

Performance of digital content distribution channels

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Abstract: Digital marketing is currently a key pillar for the success of businesses in an environment of constant changes in online channels. Within this dynamic environment, it is imperative to continually review and analyse the effectiveness of digital content distribution channels. This article aims to systematically review the theoretical background in digital marketing with an emphasis on digital content distribution channels. In order to provide a holistic assessment of the performance of these channels, the thesis combines a critical perspective on existing theoretical framework models with an analysis of current digital marketing trends and practices. The proposed theoretical frameworks provide a basis for further developments in the field of digital marketing. It concluded by further discussing the implications of the findings for marketing managers and proposing recommendations for optimizing the use of digital content distribution channels in order to achieve maximum success in the online environment.

Keywords: DIGITAL MARKETING, DISTRIBUTION CHANNELS, SOCIAL MEDIA, WEBSITE

1. Introduction

Nowadays, the Internet has seamlessly integrated into our everyday lives, evolving into an indispensable component of modern society. We inhabit an era where reliance on the online realm is pervasive, with digital marketing emerging as a cornerstone for business triumph [1]. This form of marketing stands as one of the most potent avenues for engaging existing clientele and enticing prospective customers through the vast expanse of the internet. This prominence underscores the contemporary significance of digital marketing, which has surged ahead, outpacing traditional marketing methods in both efficacy and competitiveness [2, 3].

The landscape of digital commerce is intricately interwoven with the dynamics of distribution channels on the Internet. In recent years, we've borne witness to the swift evolution of Internet technologies alongside shifts in consumer preferences. These transformative forces have precipitated the emergence of novel distribution channels, reshaping the digital commerce landscape. As such, staying attuned to these burgeoning avenues is imperative for businesses seeking to navigate the ever-changing currents of the online marketplace effectively [4].

2. Internet shop

The primary purpose of the Internet was to serve the academic community for research purposes. It was not until 1991 that the government in the United States of America decided to use the Internet for business purposes, and it has grown rapidly in just a few years [5]. An online store or e-shop sells products or services online. The aim is not only to showcase the products but also to sell them [6]. Shopping through online stores is very widespread in the world and in recent years, because of the COVID 19 pandemic, its function has grown considerably. Slovakia is a very important player in this area [7, 8].

The CEO of the website Heureka.sk, Tomáš Braverman, claims that Slovakia, due to the size of the population, is a very strong market for e-commerce. Therefore, diversification of goods and services in the online environment is existentially important for businesses [9]. Janouch argues that one of the main reasons why customers come to brick-and-mortar stores is because they have previously found their products or services online [10].

3. Social media

The next type of website is social media. Almost everyone is registered on at least one of the many social networks that the Internet offers or has at least heard of them. These websites also have a great advantage in areas such as marketing. Social networks have a high potential, for example in discovering new opportunities, establishing business partnerships and new contacts or getting feedback from customers [11, 12].

Social networking can be characterized as a service that allows you to connect with other people with similar interests and backgrounds. It usually includes a profile and diverse ways to

communicate. Often it also includes the possibility to create groups according to the same interests [13].

According to *Statista*, the most used social networks include Facebook, YouTube WhatsApp, and Instagram [14].

4. Survey results

In the practical part of the article, the possibilities of content dissemination on the Internet and their impact on the readability of articles were investigated. The main aim of the research was to find out what impact the different platforms have on the readability of articles on the website www.aktuality.sk [15].

As shown in Table 1, the survey was conducted from 07 February 2023 to 01 March 2023. During this period, data collection, and hence selection of articles based on being found on certain social networks, took place. Initially, articles found exclusively on the website were selected. This means that they are not shared on other social networks (5 articles). Gradually, we searched for articles that are distributed on the website and Facebook (12 articles). Other articles were distributed on social networks such as Instagram and Instagram Bio. These articles are in terms of fulfilling the objective.

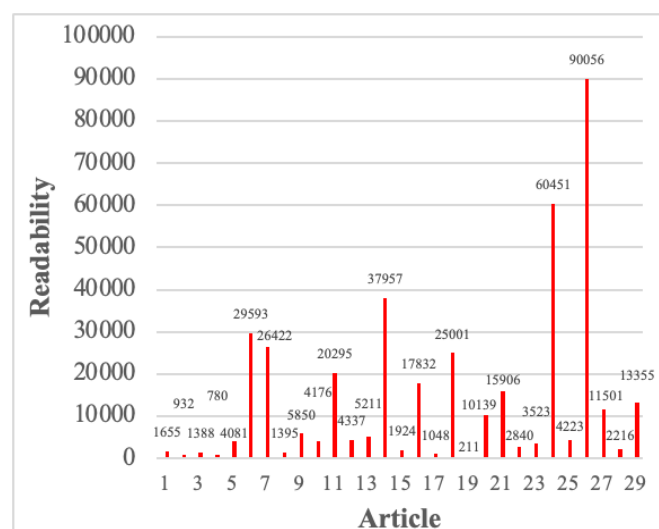


Fig. 1 Overview of the readability of the articles on the website *Грешки!*
Источникът на препратката не е намерен.

Through Figure 1, an increasing trend in readership has been revealed, but with increasing numbers, and therefore readership, come other opportunities for the dissemination of content on the Internet. Articles 1-5 are articles that are found exclusively on the website and are not disseminated on other distribution channels. Based on the data collected, the average readership of articles found on the website is 13,941.3.

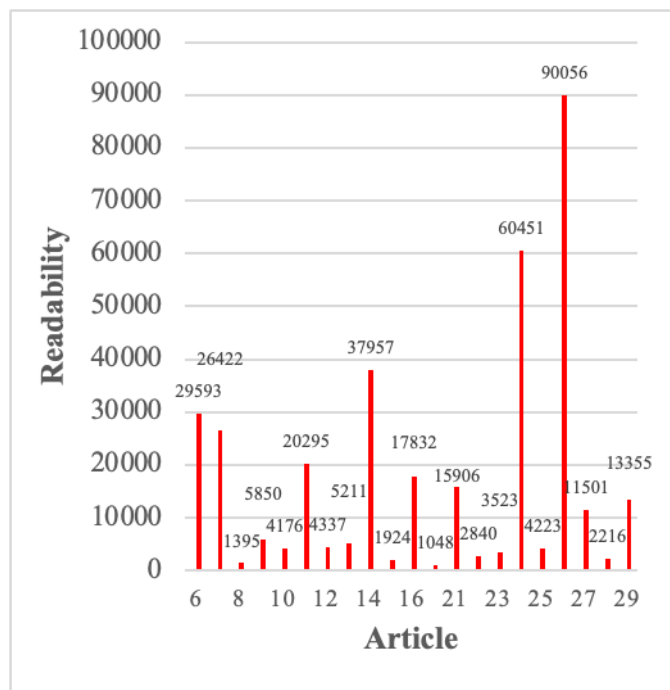


Fig. 2 Overview of the readability of the articles on Facebook ²

Based on the data in Figure 2, we found that although the readership of articles found on the website and Facebook increased compared to the previous ones (found only on the website), it still has lower numbers than articles distributed on other social networks as well. These are mainly articles 6-17, found exclusively on the website and Facebook. The average readership of articles on Facebook is 17,148.1.

Table 1. Average readability values of individual distribution channels

Distribution channel	Average readability
Website	13 941,3
Facebook	17 148,1

Recommendations for aktuality.sk

Based on the analysis of Aktuality.sk and the research conducted for this thesis, we have concluded that although the selected company is taking steps to increase the success rate of its articles, it may share more content related to specific articles with a hyperlink within certain distribution channels (namely Instagram).

Based on the analysis and original research conducted, we make recommendations aimed at improving the distribution of articles on each distribution channel.

5. Conclusion

Recommendations focused on the website

Article sharing on the website, all articles produced by Aktuality.sk are on the main website from which we have drawn data dealing with the readability of individual articles. In terms of the distribution of articles on the website, we do not find any specific ideas that could help to increase its traffic and subsequent readership. specific ideas that could help to increase its traffic and subsequent readership.

Recommendations focused on Facebook

Facebook still ranks first in terms of popularity among social networks in Slovakia. For this reason, the Facebook profile of aktuality contributes largely to the traffic and readership, as the posts contain a direct link to the specific article on the main website.

As in reality, in our conducted research in Figure 2 we can see that Aktuality.sk adds a high percentage of articles from the website to their Facebook profile. However, there are several reasons why

blogs should not share almost all articles on Facebook. These include, for example, redundancy, which can be annoying and people start to ignore the content. Other reasons include loss of credibility, for example, which raises questions about the quality of the content on the blog or accusations of spamming. For these reasons, it is important to share only the most interesting articles and not overwhelm readers.

Based on the average readership shown in Table 1, that is, the average readership of articles shared on Facebook is lower compared to the average readership of articles shared on Instagram, we recommend that the News portal reduce the number of times it adds articles to its Facebook profile.

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