users are interchanging and share information as well as communicate mutually and hence creates relationships. It serves not only as the communication tool among users but also as communication channel among companies and users.

Functions and goals of social media marketing for companies are:

- creation of brand awareness and visibility,
- customer engagement and communication with target audience,
- sharing of valuable and interesting content to drive more traffic,
- track customer behaviour and analyze its patterns based on metrics,
- create paid campaigns and promote the products,
- collaborate with influencers to build credibility and visibility (Tuten & Solomon, 2017; Chaffey, 2019; Smith & Zook 2011; Kotler & Keller 2016; Freberg, 2019).

From this we can conclude that social media marketing is expanding quickly, and it is a widespread tool through which organizations effectively engage with target clients. Companies promote their products, with the development of new tools increasing opportunities for entrepreneurship.

1.3.4. *Email marketing*

Email marketing represents a strategic approach to direct marketing, utilizing electronic mail as a medium for providing messages that organizations aim to communicate to their intended audience (Vasudevan, 2013).

Platforms like AWeber, Mailchimp, or iContact, called software-as-a-service, serve for design, sending, and managing emails online for a reasonable price, help businesses to distribute emails effectively (Gunelius, 2018).

Standard newsletter is regularly sent email camping on a certain set time. The goal is to inform audiences, provide updates or promote certain products or services. Beside this type there exist promotional emails, welcome emails or seasonal campaigns emails (Procházka, 2013).

Lindemann (2016) perceive email marketing as a valuable tool to connect customers with the company. One of the most challenging points is to develop a plan before even starting to send emails - build an engaging campaign that will meet the goals. Ensure the mail design aligns with the brand. Besides this, the customization along various devices, such as mobiles, tablets, or desktops, is a successful path towards ensuring the best user experience.

1.3.5. *Pay-per-click advertising*

PPC advertising is defined universally by several authors as advertisements on the internet that are paid after a user clicks on them, not just displaying or seeing them (Sedlák & Mikulášková, 2015; Smith, 2023).

Rothman (2014) highlights the fact that investing in advertising on search engines like Google, Yahoo, and Bing allows your message to reach potential leads who are searching for keywords relevant to your business. PPC advertisements appear alongside and above the organic search results, utilizing targeted messaging to engage with a high-value offer, such as a content piece that is directly relevant to the search term. They can also appear in the form of banner ads on numerous websites.

When speaking about pay-per-click (PPC) advertising it is important to mention Google AdWords. It is widely acknowledged as the most innovative and successful platform available. When it comes to small businesses that are looking to attract new customers, it is frequently portrayed as a solution that is both effective and economical. For businesses that have seen a deficiency in major website traffic, the utilization of a pay-per-click platform

such as Google AdWords may be regarded as a strategic decision that can assist in increasing exposure and attracting a greater number of visitors to their website (Jerkovic, 2009).

1.3.6. *Influencer marketing*

Influencer marketing closely resembles conventional word-of-mouth tactics, functioning as a digital form of advertisement. In contrast to direct company-controlled channels, it utilizes social media platforms to influence users and affect purchasing choices. Consumers interact with content produced online by influencers, whose trustworthiness and authenticity frequently surpass that of conventional advertising. Influencer marketing combines storytelling with subtle advertising, creating a relatable connection that enhances trust and engagement (Bakker, 2018).

Influencer marketing works well with content marketing, social media, and SEO to build a cohesive campaign. Influencers may help brands improve content marketing by creating authentic, relatable content that reaches more people and matches audience preferences (De Veirman et al., 2017). Social media influencers enhance visibility and engagement by connecting brands with their target audience through trusted personalities, fostering a sense of community around the brand (Marwick, 2015). Influencer-generated content also boosts SEO by generating backlinks and increased brand website traffic (Jin et al., 2019). These activities reinforce each other to increase brand awareness and customer engagement.

Influencers can be classified from different point of views from number of followers, by content type to industry they are operating in. From the point of view of follower base we distinguish:

- nano-influencer (up to 10 000 followers),
- micro-influencer (from 10 000 and 100,000 followers)
- macro-influencers: (from 100 000 to 1 million followers)
- mega-influencers (More than 1 million followers).

1.3.7. *Affiliate marketing*

Affiliate marketing is a type of online advertising in which a business pays a compensation to so called “affiliate partner” (web observer) for supporting a visit of customers to their website to meet specific goals such as purchasing a product or service or signing up for a newsletter (Benediktová – Novosadová, 2008).

Since affiliate marketing covers several channels like SEO, content, PPC, and social media, it is sometimes regarded as a mirror of the larger digital marketing scene. These channels are used by publishers to generate traffic and get commissions where their initiatives result in a purchase (Capano et. al., 2016).

Platforms like ShareASale, ClickBank, PayDotCom, and Awin help businesses connect with affiliates, manage campaigns, and enhance marketing efforts (Chaffey, 2019).

1.3.8. *Others*

Besides the discussed digital marketing strategies and approaches above there exists also additional ones:

- *Native advertising* – advertising with a purpose to fit the platform's design and to increase engagement without disrupting the user experience. The ad should mix smoothly with the content (Lipschultz, 2018)
- *Display advertising* – it uses eye-catching components (pictures, banners, and videos) on websites or other digital platforms. They might be static, animated, or interactive (Sterne, 2010).
- *Contextual advertising* – a targeted advertising that displays advertisements according to the content a person is now reading to ensure relevancy to the user's current interests. It is automatically matched to the webpage's content or their search intent (Eysenbach & Trudel, 2011).
- *Product comparison ads* – form of ads showing parallel comparisons of features, costs, and reviews, product and enable customers to evaluate more goods or services (Harris, 2014).

1.3.9. *Classification of digital marketing strategies*

When it comes to digital marketing, one of the most important distinctions to make is between inbound (organic) and outbound (paid) marketing.

Halligan and Shah (2014) define the inbound marketing as a tool of catching the attention of customers naturally by providing helpful, informative, and engaging material and interactions rather than pushing messages to them like traditional marketing methods do. Ong (2022) included the following digital online marketing strategies in this category: SEO, blogging or regular post on social media.

On the other hand, paid marketing is any marketing technique in which companies pay for ad placements, whether on paid search ads, display advertising, or social media platforms. These advertisements are intended to target specific populations and generate rapid traffic, conversions, or exposure for a brand. Paid marketing initiatives can be highly effective because of their precision and quick impact; but they frequently demand significant effort to maintain over time (Kotler et. al., 2017). Examples of paid marketing include strategies such as Google ads, Facebook ads, Podcast advertising and others.

Table 1 Overview and classification of digital marketing strategies based on the method of traffic acquisition

Category	Paid digital marketing	Organic digital marketing
Search marketing	PPC ads (Google)	SEO
Social media	Paid social media ads (Facebook, Instagram)	Organic social media posts engagement
Content marketing	Sponsored content, paid collaborations	Blogging, video marketing, SEO-optimized content
Email marketing	Paid email promotions	Email newsletters (to an existing audience)
Affiliate & influencer Marketing	Paid influencer collaborations	Unpaid mentions
Display & video ads	Banner ads, YouTube ads,	Organic YouTube & video content
Conversion & lead generation	Paid lead generation campaigns	Organic lead (eBooks, webinars)

Source: Own elaboration based on Chaffey, 2022; Lorenzo, 2020; Kotler et. al., 2017; Patel, 2023)

In the table above we provide the clear overview and distinction of paid and organic digital marketing strategies, approaches. Both organic and paid marketing are equally effective. Both are viable marketing methods that can serve a variety of reasons. However, they work best when used jointly (Ong, 2022). If we have a look into statistical approach towards using either paid or organic strategies the Moz (2020) stated that in comparison to paid commercials, organic marketing is employed 70-80 % more and users tend to focus on organic search results and ignore the paid ones.

1.3.10. *Effective choice and combination of digital marketing strategies*

Setting out the optimal combination of digital marketing strategies discussed in detail in previous chapters can be challenging activity for the company, however, with appropriate guidance and clearly defined instructions, the process can become significantly more manageable.

The initial focus should be on identifying the demographic, preferences, activities, and online habits of the audience. Tools like Google Analytics, surveys, social media insights or other similar online instruments can contribute meaningfully (Chaffey & Smith, 2022).

Ryan (2016) emphasizes the importance of combining these techniques for risk minimization, as relying too much on a single digital marketing strategy can be ineffective. Each approach produces different outcomes; the optimal mix is determined by the business's purpose. Dublino (2024) advises that to choose the right combination of digital marketing strategies it is essential for the business to firstly set the goal they would like to meet. Either it can be the creation of the content, driving traffic to your website, building interesting social media profiles or make your brand more visible and resonating. She divided the goals into 3 categories and presented essential digital marketing tools for each category as following:

- **Demonstration of product or service** – the objective can be met by developing engaging content, including video materials showcasing the product, and fostering collaborations with influencers, such as bloggers and vloggers.
- **Traffic building** – in this case the paid advertising and well-structured SEO strategy with the integration of the email marketing.
- **Sales and profit creation** – develop unique email marketing campaigns and optimize your webpage for better customer experience.

Digital marketing strategies can be categorized by their main goals as raising awareness, increasing conversions, keeping consumers, and encouraging advocacy:

- **Awareness** – concentrate on increasing a brand's visibility by content marketing, social media campaigns, SEO, collaborations with influencers and paid ads (Chaffey, 2020).
- **Conversion** – to convert leads into buyers, use techniques as email marketing, targeted ads, product demonstration, and optimized website. (Ryan, 2016).

- **Retention** – to retain customers provide loyalty programs, tailored marketing, and fast customer service (Keller, 2019).
- **Advocacy** – referral programs and UGC encourage pleased customers to promote good and share their positive experiences among others (Meyer, 2021).

1.4. Measurement of digital marketing strategies (Key performance indicators)

It is essential for companies to evaluate the effectiveness of their digital marketing efforts. In today's world, it is advantageous to collect data easily to achieve success. Each digital marketing strategy has its own key performance indicators that are used to monitor how well it is performing. To know how to improve those measures, it is necessary to grasp what they mean. Marketers are able to accurately evaluate consumer behaviour and customize content for the appropriate audience if they understand and select the proper tracked KPIs. By measuring and analysing correctly, businesses will be able to concentrate on successful efforts or eliminate the unsuccessful ones (Chaffey & Patron, 2012; Gartner, 2013).

1.4.1. Definition, purpose and importance of KPIs in digital marketing

Online marketing metrics are used to examine a variety of factors, including demographics like age and gender, visit duration or purchasing habits. These measurements are known as key performance indicators (Charlesworth, 2020).

They are universally acknowledged as the benchmark for evaluating and improving the effectiveness of diverse digital marketing efforts (Saura et al., 2017).

They serve as a means of tracking progress toward goals and assisting in the prioritization of improvement areas. It may be difficult for businesses to tell whether their digital marketing strategies are working or if they need to adjust. Using key performance indicators, marketers can focus on what matters most - the success of their efforts and analyze gaps where they can make improvements (Tuten & Solomon, 2017).

1.4.2. Types of KPIs and tracking

Once the key performance indicators have been introduced, it is essential to examine each one individually, explaining its significance. Firstly, it is essential to say that it is possible to find the (KPIs) for digital marketing strategies in systems like Google Analytics,

Moz, SEMrush, or Google Search Console or other similar online platforms (McKenzie, 2025).

In the next steps we will examine and define metrics of each digital marketing strategy individually. Many of these measures are linked, therefore a comprehensive strategy usually requires reviewing them in context to provide a whole perspective on performance.

Website

Although a website is not a digital marketing strategy itself, it is a necessary platform and tool for applying and supporting many digital marketing strategies like SEO, content marketing, email marketing, PPC advertising, and social media marketing. Therefore, it is essential for the practical part of the thesis to present KPIs of the website to gain comprehensive view of the digital marketing landscape.

McMurtry (2022) in his book outlined the following key performance indicators when addressing the website:

- *Website traffic* – is the total amount of people that visit a website.
- *Bounce rate* – the bounce rate indicates the percentage of individuals who exit your landing page without further engagement. A greater number correlates with a poorer outcome. Organizations attempt to reduce it. A bounce rate below 50% can be considered desirable. Moreover, he provides guidance on maintaining this number at a minimal level. The methods entail providing a compelling reason for users to remain on your website by implementing catchy design, easily accessible information creating a functional slider.
- *Session duration* – represents the average time that user spend on your website, from the arrival on landing page to the exit. A good session duration benchmark for website is generally 2 – 4 minutes per visit. He advices to incorporate the catchy video to landing page to keep customers engaged.
- *Page per session* – website typically contains multiple pages, therefore the statistic "pages per session" is utilized to determine the number of pages a user visits within the site during session. The result of 2 or less pages per session may signal poor navigation or irrelevant content.

Search engine optimization

According to Odden (2012) following KPIs play a key role when analysing the performance of SEO: search visibility, organic search traffic, keywords rankings, website health score, loading time, organic conversions, backlinks, number of indexed pages, time on page. Each of them provides the valuable insights into effectiveness of search engine optimization as a complex.

Let us now examine each of these metrics in greater detail. Silva (2024) provides the definitions of mentioned metrics as:

- *Search visibility* – indicates the frequency with which your website appears in search engine results for your desired keywords, monitored across various queries.
- *Organic search traffic* – the amount of people that reach a website via unpaid search engine results, this quantity is an indication of how efficient the activities of SEO are.
- *Keywords rankings* – the position of your website in search engine results pages (SERPs) for a certain searched phrase. This metrics should be maximized as higher ranking means better organic performance and visibility.
- *Loading time* – the time of loading should be between two to five seconds, with a preference for faster loading times. If it exceeds five seconds, it will result in a significant rise in your bounce rate.
- *Backlinks* – are connections to your website from other ones, if your website is containing valuable information, other websites will refer to it causing enhanced visibility and positions.

These criteria align with the perspectives of other scholars in the field, including Chaffey and Ellis-Chadwick (2019), Clarke (2020) and Fishkin and Hose (2019), who also highlighted the significance of these KPIs in assessing SEO effectiveness.

Social media marketing

Key Performance Indicators (KPIs) in social media are metrics used to evaluate the efficiency of a company's social media initiatives on platforms like Facebook, Instagram, TikTok, X or other. They assist companies with assessing achievement of marketing goals and decision-making process. The chosen KPIs must correspond with the organization's objectives (Harrison, 2022).

In our thesis we will focus on following KPIs that Ali (2023) presented in his blog for SEMrush:

- *Frequency of posting* – number of posts on the social media platform in a given time.
- *Impressions* – the whole frequency of your content's appearance in a social media feed. It involves every occurrence of your material loading, regardless of whether it is original or shared. It additionally accounts for multiple views by the same person.
- *Reach* – in a contrast to impressions, it counts each user only once, even if they view the post multiple times. The number of unique users who have viewed your social media post.
- *Follower count* – the number of users that are following your social media – the number changes as people follow or unfollow your profile.
- *Audience growth rate* – the audience growth rate quantifies the speed at which your social media following is increasing or decreasing. Müller (2023) adds that consistent follower growth often indicates increased brand recognition and trust.
- *Interaction:*
 - *reactions* – reactions are the most basic type of involvement,
 - *comments* – users have the option to respond to the post in comment section under the posts. Additionally, they can tag other users, this activity can result in increased discussion regarding your content,
 - *shares* – when users repost your content to their profiles it is referred as share, either unchanged or with additional feedback,
 - *saves* – users have an option to save your posts for later.

Newberry & Macready (2024) agreed and pointed out that those metrics are crucial when evaluating and comparing social media performance with your competitors.

Email marketing

Hanna et al. (2015) presented the following key performance indicators connected with email marketing:

- *Delivery rate* – the percentage of email that successfully reach a recipient email address. Marketo (2013) recommends having delivery rate between 95 and 98 % if it is lower the email addresses need to be controlled, refined and the non-active ones deleted.

- *Open rate* – it equals the number of emails divided by the total number of properly delivered emails. If the recipient has an image blocker app, the open rate measure is triggered without displaying the correct number. The average open rate should range between 10-15% – if it exceeds 15%, you are performing better as majority.
- *Click-thru-rate (CTR)* – represents the ratio of clicks on a link or button in the email to the total number of email delivery. Average CTR vary across industries in between 2 to 5 %, the best performing one has CTR more than 5 %.
- *Conversion* – the proportion of receivers who engage with the marketer on the landing page or website after clicking via the email, indicating the completion of the targeted activity. The analysis of this statistic relates to CTR. When conversions in relation to CTR are low, we can infer that we are losing visitors on the website.

Pay-per-click advertising

Heitman (2020) highlights the fact that it is essential to evaluate your campaign to find its effectiveness or ineffectiveness and based on results what actions and steps may be taken to achieve improved outcomes in the future. She moreover mentions core KPIs to track: Click-through rate (CTR), Cost per click (CPC), Conversion rate, Quality score, site visitor information.

Dodson (2016) defines the KPIs mentioned above as follows:

- *Quality score* – determines how effective your advertising initiatives are. In most cases, a higher score means a better possibility of appearing in search results and being seen by people.
- *Conversion rate* – shows the proportion of clicks result in actual sales – simply said is the number of clicks turned into customers expressed in percentage. The higher the number, the better.
- *Cost per click (CPC)* – the amount of money marketers provides for advertisements online based on number of clicks by the user.
- *Click-through-rate (CTR)* – is calculated by dividing number of clicks by number of times it is displayed. It might be used to assess the performance of your keywords or advertisements. The Word Stream (2018) study indicates that the average PPC click-through rate across industries is 3.17%.

Most of the indicators are accessible in Google Analytics. Clifton (2012) underlines the need of using Google Analytics to track and evaluate KPIs for PPC campaigns.

Influencer marketing

Influencer marketing metrics are like social media marketing metrics since influencers operate mostly platforms like Instagram.

The Influencer Marketing Hub's (2024) stated that reach, engagement rate, brand mentions, traffic or sales are marketing success indicators. Moreover, they emphasize influencers' and their followers' connection strength is a major factor in performance, that can be tracked for example through positive interaction with their content.

We will focus on previously mentioned metrics such as reach or impressions, that were already defined. However, to understand the metrics of influencer marketing it is inevitable to mention others that Sood (2024) defined as follows:

- *Audience engagement* – measures how well an influencer interacts with their audience and how well their content builds brand connections.
- *Brand mentions* – the frequency of brand mentions on social media is key when assessing influencer campaign efficacy.
- *Web traffic from social media* – if a company wants to find out how influencer marketing affects its performance, it requires tracking social media website traffic.

Affiliate marketing

Patel (2023) touches on several critical affiliate marketing KPIs. Primary critical performance indicators that he covers are:

- *traffic* – traffic generated through affiliate links,
- *click-through rate (CTR)* – is the fraction of total link impressions that result in a click,
- *conversion rate* – the proportion of visitors who complete the intended action,
- *average order value (AOV)* – measure and shows possible earnings from affiliate sales,
- *customer lifetime value (CLV)* – the sum money a customer is supposed to bring to a business during their time with the company.

Primary sources for affiliate marketing KPIs include Google Analytics, affiliate networks and platforms or affiliate marketing case studies and reports (Gordon, 2021).

1.5. Identification and definition of selected industries and their digital marketing strategies

This section outlines digital marketing strategies across five major industries: retail, automobile, fashion, telecommunication, and food. We will identify each chosen industry and examine their usage of digital marketing strategies, including typical characteristic of each area. Subsequently, in the practical part, we will conduct an in-depth analysis of specific companies within these sectors to examine the implementation digital marketing strategies in real-world contexts.

According to S&P (2021) and their Global industry classification standard there are 11 sectors, these sectors encompass a total of 25 industry groups:

- **Energy**
 - Energy
- **Materials**
 - Materials
- **Industrials**
 - Capital goods
 - Commercial & professional services
 - Transportation
- **Consumer discretionary**
 - Automobiles & components
 - Consumer durables & apparel
 - Apparel, accessories & luxury goods
 - Consumer services
 - Retailing
- **Consumer staples**
 - Food & staples retailing
 - Food, beverage & tobacco
 - Household & personal products
- **Health care**
 - Health care providers & services
 - Pharmaceuticals, biotechnology & life sciences
- **Financials**
 - Banks

- Diversified financials
- insurance
- **Information technology**
 - Technology hardware & equipment
 - Software & services
 - Semiconductors & semiconductor equipment
- **Communication services**
 - Telecommunication services
 - Media & entertainment
- **Utilities**
 - Utilities
- **Real estate**
 - Real estate
 - Real estate management & development

1.5.1. *Retailing industry*

Retail is one of the most significant economic industries since it is directly connected with customers. Grocery stores, supermarkets or shopping centres are part of this group. Retail's primary objective is to offer products and services to customers (Kujtim, 2018).

Main feature of retail is selling goods to final customers for their personal use and not for the big companies or businesses (Kotler & Armstrong, 2012).

According to CompaniesMarketCap (2024) the biggest players in retail industry are Amazon (USA), Walmart (USA), Costco (USA), Home Depot (USA) and Alibaba (China).

Kaur (2023) advises proven digital marketing strategies for retail industry. Firstly, for optimizing online presence and improving search rankings, SEO techniques such as the use of relevant keywords can be helpful. Moreover, he recommends usage of Google ads for targeted campaign. Creating social media profiles on Facebook or Instagram is a must because they can connect the business with potential customers, partnerships or influencers. Promote products through Facebook campaigns and email marketing for seasonal sales and new product launches. Complete it with informative blog posts about product features or buying guides and product demonstration.

1.5.2. *Automobiles & components industry*

The automobile industry is one of the biggest industrial sectors in the world with over 2 million people employed that annually manufacture around 70 million automobiles (Monye et al., 2023).

Its primary responsibility is to for the produce, sale, maintenance, and provide other related services related to cars and its owners (Broding & Fartasch, 2020).

From the point of view of market capitalization, the CompaniesMarketCap (2024) presented the list of the biggest companies in industry as: Tesla (USA), Toyota (Japan), Ferrari (Italy), Mercedes-Benz (Germany) and Volkswagen (Germany).

Automobile companies must have a strong online presence to be competitive. This is because digital channels enable them to communicate with customers more and generate more leads. Zhong (2023) mentioned that among the most important digital marketing strategies used by the car industry are content marketing, influencer marketing, and event marketing, they are related to enhance the way people see the brand and to boost profits. Nadirah & Indrawan (2024) added also other strategies that are key when influencing customers satisfaction as influencer marketing, email marketing, and search engine optimization (SEO) satisfied customers are.

Successful digital marketing requires defined company goals like brand exposure, website traffic, and conversions. Automobile companies may boost awareness, customer loyalty, and revenues by using social media, SEO, and email marketing (Institute of Data, 2024).

1.5.3. *Apparel, accessories & luxury goods industry (fashion industry)*

The fashion industry is a global industry employing over 75 million people focused on the design, production, marketing, and sale of clothing, footwear, accessories, and luxury goods. It embraces cultural and social identities while driving global economic growth and innovation. (ILO, 2022)

Breward (2023) states that the fashion industry is deeply rooted in historical, artistic, and cultural contexts, shaping social norms and individual expression. However, Black and Eckert (2020) highlight that this industry faces challenges like as sustainability, ethical labour practices, and technological disruptions.

Based on CompaniesMarketCap (2024) statistics, the leading companies in this industry are LVMH (France), Hermès (France), Nike (USA), Adidas (Germany) and H&M (Sweden).

Purwar (2019) stated that about 75% of people with internet access visit fashion shopping websites and apps using their gadgets like mobile phones and computers. Every third search on search engines as Google is about fashion.

When developing an effective digital market strategy for fashion industry it requires to create a resonating content for customers and understand their expectations. Platforms serving for connection with customers such as Facebook or Instagram are the most effective means to engage with customer for a retail fashion store. Regular presence and activity in the online sphere, thereby ensures the fashion brand gains visibility and recognition within the community. Strong tool to resonate is also a high-quality website that must meet certain expectation as speed, be quickly accessible and user-friendly features and transparency (Rathnayaka, 2018). Andika et al. (2024) add that collaborations with influencers are a technique that fashion companies use for brand awareness and stimulation of customer for an impulsive purchasing. Building a brand and promoting items need content marketing, which includes blogs and videos.

1.5.4. *Telecommunication services industry*

Over the past thirty years, the telecommunication industry has demonstrated its significance as a driving force for national economic development by enhancing technology accessibility. Taneja (2018) states that the telecommunications companies drive modern day society, allowing remote communication and mobile and internet advances.

According to CompaniesMarketCap (2024) the major corporations in this industry include: T-Mobile US (USA), China Mobile (China), AT&T (USA), Verizon (USA) and Comcast (USA).

Chaffey & Smith (2022) recommend using various channels that will guarantees a smooth consumer experience across all digital touchpoints like a website, social media platforms, email, and mobile applications. Effective digital marketing techniques for enhancing performance of companies in telecommunication industry include pay-per-click, email, and social media marketing (Msonga & Swallehe, 2022). Most customers tend to search telecommunication providers online before choosing a final one, a well-optimized SEO and PPC campaigns are required (Kingsnorth, 2019).

1.5.5. *Food & staples retailing industry*

The food industry has been evolving and changing for decades to meet consumer tastes and habits. Supply, consumption, processing and transportation are complex activities of this industry focusing on distribution all over the world. Agricultural, industrial, and retail sectors are all part of it, and they're all vital to world economies and food supplies (Bruna, 2014).

Smith and Jones (2020) note that sustainability, food safety, and health issues are some of the obstacles that the food industry must overcome despite its expansion.

According to CompaniesMarketCap (2024) the dominant companies in this field are Nestlé (Switzerland), McDonald's (USA), Unilever (UK), Mondelez (USA) and Danone (France).

When creating a digital marketing strategy, it is essential to focus on social media and share aesthetically pleasing food and drink photos and videos on social media sites like Facebook, Instagram, and Pinterest. Most of the food and drink companies reported that social media platform Instagram is the driver of the success when speaking about the content marketing (Ross, 2025). Holliman & Rowley (2014) agree that social media platforms help businesses to communicate with customers by displaying their products in recipes or interactive guides. In addition, search engine optimization and local SEO are crucial for augmenting online visibility, as numerous consumers search on Google for nearby restaurants or recipes (Ryan, 2016).

To sum up, every industry needs a focused and strong online presence with a combination of tailored marketing strategies to increase customer contact, boost development. Automobile companies depend on email campaigns, influencer partnerships, and content marketing, while retailers implement SEO, Google Ads, and social media to attract customers. Apart from content marketing and SEO, fashion companies also use social media partnerships and influencers. Telecommunications companies mainly utilize pay-per-click, search engine optimization and social media marketing to interact with their consumers. Achieving success and exposure in the food industry depends on visual material on social media sites such Instagram supported by SEO.

1.5.6. *Others*

Having presented a comprehensive overview of sectors and industries, along with specific details on chosen industries for the practical section, let us now examine further industry sectors defined by S&P (2021):

- *Energy* – focuses on oil, gas, and renewable energy exploration, production, and distribution, energy and sustainability.
- *Material* – companies that harvest and process raw materials such as chemicals, metals, building materials, and paper. Infrastructure and manufacturing support sectors are included.
- *Industrial* – companies that provide capital goods, commercial services, and transportation services.
- *Customer discretionary* – companies that make cars, clothes, consumer durables, luxury products, entertainment-focused shopping, media, and consumer services are included.
- *Consumer staple* – include food, drinks, home goods, and personal care. These businesses provide common goods in demand.
- *Health care* – healthcare corporations provide medical services, health insurance, biotechnology, pharmaceuticals, and life sciences.
- *Financials* – industry includes banks, insurance businesses, investment firms, providing services connected to money management.
- *Information technology* – include software, hardware, and semiconductor development firms.
- *Communication services* – includes broadcasting, and content production.
- *Utilities* – companies that offer power, water, gas, and renewable energy are utilities.
- *Real estate* – includes firms that own, develop, and manage assets, such as residential, commercial, and industrial properties.

2 Aim of the thesis and methodology

2.1. Aim of the thesis

The main aim of the thesis is to analyze and evaluate digital marketing strategies across different industries and suggest an effective digital marketing strategy tailored to a particular industries and company with the focus on the improvement of key performance indicators. To fulfil the main aim, we have set the partial aims as follows:

- provide theoretical framework and overview of digital marketing strategies such as SEO, PPC, content marketing, social media marketing, influencer marketing, explaining their roles and differences,
- identify the most relevant KPIs within the industries for digital marketing strategies and show how to improve and track them,
- explain how digital marketing strategies vary across different industries and what is typical for them,
- analyze and compare KPIs of specific industries and companies, provide the clear findings and draw representative summary that will represents the specific industry
- provide a comprehensive conclusion that synthesizes the findings.

2.2. Object of the study

The object of study are companies operating in specific industries that actively use digital marketing strategies and channels. The selected companies represent different market segments and were analyzed in terms of their online activity.

2.3. Research procedure, method of data collection and sources

The theoretical part was based on both domestic and foreign literature sources from which we logically arranged the definitions and findings that created an up-to-date view of the issue. We used the analysis of marketing terms, issues and approaches relevant to the topic to provide detailed insights into the topic, broke down the individual parts, and looked at their essence. Furthermore, we incorporated the synthesis and summarized individual knowledge into a whole. We also compared the digital marketing strategies and their effectiveness across various industries.

For the purpose of the practical part, we have chosen 5 different industries:

- retailing industry,

- automobile and components industry (shortly referred as automobile industry),
- apparel, accessories & luxury goods industry (shortly referred as fashion industry),
- telecommunication services industry (shortly referred as telecommunication industry),
- food & staples retailing industry (shortly referred as food industry).

These industries were selected because they all maintain a strong digital presence and utilize diverse digital marketing strategies, which allows us to do a comparative analysis. From those industries we have chosen top 5 companies based on market capitalization where we analyzed their KPIs and draw conclusion that can provide us a view that represents the usage of the digital marketing strategies in them.

The process of the thesis had several phases beginning with the data collection from publicly available sources, the creation of databases in Excel in a form of tables and graphs, then computing the averages. Based on available data and observation the descriptive analysis was elaborated, after that all findings were synthesized into a summary table with an overview of trends and comparison of industries. At the end we formulated the recommendations for industries and separately for underperforming company Nestlé withing that showed the gaps and lacks behind the others.

The thesis focuses on collecting and analyzing the primary and secondary data. We have gathered several data from multiple sources such as:

- company’s websites – to observe the content and design of the website and understand the overall digital presence, communication style, and strategic messaging,
- social media content analysis and observation – primarily from Facebook and Instagram the key metrics such as frequency of posts, engagement metrics (likes, comments, shares), and campaign structure were examined.
- analytical and performance tools – publicly available data from Similar Web, SEMrush, Mail Charts were gathered and analyzed,
- content marketing – YouTube canals of companies (number of videos) and podcasts available on Spotify were analyzed.

Clear classification and comparative analysis were made possible by the structured Excel tables that were created from the gathered data. We looked at performance patterns across industries, computed averages, and used Excel to show our results using graphs and charts. Throughout the thesis, these illustrations were utilized to support the analysis and draw attention to important discoveries. We have used descriptive analysis for summarizing

how companies in the selected industry use digital marketing strategies, Comparative analysis to compare selected companies and to identify common practices and unique approaches and quantitative evaluation – through numerical data, processed and visualized tables and graphs.

Following the individual analyzes and tables, we compiled the key findings about current state of industries into a comprehensive synthesis table with recommendations for each industry. The underperforming industry was analyzed in detail to identify key weaknesses and propose targeted strategies for improvement.

The observed and measured KPIs were chosen based on theoretical findings and due to their relevancy. Their frequent application ensures the meaningful comparison across different industries. However, the research and choice of specific KPIs is limited by the availability and accuracy of public data, because companies are not publishing internal info about key metrics of PPC campaign or email marketing therefore we decided to track basic metrics in case of email marketing number of email sent per month or budgets spent on ads in case of PPC advertising.

2.4. Time frame of the research

The data were collected from the time frame December 2024 to February 2025. This was done to include present digital marketing actions and campaign plans. Some data are gathered from the whole 2024 year to show the performance of them around the whole year.

3 Results of the work

This chapter is devoted to the practical part of the thesis where all theoretical findings are put into practice. In the beginning of the chapter, we briefly describe the chosen companies within the industries outlining their core business activities. After that we move to detailed analysis of industries and companies' KPIs. In the end the description of our findings is completed and finalized with the recommendations for industry and a particular company Nestlé.

3.1. Characteristics of the selected companies within the industries

Retailing industry

Amazon

Amazon is the multinational company founded in the USA, operating in several countries with wider range of business activities. One of the main businesses activities is retailing of goods such as electronics, technologies, books, fashion products, appliances and decorations, household essentials and car accessories. It operates online as well as in stores.

Walmart

Walmart is the company operating the chain of hypermarkets and stores across the USA and other countries focusing on the retail of grocery, electronics, clothing, home products, baby or pet supplies and more. They offer products at affordable prices by leveraging high-volume purchasing,

Costco

Costco is the retail company operating under the model of paid membership requiring customers to pay a fee to purchase there. They offer bulk sales for favourable prices. Their assortment is typical for retailing company supplying goods withing various categories such as groceries, electronics, clothing, and household items.

Home Depot

Home Depot is the American retailing company operating within several nations. They assortment includes home and garden essential as well as seasonal products. Besides that, they provide a comprehensive service focused on home renovation and assistance.

Alibaba

Alibaba is the Chinese retailing company concentrating on e-commerce and technologies. They operate on several e-commerce platforms with the main ones focused on B2B (Alibaba) and B2C (AliExpress). On Alibaba enterprises could buy bulk commodities such as electronics, equipment, textiles and raw materials on the AliExpress the individuals may buy single items within a lot of different categories.

Automobile and components industry

Tesla

Tesla is the American company that specializes into environment-friendly solutions by producing electronic vehicles, batteries and energy generation systems. Their goals are sustainability and reduction of fossil fuel usage.

Toyota

A global leader in the automobile industry based in Japan manufacturing a wide range of including sedans, SUV, trucks hybrids and electric vehicles. They are known for their innovative practices within car the reliability, efficiency and safety.

Ferrari

Ferrari is an Italian company operating within automobile industry that specializes into developing and selling luxurious and high-performance vehicles that are known for their unique design, exclusivity and speed.

Mercedes-Benz

The German company Mercedes-Benz is renowned for its high-end automobiles and dedication to innovations. Although they manufacture sports cars, SUVs, and sedans as their primary business, they are also becoming environmentally conscious and adding electric vehicles to their lineup.

Volkswagen

German automaker Volkswagen is producing variety of automobiles from SUV to compact cars. They have built a reputation for their affordable, reliable and practical solution to satisfy the wider range of customers.

Apparel, accessories & luxury goods industry

LVMH

French conglomerate that specializes in designing of luxurious fashion and accessories such as clothing, shoes and bags. It is owning brands like Louis Vuitton, Dior, Fendi or Kenzo. They maintain exclusivity and high brand value.

Hermès

High-end fashion company founded in France that specialized in offering of luxury items including handbags, scarves or shoes. They are known for its iconic Birkin bag, that are available only for selected customers creating a sense of exclusivity.

Nike

Global American corporation that designs, manufactures and distributes the sport clothing, shoes and accessories. They create a specialized products for a wide range of sports such as football, basketball, tennis or running..

Adidas

German multinational corporation that also designs and manufactures sportwear. They are known for its quality and commitment to performance and innovation. They are effectively combining the streetwear fashion with an athletic.

H&M

Popular fashion company H&M is offering up-to-date everyday clothing for men, women and children. They provide wide range of designs varying from causal wear to formal ones.

Telecommunication services industry

T-Mobile US

T-Mobile US is multinational cellular telecommunications company that is known for its extensive selection of mobile and TV plans offering many possibilities and solutions.

China Mobile

The largest telecommunication provides in China and one of the largest in the worlds. It offers mobile and internet services including 4G and 5G networks. The firm provides value-added services, broadband internet, and wireless services.

AT&T

AT&T is a significant U.S. telecommunications and media company, including mobile phones, broadband internet, and TV. They provide consumer and commercial services on its large 4G and 5G network. It owns WarnerMedia, which includes HBO.

Verizon

Verizon is another major U.S. telecom provider, offering excellent mobile and internet and TV services. It has a large 4G and 5G network and is a 5G leader. Verizon offers corporate and IoT solutions to companies.

Comcast

Comcast is a prominent American telecommunications company, most recognized for its cable television services marketed under the Xfinity name.

Food & staples retailing industry

Nestlé

Swiss company Nestle is one of the world's largest food and beverage corporations. The company is engaged in a diverse array of products, such as infant foods, potable water, cereals, coffee, dairy products, munchies, and pet care products, and it operates in over 190 countries. Their brands include Nestea, Gerber, Purina, KitKat, and Nescafé.

McDonald's

Fast-food restaurant chain from the USA known for its hamburgers, fries, and breakfast offerings. They are operating worldwide and popular for its affordability and serviceability.

Unilever

Unilever is multinational consumer goods company that is renowned for its extensive selection of products in the areas of personal care, food, and beverages. They portfolio brands such as Lipton, Ben & Jerry's, and Hellmann's.

Mondelēz

Mondelēz is international American company that focus on groceries and food products specializing in snacks and candies. Their key brands are Oreo, Toblerone, Cadbury.

Danone

Food-products corporation from France focusing on dairy products and healthy food. The organization prioritizes sustainability and health through its cuisine offerings. Their brands include Activia, Evian, Danone or Alpro.

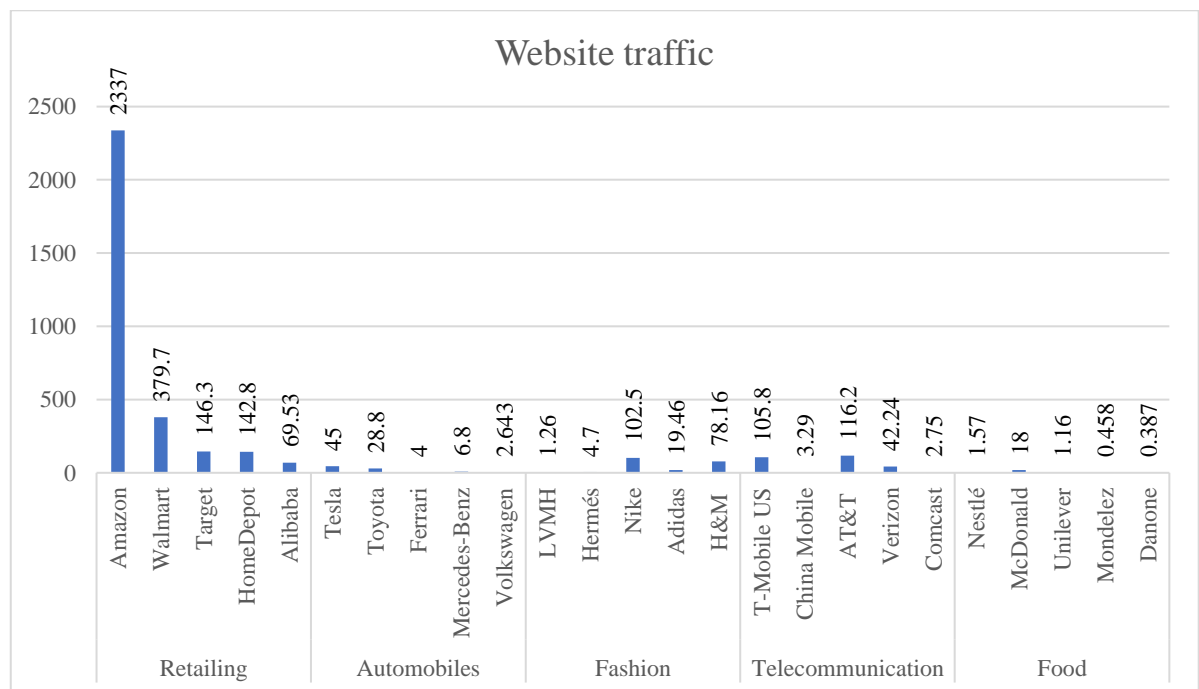
3.2. Key performance indicators analysis and its results

The following chapter examines the KPIs of discussed digital marketing strategies in theory as website, SEO, content marketing, social media marketing, email marketing, PPC advertising and influencer marketing highlighting frequent patterns and trends. Key representations and conclusions are drawn from the data to point out the most effective practices in the business.

Website

The goal of this chapter is to evaluate how effectively the companies engage their online audiences and optimize their digital marketing strategies such as website traffic, bounce rate, session duration, and page-per-session. By examining this metrics, we are able to track effectiveness of the metrics and make some insights.

Graph 2 Website traffic by companies in February 2025 worldwide (in millions)



Source: Own elaboration based on data from SimilarWeb

The most traffic was gained by the retail industry with a dominant firm, Amazon, with 2 337 mil. of visitors in a single month, demonstrating its strong online presence and global reach, followed by Walmart with 379,7 mil. The smallest traffic in industry gained Alibaba (69,63 mil.).

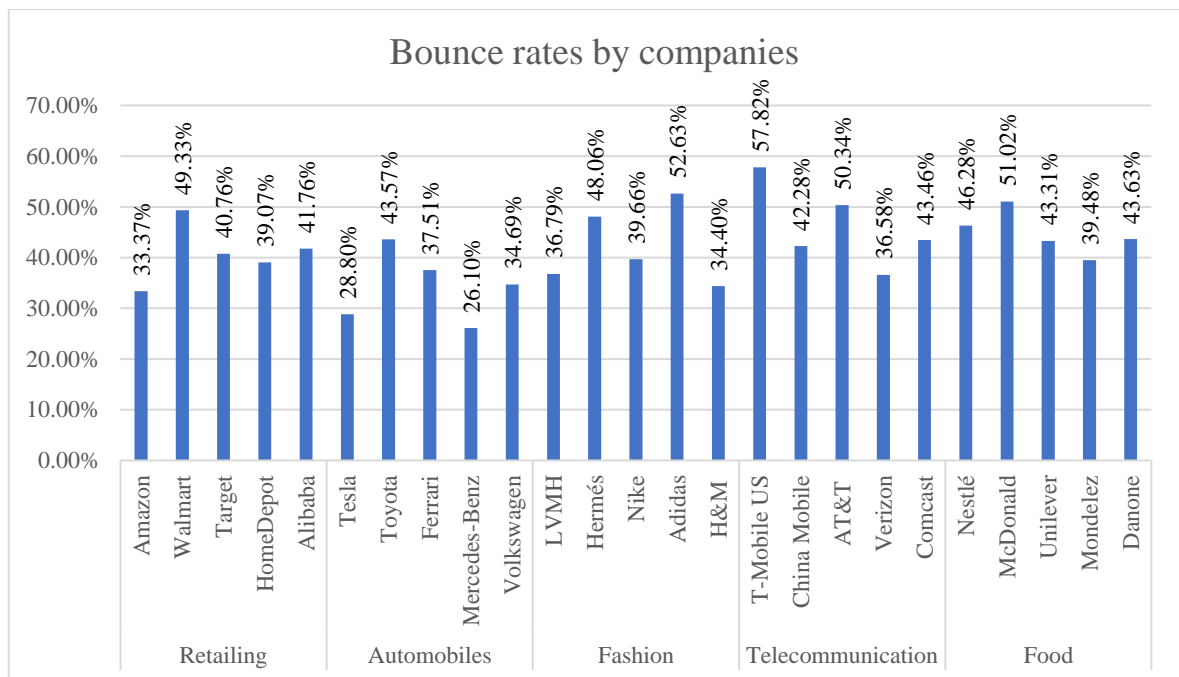
In the automobile industry, the dominant company becomes Tesla, with 45 mil. visitors reflecting the interest in electric cars and innovations. The second most traffic-gained Toyota (28,8 mil.), despite its global presence, it did not gain as many visitors as Tesla. Other traffic varies from 2 to 6 mil.

The fashion industry leader in monthly visitors is Nike (102,5 mil.), the second one is H&M (78,16 mil.) and the third one is Adidas (19,46 mil.). Despite the similar assortment, Adidas substantially lags behind Nike. Due to the exclusivity, luxury markets generate less traffic.

AT&T (116,2 mil.) leads the telecom industry, closely followed by T-Mobile US (105,8 mil.). Verizon is a strong competitor but generates less online engagement than others.

McDonald's generates high website traffic, indicating its popularity. Other players in the industry have the smallest traffic from the individual industry and overalls varied from 0,5 to 2 mil.

Graph 3 Bounce rate by companies in February 2025 worldwide (in %)



Source: Own elaboration based on data from Similar Web

From the theory we know that a bounce rate below 50% is a desirable result. The graphs indicate that T-Mobile US, Adidas, McDonald's, and AT&T surpass the limit, suggesting that their websites need optimization.

In the retail industry, Walmart's relatively high bounce rate of 49,33% suggests potential optimization issues and a need for a redesign. The lowest bounce rate has Amazon (33,37%), probably based on their easy-to-find product information and popularity among users. Other players within the industry (Target, Home Depot, and Alibaba) are in the middle range.

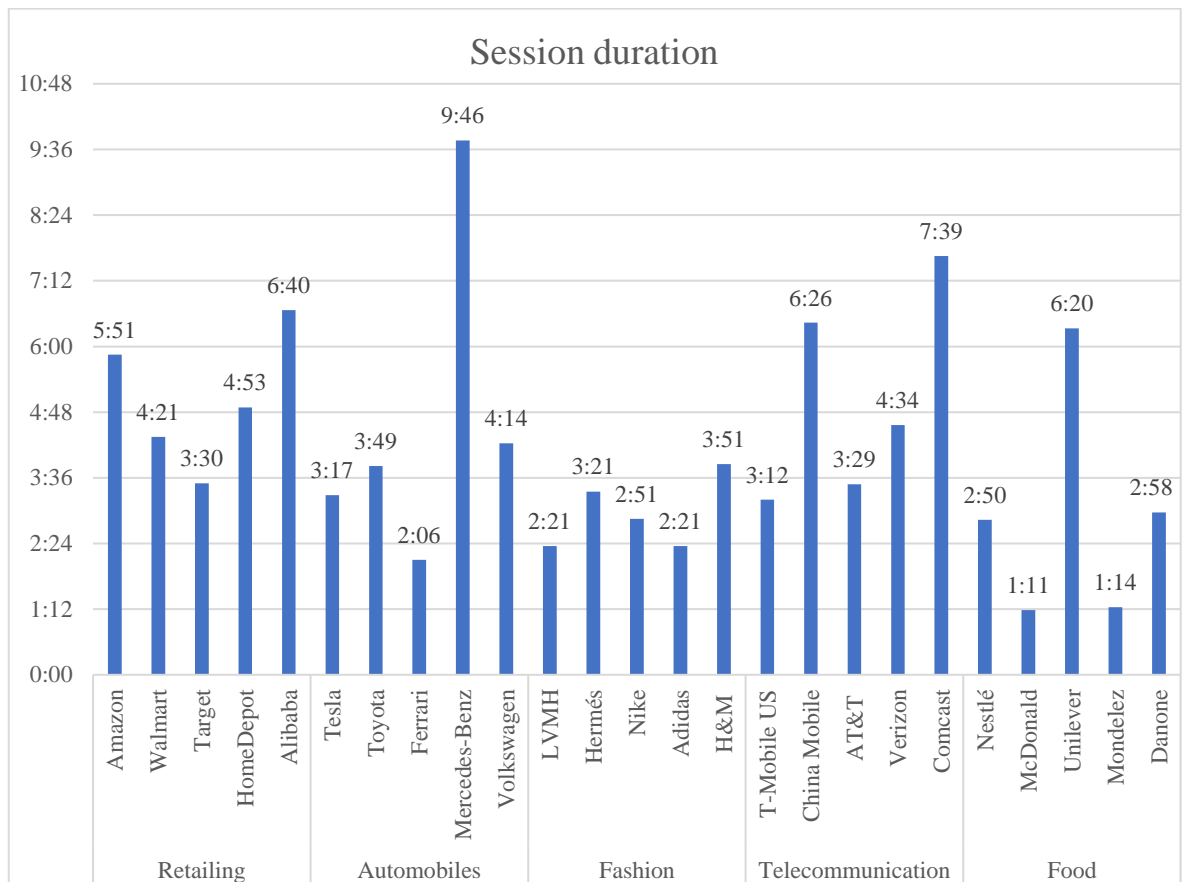
In the automobile industry, Mercedes-Benz (26,10%) and Tesla (28,80%) have low bounce rates, which suggest strong satisfaction and relevant information present on the page. Toyota (43,57 %) has the highest bounce rate, but it is still acceptable.

Within the fashion industry, H&M (34,40%) has the lowest bounce rate, which may reflect clear product categories and is user-friendly. On the other hand, Adidas, despite its popularity, has the highest bounce rate (52,63%) that can indicate possible problems in keeping customers engaged on the website.

In the telecommunication industry, there are two big companies that are facing troubles connected to high bounce rate - T-Mobile US (57,82%) and AT&T (50,34%). On the other side, Verizon has the lowest bounce rate (36,58%).

In the food industry, McDonald's exhibits the greatest bounce rate (51,02%), followed by Nestlé (46,28%), indicating that a considerable percentage of visitors exit the site without further interaction. Conversely, Mondelēz exhibits the lowest bounce rate in the industry (39,48%), indicating user engagement and a more captivating online experience relative to its rivals.

Graph 4 Session duration by companies in February 2025 worldwide (in minutes)



Source: Own elaboration based on data from Similar Web

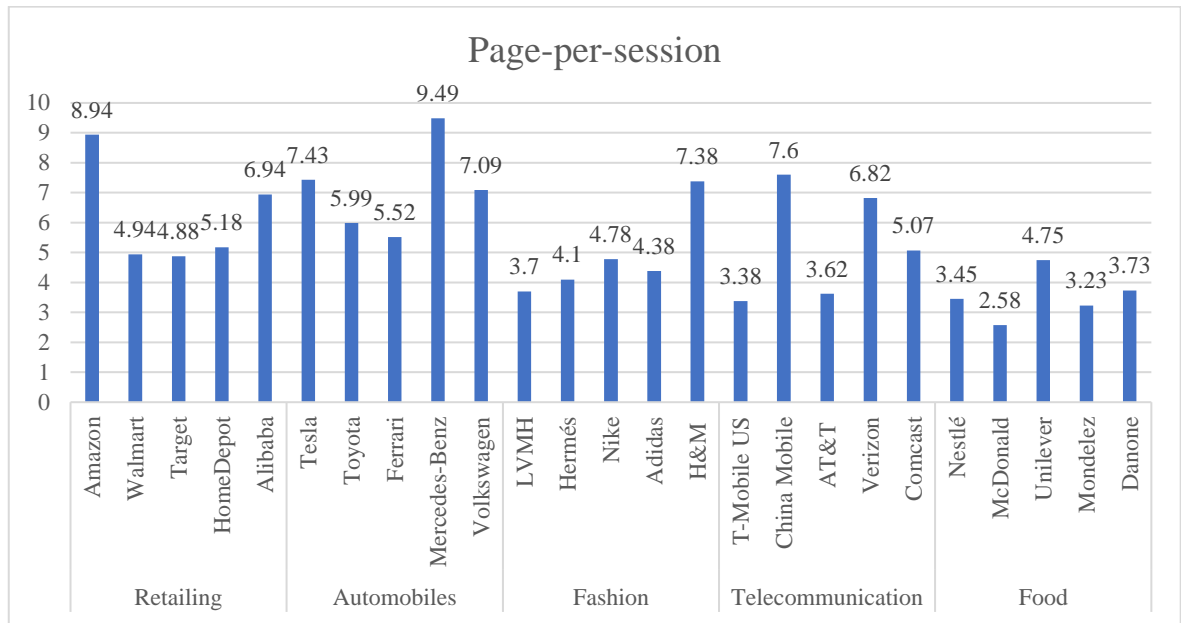
The graph 4 shows the session duration of different companies across the industries, in the theory the benchmark was set on 2-4 minutes. We can derive several findings:

Companies above benchmark – Amazon, Alibaba, Mercedes-Benz, Comcast and China Mobile, all of them have session duration above the 4 minutes. It means engaging and catchy content of the website that keep the customers interested.

Companies below benchmark – Nestlé, McDonald's, Unilever, Mondelez, and Danone have session durations below 2 minutes, meaning users leave quickly. For those we suggest the interactive content or add a video to increase their session.

Other are within the benchmark that means they are performing quite well.

Graph 5 Page-per-session by companies in February 2025 worldwide

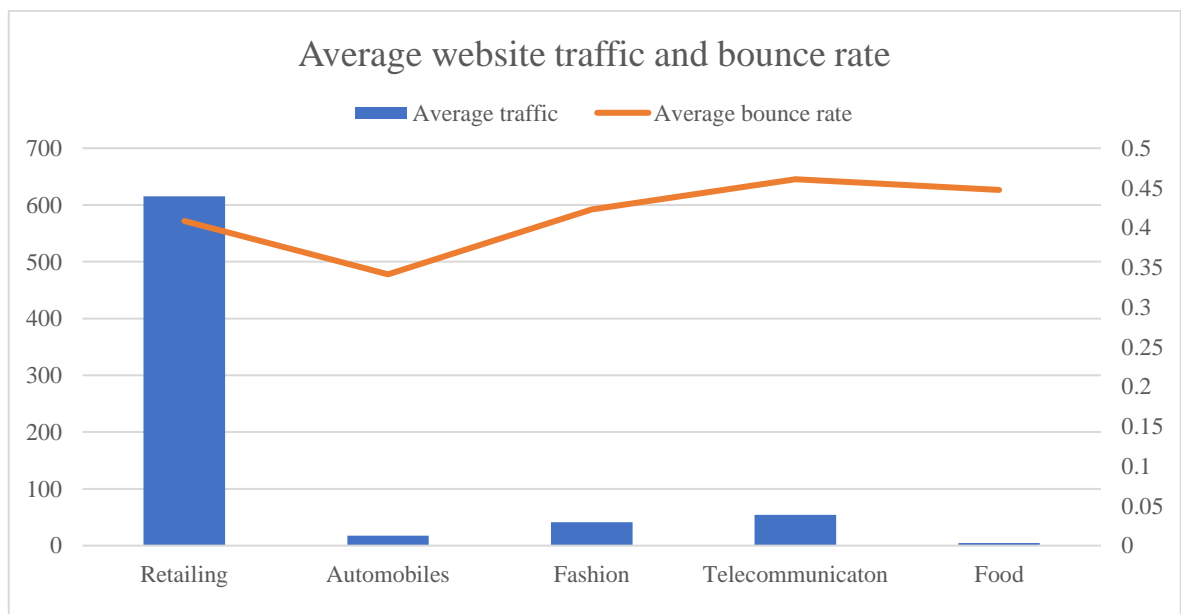


Source: Own elaboration based on data from Similar Web

The top-performing industries include retailing (Amazon, Alibaba) with over 6 pages, automobiles with over 5 pages, and selected telecom companies (China Mobile, Verizon) with over 6 pages. The food industry is the least performing one.

Let’s now shift from analysing individual companies to examining industry trends, based on data from the top 5 companies in each industry, but represented by industries.

Graph 6 Average website traffic and bounce rate of 5 companies in industry in February 2025 worldwide

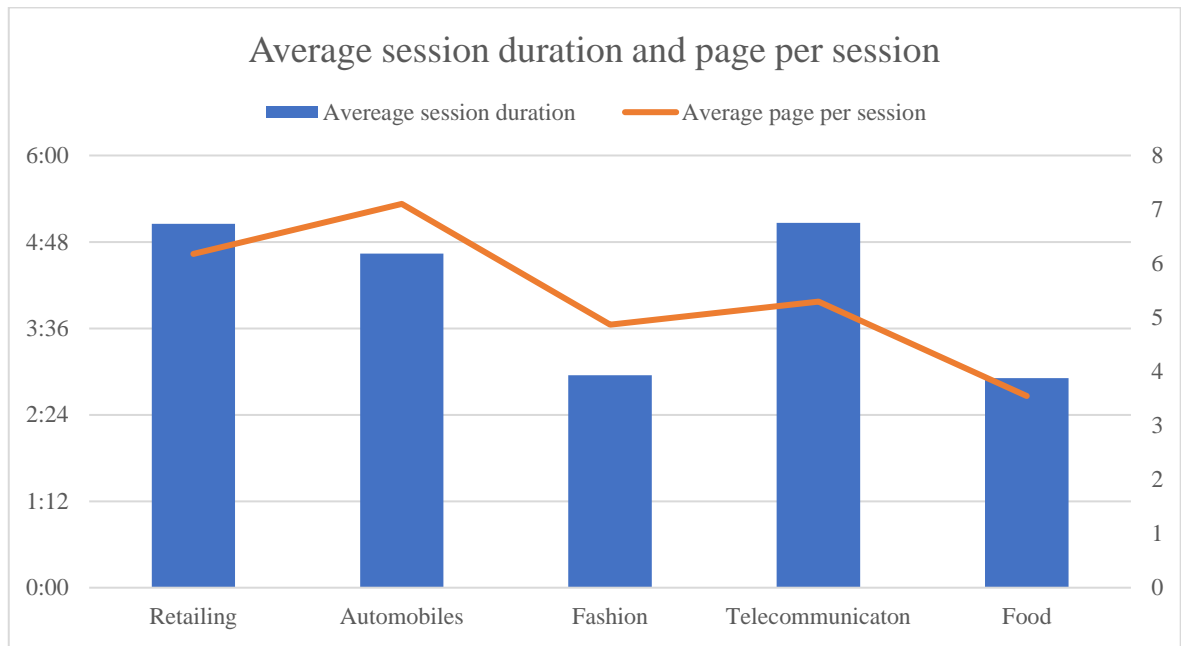


Source: Own elaboration based on data from SimilarWeb

The retailing industry in website traffic substitutionally exceed the other companies and is followed by telecommunication and fashion one with moderate traffic. The automobiles and food industries have the lowest traffic, either suggesting the niche audiences or low online presence and interest among users. It can be also caused by the fact that retailing websites mostly operate as direct purchase platforms, whereas websites in other industries, largely serve for informative or branding purposes.

Among those mentioned, the automobile industry has the lowest bounce rate meaning customers are staying on the page for a longer time. This fact is supported also by the data in a Graph 7. Others have higher rates but remain within the benchmark. The bounce rate of telecommunication and food industry is at highest level.

Graph 7 Average session duration and page per session companies in industry in February 2025 worldwide



Source: Own elaboration based on data from Similar Web

Retailing and automobiles industry engage users well that leads to longer session durations and pages viewed. Despite the high time spent on the website of telecommunication industry they have lower pages per session indicating the detailed content on one page that takes more time to browse. Food and fashion industries have relatively low metrics possibly meaning the positive scenario that users are able to find information more quick or negative scenario that suggest the industries are not able to keep customers engaged.

In summary the retailing and automobiles show strong user engagement, with low bounce rates and long session durations, indicating that users actively browse and interact with content. Fashion and food industries face challenges, as evidenced by shorter session durations and higher bounce rates, which suggest difficulties in keeping users engaged. The telecommunication industry has prolonged session durations and relative high bounce rate meaning that users may encounter difficulties in locating the necessary information or that the content is too comprehensive.

Search engine optimization

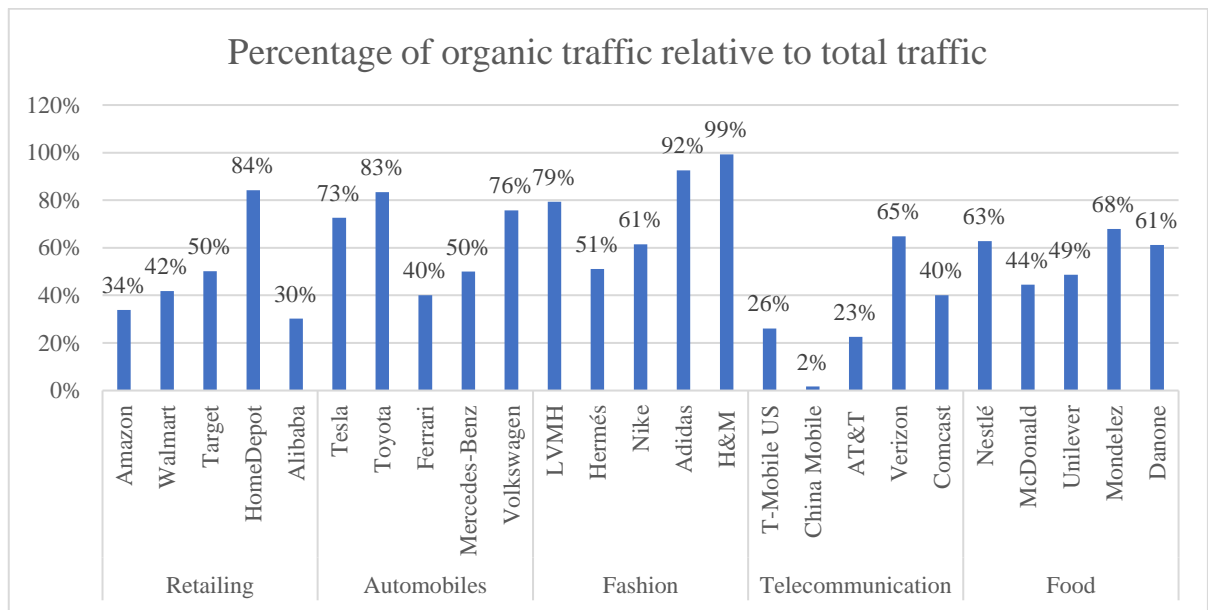
Table 2 Comparison of website traffic and organic traffic in February 2025 worldwide (in millions)

Industry	Company	Website traffic	Organic traffic
		(in millions)	
Retailing	Amazon	2337	791
	Walmart	379,7	158,6
	Target	146,3	73,4
	Home Depot	142,8	120,3
	Alibaba	69,53	21
Automobiles	Tesla	45	32,7
	Toyota	28,8	24
	Ferrari	4	1,6
	Mercedes-Benz	6,8	3,4
	Volkswagen	2,643	2
Fashion	LVMH	1,26	1
	Hermès	4,7	2,4
	Nike	102,5	63
	Adidas	19,46	18
	H&M	78,16	77,6
Telecommunication	T-Mobile US	105,8	27,6
	China Mobile	3,29	0,055
	AT&T	116,2	26,3
	Verizon	42,24	27,4
	Comcast	2,75	1,1
Food	Nestlé	1,57	0,987
	McDonald's	18	8
	Unilever	1,16	0,565
	Mondelez	0,458	0,311
	Danone	0,387	0,237

Source: Own elaboration based on data from SimilarWeb and SEMrush

The table compares the website traffic and organic traffic of the companies within the five industries. Retailing companies shows the highest website traffic and substantial part is driven from organic one. Automobiles industry has moderate traffic and companies such as Tesla and Toyota are the leaders in organic traffic. Fashion companies attract notable organic traffic. The telecommunication industry generates steady website traffic but lower portion of organic one. Food companies have the lowest website as well as organic traffic.

Graph 8 Percentage of organic traffic relative to total traffic in February 2025 worldwide



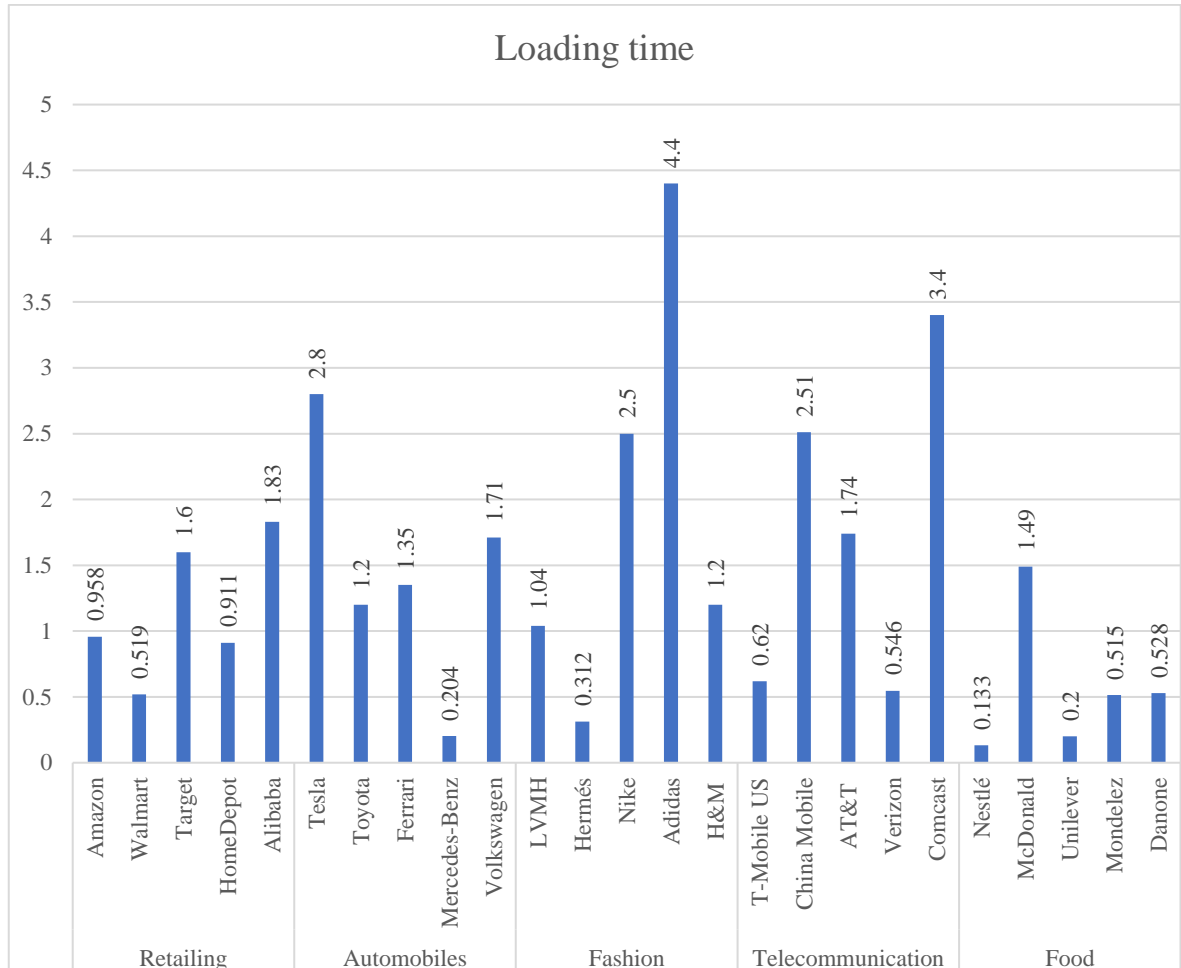
Source: Own elaboration based on data from Similar Web and SEMrush

In connection with Table 2 the graph represents the percentage of organic traffic relative to total traffic of the companies across five industries. From that we can draw the conclusion that retail giants like Amazon and Walmart rely more on other traffic sources, because their organic search is mostly only between 30-50%. From the automobile industry, Toyota and Volkswagen has the highest organic traffic around 80 % as well as the companies as H&M and Adidas within the fashion industry. Telecommunications companies show mixed results where Verizon has a highest organic share, while China Mobile has the lowest. Organic traffic accounts for approximately 50-60% in average of the total number of visits for food companies. Nestlé and Mondelēz maintain a moderate organic presence.

This leads us to the conclusion that H&M, Adidas, Home Depot, LVMH, Toyota, and Volkswagen have the highest organic searches. This indicates that their SEO is well-optimized and that they use the appropriate keywords to ensure that their website is displayed

at the top of search results. The other organizations either depend on other sources as their primary traffic source or lack effective SEO.

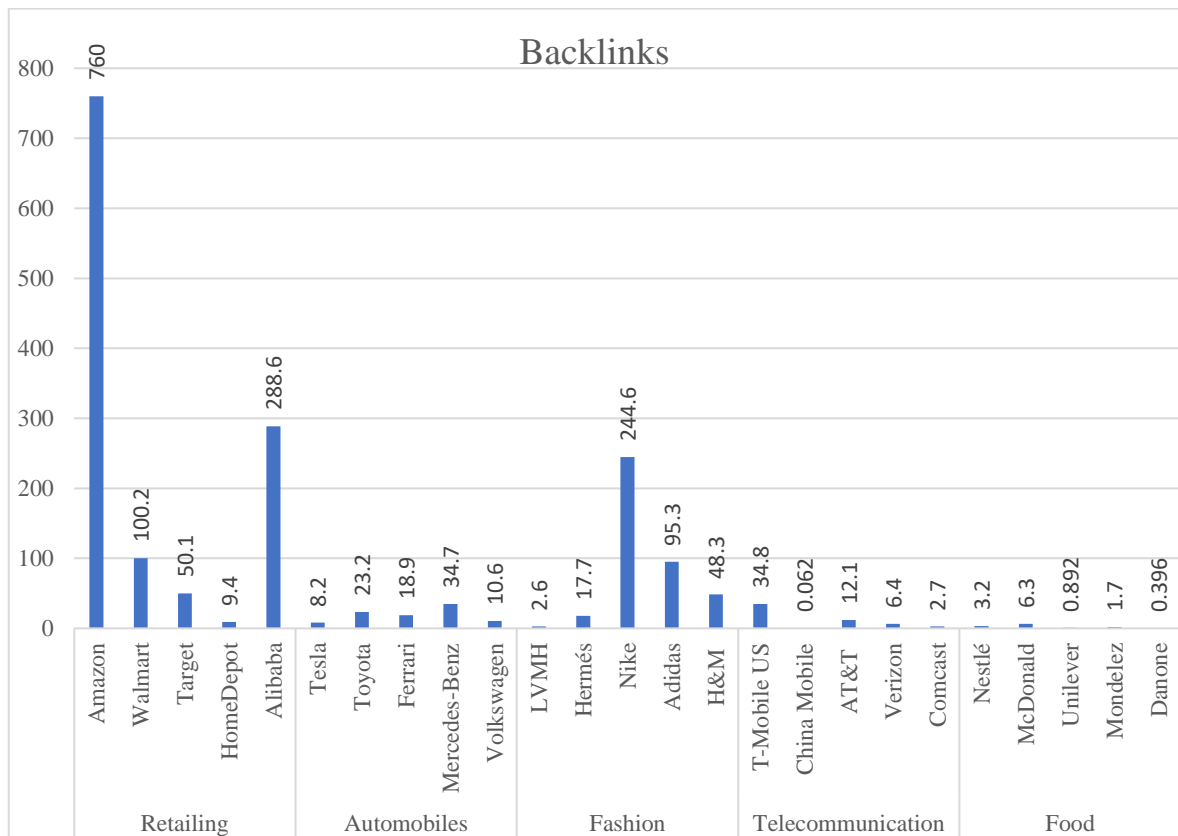
Graph 9 Loading time of the websites



Source: Own elaboration based on online Pingdom and GTmetrix tool for tracking the loading speed of the websites

The companies' websites like Mercedes-Benz, Hermès, Nestlé and Unilever have the fastest loading speed below 0,5 seconds, that is beneficial to user experience. On the other side, the websites of Tesla, Adidas and Comcast require a longer time to display, which can result in a higher bounce rate and adverse effects on user behavior. Overall, all companies' websites have loading speed below 5 second that is considered a positive result.

Graph 10 Number of backlinks by companies in February 2025 worldwide



Source: Own elaboration based on data from SEMrush

From the retailing industry the Amazon is dominant firm in the number of backlinks compared to other retailers, suggesting its brand authority and popularity. From automobiles industry the Mercedes-Benz has the highest number of backlinks from its competitors, but in overall, the numbers are relatively low, this means they rely more on direct brand channels. Nike stands out in a fashion industry, showing the strong presence in digital content. T-Mobile US has a considerable number of backlinks, but other companies, like China Mobile and Comcast, have much lower count. The food industry has the lowest backlink numbers across the whole sample.

The order of the industries based on average number of backlinks:

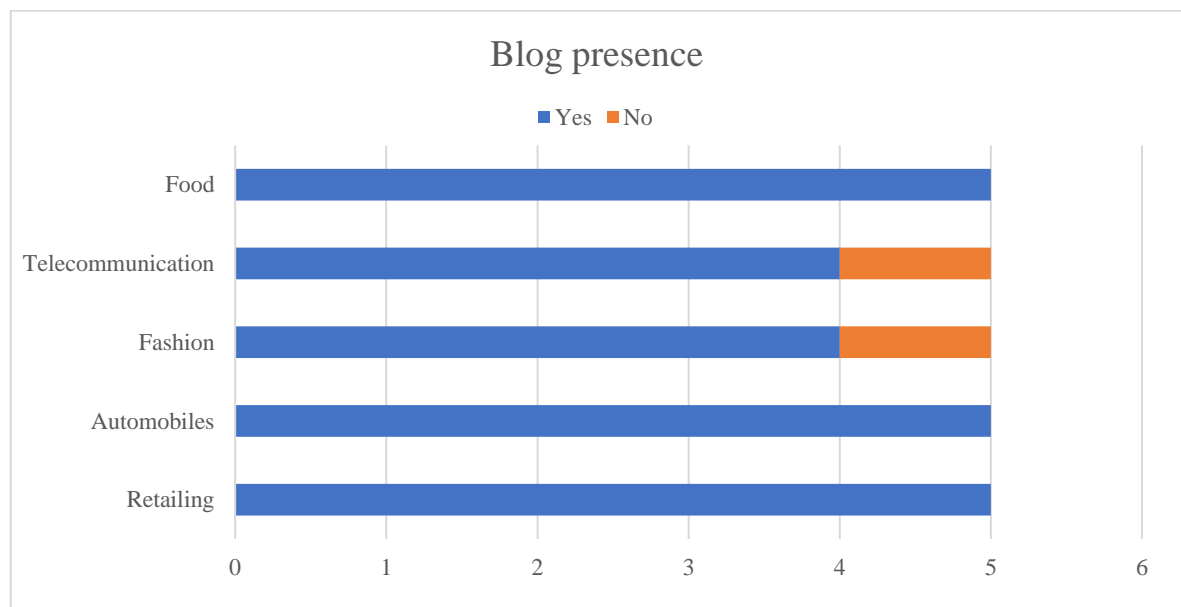
1. retailing (241,66),
2. fashion (81,74),
3. automobile (19,12),
4. telecommunication (11,61),
5. food (2,89).

To sum up, retailing, telecommunication, and food industries could improve organic traffic via content optimization and backlinks, enhance website performance for quicker loading times, and incorporate effective SEO methods. These industries show potential for stronger SEO efforts compared to industries like automobiles and fashion, which already perform well in these areas.

Content marketing

In content marketing we analyze blog, podcasts and YouTube and track how effectively the industries are using the tools of content marketing strategy.

Graph 11 Blog presence

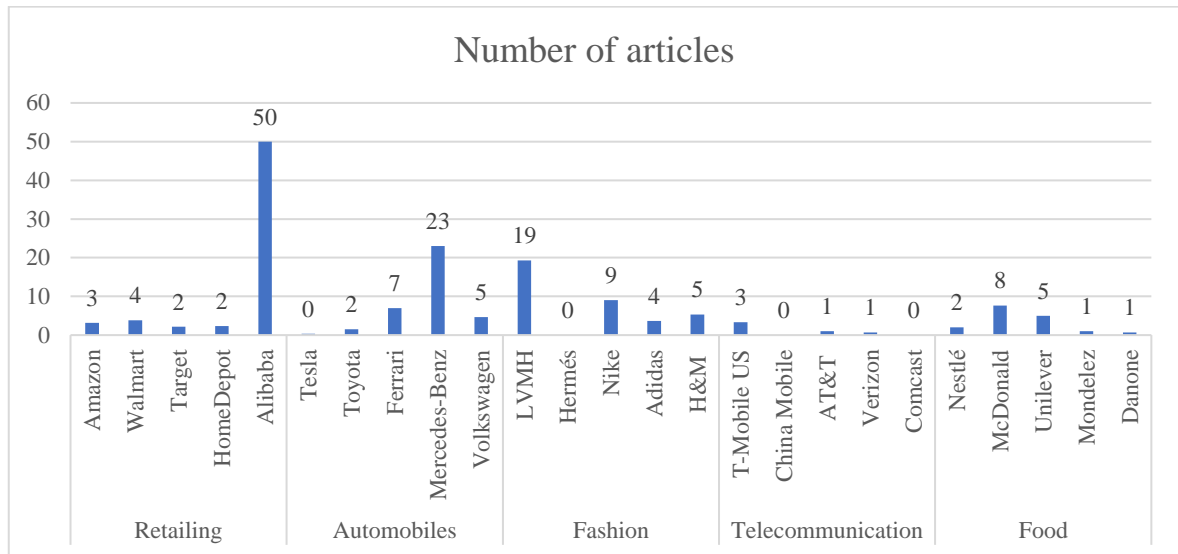


Source: Own elaboration

Based on visualization, we can see that from all 25 analyzed companies, only 2 of them do not have an online blog with articles - luxurious fashion company Hermès and China distributor of telecommunication services China Mobile.

We can say that all analyzed industries rely on blogs as a part of their digital marketing strategy to drive traffic and success by proper keyword usage.

Graph 12 Number of articles in blog per month in average over the last 3 months

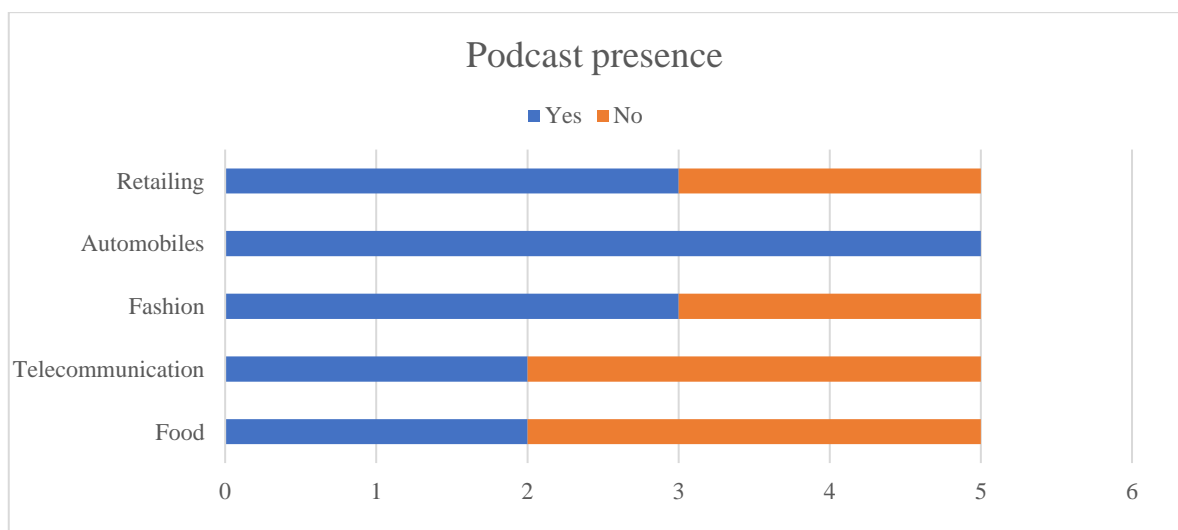


Source: Own elaboration

Out of all the companies, Alibaba stands out with an average of 50 blog posts per month. Other companies within the retailing industry are not posting on a regular basis. In the automobile industry are leading Mercedes-Benz and Ferrari. In the fashion industry, LVMH is dominant, followed by Nike and H&M. The telecommunication industry generates the lowest number of articles in comparison with other industries. McDonald's and Unilever slightly lead the food industry, where others have minimal mentions.

To sum up the retailing, automobiles and fashion industry have the highest number of blog posts per month.

Graph 13 Podcast presence



Source: Own elaboration

The analysis of podcast presence across industries reveals significant variations. The automobile industry leads with all five companies utilizing the podcast as a part of their online content marketing strategy. The retailing, and fashion shows moderate utilization of podcast, where 3 out of 5 companies have it. From food industry and telecommunication industry only 2 out of 5 offers the podcast episodes.

Table 3 Overview of companies' podcast

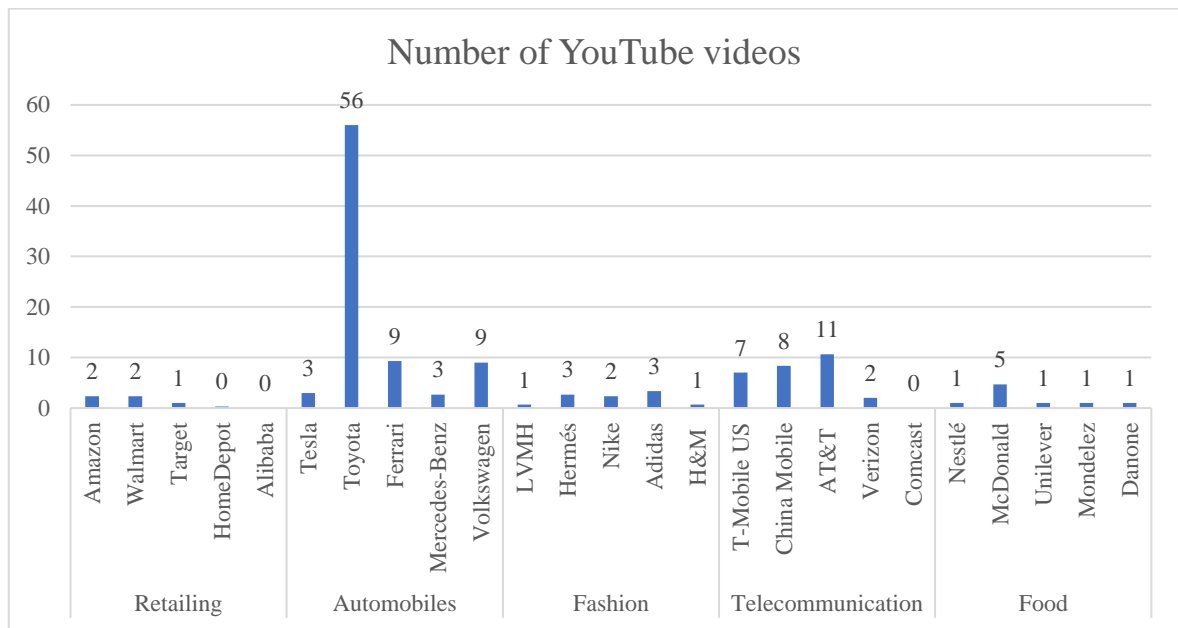
Category	Company	Podcast Name	Number of episodes in 2024
Retailing	Walmart	The Walmart World	46
	Home Depot	Give Me an H	not active
	Alibaba	Alicast by Alibaba Group	3
Automobiles	Tesla	Tesla Motors Club Podcasts	11
	Toyota	Toyota Untold	not active
	Ferrari	The Origins of the Legends	not active
	Mercedes-Benz	Mercedes-Benz Audio Experiences	6
	Volkswagen	Shaping Mobility - The Volkswagen Podcast	not active
Fashion	LVMH	LV Extended	8
	Nike	Nike Trained	not active
	Adidas	Rebellious Optimists	not active
Telecommunication	T-Mobile US	Mobile Diaries	not active
	AT&T	Life at AT&T	not active
Food	Nestlé	Nestlevel Digital	10
	Mondelez	MDLZ Bite	not active

Source: Own elaboration

The table reflects the companies that maintain the podcast accounts. From counting the number of episodes over the year 2024 we have also found out which companies have active accounts and which not. Although some companies do have the account, they are not posting any content over past years. This indicates a lack of ongoing engagement or abandonment of podcast efforts.

In summary only several companies have active podcasts and those are – Walmart, Alibaba, Tesla, Mercedes-Benz, LVMH and Nestlé. From this, we can conclude that companies are not fully utilizing podcasts as a content part of their marketing strategies.

Graph 14 Number of YouTube videos per month in average



Source: Own elaboration

Toyota significantly stands out beyond other companies with over 50 videos per month in average. Other automobile companies such as Volkswagen or Ferrari also post videos on their channels regularly but not in a such frequency like Toyota. In a retailing industry companies have up to 5 videos in average per month and no company dominates the industry. Fashion industry has also relatively similar number with Adidas and Hermès posting the most. Companies within telecommunication industry post more, for example AT&T, China Mobile or T-Mobile US, but still less than Toyota. From food industry only McDonald's is posting on regular basis others generate lower video output.

Some companies are investing significantly more effort to YouTube videos than others. We can say that videos are effective content strategy in automobiles, telecommunication and fashion industry.

The examination of content marketing techniques across several industries reveals substantial differences in the implementation of blog posts, podcasts, and YouTube videos.

Most companies realize the benefits of blogging for digital marketing. Only 2 of the 25 evaluated companies do not blog. Retailing, automobile, and fashion industry have the biggest engagement, with Alibaba producing 50 blog posts per month in average. Most of the companies do not post new episodes on Spotify or similar platforms. Walmart, Alibaba, Tesla, Mercedes-Benz, LVMH, and Nestlé are just a few of the companies that have active podcast account. While podcasts are useful, they are not utilized as much as blogs. YouTube

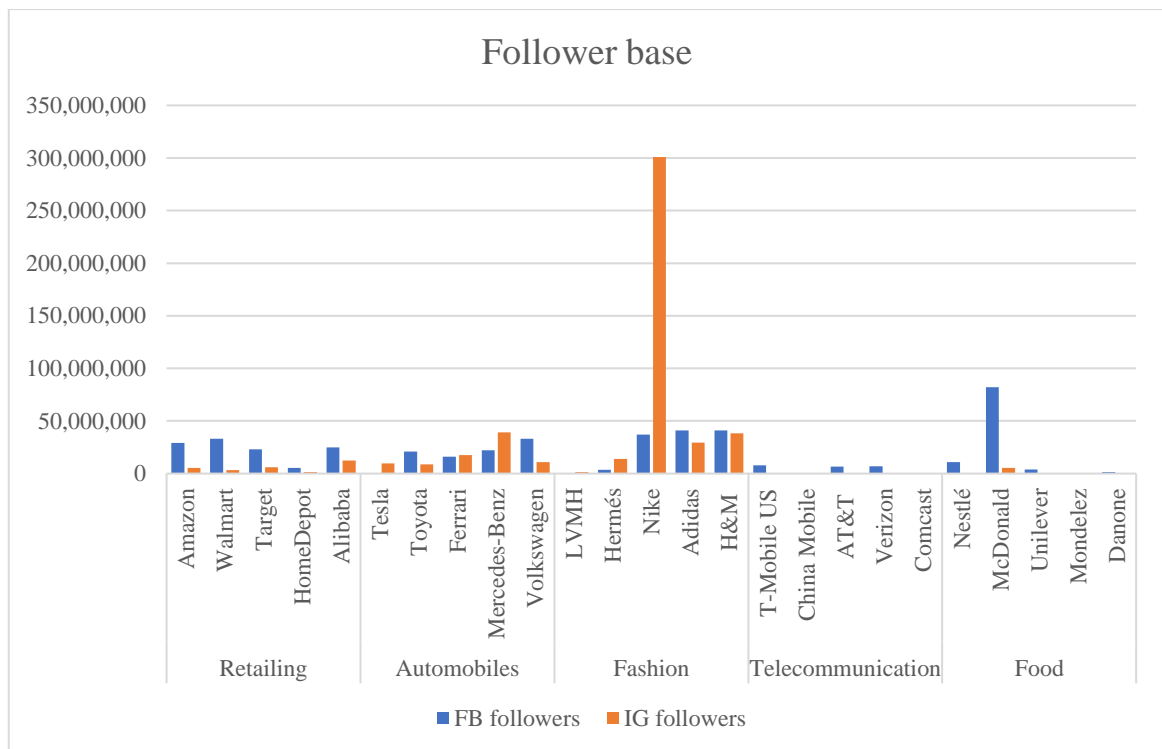
video generation varies widely across industries. Toyota is most active, creating nearly 50 videos every month. Retail, fashion, and telecoms provide modest video content. Other companies produce few or no videos.

The efficient marketing strategy is created by blog which is the most popular across industries, podcast is promising but the irregularity and low engagement influence the fact the companies are not integrating it into their long-term content strategies.

Social media marketing

Social media performance metrics are complex. We track the number of followers, the frequency of posting, interactions and calculated the engagement rates to find out how well the company's social media marketing plan works.

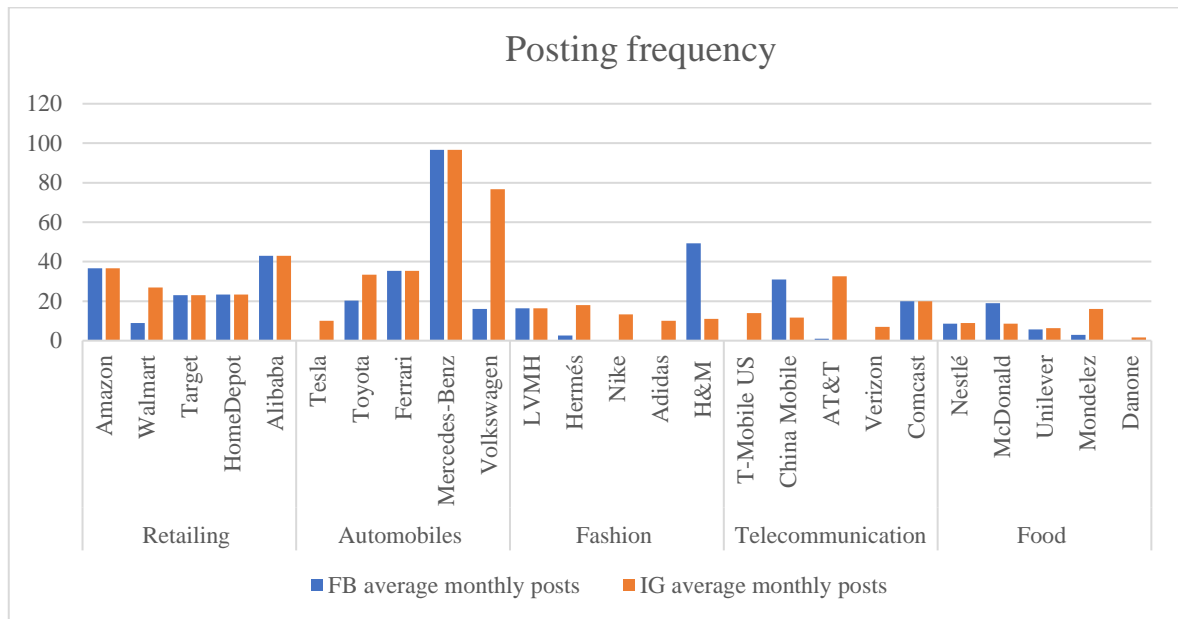
Graph 15 Follower base



Source: Own elaboration from FB and IG accounts of companies

Retailing, automobiles and fashion industry have the massive followers base on both platforms. The telecommunication and food industry tend to have smaller portion of followers especially on IG. The dominant companies on FB, based on follower count, are McDonald's (82 mil.). Adidas, (41 mil.) and H&M (41 mil.). On the other hand, on IG the leaders are Nike (301 mil.), Mercedes-Benz (39,1 mil.) and H&M (38,4 mil.).

Graph 16 Average number of posts per month on FB and IG (December 2024 - February 2025)



Source: Own elaboration from FB and IG accounts of companies

The data above show us the posting frequency of individual companies for the past 3 months on social media platform IG and FB. According to the table we can see that the highest posting frequency has automobiles industry with a dominant company Mercedes-Benz and retailing one with the dominant company Alibaba.

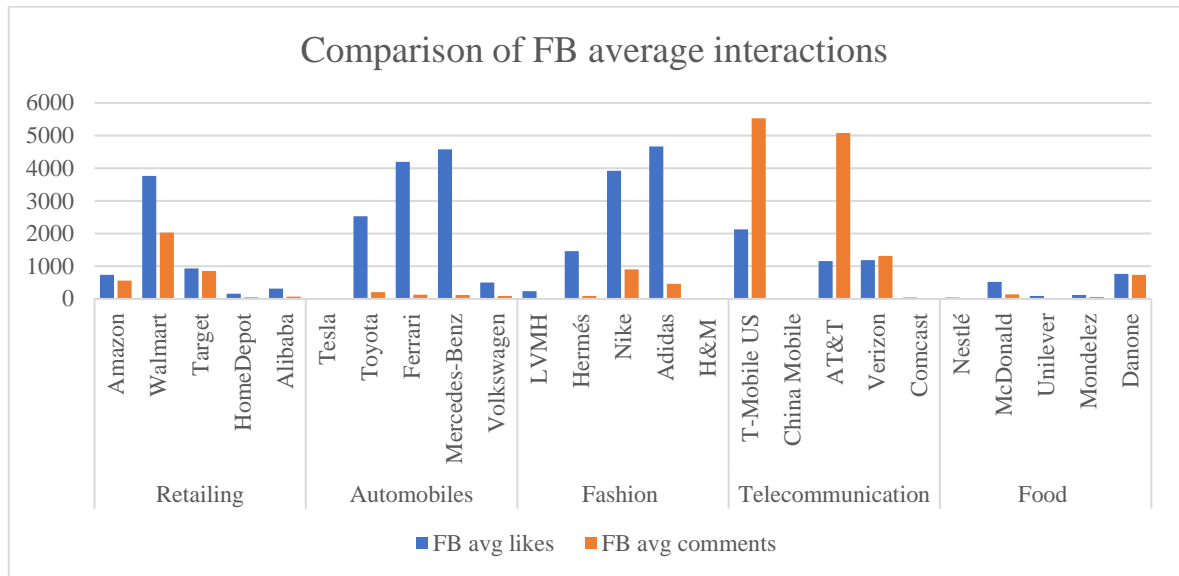
The retailing industry demonstrates the balancing posting with almost identical number of posts frequency on both platforms, that means companies within this industry tend to mirror its content across its social media platforms.

The automobile and fashion industry are in average more active on IG than on FB except of H&M that seem to be more dominant on FB.

In comparison with others, the telecommunication industry tends to post less on social media than others but still choose IG over FB. Companies like T-Mobile US, AT&T and Verizon are not posting on Facebook lately at all.

From all industries the food one has the lowest posting frequency across both platforms, this may be caused by the fact they may prioritize other channels and marketing strategies.

Graph 17 FB average interactions per post in a period (December 2024 - February 2025)



Source: Own elaboration from FB accounts of companies

The graph shows the comparison between the FB likes and comments across the industries for the past 3 months. From the data, we can conclude that for the retailing industry, it is typical that likes are prevailing above the comments with Amazon and Walmart dominance in engagements within the industry. This trend suggests that consumers express interactions through likes rather than comments.

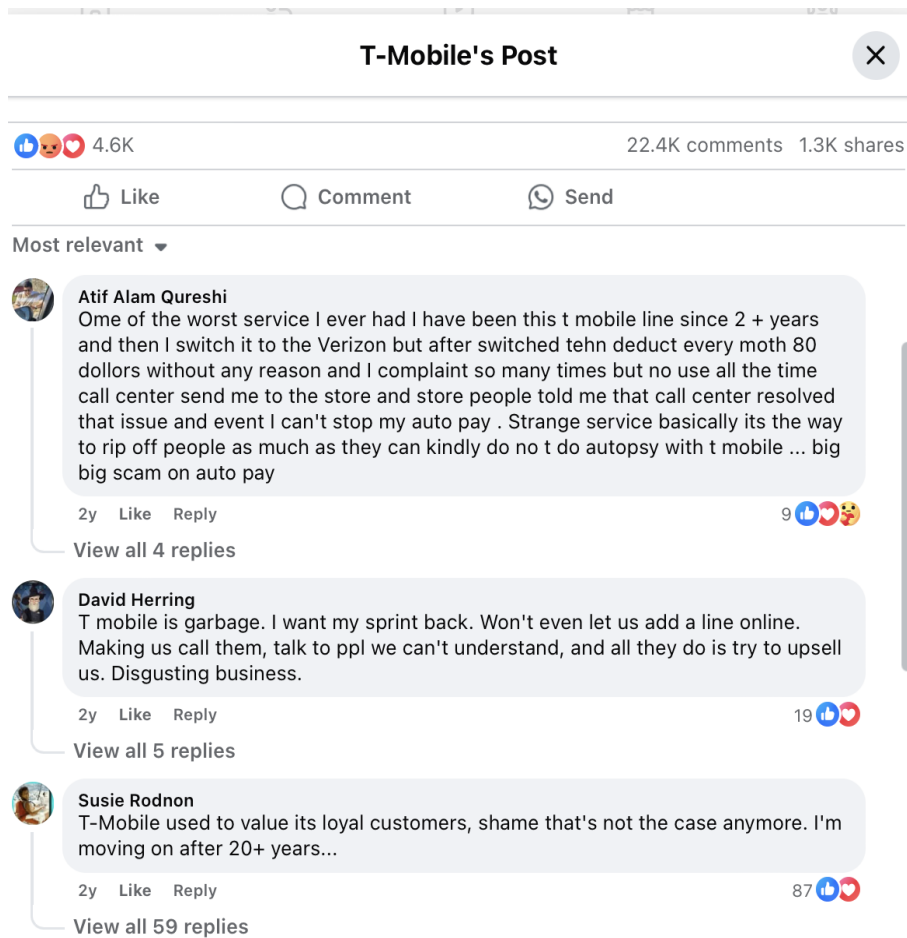
In the automobile industry, the number of likes substantially prevails over comments. This data indicates that users engage more passively by reacting to posts rather than actively by commenting.

In the fashion industry also dominates the number of likes, and we observe that sports companies tend to receive more interactions than luxury ones.

Companies in the telecommunication industry are the only one with a high proportion of comments to likes. This indicates that their FB pages may function for managing requests. However, Graph 16 indicates that they are not active on FB, further examination of their accounts reveals mostly negative remarks associated with the companies. This may explain their FB inactivity. The Picture 1 shows the example of comments of the dominant firm in this industry T-Mobile US.

Among all industries, the food industry has the lowest interaction rate.

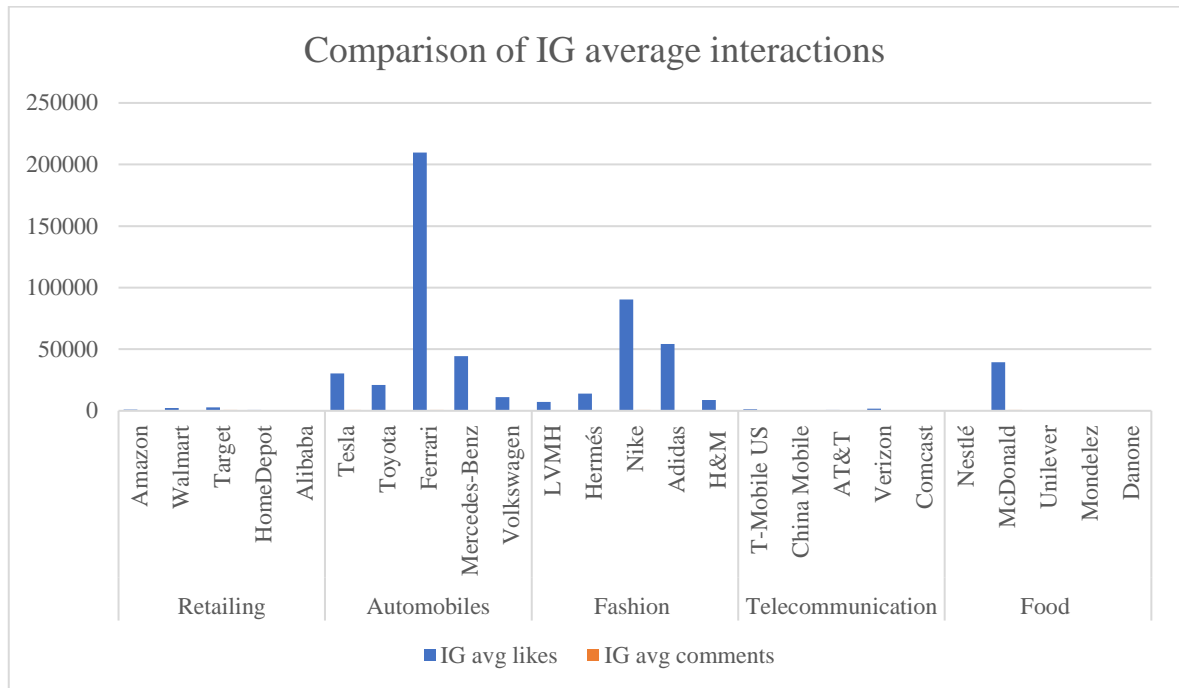
Picture 1 Screenshot of the comments on FB account of T-Mobile US



Source: Post on FB of T-Mobile US retrieved from <https://www.facebook.com/photo?fbid=10160056810323895&set=a.446811073894>

The Picture 1 shows the ratio of likes to comment of a T-Mobile profile on FB, as presented in the tables above, there is a greater proportion of comments than likes, and upon further analysis, negative comments have been identified. The same situation applies to its competitors Verizon and Comcast, indicating that publishing on the social media platform FB is not an effective marketing strategy for the telecommunication industry.

Graph 18 IG average interactions per post in a period (December 2024 - February 2025)



Own elaboration from Facebook accounts of companies

Despite the relative high posting frequency on IG, the retail industry experiences a low volume of interactions.

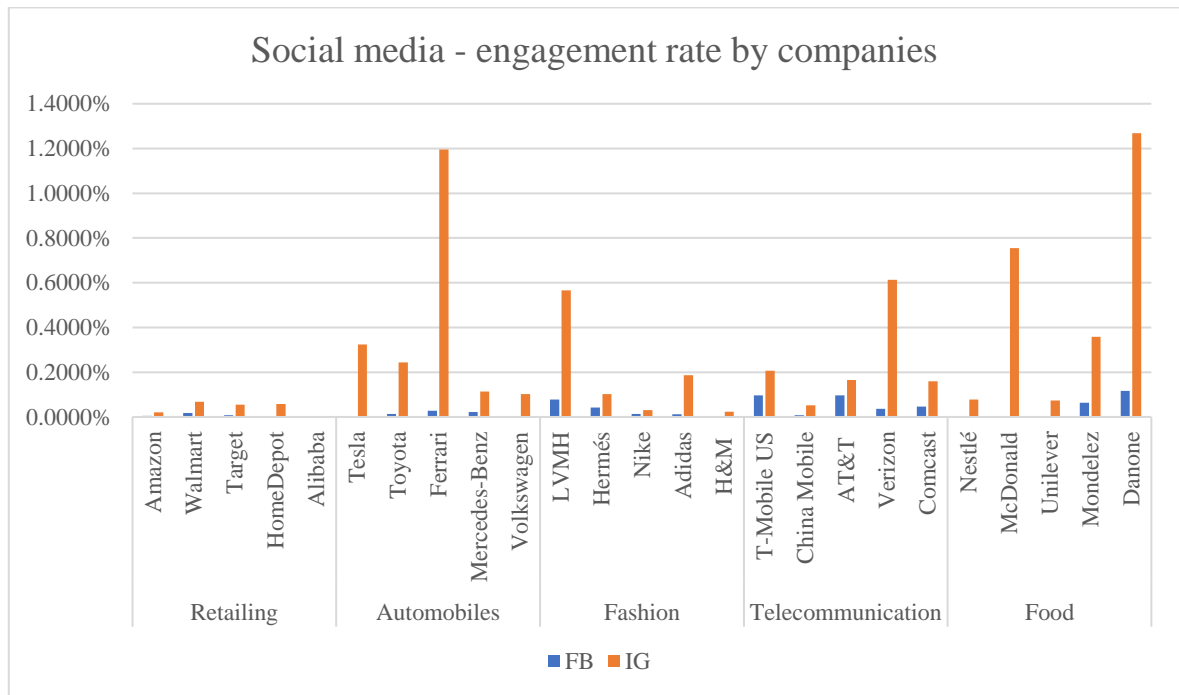
Conversely, automobile industry stands out with the highest number of interactions from all the industries with a dominant firm Ferrari, which has over 200 000 likes on post in average. This indicates an engaged audience and brand loyalty.

The fashion industry is also performing well, with Nike and Adidas leading the charge, demonstrating the power of effective social media strategies in fashion and generating significant interaction from their followers.

In the telecommunication industry, interactions are relatively low. However, it is important to note that there are no negative remarks, which suggests that the sentiment remains positive, despite the low level of engagement.

McDonald's is the sole company in the food industry that receives a substantial number of interactions, while other ones, such as Nestlé and Unilever, experience limited engagement on their posts. In summary, when we compare it to FB, users tend to comment less on IG.

Graph 19 Comparison of social media engagement rates by companies in a period (December 2024 - February 2025)



Source: Own elaboration from FB and IG accounts of companies

Relative to its followers the IG shows the higher engagement rate across all industries meaning that users are more active at this platform. The top performing companies are Ferrari, Danone, McDonald's, Verizon and LVMH. The companies below engagement rate of 0,2 % should refine their social media strategy and generate more interactive and visually appealing content to attract and retain audiences.

From social media marketing we can draw several conclusions:

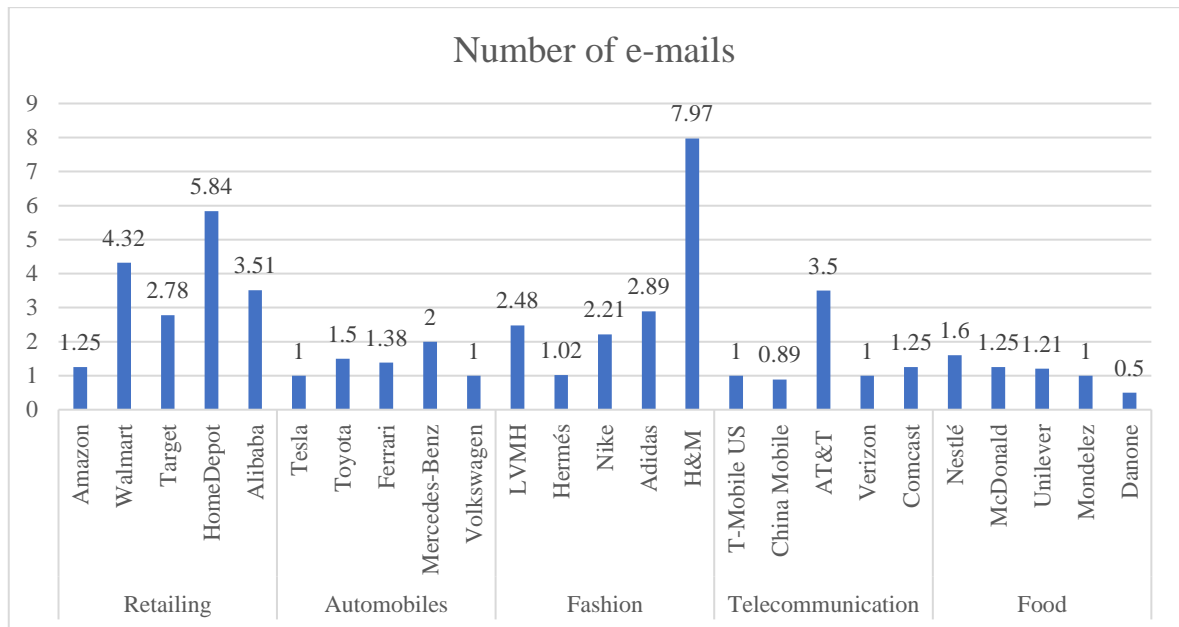
- Retailing industry has massive follower base on both platforms and balanced posting frequency. Despite their high interactions, both platforms are suitable for this industry.
- The automobile industry has a significant follower base, particularly on IG, where the frequency of posting is elevated due to IG dominance in this industry.
- Fashion industry has an extensive follower base, especially on IG, led by Nike, H&M, and Adidas. Sports companies outperform luxury ones in interaction levels.
- Telecommunication industry has smaller follower base, especially on IG. The posting frequency on FB is minimal and despite its negative feedback from users the IG seem to be more suitable platform for this industry.

- Food industry has small follower base compared to other industries with lowest posting frequency. FB and IG drive similar interactions with higher engagement rate on IG. Both platforms are suitable, but we recommended to enhance their social media content.

Email marketing

The exact metrics of email marketing as click-through rates, open rate or bounce rate and others are not publicly available, therefore we examine the data that were available and are relevant for our work. We have analyzed the possibility to subscribe the email marketing newsletter and how often companies send the emails per week in average.

Graph 20 Number of emails sent per week in average



Source: Own elaboration based on data from Mail Charts

From our research, we have found out that all observed companies have possibility to subscribe to newsletter of email marketing.

Among all the analyzed companies H&M send the highest number of emails in average (8 per week). They mostly send the offerings of their collection. Other companies within the industry send around 2-3 emails per week. Second firm with highest number of emails is Home Depot with almost 6 emails per week. Others within the industry also have relatively high email activity. The automobile industry shows the low frequency of email marketing compared to fashion and retailing with dominating firm Mercedes-Benz. AT&T is the leader in email communication, sending more emails than others. This indicates that

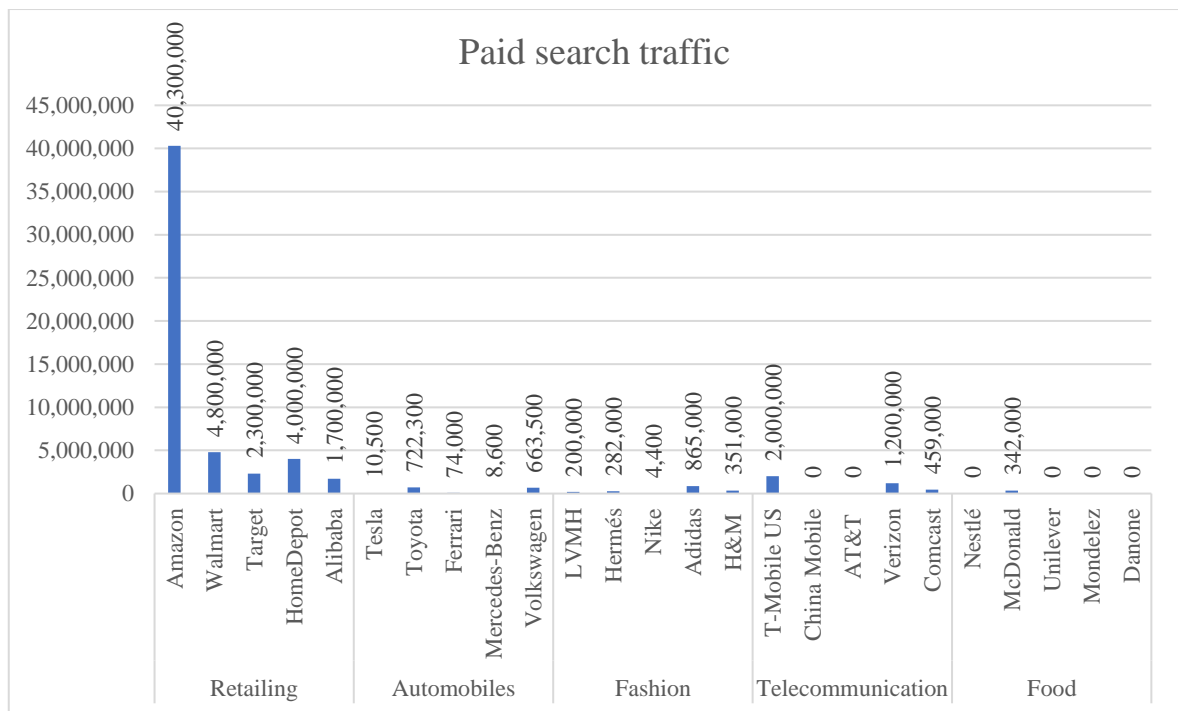
they have implemented a more proactive email marketing strategy. Food industries send the lowest number of emails per industry compared to others. Email marketing is balanced across all companies observed with top sender Nestlé.

In summary, retail and fashion companies, namely Home Depot and H&M, use email marketing the most. Automobile companies use email marketing less. Moderate number of emails sent is seen among telecommunications companies, with AT&T leading in email frequency. Nestlé has highest email activity, other food companies balance.

PPC advertising

The pay-per-click advertising has a lot of metrics that are unfortunately available only for internal purposes of the companies. Based on available data we have analyzed the paid search traffic of companies and their budget spending for Google advertising.

Graph 21 The paid search traffic in February 2025 by companies (in millions of dollars)



Source: Own elaboration based on SEMrush

The graph shows how much the observed companies spent on paid search traffic. Amazon spends around \$40 million on advertising monthly, a lot more than any other observed company, others within industry still spends a lot of money on ads (\$2 - 5 mil.).

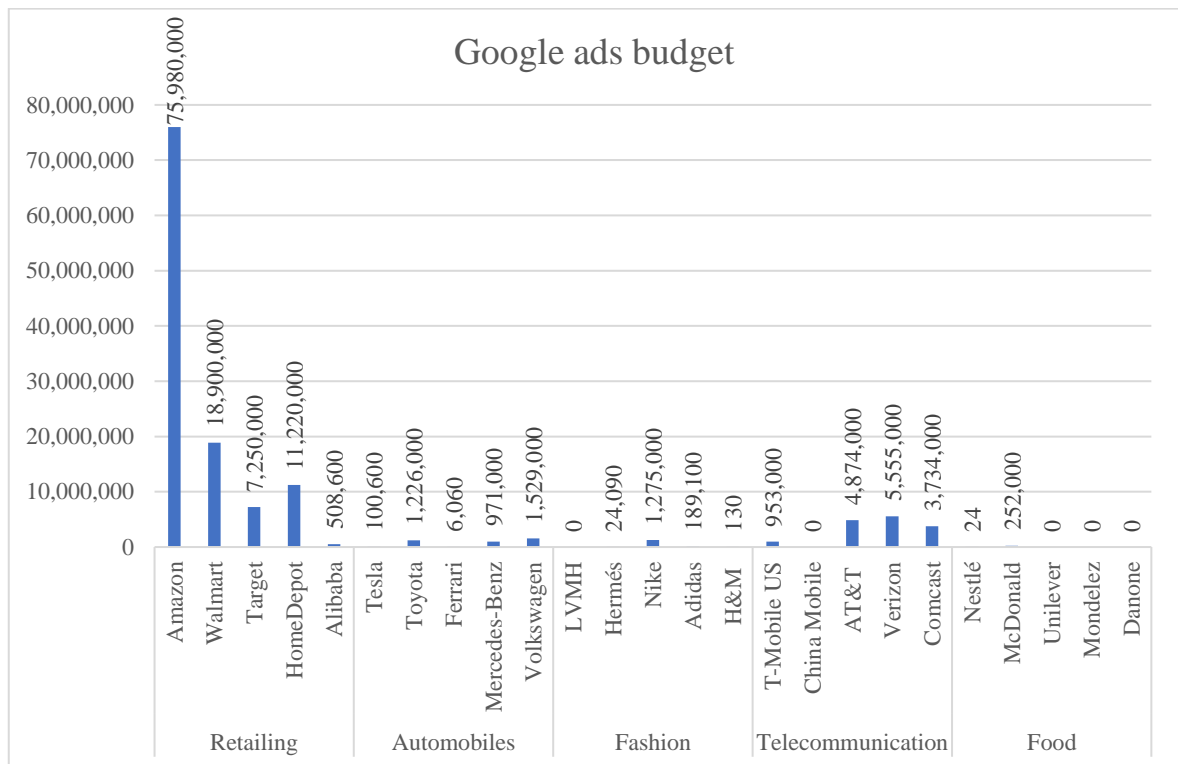
T-Mobile US spends about \$3 million a month on paid search, which puts it in second place among telecoms companies. Other companies in the same industry report similar spending trends. China Mobile and AT&T do not publish the data.

The automobile industry spending varies between \$8,600 and \$722,300 with the highest paid traffic of Toyota and lowest of Mercedes-Benz.

Fashion companies spend different amounts of money. For example, Nike spends about \$4,400 a month on paid search ads, while Adidas spends up to \$865,000. This shows that different fashion companies use paid search ads in different ways.

McDonald's is the only food company that publish the statistics, spending about \$350,000 on paid search ads.

Graph 22 Google ads budget in February 2025 by companies (in dollars)



Source: Own elaboration based on SEMrush

When it comes to monthly Google ads budget the retailing industry spent the most with a dominant firm Amazon that spends more than \$70 mil., followed by Walmart (\$19 mil.), Target, and Home Depot, all of them with big budgets. The amount of money spent is quite low in automobiles and fashion industry. Telecom companies such as AT&T, Verizon, and Comcast have visible but smaller budgets. In the food industry, McDonald's is the only spends only about \$250,000 a year on Google Ads. Companies with zero spending do not publish the data.

Graph 23 Average paid search traffic across industries (in millions)



Source: Own elaboration

The graph shows the average paid search traffic that represents specific industry. We can see that retailing industry has the most paid traffic followed by telecommunication, food and with automobile at the last place. The data may be skewed because not all companies publicly share their statistics.

Influencer and affiliate marketing

Influencers are mostly active on IG with a large following base, the graphs and tables presented in this chapter are based on the largest influencers active on social media in a past 3 months cooperating with companies analyzed in the thesis. The graphs show the average data for different companies, calculated from last three influencer posts that mentioned the particular company.

Table 4 Overview of influencers across industries

Industry	Company	Influencer name on IG	Followers	Type of influencer
Retailing	Amazon	@bymya_kae	278 000	Macro
		@indybelle	1 200 000	Mega
		@anya bumag	632 000	Macro
	Walmart	@wallyfaves	44 700	Micro
		@lifeandstylefinds	305 000	Macro
		@dollarlifeandstyle	56 300	Micro
	Target	@targetbabefinds	41400	Micro
		@targetminis	389 000	Macro
		@target_bargains	350 000	Macro
		@woodbrew_	72 500	Micro

	Home Depot	@decorthynest	959 000	Macro
		@blushing_bungalow	255 000	Macro
	Alibaba	@ecomera	180000	Macro
		@robertoemprediendo	40 000	Macro
Automobiles	Tesla	@jeremyjudkins	15 600	Micro
		@yura_vikusha	304 000	Macro
		@itskimjava	40 000	Micro
	Toyota	@blueyota4	9 753	Nano
		@devanondeck	556 000	Macro
	Ferrari	@ferraricollector_davidlee	1 000 000	Mega
		@charles_leclerc	17 800 000	Mega
	Mercedes-Benz	@mercbenzking	632 000	Macro
		@will.i.am	1 600 000	Mega
	Volkswagen	@sinadeinert	4 400 000	Mega
@teresacasamonti		237 000	Macro	
Fashion	LVMH	@pharell	15 400 000	Mega
		@badgalriri	149 000 000	Mega
	Hermès	@oliviapalermo	8 100 000	Mega
		@victoriabeckham	32 900 000	Mega
	Nike	@itsshacarri	4 200 000	Mega
		@jubballin	4 200 000	Mega
	Adidas	@kingjames	1 000 000	Mega
		@gout.goutt	159 000	Macro
		@kimi.antonelli	129 000	Mega
		@kloppo	1 400 000	Mega
H&M	@marcelfloruss	4 600 000	Mega	
	@callmeakima	572 000	Macro	
Telecommunication	T-Mobile US	@nattinatasha	136 000	Macro
		@postmalone	35 500 000	Mega
	AT&T	@overthemoonfaraway	1 200 000	Mega
		@daylehoffmankerns	297 000	Macro
	Verizon	@bethennyfrankel	3 700 000	Mega
		@calebpressley	1 400 000	Mega
	Comcast	@teamusa	2 300 000	Mega
@realgivemchills		89 000	Micro	
Food	Nestlé	@hey.daniellaa	63 700	Micro
		@yohanito_	166 00	Macro
	McDonald's	@carmeloanthony	8 100 000	Mega
		@johnccena	8 100 000	Mega

	Unilever	@megryan	21 000 000	Mega
		@ariisaysso	277 000	Macro
	Mondelez	@postmalone	27 000 000	Mega
		@manchesterunited	64 000 000	Mega
	Danone	@kmewis19	5 090 000	Mega
		@cucinabotanica	1 200 000	Mega

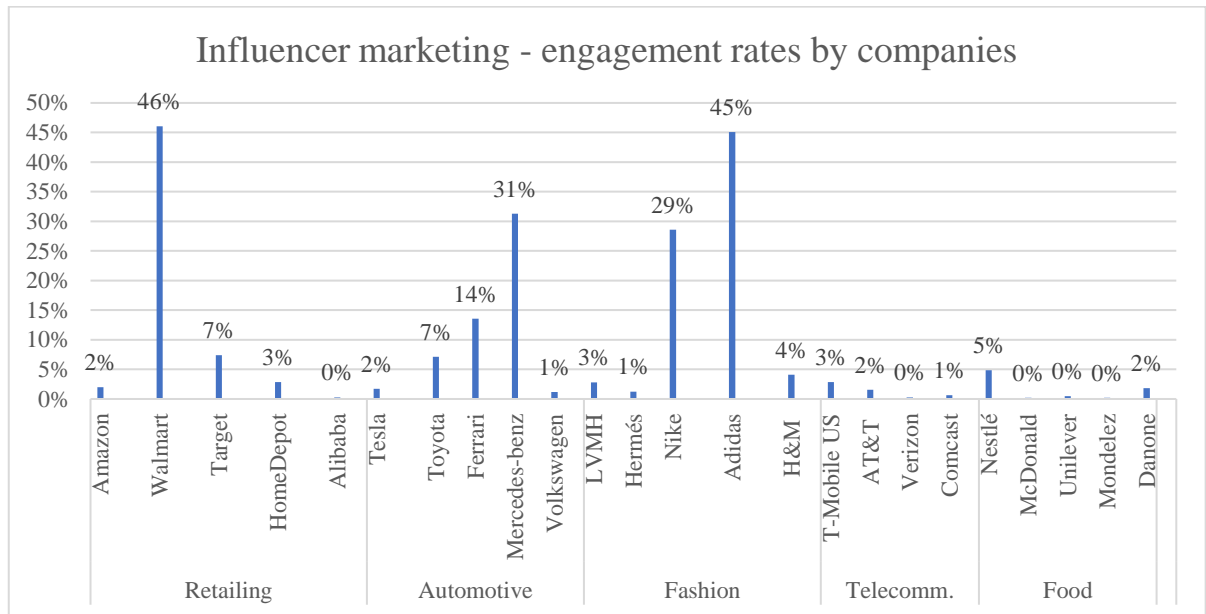
Source: Own elaboration based on IG

The table shows type of influencers companies tend to choose according to its number of followers. When analysing the industries and followers in more details we can observe:

- Retailing industry – companies tend to use macro and micro influencers.
- Automobiles industry – luxurious car companies (Ferrari, Mercedes-Benz) cooperate with famous people, while companies like Tesla or Toyota have mix of macro and micro-ones.
- Fashion – high-end companies (LVMH, Hermès) focus on mega influencers and celebrities connected with fashion such as Rihanna (@badgalriri or Victoria Beckham (@victoriabeckham). Sportswear companies (Nike, Adidas) also focus on mega influencers, but primary cooperate with athletes and sport-oriented people such as LeBron James (@kingjames) or Jürgen Klopp (@kloppo).
- Telecommunication – this industry prefers mega influencers.
- Food – this industry prefers mega influencers and celebrities cooperating with famous individuals such as Post Malone (@postmalone) or John Cena (@johncena)

From this we can conclude that retailing industry uses the micro and macro influencers that are more authentic. On the other hand, prominent fashion and automobile companies highly utilizes and rely on celebrities while regular companies from those industries and food one uses the mix of mega and macro influencers.

Graph 24 Influencer marketing - engagement rates by companies



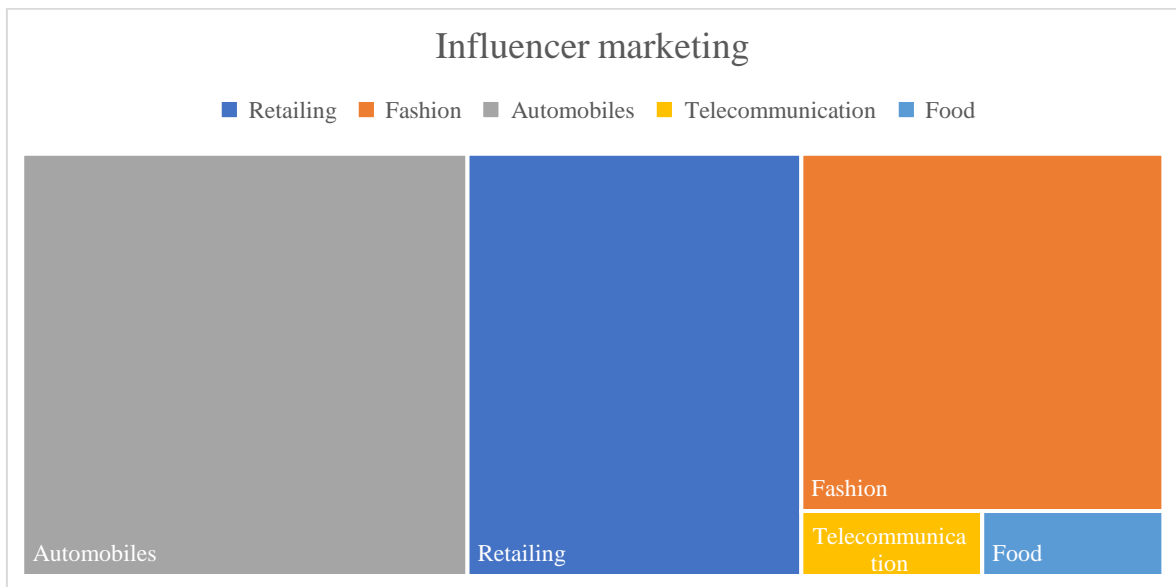
Source: Own elaboration based on IG

The graph shows the average engagement rate of followers for different companies, calculated from three influencer posts that mentioned the company. The analyzed influencers are available in the Table 3. Here are the main insights:

- Influencer of Walmart, Adidas, Mercedes-Benz and Nike have the highest engagement rates (around 30 – 50 %) that means they have the most active audience interacting with the posts.
- Luxurious companies (LVMH, Hermès) within the fashion industry have relative low engagement rates probably because of their exclusivity.
- Even though the companies within telecommunication and food industry cooperate with high-profile influencers, the engagement rates are low, this can suggest that chosen or observed influencers are not effective for these industries.

To sum up retail, automobile and sportswear companies from fashion industry benefit the most from the cooperations with the influencers. Telecommunication and food industry influencers have low engagement rates, that can indicate the influencer marketing is not suitable for them.

Graph 25 Influencer marketing - Engagement rates by industries



Source: Own elaboration based on IG

From the graph, we can observe that the influencers from automobile, retail, and fashion industries have the highest engagement, thus an influencer marketing is an effective tool that should be a part of the digital marketing strategies within them. On the other hand, the food and telecommunication industries have a poor engagement rate indicating difficulties with the influencer marketing, possibly needing other marketing approaches or different choice of influencers.

3.3. General recommendations of effective digital marketing strategy

In previous chapters, we have looked in detail at the analysis of metrics and key performance indicators for individual companies, as well as an overall assessment of their performance across industries. In this chapter, we focus on summarizing the current state of digital marketing strategies in each industry, while proposing specific solutions to optimize them and achieve greater effectiveness. The tables in this section provide the comparison of current state of the digital marketing in particular companies within the industry and based on that recommendations are formulated for optimization and effectiveness.

Table 5 Summary of website, SEO and content marketing results and recommendations

Industry	State	Website	Search engine optimization	Content marketing
Retailing	Current state	<ul style="list-style-type: none"> • highest traffic • low bounce rate • long session duration • high pages-per session 	<ul style="list-style-type: none"> • high organic traffic • low loading time • high number of backlinks 	<ul style="list-style-type: none"> • moderate blog presence • moderate podcast presence • low number of videos
	Recommendations	<ul style="list-style-type: none"> • optimize check-outs to keep customers coming • UX friendly website 	<ul style="list-style-type: none"> • use relevant product description • continue building quality backlinks • maintain fast loading 	<ul style="list-style-type: none"> • - expand blog presence with current trends and viral products • videos of tutorials, unboxing, test • focus on UGC
Automobiles	Current state	<ul style="list-style-type: none"> • moderate traffic (niche audience) • low bounce rate • long session duration • high page-per session 	<ul style="list-style-type: none"> • high organic traffic • relatively low loading speed • moderate number of backlinks 	<ul style="list-style-type: none"> • high blog presence, but low activity • high podcast presence • high number of videos
	Recommendations	<ul style="list-style-type: none"> • improve website content (videos) • more targeted content 	<ul style="list-style-type: none"> • maintain usage of target and niche keywords • optimize loading speed • generate more backlinks 	<ul style="list-style-type: none"> • maintain relevant blog content • generate more episodes • leverage interactive video content with virtual test drives
Fashion	Current state	<ul style="list-style-type: none"> • moderate traffic • high bounce rate • short session duration • low page-per-session 	<ul style="list-style-type: none"> • high organic traffic • moderate loading speed • high number of backlinks 	<ul style="list-style-type: none"> • relatively high blog presence • moderate podcast presence • low number of videos

	Recommendations	<ul style="list-style-type: none"> • create engaging interactive content • implement personalized shopping to increase sessions and reduce bounce rate 	<ul style="list-style-type: none"> • decrease loading time • continue generating more backlinks 	<ul style="list-style-type: none"> • enhance podcast collaboration with fashion experts • generate videos of outfit inspirations and trends
Telecommunication	Current state	<ul style="list-style-type: none"> • moderate traffic • high bounce rate • long session duration • moderate pages-per session 	<ul style="list-style-type: none"> • relatively low organic traffic • high loading time • almost no backlinks 	<ul style="list-style-type: none"> • almost no blog presence • low podcast presence • moderate number of videos
	Recommendations	<ul style="list-style-type: none"> • reduce content overload and simplify navigation 	<ul style="list-style-type: none"> • use more targeted keywords • decrease loading speed by optimization website content • backlink generation 	<ul style="list-style-type: none"> • establish regular blog post with user services • create engaging podcast about innovations or latest technologies
Food	Current state	<ul style="list-style-type: none"> • lowest traffic • high bounce rate • short session duration • low pages-per-session 	<ul style="list-style-type: none"> • moderate organic traffic • moderate loading speed • almost no backlinks 	<ul style="list-style-type: none"> • moderate blog presence • low podcast presence • almost no videos on YouTube

	Recommendations	<ul style="list-style-type: none"> • increase traffic through recipes or cooking videos 	<ul style="list-style-type: none"> • improve content and keyword of the website (recipes, videos) • enhance web speed • develop a strong backlink strategy 	<ul style="list-style-type: none"> • launch blog featuring nutrition tips and cooking guides • record videos with recipe tutorials • experiment with podcasts
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Source: Own elaboration

Table 6 Summary of social media and email marketing results and recommendations

Industry	State	Social media marketing		Email marketing
		FB	IG	
Retailing	Current state	<ul style="list-style-type: none"> • high posting frequency • high activity • likes > comments • low engagement 	<ul style="list-style-type: none"> • high posting frequency • high activity • likes > comments • low engagement 	<ul style="list-style-type: none"> • high frequency of emails sent
	Recommendations	<ul style="list-style-type: none"> • remain active • provide more interactive content to encourage interaction (contests, Q&A) UGC content 		<ul style="list-style-type: none"> • avoid overloading of inboxes if open rate is low • content - exclusive deals
Automobiles	Current state	<ul style="list-style-type: none"> • high posting frequency • high activity • likes > comments • low engagement 	<ul style="list-style-type: none"> • high posting frequency • high activity • likes > comments • high engagement 	<ul style="list-style-type: none"> • low frequency of emails sent
	Recommendations	<ul style="list-style-type: none"> • share behind-the-scenes • live cars testimonials 		<ul style="list-style-type: none"> • increase frequency • content - maintenance, new launches

Fashion	Current state	<ul style="list-style-type: none"> • moderate posting frequency • low activity • likes > comments • low engagement 	<ul style="list-style-type: none"> • moderate posting frequency • high activity • likes > comments • high engagement 	<ul style="list-style-type: none"> • high frequency of emails sent
	Recommendations	<ul style="list-style-type: none"> • increase posting frequency • content focused on styling and outfit tips • OOTD 		<ul style="list-style-type: none"> • avoid overloading of inboxes if open rate is low • content - trend updates, limited offers
Telecommunications	Current state	<ul style="list-style-type: none"> • low posting frequency • low activity • likes < comments (negative) • low engagement 	<ul style="list-style-type: none"> • moderate posting frequency • high activity • likes > comments • high engagement 	<ul style="list-style-type: none"> • moderate frequency of emails sent
	Recommendations	<ul style="list-style-type: none"> • move customers from comments sections to DMs and provide clear steps toward problems solutions • use FB for customer's support 	<ul style="list-style-type: none"> • create interesting and educational content • use IG for brand engagement 	<ul style="list-style-type: none"> • adjust frequency according to open rates • content - service updates, tips, loyalty rewards
Food	Current state	<ul style="list-style-type: none"> • low posting frequency • low activity • likes > comments • low engagement 	<ul style="list-style-type: none"> • low posting frequency • low activity • likes > comments • high engagement 	<ul style="list-style-type: none"> • low frequency of emails sent
	Recommendations	<ul style="list-style-type: none"> • increase frequency and consistency of posting • visually appealing content • engage with audience (opinions, flavours) 		<ul style="list-style-type: none"> • adjust posting frequency based on open rates content – recipes, limited offers, seasonal products

Source: Own elaboration

Table 7 Summary of PPC and influencer marketing results and recommendations

Industry	State	PPC	Influencer marketing
Retailing	Current state	<ul style="list-style-type: none"> • high paid search traffic • high Google Ads budget 	<ul style="list-style-type: none"> • macro in micro influencer
	Recommendations	<ul style="list-style-type: none"> • optimize landing page 	<ul style="list-style-type: none"> • maintain collaboration with macro influencers with wide audience and micro for niche products • cooperate with UGC creators
Automobiles	Current state	<ul style="list-style-type: none"> • moderate paid search traffic • low Google Ads budget 	<ul style="list-style-type: none"> • luxurious companies use mega influencers and celebrities • mid-class companies use macro and micro influencers
	Recommendations	<ul style="list-style-type: none"> • use proper keywords and target according to locations 	<ul style="list-style-type: none"> • focus on lifestyle influencers • use more celebrities' influencers for premium cars
Fashion	Current state	<ul style="list-style-type: none"> • low paid search traffic • low Google Ads budget 	<ul style="list-style-type: none"> • luxurious fashion companies collaborate with celebrities and mega influencers • sportswear with athletes
	Recommendations	<ul style="list-style-type: none"> • use dynamic product ads 	<ul style="list-style-type: none"> • maintain celebrity and athletes' collaboration and add more day-to-day fashion influencers
Telecommunication	Current state	<ul style="list-style-type: none"> • moderate paid search traffic • moderate Google Ads budget 	<ul style="list-style-type: none"> • - mega influencers and celebrities
	Recommendations	<ul style="list-style-type: none"> • target service-based keywords 	<ul style="list-style-type: none"> • start collaboration also with macro influencers for more authentic content • influencers with higher engagement rate
Food	Current state	<ul style="list-style-type: none"> • low paid search traffic • relatively low Google Ads budget • not all available data 	<ul style="list-style-type: none"> • mega influencers and celebrities

	Recommendations	<ul style="list-style-type: none"> • local search of restaurants and brands 	<ul style="list-style-type: none"> • collaborate with food bloggers with higher engagement rate
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Source: Own elaboration

Combining and optimising digital marketing techniques might be difficult, but with a well-planned strategy and research findings, the results can be impressive. Companies may boost consumer engagement, brand awareness, and KPIs by carefully integrating and optimizing channels. Smart planning based on industry research guarantees that digital marketing activities meet objectives.

3.4. Effective digital marketing strategy for an object of the study

This chapter suggests an effective digital marketing strategy for a particular company Nestlé. Based on our previous analyzes, we found out that despite its strong position based on market capitalisation and global reach, it does not have a sufficiently effective online marketing strategy in the current digital era. When compared to other companies in the industry, we found that similar shortcomings are present among all its competitors. Nevertheless, we chose Nestlé for a deeper analysis to identify specific areas for improvement and to propose recommendations that could serve as an example for other companies in the industry to optimize their digital strategies.

Recommendations for a website

Table 8 Overview of website KPIs of Nestlé

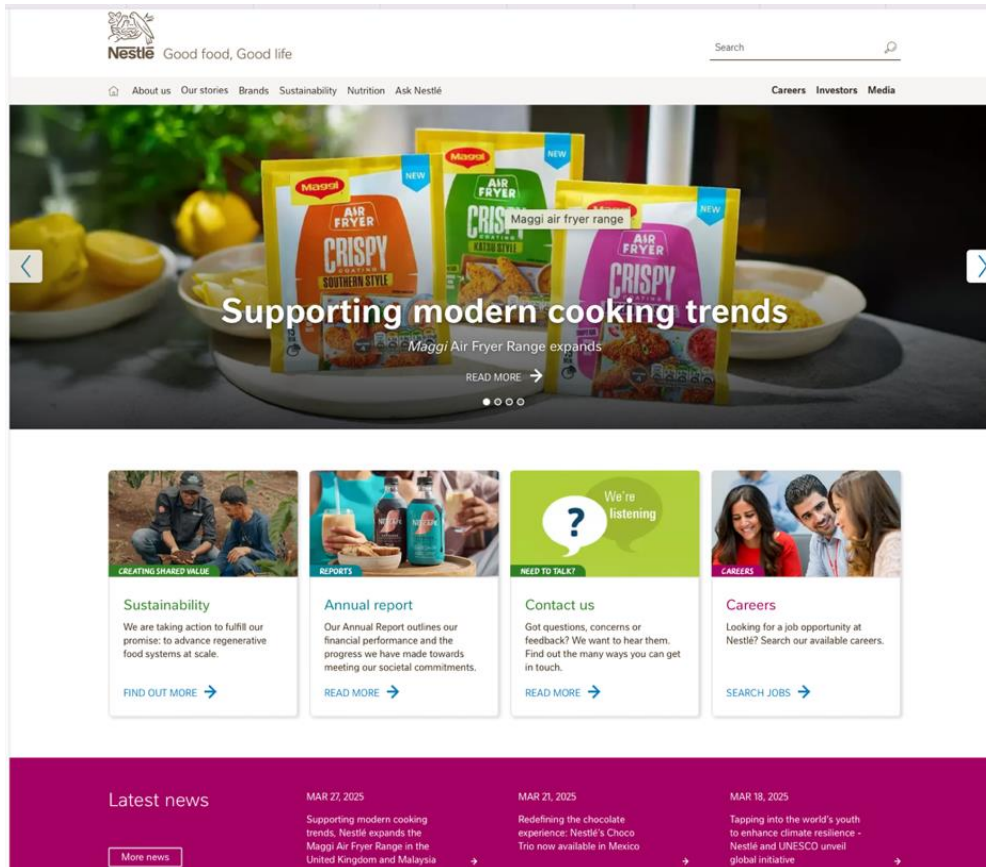
Company	Website traffic	Bounce rate	Session duration	Page-per-session
Nestlé	1 570 000	46,28 %	2:50	3,45

Source: Own elaboration based on SimilarWeb

Despite the Nestlé global presence their website traffic is quite low. Bounce rate indicates that nearly half of the visitors leave the page without further interaction. While a session duration is reasonable, it needs to be improved to encourage deeper exploration of the site. Number of pages per session suggests moderate engagement but points to an opportunity for increasing interest in content and navigation flow.

We recommend increasing traffic, decrease bounce rate and optimize session duration and page per session.

Picture 2 Nestlé’s website preview



Source: Available on <https://www.nestle.com>

The website of Nestlé has a traditional look with bland navigation panel, carousel with products and buttons like “find out more” or “contact us”. It lacks modern interactive design trends such as precise and relevant color palette choice, dynamic visuals, or animations. We recommend using rather dynamic content that stative, exchange carousel for videos that keep the users engaged and spent on the website more time, the navigation panel could be highlighted and better organized to prevent people oversee it and leave the page without further browsing. We also suggest incorporating the section with recipes with clear call to actions phrase such as “explore recipes”.

Recommendations for a SEO

Table 9 Overview of SEO KPIs of Nestlé

Company	Organic traffic	Number of keywords	Loading time (in seconds)	Backlinks
Nestlé	987 000	400 400	0,133	3 200 000

Source: Own elaboration based on SEMrush

The portion of organic traffic out of the whole website traffic is quite high meaning they are effectively optimizing SEO strategy using proper keywords. Keyword portfolio looks impressive, and we suggest using targeted keywords and refine them regularly to stay up-to-date and adapt to changes in customer preferences. Focus on keywords that drives the most traffic. Loading time is excellent, substantial changes are not necessary. Number of backlinks is quite low in comparison with other industries, we suggest generating high-quality backlinks from relevant sources such as food, health or sustainability.

Recommendations for a content marketing

Table 10 Overview of content marketing KPIs of Nestlé

Company	Blog presence	Avg. articles per month	Podcast	Number of episodes per month	YouTube channel
Nestlé	yes	2	yes	0,83	yes – low activity

The Nestlé’s content marketing strategy consists of several a actions across platforms, but they are not consistent nor active as needed. On their blog they publish 2 articles per month, latest topics are related to new product launches, initiatives and expanding on new markets. We highly recommend increasing the frequency of posting articles to at least 4-5 a month focus on broader range of topics related to health, sustainability and recipes. This helps them to generate keywords and engage customers as well as bring more traffic to their website.

They have podcast with a name “Nestlevel” posting 1 episode almost every month in average which is a good starting point but not enough to grow their reach. Currently their

episodes are about sale, supply chain management or AI hosting diverse range of employees such as head of sales or ESG. We suggest being more active posting at least 2 episodes per month biweekly to boost podcast visibility. Invite industry or sustainability leaders not just internal employees to present their finding and focus on diverse range of topics including product innovations, health tips, stories of Nestlé production and incorporate Q&A session.

Over the last three months, their YouTube channel has limited activity. The highest engagement occurred earlier in 2024, particularly with the expert discussion sessions. This material is more appropriate for a podcast format, since it does not inherently need video. For YouTube, it is more advantageous to concentrate on content that leverages visual appealing side of food, such as product showcasing, tutorials, behind-the-scenes footage, or culinary films and short recipe sessions.

Recommendations for a social media marketing

Table 11 Overview of social media KPIs of Nestlé

Company	FB followers	FB monthly post	FB ER (in %)	IG followers	IG monthly posts	IG ER (in %)
Nestlé	11 000 000	9	0,0005	449 000	9	0,08

Source: Own elaboration based on FB an IG

Nestlé’s followers base is quite strong on both platforms when we compare it within their main competitors in the industry as Unilever or Danone.

Their current posting frequency is low only 9 posts per month in average on both platforms. However, the content of their posts is diverse and engaging, featuring a mix of contests, educational material, humorous content, and product showcases, among other types. We recommend increasing their posting frequency to at least 15-20 post per month to maintain audience engaged and create a strong resonating image of the brand in customer’s mind. There is still a space for innovation of a content via mix of images and videos and behind-the-scenes content. On IG there are extremely popular reels (short videos) that can drive huge organic interaction, posting reels on frequent basis with recipe demonstration, educational videos, fun scenes or trending videos with music and special effects increase visibility and offer to followers’ up-to-date innovative content that resonates with today’s environment.

Recommendations for an email marketing

Table 12 Overview of email marketing KPIs of Nestlé

Company	Possibility to subscribe	Avg. number of email sent per week
Nestlé	yes	1,6

Source: Own elaboration based on Mail Charts

Picture 3 The example of Nestlé’s email marketing campaign



Source: Mail Charts

Their email marketing campaign mainly consists of content that is also updated to their website in a blog section. They send around 4-6 emails per month focused on various topics with a mix of the corporate social responsibility, updates and financial performance reports. It includes visual elements in a form of graphics and pictures. They emphasize commitments towards environment and technological advancements as well as consumer satisfaction. However, we do not have access to the specific metrics of email thus we are not able to conclude if it is effective or not. Despite that if open rates or conversion rates are low, we recommend them to focus more on personalized emails with a wider range of topics and implement lifestyle-based type of content. Availability to personalize the emails could improve the relevancy of topics towards reaching audience.

Recommendations for a PPC advertising

In the previous chapters, we have analyzed the share of traffic from PPC advertising and Google Ads budgets. As Nestlé does not publish this information, we can only provide general recommendations.

We suggest testing various advertisement visuals and text to find out which is the most effective and generate the high CTR and low CPC. Adapt landing pages and audience segmentation to increase the probability of relevant ads display. Use local campaigns based on demand, language or specific preferences. Incorporate using the combination of Google ads with social media ads to ensure broader reach. Implement automatic bidding strategies and do regular A/B test to find out which ads bring the most satisfactory results.

Recommendations for an influencer marketing

Table 13 Overview of influencer marketing KPIs of Nestlé

Company	Influencer name on IG	Followers	ER
Nestlé	@hey.daniellaa	63 700	8 %
	@yohanito_	166 000	1 %

Source: Own elaboration based on data from IG

Nestle currently collaborates with a food bloggers like @hey.daniellaa and @yohanito_ showcasing the products using them in a recipe. They use a combination of micro and macro influencers. Based on previous analysis (Graph 23 and 24) we found out their choice of influencers is not effective because it generates low engagement rate.

They should prioritize influencers with large followings and high engagement rates to maximize the reach and impact of their collaborations. For example, @foodbymaria is well-known food blogger with 2.4 million fans and high interactions that posts regularly tasty recipes. Even though Danone is a French company, they could work with French food bloggers like @la.cuisine.de.geraldine to make a limited-edition product typical for French cuisine.

3.5. Discussion

The main of the thesis was to analyze and evaluate digital marketing strategies across different industries and suggest an effective digital marketing strategy tailored to a particular industries and company with the focus on the improvement of KPIs. To achieve our objective, we conducted an in-depth research of digital marketing techniques across five industries: retail, automobile, fashion, telecommunication, and food. Our results have led to

a proposal and optimization for a specific digital marketing plan to maintain KPIs at an optimum and favorable level. Our investigation revealed that the food companies have significant challenges in optimizing KPIs. Consequently, we have selected Nestlé as a representative firm for this industry to conduct a more in-depth analysis and subsequently provide suggestions.

The results show as that companies across industries use the digital marketing strategies differently.

Retailing industry and companies such as Amazon, Walmart, Target, Home Depot and Alibaba mostly utilize and rely almost on all digital marketing channels with a potentially great result overall. Sunil & Padashetty (2024) mentioned in their work that to enhance customer engagement and expand worldwide reach, organizations use channels such as social media marketing, websites, email marketing, content marketing, retail marketing tools, and search engine optimization.

Zhong (2023) stated that most important strategies in automobiles industry are content marketing, influencer marketing. We agree with this fact as from our analysis we find out they posts on blog regularly, have podcast accounts, and publish a lot of engaging content on their YouTube channels. From all the observed industries their influencer marketing is the most effective with an engagement rate over 16 % in average. Another author confirms the fact that content marketing is popular in this industry by statement that automobile companies engage customers with content marketing such as reviews, how-to guides, and promotional films (Arora & Aggarwal, 2020).

Ryals & Knox (2016) said fashion companies utilize content marketing to engage consumer by writing good blog posts. We have found out that only 3 out of 5 observed companies do have active blog section and they post approximately 6-8 articles per month. There are industries that post a lot more. The different result can be caused by different time lapse analysis or limited number of companies analyzed. On the other hand, Dharmani & Verma (2020), consider email marketing a top channel for fashion companies to reach the customers. We align with these findings, as our research supports the same conclusions.

A notable finding from the telecommunication industry is their greater use of the Instagram platform compared to Facebook. Facebook has transformed into a platform where people mostly leave comments expressing desires or bad sentiments. We concluded that Instagram assists brand development, whereas Facebook functions as a communication with service provider. The writers Vatanasakdakul & Piumsombon (2020) raised similar concerns, they said telecommunications companies are leveraging social media to engage

and retain customers and promote their services. They use platforms such as Facebook and Instagram for answering inquiries and boosting brand awareness. Overall, we can say that they are leveraging on mixture of digital marketing strategies such as website, social media, content marketing and SEO, but less effective than in other industries. Verhoef et al. (2017) confirms that telecoms industry has led in the use of omni-channel marketing tactics.

According to McDaniel and Hise (2017), social media marketing and content marketing are crucial for the food companies, with sites like Facebook, YouTube, and Instagram being essential for increasing brand recognition and consumer engagement. However, in contrast to other industries, our research indicates that food companies only publish 8 - 10 times a month. Food companies are unable to effectively use these channels for interaction since also their YouTube channels produce little video content. The most satisfactory result gained Instagram with modest engagement rates. According to these findings, food companies might enhance their social media exposure and engagement by posting more often and producing more videos.

The results show that some industries may be able to optimize their digital presence more easily than others. As a conclusion, the thesis suggests ways to enhance digital marketing efforts for better outcomes in terms of success measures and customer involvement. Researchers in this field have come to similar conclusions to those in this thesis. These similarities suggest that the digital marketing approaches identified in this research are in line with broader industry practices and trends.

Conclusion

The main aim of the thesis was to analyze and evaluate digital marketing strategies across different industries and suggest an effective digital marketing strategy tailored to a particular industries and company with the focus on the improvement of key performance indicators. The thesis objective was achieved by providing specific suggestions for the retailing, automobile, fashion, telecommunication, and food industry, describing the most combination. Of efficient digital marketing techniques customized for each industry. Additionally, using Nestle as an example, a comprehensive set of guidelines was provided for the food companies that was doing poorly.

The first chapter deals with the theoretical background of digital marketing strategies including SEO, content marketing, social media marketing, email marketing, PPC advertising, influencer and affiliate marketing. Additionally, we have discussed how to choose the right combination of such a strategies and what key performance indicators and metrics the company need to track to gain a clear understanding of their digital marketing effectiveness and identify areas for improvement.

The second chapter brought theoretical background to practice by examining five distinct industries and closely examining the main performance metrics of digital marketing strategies of 5 chosen companies within each one. After detailed analysis we draw several conclusion and findings and recommendations.

The retailing industry has the results from website metrics with high traffic, low bounce rates and long session duration. They also showed high activity on both social media, but with low engagement. We recommended them to focus on user-generated content that is more authentic, expand blog and video content.

The companies withing the automobile industry were performing quite good with a good SEO performance with high organic traffic and moderate backlink numbers. The industry showed high posting frequency and activity, but engagement is low on both Facebook and Instagram. Email marketing is low. We recommended them to Improve website content with more targeted videos and content that connects with the niche audience and increase the frequency of emails.

Fashion industry with moderate traffic and high bounce rate shows the difficulties on website as well as they face low engagement on social media. On the other hand, they have good organic traffic and strong SEO, but content marketing lags. Email marketing is

frequent. We recommended them to create engaging content, expand the usage of videos with fashion tips and increase posting frequency on social media.

Telecommunication industry has moderate traffic with high bounce rates and long session duration. SEO is lacking with relatively low organic traffic and almost no backlinks. Almost not posting frequency on FB rather focusing on IG. We found that companies primarily use Facebook to provide customer service and advice, while Instagram is leveraged to build brand identity. The problem, however, is that users on Facebook frequently leave negative comments under posts, which can harm the company's image if not addressed promptly and appropriately. We recommend them to encourage conversation through direct message to prevent mass of negative comments.

Food industry struggles the most from all the mentioned and analyzed industries with lowest traffic, high bounce rates, and short session durations. SEO performance is poor with slow loading speeds and low number of backlinks. They have low posting frequency with significant need for an interaction at the same time the email marketing is infrequent. Because of poor digital marketing strategy, we have decided to analyze the industry in more detailed way and provided the more specific recommendations. We recommended them to redesign the website incorporating videos to keep customers engaged. Develop the backlink strategy and post more consistently on social media sharing visually appealing content and recipes.

Based on all findings we can conclude that companies are incorporating digital marketing strategies but are not being utilized to its full potential. Developing an effective and right combination of digital strategies is challenging but with a good plan and industry-specific research findings the results can be impressive and long-term. Smart planning, right and realistic set of objectives and way of meeting them ensures that digital marketing efforts lead to success.

Zhrnutie

Diplomová práca sa zaoberá problematikou digitálneho marketingu a jeho aplikáciou v konkrétnych odvetviach priemyslu a firmách.

Digitálny marketing je v súčasnosti oblasťou marketingu, v ktorej sa spoločnosti snažia držať krok s vyvíjajúcimi sa trendmi, ktoré formujú súčasné digitálne prostredie. Každá spoločnosť, ktorá chce byť úspešná, musí využívať stratégie digitálneho marketingu na zabezpečenie svojej konkurencieschopnosti na trhu. Vyvíjajúce sa stratégie digitálneho marketingu vytvárajú výzvy pre mnohé odvetvia a spoločnosti, ktoré sa musia prispôsobiť novým trendom a efektívne využívať dostupné marketingové nástroje. Potreby zákazníkov sa taktiež neustále vyvíjajú, a preto sa spoločnosti musia týmto zmenám prispôsobiť zdokonalením svojich stratégií a prístupov, aby splnili očakávania trhu.

V teoretickej časti sme sa venovali teoretickým východiskám dôležitým pre ďalšie spracovanie a smerovanie práce. Predstavili a rozobrali sme do hĺbky digitálne marketingové stratégie ako sú SEO, obsahový marketing, PPC reklamy, marketing na sociálnych sieťach, email marketing, influencer marketing a webové stránky. Venovali sme sa taktiež téme, ako využiť ich potenciál a ako zvoliť správnu kombináciu týchto prvkov v konkrétnom odvetví, aby sme zabezpečili úspešnosť a efektivitu firmy. Dôležitou súčasťou sú taktiež kľúčové ukazovatele výkonnosti a metriky, na základe ktorých vie firma posúdiť, či využíva marketingové stratégie efektívne, alebo má niečo zmeniť.

Webová stránka predstavuje hlavný kontaktný bod medzi značkou a zákazníkom v online priestore. Optimalizáciu pre vyhľadávače (SEO) môžeme definovať ako neplatený nástroj, ktorý umožňuje webovým stránkam dostať sa na najvyššie priečky vo vyhľadávaní napríklad na Google. Do úvahy sa berú kľúčové ukazovatele výkonnosti ako organická návštevnosť, kľúčové slová, miera preklikov, miera okamžitého odchodu, priemerný čas na stránke či počet spätných odkazov.

Obsahový marketing sa zameriava na tvorbu a distribúciu relevantného obsahu pre potencionálnych zákazníkov napríklad vo forme blogu, videí či podcastov.

PPC reklamy sú forma online reklamy pri ktorej firma platí, len v prípade, že zákazník klikne na odkaz a nie pri jej zobrazení. Najčastejšími kľúčovými metrikami sú miera prekliknutia, cena za klik, či koľko klikov sa zmenilo na akciu. Tieto metriky sú však informácie, ktoré si firma verejne nezverejňuje a preto sme v práci zvolili pri tomto type marketingového nástroja sledovať celkové rozpočty, ktoré na reklamu utratili.

Sociálne siete primárne Facebook a Instagram umožňujú značkám budovať si vzťah so zákazníkmi na základe zdieľaného obsahu ako sú obrázky videá či príbehy. Sledovanými kľúčovými ukazovateľmi na základe ktorých vieme posúdiť úspešnosť príspevku alebo profilu sú počet skladovateľov, dosah či miera zapojenia vo forme lajkov a komentárov. Súčasťou sociálnych sietí je aj influencer a affiliate marketing, kde značka spolupracuje s jednotlivcami, ktorí zdieľajú podobné hodnoty a majú publikum, ktoré môžu ovplyvniť v rozhodovaní pri nákupe. Metriky sú rovnaké ako pri individuálnych profiloch firiem.

Email marketing sa používa na vytváranie emailových kampaní, ktoré sú na pravidelnej báze rozosielené na emailové adresy používateľov s cieľom zvýšiť predaje, promovat' produkt či zvýšiť povedomie o značke. Metriky ako sú miera otvorenia či miera prekliknutia nie sú verejné dostupné a preto sme pre účely našej práce použili dostupné informácie ako je počet odoslaných emailov za sledované obdobie.

Všetky tieto nástroje a stratégie sme využívali pri analyzovaní konkrétnych odvetví a firiem. Pre účely diplomovej práce sme sa rozhodli sledovať rôznorodé odvetvia a firmy, ktoré v nich pôsobia a sú najúspešnejšie v rámci daného priemyslu z pohľadu trhovej kapitalizácie. Vybrali sme teda tieto odvetvia a firmy: maloobchodný (Amazon, Walmart, Target, Home Depot, Alibaba), automobilový (Tesla, Toyota, Ferrari, Mercedes-Benz, Volkswagen), módný (LVMH, Hermès, Nike, Adidas, H&M), telekomunikačný (T-Mobile US, AT&T, Verizon, Comcast, China mobile) a potravinársky priemysel (Nestlé, McDonald's, Unilever, Mondelez, Danone).

Vieme, že hlavným cieľom diplomovej práce bolo analyzovať a zhodnotiť digitálne marketingové stratégie spoločností z rôznych odvetví so zameraním na oblasti a na základe toho vypracovať odporúčania pre firmy a odvetvia aby optimalizovali svoje kľúčové ukazovatele výkonnosti a využili svoj digitálny potenciál naplno.

Pre tento účel sme zozbierali sme primárne a sekundárne údaje z viacerých zdrojov ako webové stránky spoločností, sociálne siete značiek a pri celom procese nám boli nápomocné aj online analytické nástroje ako SimilarWeb, SEMrush a Mail Charts, ktoré obsahujú verejné dostupné údaje. Pri zbere dát sme taktiež analyzovali YouTube kanály značiek a podcasty dostupné na Spotify. Všetky dáta boli zozbierané a na ich základe nich boli vytvorené podrobné tabuľky v Exceli, v ktorých sa znázornili jednotlivé metriky, porovnania medzi firmami v rámci odvetví a odporúčania na zlepšenie digitálnej marketingovej stratégie ako analytický nástroj na identifikovanie silných a slabých stránok a poskytujú konkrétny základ pre navrhované optimalizácie. Tieto tabuľky nám

v diplomovej práci poslúžili pre ďalšie výpočty napríklad priemerov a taktiež na vizualizáciu grafov.

S dátami sme ďalej pracovali a poskytli sme podrobné opisné analýzy jednotlivých trendov a zistení, ktoré nám umožnili lepšie pochopiť správanie spotrebiteľov, efektivitu používaných digitálnych nástrojov a rozdiely medzi jednotlivými odvetvami či firmami. Tieto analýzy poskytli cenné poznatky pre tvorbu konkrétnych odporúčaní a návrhov na optimalizáciu digitálnej marketingovej stratégie.

Zistili sme, že v maloobchodnom odvetví webových stránky dosahujú vysokú návštevnosť s nízkou mierou odchodu a dlhé trvanie relácií. Vykazovali aj vysokú aktivitu na oboch sociálnych médiách, ale s nízkou mierou zapojenia. Odporučili sme im, aby sa zamerali na užívateľsky vytvorený obsah, ktorý je autentickejší, rozšírili blogový a video obsah.

V automobilovom priemysle fungovali spoločnosti celkom dobre najmä v oblasti SEO s vysokou organickou návštevnosťou a stredným počtom spätných odkazov. Angažovanosť na Facebooku aj na Instagrame je nízka a taktiež aj počet odoslaných emailov. Odporučili by sme im, aby zlepšili obsah webových stránok prostredníctvom cielenejších videí a obsahu, ktorý sa spája s publikom a zvýšili frekvenciu emailov.

Módny priemysel vykazuje miernu návštevnosť a vysokú mieru odchodov, čo poukazuje na problémy na webovej stránke, ako aj nízku angažovanosť na sociálnych sieťach. Na druhej strane majú dobrú organickú návštevnosť a silné SEO, no zaostávajú v obsahovom marketingu. Email marketingové kampane sú rozosielané na pravidelnej báze a často. Odporučili sme im, aby vytvorili zaujímavý obsah, rozšírili používanie videí s módnymi tipmi a zvýšili frekvenciu zverejňovania príspevkov na sociálnych médiách.

Telekomunikačné odvetvie má miernu návštevnosť s vysokou mierou odchodov a dlhým trvaním relácií. SEO výkonnosť zaostáva s relatívne nízkou organickou návštevnosťou a takmer žiadnymi spätnými odkazmi. Aktivita na Facebooku je minimálna, no lepšia na Instagrame. Zistili sme však, že spoločnosti primárne používajú Facebook na poskytovanie zákazníckeho servisu a rád, zatiaľ čo Instagram slúži na budovanie identity značky. Problémom je, že používatelia často zanechávajú negatívne komentáre pod príspevkami, čo môže poškodiť imidž firmy, ak sa na ne včas a primerane nereaguje. Odporučili sme im podporovať komunikáciu cez súkromné správy, aby sa predišlo hromadeniu negatívnych komentárov.

Potravinársky priemysel vykazuje najväčšie problémy v nastavení efektívnej digitálnej marketingovej stratégie - má najnižšiu návštevnosť, vysoké miery odchodov a

krátke trvanie relácií. Výkonnosť SEO je len priemerná, stránky sa načítavajú pomaly a spätných odkazov je málo. Majú nízku frekvenciu príspevkov a výraznú potrebu interakcie, pričom emailový marketing je sporadický. Na základe týchto zistení sme sa rozhodli toto odvetvie zanalyzovať podrobnejšie a poskytnúť konkrétnejšie odporúčania na základe firmy Nestlé ako reprezentatívny príklad celého odvetvia.

Po celkovej a podrobnej analýze digitálnej marketingovej stratégie sme im odporučili redizajn webovej stránky pridaním dynamického obsahu a videí, lepšou organizáciou navigácie a zahrnutím sekcie receptov. Taktiež by sa mali zamerať na pravidelné kľúčové slová a budovanie spätných odkazov v relevantných zdrojov. Zvýšenie obsahovej stratégie ako pravidelné prispievanie na blog a YouTube kanál by malo pozitívne dopady na interakcie so zákazníkmi. Zvýšiť frekvenciu príspevkov na sociálnych sieťach a uverejňovať kombináciu obrázkov, videí a krátkych reelsiek na zvýšenie angažovanosti a interakcií. Prispôbením emailových marketingových kampaní na témy zdravého životného štýlu zvýši relevantnosť a rôznorodosť tém. Taktiež by mali testovať a spúšťať kampane v GoogleAds prostredí. Vybrať si influencerov, ktorí sa sústreďujú na prípravu receptov a sú vhodný pre daný trh.

Vďaka podrobnej analýze rôznych odvetví a firiem sme zistili, že digitálne marketingové stratégie sa využívajú v daných priemysloch na prvý pohľad podobne, no po podrobnej analýze prinášajú iné výsledky a firmy musia čeliť rôznorodým problémom. Zatiaľ čo v niektorých odvetviach sa ukazuje vysoká efektívnosť, v iných dochádza k nižšiemu zapojeniu cieľovej skupiny a k nižším výsledkom v kľúčových ukazovateľoch výkonnosti (KPIs).

Na záver, hoci analyzované spoločnosti začleňujú stratégie digitálneho marketingu, nevyužívajú naplno svoj potenciál. Pre dosiahnutie dlhodobého úspechu a maximalizáciu efektivity digitálneho marketingu je rozhodujúci cielenejší prístup, ktorý sa sústreďí na podrobné pochopenie odvetvia a cieľového publika. Jasná stratégia, správne nastavené ciele a porozumenie digitálneho marketingu je náročné, ale s relevantnými informáciami a odporúčaniami, môže byť dlhodobo efektívne a prinášať úspešne výsledky.

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