

# F3

Vysoká škola  
ekonomická v Praze  
**Fakulta podnikohospodářská**

fph.vse.cz

## Online Promotion 101



EVROPSKÁ UNIE  
Evropské strukturální a investiční fondy  
Operační program Výzkum, vývoj a vzdělávání



MINISTERSTVO ŠKOLSTVÍ,  
MLÁDEŽE A TĚLOVÝCHOVY

# Introduction

There are tens of ways how we can promote our business online and acquire new customers of course. Some of them are more or less easy and quick to learn and execute, some of them are very difficult and time consuming to learn and execute. At the same time not all of them are suitable for the specific field of business and therefore it is necessary to consider and if possible try which one will be the most suitable for our business. We can focus just on one channel, or a combination of two or more. Now let's introduce a few basic ways how we can promote our business online and say a little about their advantages and disadvantages.

# Introduction

As already mentioned, there are many ways how we can promote our business online, but the four basic ones are PR Articles, Search Engine Optimization – SEO, paid advertising (we divide it into two basic forms, which are PPC / CPC [Pay Per Click / Cost Per Click] , PPM / CPM [Pay Per Mile / Cost Per Mile]) and Affiliate Marketing. Each of these forms of promotion has its advantages and disadvantages, which can be influenced by many different factors.

# PR Article

PR article (it exists also in printed media of course) is a very good way how to promote our business in a non-violent way towards the customer, because it does not look like promotion, or advertisement at all, despite the fact, that it is. It is basically an article about some problematics, event and so on that is somehow connected with our product or service, which is by the way mentioned in the article itself and there is also link on our website at most cases. Sometimes there are PR articles directly about some product or service, but they do not have that non-selling feeling for users.

# PR Article – Example

Let's say you have an eshop where you sell survival equipment in nature. So you buy an article in some online newspapers, or online magazine which will public it and it can be something like „10 tips how survive in nature at night“. One or more of equipment you sell will be of course mentioned in that article by the way as ideal for solving that particular situation in nature (there should be link to page on your website, where you sell this particular stuff).

# PR Article - Advantages and disadvantages

- **Advantages**

- Does not look like a promotion or an advertisement to the user.
- It can be very cheap way how to get a lot of costumers (costs per customer).

- **Disadvantages**

- It can be hard to find online newspapers, or online magazine that will reach the right users who can become your customers.
- Total costs for good article in a good newspapers who will bring customers can be pretty high.

# SEO (Search Engine Optimization)

Search Engine Optimization, more known by acronym SEO is a set of techniques whose goal is to ensure that some kind of content (most often a website, respectively a specific page on a website) appears the highest possible in the search results for a selected keyword, or set of keywords. The ultimate goal of this is to increase traffic of users on our website and consequently make them to take an action we want them to do – buy, register, click on the advertisement and so on. It consists of two parts – Offpage SEO and Onpage SEO. Offpage SEO focuses on link profile of the website. Onpage SEO focuses on content and structure of the website.

# SEO – Advantages and disadvantages

- **Advantages**

- If it is executed in the right way, it can be much cheaper than paid advertising.
- It brings a long-term promotional benefits.
- It is more natural and trustworthy for the users than the paid advertising and therefore usually converts better.

- **Disadvantages**

- It is very poorly predictable because it is a set of a wide range of techniques and aspects that work in synergy or contradictory, which may even change over time.
- It is a long-term task that will usually bring the first results after a few months.



# Affiliate marketing

Affiliate marketing is a form of promotion, respectively way how to sell products or services online, based on recommendations. The principle is very simple. On the one hand, there is a person (usually a website owner) who is able to reach a certain group of users who are interested in a particular area of life, a specific product, a particular service and so on. However, he does not directly do business in this area – he does not sell that product or service. On the other hand, we have a person who has such a product or service, but is unable to reach those users.

# Affiliate marketing

Affiliate marketing creates a connection between these two people, where the first person recommends (usually via a text link) the product or the service to users, and if they buy it, the first person gets from the second person (seller) share of the profits. It is kind of an online commission system, where one person pays the other person a certain amount of money for bringing a paying customer. This definition is maybe a little bit simplified, but in principle it covers the main area of this type of promotion.

# Affiliate marketing – advantages and disadvantages

- **Advantages**

- Partners promote products and services in a non-aggressive, natural and credible way. Thus, customers don't have feeling that you are trying to sell them something.
- The costs are directly related to the sales. It is a pure performance principle - I sell = I pay, I don't sell = I don't pay.

- **Disadvantages**

- The number of potential market partners is very limited in some industries.
- Searching and engaging partners in the program can be a challenging and lengthy process with uncertain results.

# Paid advertising

Online paid advertising works basically on the same principle as "regular advertising" (billboards, TV and radio spots, advertising in print media, citylights, and so on). However, it has its own specifics, because the digital environment allows you to almost exactly follow and measure "Who, When, Where and How", making it more efficient and predictable. The two basic forms of paid advertising are PPC, respectively CPC (Pay per click / Cost per click) and PPM, respectively CPM (Pay per mile / Cost per mile = which means costs you have to pay for one thousand impressions).

# PPC/CPC

PPC, respectively CPC, is the abbreviation of Pay Per Click, respectively Cost Per Click (both meaning the same thing). Within this way of promotion we pay a certain amount of money for someone clicking on our ad (in the vast majority of cases it is a banner placed on some website, this banner has three basic forms – static image, dynamic image and text) and is brought to our website where some action (most often purchase) is meant to be done.

# PPC/CPC – Advantages and disadvantages

- **Advantages**

- Clicks are very straightforward. The potential customer either clicked or did not click on your ad. If not, you do not pay.
- You can, to a certain extent, choose from which channels your users will come to your site, thereby influencing your overall budget and conversion rate more or less.

- **Disadvantages**

- The more competitive your business is, the higher the cost per click.
- When someone clicks on your ad, it doesn't necessarily mean they're interested in your product, or service. A significant percentage of clicks is random.

# PPM/CPM

PPM, respectively CPM are the abbreviations for „Pay Per Mile“, respectively „Cost Per Mile“ (both meaning the same – costs we pay for one thousand impressions). This is a form of promotion where we pay a certain amount of money for our ad to be placed somewhere and viewed thousands of times by users (just as with PPC / CPC, in the vast majority of cases it is an online banner placed on some website). In fact, this is a similar advertisement format to PPC / CPC, but the form of payment varies.

# PPM/CPM – Advantages and disadvantages

- **Advantages**

- The costs for one thousand impressions are usually extremely low.
- It's possible to work with a really minimal budget.
- PPM ensures that your ad is shown as many times as you want.

- **Disadvantages**

- If users don't click on your ads, respectively do not make conversions, then your funds will be wasted.
- The clickthrough rate (CTR) within PPM is generally absolutely minimal when you take into account the number of impressions. In fact, your ad may be shown in the tens of thousands without being clicked, not talking about conversions.



# Conclusion

There are many ways how you can promote your business online, not just these four mentioned above. Nevertheless these four are the most important and form the foundations for the almost every other form of online promotion. As you can see they have their advantages a disadvantages and therefore not every single one is suitable for every single business (there can be one or more reasons for that). You have to pick up wisely which kind of online promotion you choose. At the same time, you have to execute it in the right way, because otherwise you can spend a lot of money without any positive effect on your business.

# Questions?



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