KONDIMENT
proven efficiency

LEAD GENERATION IN
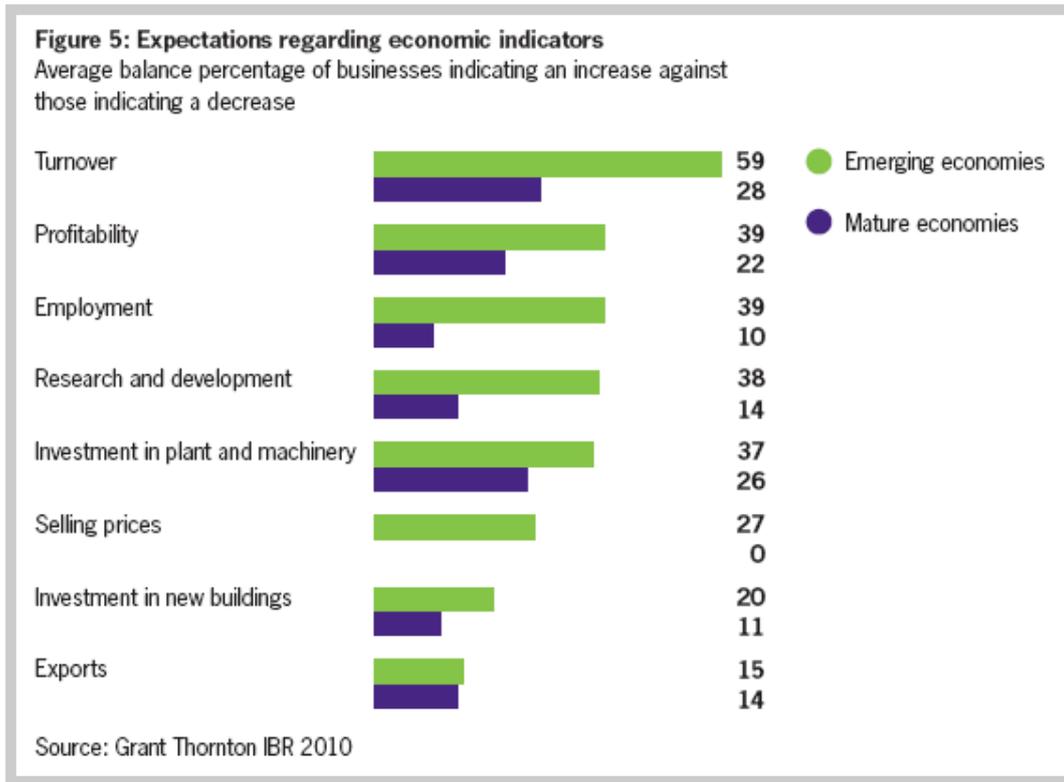# EMERGING MARKETS

WHITEPAPER

Summary

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 arenowadays 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, in this moment, those are the markets with the biggest degree of economical opportunities and opening. Statistically, there are considered the markets with a high business potential and which represent, due to the rapid growth, a good place to do business.

Figure 5: Expectations regarding economic indicators
Average balance percentage of businesses indicating an increase against those indicating a decrease

Indicator	Emerging economies	Mature economies
Turnover	59	28
Profitability	39	22
Employment	39	10
Research and development	38	14
Investment in plant and machinery	37	26
Selling prices	27	0
Investment in new buildings	20	11
Exports	15	14

Source: Grant Thornton IBR 2010

As it can be noticed, it is expected that, in 2010, the emerging markets to show a higher growth than the mature markets, another reason to take in consideration those markets.

III. How does online help?

Everybody knows the internet offers to marketing 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, 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 sort fast 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 is simple. It is all about knowing how to use, efficiently, for marketing purposes, each of the instruments, characteristics and resources avai lable online. This way, you will get to use online to make business in a more efficient way and you will reach success with Internet's help.

The Internet is guaranteeing the success if its rules are respected. Because of Internet's dynamic nature, you have to be present online continuously, 24 hours a day, because, sooner or later, somebody else will try to replace you. On the other hand, it is recommended to loyalize the ones that got in contact with you on Internet.

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

- Periodical Newsletter to all visitors interested by a certain business. Sending the newsletter, we build a trustworthy image in visitors eyes
- Presence in the most important online hotspots: Facebook, Twitter, Google, blogs, articles and others
- Frequent website actualization through new updates to give the impression that you are present online.
- Relevant contests for the business
- Careful monitoring for all the steps during the independent links buying process to see exactly what happens, every moment, in an eshop
- It can be considered the ad space acquisition for banners on websites that service the target market or in directories and on search engines.

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

It is true, there are no guarantees that you will reach immediate success with Internet's help, but this channel offers to marketing 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?

Everybody knows the internet offers to marketing 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.
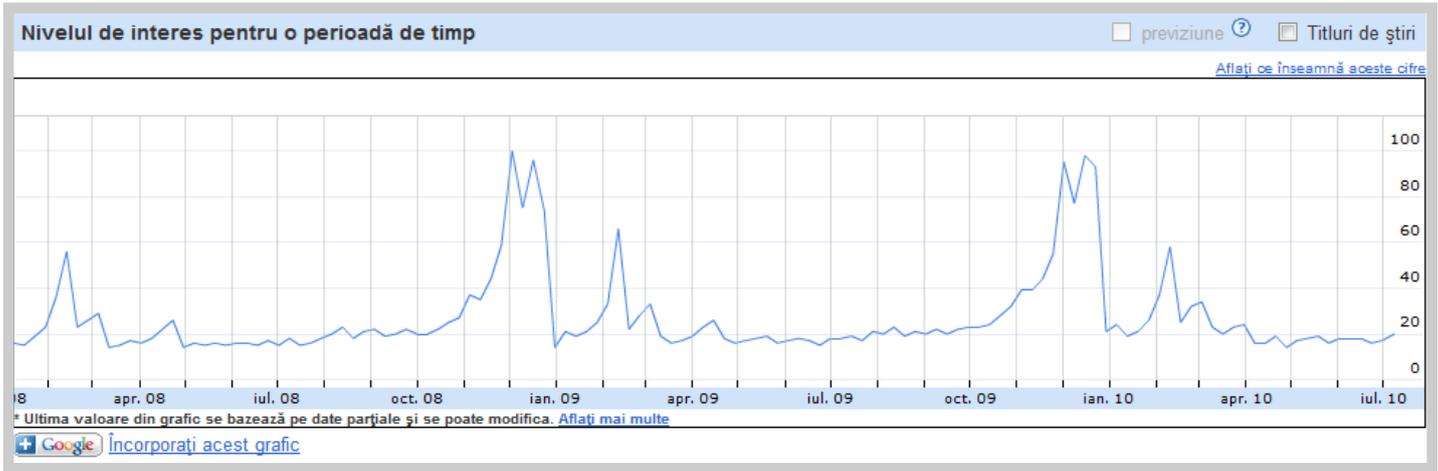
Seasonality must be taken in consideration even from the launching stage of a campaign, as you have to know the moment when it is needed to use a bigger share of the budget to "catch" as many visitors as possible from the wanted target. The online campaign must be intensified before the start of the 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 close ones way before Christmas, even if the 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. Even if people will not visit brand's website the moment they see the ad, many of them will keep in mind the message and will come back on the website when they will look for information.

Generally, seasonality is tied with national or religious celebrations, but also with other specific moments for a brand. We need to know well the business in order to be able to identify as good as possible 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.

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Example: we used „Gifts" word

Analyzing the traffic registered from January 2008 until July 2010 for Romania, it can be noticed that the number of searches for "gifts" started to grow November 20th and went back down on December 28th. Also, it can be noticed 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?
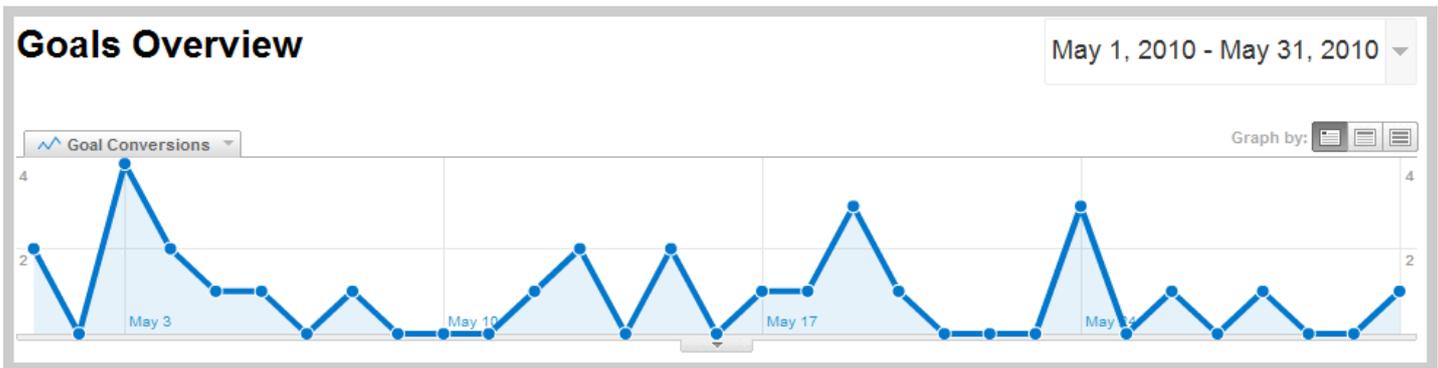
The most important step for a successful online integrated campaign is represented by data monitoring and by creating relevant reports to bring a plus to a company's business.

Taking in consideration the wide range of information, it is needed a monitoring tool for online data regarding the company's business, represented by company's website. There are many interfaces for online traffic analysis, but among the most known and complete ones there is the free solution from Google, "Google Analytics".

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The link between such a website analysis tool and the business is given by performance indices defined depending on our profile. The most important is not to limit ourselves, but to try to 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, because they are also influenced by prices and the product, that do not depend only on the promotional campaigns. That is why we have to check also the abandon rate, campaign's CTR, the number of visits, indices that are showing that online part is relevant for the business and that there is a possibility to have problems at product or producer's level.

Also, after the end of a campaign, it is important not to have only online expectations, but mainly offline (an increase in sales, in number of calls asking for information etc). This can be appl ied mainly on emergent markets because they are still immature markets from Internet's point of view, being just at the start. Most of the countries are at the level of searching information online for products / services people need in their daily life. The online purchase is not very used, 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 where a visitor can reach after an acquisition or finalizing another demanded action, spend some time on a certain page, registered or downloaded a document 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, the number of pages viewed during the visit.

Specify a page that can be reached only by reaching an objective. For a registering goal, for example, the goal page could be page's „Thank You". If your goal page can be reached by visitors that didn't finalized the goal, the conversion rates will be higher than the reality.
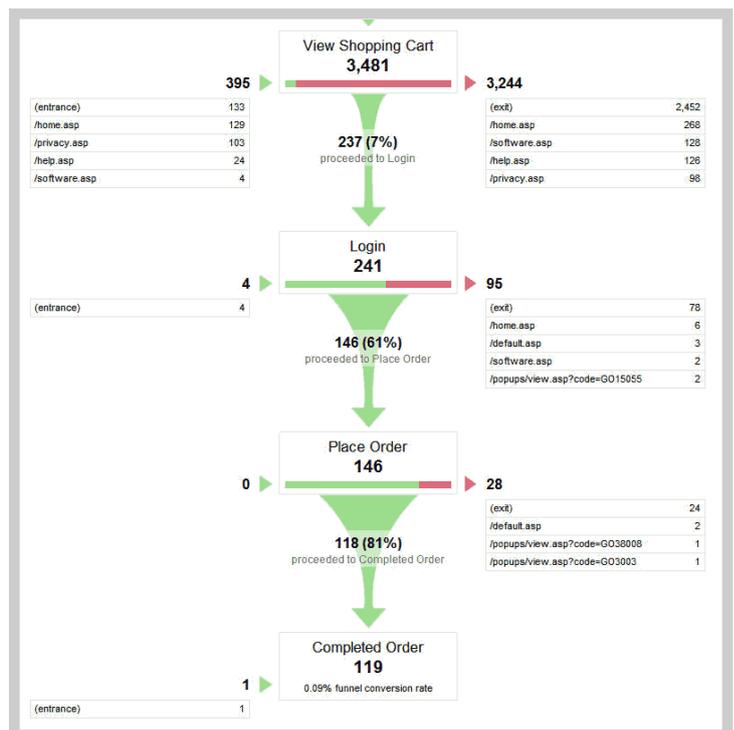
2. **Name**: specify a name that you will recognize when you see the reports.

Example: "Filling in the order form ", "the A article downloaded"

3. **Funnel**: The funnel is not a must to monitor a goal, but it can offer important information in most of the cases. In Google Analytics' specific funnel you can add up to 10 steps that visitors can make 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 foals and where they go, so you can improve the process on your website.

Ex: 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.

View Shopping Cart 3,481	
395	3,244
(entrance) 133	(exit) 2,452
/home.asp 129	/home.asp 268
/privacy.asp 103	/software.asp 128
/help.asp 24	/help.asp 126
/software.asp 4	/privacy.asp 98
237 (7%) proceeded to Login	
Login 241	
4	95
(entrance) 4	(exit) 78
	/home.asp 6
146 (61%) proceeded to Place Order	/default.asp 3
	/software.asp 2
	/popups/view.asp?code=GO15055 2
Place Order 146	
0	28
	(exit) 24
118 (81%) proceeded to Completed Order	/default.asp 2
	/popups/view.asp?code=GO38008 1
	/popups/view.asp?code=GO3003 1
Completed Order 119	
1	0.09% funnel conversion rate
(entrance) 1	

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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 points where your website can be improved 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 already establ ished that the emerging countries are at the moment when they use internet to find information on products and services, we can say that the online marketing action with the highest impact is online promotion and offline gathering of the results. This can be achieved 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 is to be understood that the navigation on 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 to them, it will be easier to find people interested to stay on the website. The Internet is a gateway towards other routine comportments that are made on daily bases, such as verifying the 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 softwares that filter 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.

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