

LEAD GENERATION IN EMERGING MARKETS

WHITEPAPER

Summary

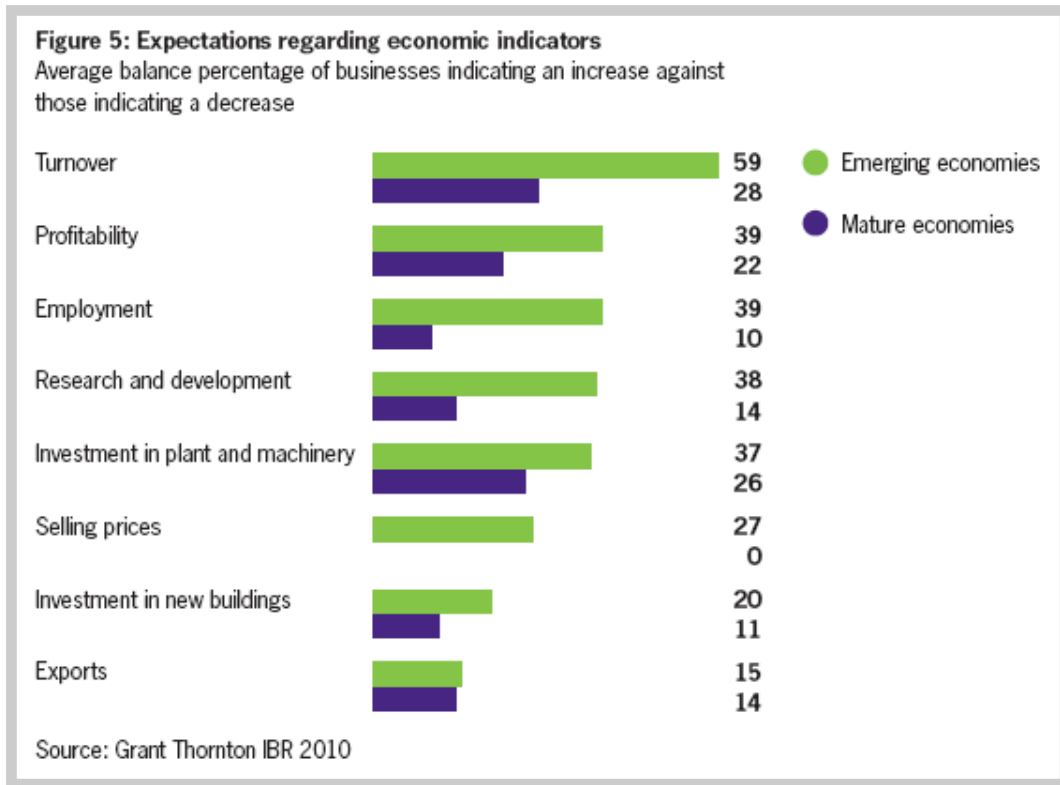
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I. Which are the emerging markets?

The emerging markets are characterized through a rapid growth in terms of social of business activities. At global level, there are now 28 emerging countries, grouped in two categories: advanced emerging countries and secondary emerging countries. Romania ranks among the secondary emerging countries.

II. Why emerging markets?

This study is based on emerging markets because, at the moment, these are the markets with the biggest degree of economical opportunities and opening. They are considered to have a high business potential and represent, due to their rapid growth, a good place to do business.



As one can notice, it is expected that the emerging markets will show a higher growth rate than the mature markets - another reason to take them into consideration.

III. How does online help?

Everybody knows that the internet offers the unique opportunity to open new markets, to discover new commercial possibilities, to gather competitive information and, also, to save money for different business activities.

Before the Internet existed, companies needed to invest important budgets in international marketing, many of those investments having no guarantees. Nowadays, on the web, the same results can be achieved in a much more accessible and fast way.

To be successful in international online marketing, you have to know how to quickly sort the huge volume of information available on web. If this information is correctly structured and filtered, it represents a real help for your business.

Also, with its help, you can reach the target public better than via another sources and, maybe, faster than your market competitors.

Why do you need structuring and filtering the information? It's simple. It is all about knowing how to use each of the instruments, characteristics and resources available online in an efficient way for your marketing purposes. You will get to use the online to make business in a more successful way and you will reach success with Internet's help.

If you respect Internet's rules, you can be very successful. Because of it's dynamic nature, you have to be present online continuously, 24 hours a day, or else, sooner or later, somebody else will try to replace you. On the other hand, it is recommended to try and retain the users that contacted you on Internet, turning them into loyal visitors or brand advocates.

There are a few possibilities to keep loyal visitors (not all the suggestions below will work for everybody and very much depends on each business line):

- Periodical newsletter sent out to all visitors interested by a certain business. By sending the newsletter, we build a trustworthy image in our visitors' eyes.
- Presence on the most important online hotspots: Facebook, Twitter, Google, blogs, articles and others
- Frequent website actualization through new updates
- Relevant contests for the business
- Careful monitoring of all the steps during the independent links buying process to see exactly what happens, every moment, in an e-shop
- Buying ad space on websites that service the target market or in directories and on search engines.

Online, it is important that you have patience while advancing with different actions. Also, if you manage to become successful, you have to continue to invest in the online in order to maintain yourself at least at the same level. This way, the Internet will be good to you and will help you achieve your business goals.

As far as immediate success goes, there are no guarantees that Internet will help you achieve it, but what is true is that this channel offers an unprecedented opportunity to open new markets, to discover new commercial partners, to gather competitive information and, the most important, to generate or save budgets.

IV. Seasonality – Do we know when to profit on what we have?

Seasonality must be taken in consideration even from the launching stage of a campaign, as you have to know the moment when it is needed to use a bigger share of the budget to “catch” as many visitors as possible from the wanted target. The online campaign must be intensified before the start of the season.

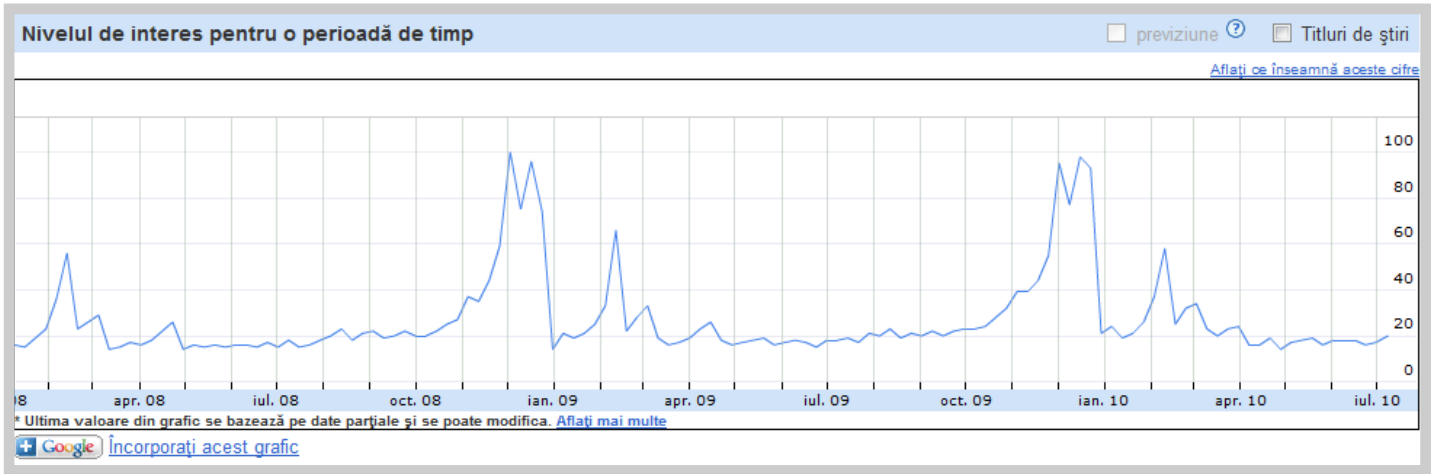
For example, we will promote “Christmas presents” starting mid November or the beginning of December the latest because:

1. People start looking for information and present ideas for their friends and family way before Christmas, even if the effective purchases are done, generally, in the last week before the event.
2. Promoting one brand as appealing as a Christmas present in the period before Christmas ensures that brand that, even if people will not visit the website at the exact moment they see the ad, many of them will remember the message and will come back on the website when they will look for information.

Generally, seasonality is related to national or religious celebrations, but also to other specific moments for a brand. We need a firm grasping of the business in order to be able to accurately identify those periods in which we can take advantage and that can bring us very good results.

To help advertisers, Google created “Insights for Search”. Using this tool, we can notice the seasonality for internet searches on certain keywords. The tool includes statistics since 2004 until present days, at international and country level. For certain countries, “Insight for Search” doesn't have statistics on any word.

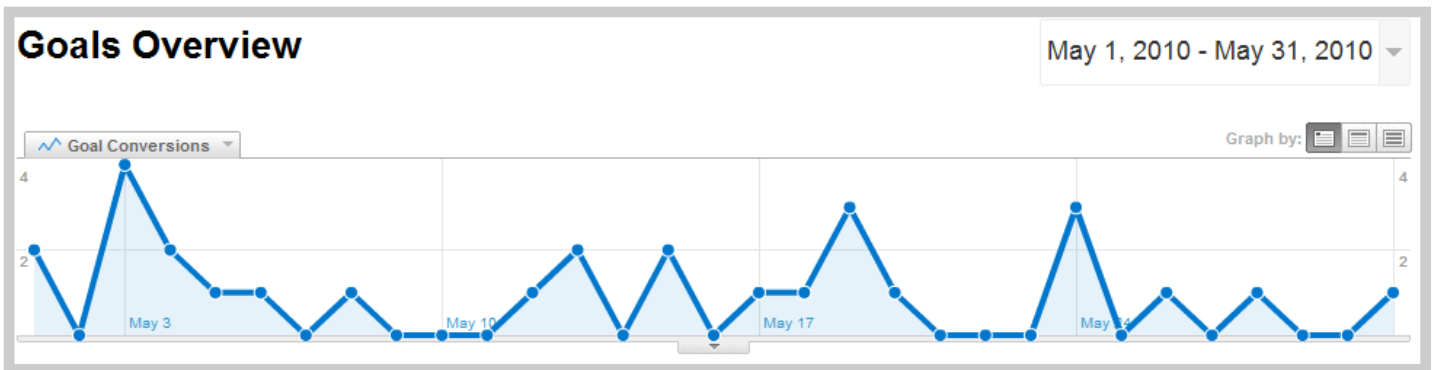
Example: we used „Gifts” word



Analyzing the traffic registered for Romania from January 2008 until July 2010 for Romania, one can notice that the number of searches for “gifts” started to grow November 20th and went back down on December 28th. Also, you can notice a traffic growth starting February 1st, with a spike around February 14th, after which the traffic returns to normal.

In order to have a successful seasonal campaign for products of this kind, an intensive promotional activity will take place from November 15th till December 27th and from February 1st till February 14th. It can easily be noticed that those intervals correspond to two important celebrations: Christmas and Valentine’s Day.

V. Google Analytics – Why choosing this option?



The most important step for a successful online integrated campaign is represented by data monitoring and by creating relevant reports.

Taking in consideration the wide range of information, a monitoring tool for online data with regards to the company’s business is needed. There are many interfaces for online traffic analysis, but among the most known and complete ones out there is the free solution from Google: “Google Analytics”.

The link between such a website analysis tool and the business is given by performance indicators that can be defined depending on our profile. It is important not to limit ourselves, but to try and reach the general public, influenced by many channels, not only by online.

Example: The owner of an online store must not limit only to monitor the sales. Sales are also influenced by prices and by the product itself, and these do not depend only on the promotional campaigns. That is why we have to check also the abandon rate (bounce rate), the campaign's CTR, the number of visits, those indices that are showing that online part is relevant for the business and that there is a possibility to have problems at product or at a producer's level.

Also, at the end of a campaign, it is important that we have both online and offline expectations (an increase in sales, in number of calls asking for information etc). This can be applied mainly on emergent markets, since they are still immature markets from the Internet's point of view. Most of the countries are at the level of searching for information online for products/services people need in their daily life. The online purchase is not very common, those countries still needing time for the maturation of their markets.

Also in this process it is important to realize we cannot ask for performance without being known. If we try to switch those steps, we will not have success.

What is a goal?

A goal is a webpage a visitor can reach after an acquisition or finalizing another demanded action, spending some time on a certain page, registering or downloading documents and others. Before Google Analytics or any other tool can register those goals, we must first set up the objectives, in accordance with our business.

A goal is defined by the following information:

1. **Value:** the URL you want the visitor to reach, the time on the site and the number of pages viewed during the visit.

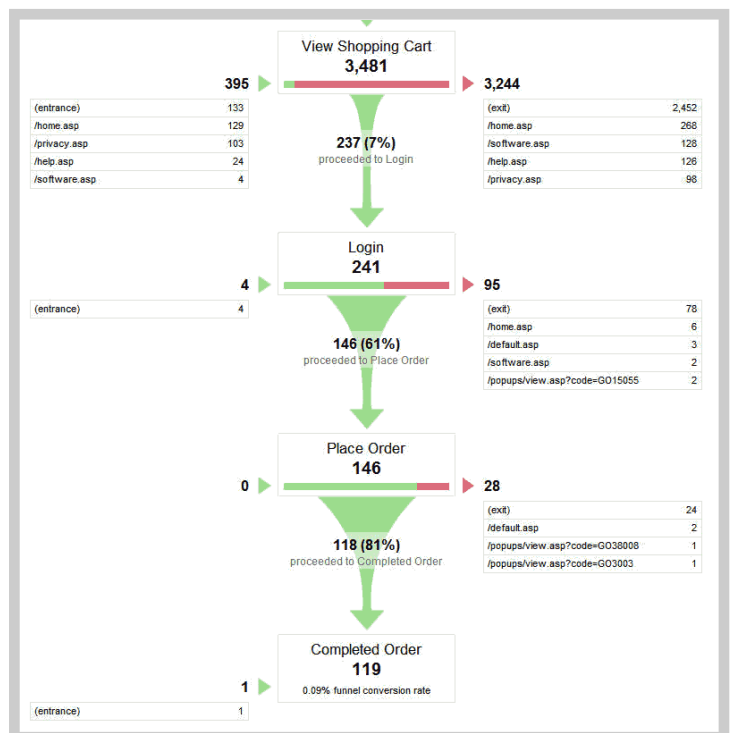
Specify a page that can be reached only by reaching an objective.

2. **Name:** specify a name that you will recognize when you see the reports. Example: "Filling in the order form ", "Article downloaded".

3. **Funnel:** The funnel is not a must to monitor a goal, but it can offer important information in most cases. In Google Analytics' specific funnel you can add up to 10 steps that visitors can undertake when they visit a website. A funnel represents the way you expect the visitors to follow in their way to convert to the goal. Defining such a process allows you to see how often the visitors abandon goals and where they go, so you can improve the process on your website.

Example: For an e-commerce goal, those steps could be: shopping cart, filling in the contact info, filling in the payment information and the delivery address.

To resume, a goal is a task you want your website's visitors to fulfill on your website. Setting up goals allows you to measure when and how often are finalized certain tasks, mentioned sometimes as a conversion rate. Also, this will help you identify the key points where your web site can be improved in order to reach a growth beyond the set levels.



Creating goals

Configuring goals in Google Analytics:

1. Log in your Google Analytics account and go to Analytics Settings part of the menu.
2. Find out the profile for which you want to create goals and click on Edit.
3. Select one of the 4 available slots for the goal to be defined and click Edit.
4. Chose one of the options that will define the goal: destination URL, time on the website or number of pages per visit.

VI. Online & offline correlation

The relation between online and offline must be a close one. After we have already established that the emerging countries are at the moment when they use the Internet to find information on products and services, we can say that the online marketing action with the highest impact is the online promotion and the offline gathering of the results. This can be achieved by monitoring the increase of sales / visits /calls that the interested consumers make after verifying the information online.

Example to verify the actions from online:

1. Close all the existent communication channels (newspapers, TV and other).
2. Start the campaign online for a set period of time.
3. Measure the number of actions in this period.
4. End the online campaign and measure the registered results.

This way we can see exactly the results generated by online, but that finalize offline.

VII. Conclusions

The most important thing to be understood is that the navigation on the Internet is a deliberate choice. The user - and not the website or the way it was created - determines the online visits rhythm. The online promotion can improve those results.

It is very important that, through online, to aim exactly to the visitor segment our business is targeting. If we define very well the target public and the channels we can reach them, it will be easier to find people interested to stay on the website.

The Internet is a gateway towards other routine compartments that are made on daily bases, such as verifying e-mail, reading newspapers or visiting sites we are interested on. The online exposure is not a method accepted by all online users. There is certain software that filters the ads and, also, Google offers the option of choosing categories you are interested to receive info from, no matter the search you are making online.