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ONLINE PUBLIC MARKETING

Mária Szivósová

Summary

Online marketing is marketing that takes place in a specific environment of the Internet. Paper clarifies the use of the tools they use as Internet advertising and website, as well as marketing communication tools that are in the online marketing also apply.

Keywords

Online marketing tools, Marketing in social Media, SWOT analysis, website promotion,

Introduction

To understand the use of online marketing tools in practice is the most appropriate case study that represent the following article.

In this following article you will find all the necessary information to understand our company and to evaluate our marketing strategy. Thereby, in a first part, we decided to analyze our business by quickly describing our concept, our missions and goals and our target. Then, in a second part, we realized a micro-environment analysis of our business so you will see the SWOT analysis, who are our principal competitors and the survey that we organize on the market. To continue this assignment, in the third part, we focused on the marketing strategy with a definition of the market segment, the target and the positioning but also with the description of the 4 P's.

Finally, last part content is about the description of our website with an argumentation about the choice we made for the design for example.

1. Our business analysis

The service that we propose would be to create a website which allows you to rent an object, or a car for example, near to your localization safely. The owner will propose a good to rent, it can be almost everything, and the renter can search for a specific good around him. Once the renter found the good, he can speak directly with the owner on a safe messenger service. Then, the payment is done online and the renter receives a contract. At the end, the owner and the renter meet each other and do the transaction. It will be a C2C model.

Missions and goals

"RentItAll" aims to facilitate and to make people´s life more practical. We want to connect people between themselves and create a totally new service. Fast, interactive, based on geolocalisation, with a big geographical expansion potential, "RentItAll" will change the market. Our objectives are firstly to be implemented in Bratislava, then in all Slovakia and at the end, export our idea in other countries where there is a need. We would like to make a really big advertising campaign in order to touch the biggest amount of people. This is our main issue: Finding enough people at the beginning to create a "crowd movement".

Our target

First of all, all people who have access to the Internet and trust in it. It will be not focus on a specific gender or race. People who use it will have to be a little open minded to be able to rent a good to people they don´t know about. Maybe the target will be in majority young people, because of their knowledge in informatics and their faith in new services.

Today, people are targeting their budget, they buy only the things they need. Moreover, if you are busy and you plan something at the last minute, this website could be a good way to save you.

2. Macro-environment analysis

SWOT analysis

STRENGTHS	THREATS
- Innovative and modern concept in Slovakia - Not expensive to create - Not complicated to create - No intermediaries - No useless wasting = environmental conscientious - Cheaper for consumer to rent than to buy new goods - Optimizing the use of the goods	- Not enough people at the beginning - Difficulties to make Slovakian population understand the concept - Lack of trust between people – For people to privilege specialized and well-known structures - Cultural differences = maybe it is not current in Slovak's culture to rent in C2C (Consumer to Consumer)

OPPORTUNITIES	WEAKNESSES
• Connecting people • Possibility of exportation of the concept • New market = New customers • If it works in Bratislava, it will work all around the country and maybe can be extent to other central Europe countries	• Everything is on the Internet = Afraid of financial transactions • Not so many possible innovations • Old people might be excluded of the market • The concept can be lost on the immensity of Internet really fast

Competitors

First of all, we tried to observe the web to find, if they exist, our direct competitors. That is to say, competitors who have the same concept than us: a website which allows one person to rent a good to another person without professional intermediaries. In consequence, we didn't find direct competitors because this concept is really innovative. Nevertheless, other websites and companies can compete with our business. It includes all the websites that propose renting service, specialized like "Rentalcars" for the cars or even "Airbnb".

3. **Market research – questioner – 55 answers**

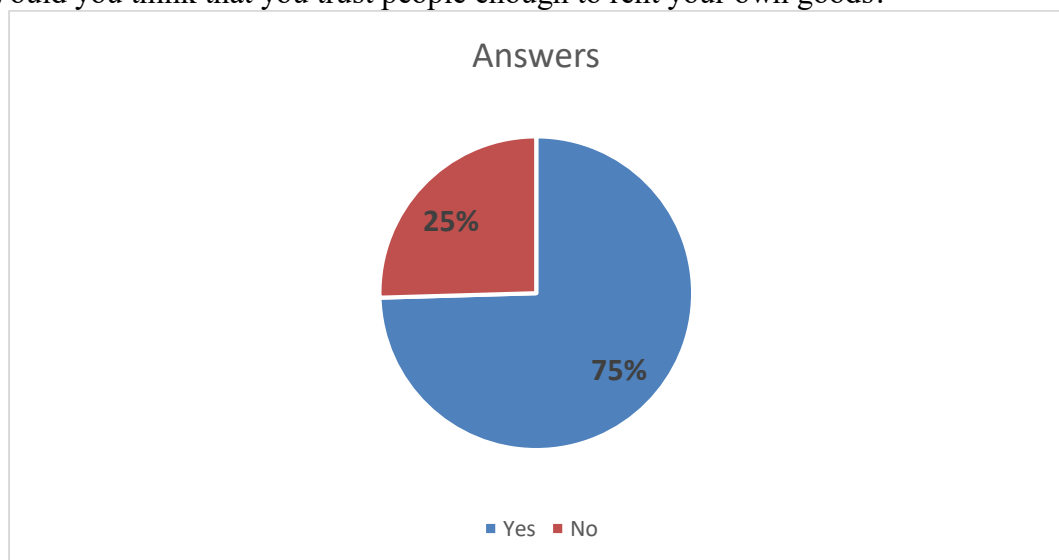Were you aware about a concept like ours before knowing us

Would you be seduced by our service?

Is the online payment (Paypal, etc) would be a curb for you?

Would you think that you trust people enough to rent your own goods?
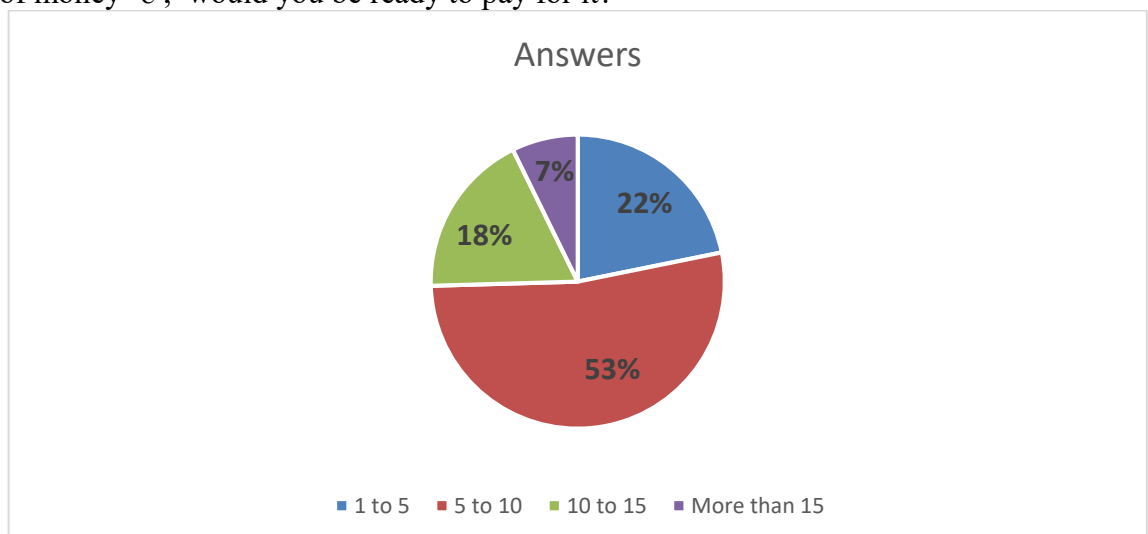
Would you be ready to download a mobile application in order to use our service?
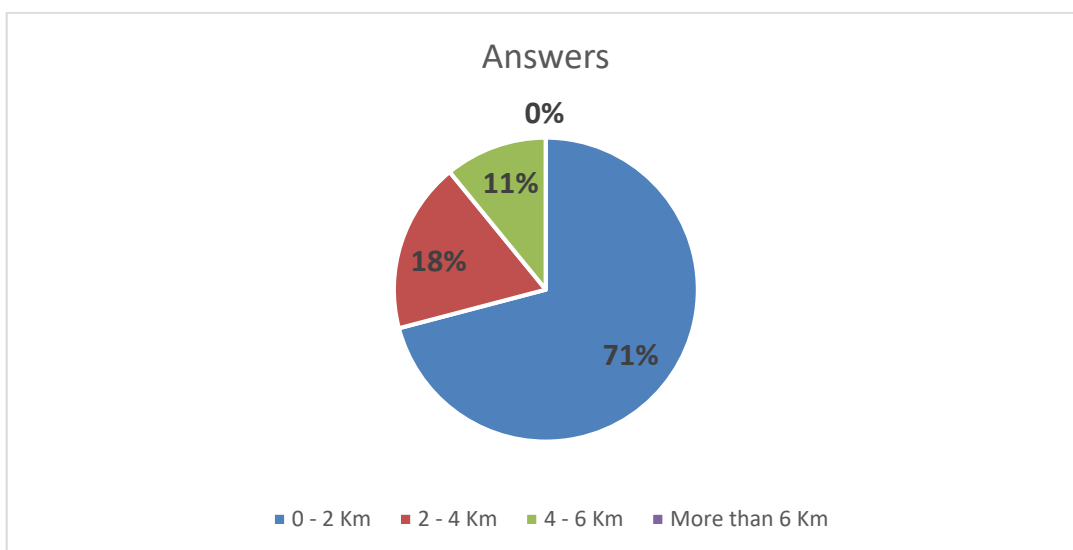

If you would use our service, which kind of goods you think you would be more used to rent
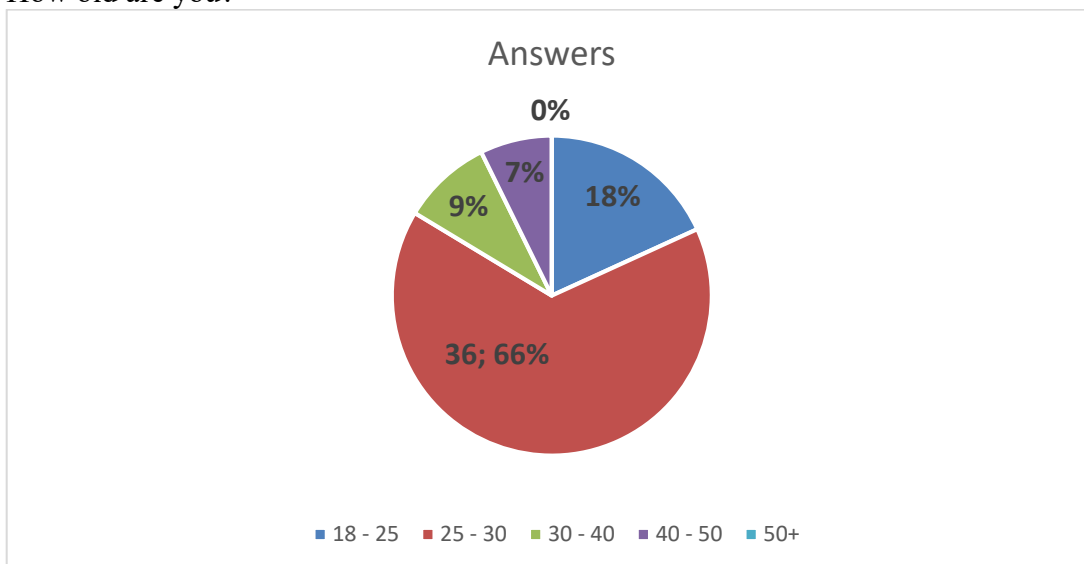

Pricing: You need to rent a bicycle for one day. You choose to use our website. Which amount of money- € , would you be ready to pay for it?

Place: Which distance would you be ready to travel in order to rent the good you want?
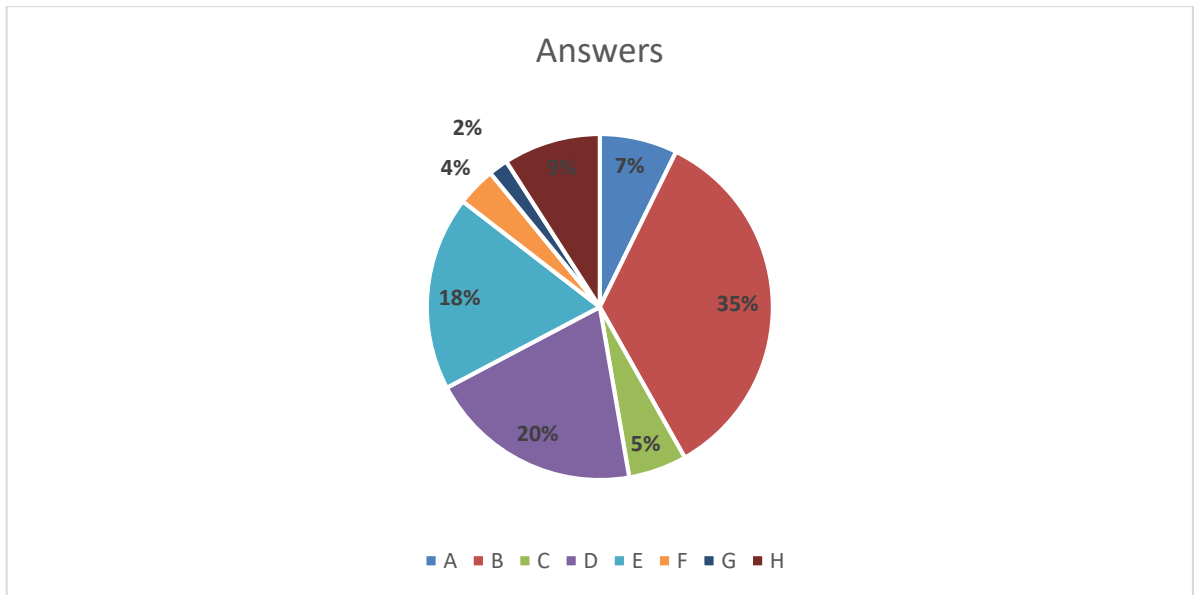

How old are you?

In which socio-professional category are you?

a. Higher managerial and professional occupations
b. Lower managerial and professional occupations
c. Intermediate occupations (clerical, sales, service)
d. Small employers and own account workers
e. Lower supervisory and technical occupations
f. Semi-routine occupations
g. Routine occupations
h. Never worked and long-term unemployed

Answers

A B C D E F G H

Which gender are you?

Answers

45%   55%

Male   Female
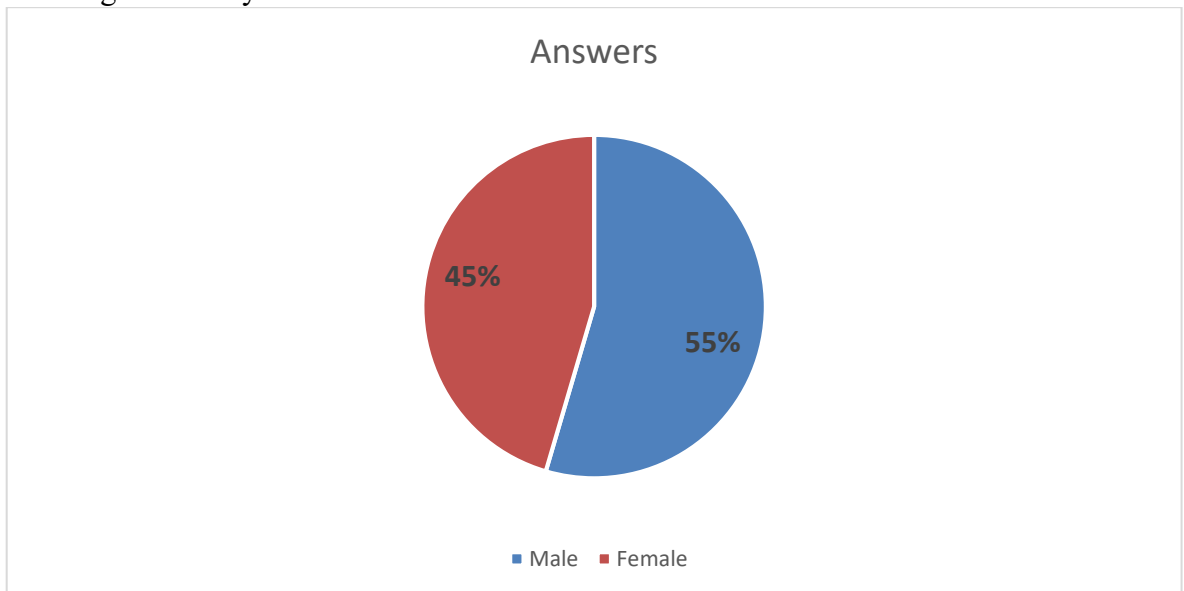
4. Marketing strategy

Segmentation, targeting, positioning

Segmentation of a market is "the process of defining and subdividing a large homogenous market into clearly identifiable segments having similar needs, wants, or demand characteristics. Its objective is to design a marketing mix that precisely matches the expectations of customers in the targeted segment."[16] With RentItAll we choose to operate on the market of rental, but in a different way, because we are not the owners of goods to rent but our website exist to relate a private individual owner to a private individual renter. This is what we call C2C: Consumer to Consumer. So, for RentItAll, the market segment that we

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[16] http://www.businessdictionary.com/definition/market-segmentation.html

choose referred to people who are skillful on Internet and who are curious. Then, they need to be sensible to the 'no wasting" cause. That is to say, people who prefer rent old goods than buy new ones. They also have to be people who will be able to trust the others as much as an owner than as a renter. Finally, we think that the segment will be mostly focused on young people because they are not beginners and unfamiliar with these types of concepts (Blabalcar, Airbnb…).

Consequently, our first target will be a ranch of people between 20 years old to 30 years old. But only at the beginning to make the project work and gain in visibility and reputation. But, of course RentItAll has been created for everybody.

The 4 P's

PRODUCT

When people want to rent something they will spend time to search for it. With our website they will avoid this process. We thoughts about this website to answer to our consumers' needs: simplify their research for goods they will need only few times. We want to propose a lot of different categories on our website so that the users would dispose of a wide range of products and the closest solution to their demand. But of course, the diversity of the offer will depend of the owners' goods. They have, first, to know the concept, to understand it and to trust us so that they will be able to put a good to rent on RentItAll. To allow this big diversity, the concept has to be well-known before, but we will talk about this later in promotion.

PRICE

How will we earn money? How will we set up the price of the rented products?

First thing to know on our website is that the price of the exposed products are not set up by us but owners set up prices. Of course, we cannot let them put any prices because it could be too high or too low. In this step, we are here as an advisor: if the price is too high we will warn the owner that there is a risk for him to not rent the product because the price is not adapted, and vice versa. So, owners are independent they have the possibility to choose the price but in a reasonable way so that our website can be one's in which people trust.

To be able for the company to "stay alive" and to survive on the Internet, we have to earn money somewhere. Our idea to do that is to take 10% of commission on each rented product. We also wanted to set up a subscription system for the owner, at the beginning it will be for free (like a trial period) and then if they want to stay on the website they will have to pay a subscription.

PLACE

Everything is happening on Internet, through our website. To take contact with us if owners or renters have problems, it is happening through e-mails or phone number that we put on the website. We will not have physical office to meet people because we are not supposed to be an intermediary, we are just RentItAll creators and we only have in charge the good development of the website and its security. Of course we will have a private office to be able to handle after-rent service for dissatisfied renters, but also to take care of all bureaucratic issues: accounting, website creation and design, etc. However, this office will not be open to the users of RentItAll, it is not a retail point only an administrative point for our company.

PROMOTION

Like we explain a little bit before, our main target is supposed to be mainly young people because of different factors. Thus, for the promotion concerning RentItAll we thought that it was clever to target social Medias first. That is to say, big social Medias like Facebook (by creating a page), Twitter, Instagram (through our account we could post pictures of our new product online), etc. This kind of promotion will give us quick visibility and is cheaper than TV ad or posters in the street.

5. Website content

Our company is an online company so our only tool is the website. When a user arrives on our website, we only have a few seconds to convince him to stay. You should know that he judge the quality of the site according to his first impression.

The home page is the first thing the consumer sees, everything must be clear and easily discernable. On this page you can find our logo and slogan « When your needs meet other's ones ». Landmarks are the most important things, it is comparable to a store window: this is where the user will decide whether to continue to visit your website. We have five different landmarks. The first one is « home ». This one is like a summary of our website. You can find all the category, news products available and at the end of this page there are our email address to contact us, the different payment we accept and a box where user can add their email address to join our mailing list. After there are three other landmarks which are « transportation », « kitchen » and « tools », it's the three category of object that users can find on our website. They give a direct access to the page that includes all objects of these categories. The last landmark is called « more » and it contains tabs « contact » and « about us ». The last thing that users can find on the home page is the cart which contains product that user want to rent.

When a user click on one product he can find all the necessary information about it. There is a product image, the rental price per day, the quantity (how many days you want to rent it), and the functionality « add to cart ». There is also all the information concerning the product and the owner as his name and address.

Finally, when the user has finished filling his cart he only has to click to validate the « rent agreement ». On this page you can see a summary of its locations with different objects, price, number of days and the total amount payable. It is also on this page that can contact the owner to discuss the real act of rent (when the renter will fetch the product in question from the owner)

Conclusion

The concept of RentItAll is simple, if you want to save money, reduce waste and find what you need in your neighborhood area in few minutes, you just have to visit our website RentItAll.

After realizing an analysis of our business by quickly describing our concept, our missions and goals and our target to well understand us, we realized a micro-environment analysis with SWOT analysis, who are our principal competitors and a survey on the market.

To continue this assignment, in the third part, we focused on the marketing strategy with a definition of the market segment, the target and the positioning but also with the description of the 4 P's.

After all these analyzes, we tend to believe that our concept, as new as it is, can work very well here in Slovakia. Having still a little apprehensive, we leave a year to positively or not evaluate the success of our project and then why not develop it in the other countries of Central Europe and Eastern Europe?

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OPTIMIZATION OF BIG POPULATION'S MULTIMODAL BIOMETRICAL IDENTIFICATION WITH A COMPLEX NEURO-FUZZY LOGIC CONTROLLER

Gábor Á. Werner - László Hanka

Summary

In this paper we presented a method which could be used for biometric identification of a greater population. Usually the biometrical identification suffers from practical limitations. Meanwhile the accuracy should not lessen, in the big populations more and more data have to be transferred, thus the classification and evaluation of the information is getting crucial. We presented an algorithm that examines two different type of biometrical trait and