

Data-driven Marketing and E-tailing in Retail Management

Viliam Murin¹

¹ University of Economics in Bratislava, Faculty of Business Economy with seat
in Košice, Tajovského 13, Košice, 041 30
Slovak republic

viliam.murin@euba.sk

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Abstract. One area that has changed significantly in recent years is marketing. New information technologies are starting to be applied more and more effectively in marketing. They enable companies to obtain a lot of data about their customers, they can obtain relevant data in real time. This digital marketing has also found its application in the retail industry. Mobile phones with Internet access, the Covid-19 pandemic and other factors have accelerated the transition of consumers to the digital space to a greater extent. In this issue, we relied on the knowledge of domestic and international authors. We conducted a digital marketing analysis on the retailer Native Studio, which offers services in the cosmetics industry. We based our results on the data provided by the Native Studio salon on the digital platforms it uses, such as Mitto, Mail Komplet, Google AdWords and Google Analytics. We analyzed the given findings and subsequently interpreted them for email marketing, sms marketing, search and banner advertising carried out in the Google search engine, as well as available data from its website nativestudio.sk. For businesses and brands that want to keep up with the competition these days, their presence in the digital space is essential.

Keywords: Retail Marketing, Retail, Digital Marketing.

JEL classification: *M 3, L 81*

1 Introduction

Emerging markets largely influence the development and changes in retail. It is also influenced by constantly changing trends in the market, among consumers, emerging forms of marketing and various other factors. Thanks to retail marketing, the company addresses consumers, persuades them to buy products or services and transforms them into its customers. Nowadays, marketing communication is absolutely necessary for the success of companies, it concerns all companies and even if it is not exact, it affects the position of companies on the market and their economic results.

1.1 Retail Marketing

Satisfying the needs, wishes and desires of customers is one of the main goals of retail. It includes the sale of products and services to consumers who use them for personal consumption. It is the sale of small quantities of products or services to consumers. Using the Internet, it is possible to sell retail goods electronically. This electronic sales is called E-tailing. Retailer sells products in small quantities and we do not classify purchases from businesses that consume goods for business, commercial or even industrial use as retail operations. With the help of the supply network, the interaction between the retailer and the end consumer is carried out. (Vankatesh, 2017).

The combination of individual elements of the 5E model, namely Education, Excitement, Engagement, Experience and Entrepreneurial, innovative and customer-centric mindset is the basis for innovative retail marketing management. For the correct interpretation of this model, it is necessary to understand the meaning of the individual 5Es, namely:

1. Education – continuous education of retailers and employees brings the desired benefit to customers in the form of better knowledge of the selected segment, expertise, current trends and approach to customers. Therefore, educational activities should not be neglected in any retail, if the company wants to progress.
2. Excitement – the customer expects added value from the retail offer. It should interest him and its attractiveness should convince him to buy products or services and thus receive an adequate consideration.
3. Engagement – building long-term relationships with customers strengthens brand perception among consumers and thus the company's position in the market. Customer segmentation and targeted communication to selected segments is strategically effective. This is served by the increasingly common loyalty card programs offered by retailers, which reward the best and most loyal customers with points or discounts.
4. Experience – integrated brand experiences enhance the customer experience. Through appropriately chosen communication channels that target customers with varying intensity, they provide a positive experience for customers.
5. Entrepreneurial, innovative and customer-centric mindset – innovative sellers are constantly trying to improve their entrepreneurial mindset and share it with existing and potential customers. This customer-oriented focus creates subsequent satisfaction and increasing loyalty among customers (Grewal, 2018).

The appropriate combination of a marketing agency and internal marketing employees significantly contributes to the market success of a company. One of the most significant factors for success in the market is utilizing the strategic potential of the brand, which not only maintains market share but also helps the company gain additional share. Over the past half-century, consumers have transformed into

customers due to a wide range of factors. Technological advancements, which led to the decline of traditional marketing communication, and changes in people's lifestyles are among the factors that have caused this transformation. New forms of marketing communication related to the digitization of society have come to the forefront. These include marketing conducted on social networks, mobile marketing, guerrilla marketing, and various other forms of marketing primarily facilitated through the internet. As a result, target groups are increasingly segmented into more specific fragments. (Berman, Evans, Chatterjee, 2018). The retail marketing mix was created by supplementing the classic 4P marketing mix with presentation, personnel and staffing.

6P of the retail marketing mix:

1. Product – it is necessary to perceive the product in a wider context. It is not just the core of the product that makes up the given product or service. Consumer expectations are also fulfilled by other factors that influence the consumer in different intensity. Among these factors we include the product range, the quality of the products offered or the services provided, warranty and post-warranty service, design processing, the quality and attractiveness of the packaging,
2. Place – the location of the offer of products and services associated with their sale are closely linked not only with sales, but also with distribution channels, such as transportation and supply.
3. Pricing strategy and tactics – includes obligations arising from consumer protection laws, purchase in installments, various discounts and promotions, time and conditions of payment. It is a monetary expression of the value of the goods sold or the service offered.
4. Personnel and staffing – the creation and implementation of the company's marketing strategy requires qualified personnel. Emphasis is placed on personal characteristics, practical experience, pro-customer approach, intelligence, ability to make decisions and act in crisis situations and take personal responsibility for the subsequent outcome. Company culture and the financial and non-financial motivation of employees is important for the proper functioning and progress of the company. Therefore, competent management plays an important role.
5. Promotion – of products and services mainly consists in marketing communication of the company or brand. Potential customers and existing customers will thus learn news and information about products, their properties, current trends and, for example, ongoing promotions. Classic and digital advertising, sales support, direct sales and various other forms of marketing are used for promotion.
6. Presentation – can influence the purchasing behavior of consumers. Packaging, suitable placement on the sales area, communication and others are suitable ways to present the product or service in the market and thus influence customer opinions (Bárta, Pátik, 2009).

1.2 Digital marketing communication, its influence and current trends

The marketing department in a business entity should be managed by a manager who participates in the creation of a marketing plan, provides market research, monitors consumer demand and, accordingly, manages individual marketing tools and their use. In retailing, the company has a smaller number of employees than in larger companies, therefore it is often more advantageous for the retailer to outsource marketing services to marketing agencies, which will ensure marketing activities more efficiently due to their qualified employees in marketing (Čihovská, Matušovičová, Hvizdová, 2012). Sales and purchase activities on the Internet are conducted through E-commerce. E-marketing refers to activities related to sales, while e-purchasing refers to activities related to purchasing. E-marketing takes place in a virtual environment and serves as a sales tool for businesses to showcase their products or services, allowing customers to obtain desired information about the products and place orders online (Zamazalová, 2008). Global and domestic experts perceive significant reserves of corporate and integrated corporate communication (Foret, 2018). Marketing 4.0 is an approach that combines online and offline interactions between businesses and customers. It helps build brand awareness and strengthens customer engagement based on the principles of machine-to-machine with human-to-human touch. It has redefined key marketing concepts and assists companies in transitioning to the digital economy. The goal of Marketing 4.0 is to gain customer support by integrating digital and traditional marketing. Digital marketing is not meant to replace traditional marketing but rather complement it (Kotler, Kartajaya, Setiawan, 2016). Significant attention is being paid to marketing in the digital era. E-marketing includes the online marketing mix, the role of the online consumer, and the platforms and tools used for online marketing activities. Utilizing social media platforms such as Facebook or Instagram, video channels like YouTube, live chat on websites, customer reviews presented in a suitable manner to promote the business, text messages, and WhatsApp as SMS marketing, email marketing, and paid advertising through the Google AdWords platform in the Google search engine are among the trends in online marketing (Ahuja, 2015). Marketing communication is predominantly controlled by online marketing channels. Its benefits include affordability, efficiency, measurable results, and quick implementation. Online marketing communication encompasses various types of digital promotion, including advertising on Google, email marketing, SEO techniques, advertising on social networks, and more. Google AdWords advertising, in particular, promotes businesses, their products, and services in the Google search engine and places them in prominent positions through paid placements. It has four forms: search advertising on Google, display or banner advertising on partner websites, video advertising on the social network YouTube, and shopping campaigns on Google Shopping. Search and shopping campaigns focus on performance, i.e., effective sales, while banner and video campaigns primarily serve branding and building awareness. This form of online promotion, also known as PPC (Pay-Per-Click), targets internet users based on historical data, allowing for targeting specific locations, demographics, age groups, interests, and other parameters (Performics, 2021). SMS marketing is a suitable way to reach mobile phone owners and provide them with information about news and ongoing

business activities. It allows for non-intrusive communication with consumers and achieves nearly full message open rates within a short time. When properly planned, SMS marketing can be an effective marketing tool for promotional messages. Limitations include the character limit in SMS messages and the advertiser's budget since this form of marketing allows reaching every mobile phone owner through telecommunications operators' databases. Businesses also use their own databases of phone contacts to target their customers with SMS marketing (Khalid, Siddiquie, 2014). Emailing allows a business to effectively distribute information in the online space. It is among the most cost-effective marketing tools. There are many platforms available for conducting email marketing. Mailerlite and Mailchimp are among the most well-known and widely used platforms worldwide. Email campaigns can be easily created in these platforms, scheduled for a specific date, time, and recipient group. They can be prepared, improved, and subsequently sent to email contacts automatically. These platforms enable businesses to create professional email designs. The email subject line should grab the recipient's attention to ensure its subsequent opening, and the email content should include images, text, and clickable buttons. The content should be concise, engaging, and provide valuable information. It is recommended to send these campaigns from a verified and professionally designed business email to ensure credibility and avoid automatic spam filtering by the recipient's email inbox (Gunelius, 2018). Data-driven marketing is based on data analysis, which can help a business increase sales through effectively optimized promotion using available data. With this type of marketing, marketers can identify sales trends, predict customer loyalty, segment customers based on their buying behavior for better targeting, and create smarter marketing campaigns. The business works with all the data available to it, aiming to achieve greater customer satisfaction, sell more effectively to its most important customers, and reach out to new customers. Data is acquired through interactions with customers and third parties. Companies can use statistics from quality data to improve and customize the customer experience. The main benefits of data-driven marketing include more effective customer targeting, improving the performance and efficiency of the business, its promotion, and sales (Semmelroth, 2013). E-tailing is an abbreviation for Electronic Retailing. It takes place online using various platforms, and retailers strive to have the best websites that attract customers and convert them into buyers. Products are purchased online without physical inspection. Logistics and distribution play a significant role in e-tailing to ensure customers receive their purchases in the shortest possible time. This fosters customer satisfaction with the online purchases from a particular retailer and increases the likelihood that satisfied customers will continue shopping with them in the future. The difference between e-tailing and ecommerce is that e-tailing focuses on retail goods and services, while ecommerce encompasses a broader range of activities, including the online sale of retail products, as well as online transactions, digital marketing, mCommerce, and more (Pantano, 2016).

2 Results

This part of the article is dedicated to Native Studio, a company operating in the field of cosmetic services in Prešov. It focuses on Native Studio's digital marketing activities in the areas of email marketing, SMS marketing, search advertising, and banner advertising on Google and its website. These online marketing efforts are carried out using platforms such as Mitto, Mail Komplet, Google AdWords, and Google Analytics.

2.1 Email marketing

Email marketing and the distribution of visually appealing design newsletters are among the marketing activities of Native Studio. These captivating emails are created and sent using the Mail Komplet platform. They chose this platform over the world's most widely used email marketing platforms, such as MailerLite and Mailchimp, because its user interface is in the Czech language. This activity informs customers about the offered treatments, ongoing promotions, news, and overall updates in the salon. The design of the email is in line with Native Studio's branding, with a predominant pink color scheme. The email consists of a logo, a header containing buttons with URL links to various selected subpages of the Native Studio website, such as classical cosmetics and aesthetic cosmetics. It also includes captivating images related to the content of the email campaign, engaging information about a selected service or treatment and of course the option to click through the email to the website nativestudio.sk or directly reserve an appointment in Native Studio's reservation system on the Reservio platform. This newsletter is sent to 3,766 clients in the salon's email database. Each of these clients has consented to receiving these newsletters from the salon but also has the option to unsubscribe from receiving the newsletter in each email. This unsubscribe option is a regulatory requirement and must be included in every email sent as a newsletter to contacts in the database. The email from which the newsletter campaigns are sent is verified and authenticated, so the sent emails do not automatically end up in clients' spam folders. The newsletter campaigns of Native Studio are prepared in advance with a set time and date for sending. The salon sends one campaign to contacts in its database at the beginning of each week. This activity brings fewer results in terms of bookings in Reservio compared to other digital activities of Native Studio. However, it serves as a reminder to clients and directs them to the website, including its blog section, where they can find additional information about the treatments. Table 1. provides data on the last four newsletter campaigns of Native Studio along with the achieved results.

Table 1. Native Studio's email marketing via the Mail Komplet platform.

Campaign	Openrate	Click through	Unsubscribed	Bounce
New BB-Glow skin treatment	36.29%	4.27%	0.66%	0.16%
Action HYDRA treatment	28.13%	2.94%	1.70%	6.77%

Action eyebrow microblading	24.48%	2.74%	0.16%	0.80%
Action oxygen skin treatment	25.08%	2.57%	0.32%	1.11%

Source: own processing from the Native Studio profile on the Mail Komplet email platform

The best results were achieved by the latest newsletter campaign "New BB-Glow skin treatment," indicating that the word "new" grabs the attention of clients more than the word "action". According to the available data, the sent email of this campaign was opened by 1,364 recipients. The newsletter failed to be sent to 6 contacts, and 25 contacts unsubscribed from receiving the newsletter. In the opened emails, there were a total of 58 URL clicks, with 46 directing to the website nativestudio.sk and 12 leading to treatment reservations on the Reservio platform. However, it should be noted that the 12 clicks on reservations do not necessarily mean that the treatment was actually booked 12 times. It could have been a mistaken click or the client decided not to proceed with the reservation during the booking phase. Based on the ratio of email campaign open rates and click-through rates, we conclude that this marketing activity is suitable for reminding customers and building brand awareness, as evidenced by the email open rates. However, in terms of clicks on the website or treatment reservations on Reservio, we find that the ratio of open rates to click-through rates in the newsletter campaign is not as effective in guiding the customer further through the URL provided in the email.

2.2 SMS marketing

SMS marketing is also part of Native Studio's promotional retail marketing mix. It is conducted using the Mitto platform. The database of phone numbers primarily consists of women. The salon obtained these phone contacts from various sources, including the reservation form for booking treatments on the Reservio platform, personal contact with clients, phone calls made by clients to the salon, social media profiles, and email communications. This marketing activity can be performed for all acquired phone numbers in the database since clients were individually informed and provided consent for its use. Through this channel, the salon can remind its clients at any time. It primarily informs them about ongoing promotions but also about any beneficial news. In terms of the ratio of orders to the invested funds in SMS marketing, this form of marketing communication is effective for the salon as clients respond positively to promotional SMS messages, resulting in additional treatment reservations on the Reservio platform. The limited character count in an SMS message is constraining, but it still contains a link that allows the client to easily navigate to the promoted treatment. The link does not directly lead to booking a treatment on Reservio since its URL contains a large number of characters. Instead, it directs the client to the specific treatment page on the salon's website, where they can obtain additional information about the treatment. Through a button placed within the text, the client is redirected to the Reservio platform, where they can book the treatment for a specific date and time. Native Studio sends these promotional SMS messages on Thursdays or Fridays to fill as many vacant slots as possible in the reservation calendar for the following week. To expand the limited

number of clients in the phone number database, Native Studio could consider partnering with mobile operators that offer SMS marketing and can target women in Prešov, with whom the salon does not have direct contact. Table 2. provides data on the delivery rates and costs for the phone numbers of various mobile operators for the last three SMS campaigns conducted by Native Studio on the Mitto platform.

Table 2. Native Studio's SMS marketing via the Mitto platform.

Operator name	Delivery count	Delivery rate	Volume	Cost (€)
Orange (SVK)	1,242	90.52%	1,372	37.04
O2 (SVK)	1,207	94.15%	1,282	38.46
T-Mobile (SVK)	595	94.44%	630	15.75
SWAN (SVK)	217	91.18%	238	7.14

Source: own processing from Native Studio profile on the SMS platform Mitto

During the three SMS campaigns, a total of 3,522 SMS messages were sent, with a combined cost of €98.39 and an average delivery rate of 92.59%. Out of these, 3,261 SMS messages were successfully delivered, resulting in an average cost of €0.03 per SMS message. Among the mobile operators, T-Mobile (SVK) had the highest delivery rate of 94.44%, with an average cost of €0.026 per SMS message. The highest number of successfully delivered messages was on phone numbers associated with the mobile operator Orange (SVK), with a total of 1,242 messages delivered.

2.3 Google AdWords

Salon Salon Native Studio also utilized the Google AdWords platform for its digital promotion, which allowed them to display ads in prominent positions in Google search results for a fee. This marketing campaign ran from 1/14/2023 to 2/24/2023, specifically advertising through search and banner ads. However, a pre-prepared video format for the social media platform YouTube was not promoted. With a set budget of €9 per day, the campaign achieved the following results, as shown in Table 3. for search ads with a budget of €6 per day, and in Table 4. for banner ads with a budget of €3 per day.

Table 3. Native Studio's PPC search campaigns via the Google AdWords platform.

Campaign	Views	CTR	Clicks	Cost (€)	Average cost per click (€)
Eyebrow microblading	2,914	17.60%	513	95.37	0.19
Mesotherapy	1,192	16.28%	194	35.42	0.18
Chemical peeling	1,031	15.81%	163	33.26	0.20
BB Glow	629	20.51%	129	25.19	0.20
Removing marks	743	14.40%	107	14.67	0.14
Face massage	766	8.75%	67	15.17	0.23
Deep cleaning of the skin	396	12.44%	48	11.31	0.24

Lash lifting of eyelashes	373	12.60%	47	9.58	0.20
Permanent Makeup for lips	175	24.57%	43	7.96	0.19
Diamond microdermabrasion	72	26.39%	19	2.79	0.15
Competition	1234	6.81%	84	27.95	0.33

Source: own processing from Native Studio profile on the Google AdWords platform

During the observed period, the search ads achieved a total of 9,515 views and 1,414 clicks on the specific URL of the website *nativestudio.sk*, with an average click-through rate (CTR) of 14.86%. The total cost of these ads was €278.67, with an average cost per click of €0.20 across all campaigns. The campaign that received the most views (2,914) and clicks (513) was the "Eyebrow microblading" campaign, with the highest cost among the campaigns €95.37, but with an average cost per click of €0.19, which is lower than the overall average of €0.20 per click. The campaign with the highest click-through rate 26.39% was the "Diamond microdermabrasion" campaign, and the campaign with the lowest average cost per click €0.14 was the "Removing marks" campaign. From this, we can conclude that potential clients were most interested in eyebrow microblading and mesotherapy treatments, but the campaigns for diamond microdermabrasion and permanent makeup for lips had the highest click-through rates relative to the number of ad impressions.

Table 4. Native Studio's PPC banner campaigns via the Google AdWords platform.

Campaign	Views	CTR	Clicks	Cost (€)	Average cost per click (€)
Mesotherapy	46,361	0.96%	445	45.39	0.10
Eyebrow microblading	47,229	0.96%	453	45.03	0.10
Removing marks	19,339	0.85%	164	8.10	0.05

Source: own processing from Native Studio profile on the Google AdWords platform

Overall, content ads, also known as banners, achieved a total of 112,929 views during the observed period, with 1,062 clicks on the specific URL of the website *nativestudio.sk*, resulting in an average click-through rate (CTR) of 0.94%. The total cost of these ads was €98.52, with an average cost per click of €0.09 across all campaigns. The campaign that received the highest number of impressions, 47,229, and the most clicks was the "Eyebrow microblading" campaign, which cost €45.03, with an average cost per click of €0.10. The campaign for "Removing marks" had the lowest average cost per click at €0.05. From these results, we can conclude that potential clients were most interested in the banner ad for eyebrow microblading and mesotherapy.

During the observed period, Native Studio reached users of the internet 122,446 times through search and banner ads, at a cost of €377.19. Using specific URLs in the ads, there were 2,476 clicks to specific sections of the *nativestudio.sk* website. The search campaigns resulted in a total of 35 conversions, with the highest number of conversions (12) coming from the "Removing marks" campaign. The banner ad only generated one conversion. Based on these results, we evaluate that banner advertising

is ideal for Native Studio's branding activities, as it reached internet users 112,929 times at a cost of €98.52. However, for performance marketing and subsequent treatment bookings, search advertising is definitely more suitable, as it achieved 35 conversions with a total cost of €278.67.

2.4 Website

Native Studio uses the website nativestudio.sk for promoting its services, which is quite extensive. The menu includes categories such as "About Us," "Promotions," "Loyalty Program," "Top Treatments," "Price List of Treatments," "Plastic and Aesthetic Surgery," "Blog," "Photo Gallery," "Reviews," and "Contact." It also has separate subpages for classical, aesthetic and medical cosmetics. The blog consists of 22 articles that provide detailed descriptions of selected treatments. The blog is divided into four categories: classical, aesthetic, medical cosmetics and surgical treatments. The website is responsive, meaning it is displayed properly on computers, mobile phones and tablets. It is also optimized for search engines SEO and ranks on the first page of Google search results for queries like "beauty salon" and "beauty salon Prešov." The SEO quality is evident from the analysis data, which show identical best practices scores of 92% for both desktop and mobile devices, as well as a perfect score of 100% for SEO. The website is supported not only by profiles on social media platforms like Facebook and Instagram but also by Google My Business, where the salon regularly updates its information. Users can find selected salon photos, opening hours, website, phone contact, basic salon information, address and more on Google My Business. The website has a heatmap tool enabled, which shows a graphical representation of visitors' clicks on the website. Based on available data from April 2023, the heatmap tool recorded the most clicks on the "Price List" button, totaling 158 clicks, which corresponds to approximately every fifth or sixth visitor. In the April 2023 price list, the treatments with the most clicks were deep skin cleansing (91 clicks), eyebrow coloring and shaping (67 clicks), juvederm ultra 3 (55 clicks), and complete skin treatment (52 clicks). Using the Native Studio account on the Google Analytics platform, which is linked to the nativestudio.sk website, the salon obtains information about website traffic and user actions. More detailed information for the months of January to April 2023 is provided in Table 5..

Table 5. Data of the nativestudio.sk website via the Google Analytics platform.

Month (yr. 2023)	Visits	Number of pages per session	Bounce rate	Average session duration (min.)
January	1,337	2.12	60.74%	02:01
February	2,053	1.93	65.56%	01:45
March	1,109	2.38	48.18%	02:25
April	865	2.43	45.48%	02:12

Source: own processing from Native Studio profile on the Google Analytics platform

The highest number of website visits during the analyzed period of nativestudio.sk was recorded in February 2023, with a total of 2,053 visits. However, it was also observed that February had the highest bounce rate after one session, reaching 65.56%. The average number of pages per session was 1.93, and the average session duration was 1 minute and 45 seconds. These high levels of website traffic and bounce rate can be partly attributed to the advertising campaigns run through Google AdWords. Typically, the website receives around 1,000 visits per month, with an average session duration of over 2 minutes, more than 2 pages per session and an immediate bounce rate below 50%.

3 Conclusion

Retailers are facing increasing challenges in terms of market competition and new technologies. The retail marketing mix consists of the 6Ps: product, price, place, promotion, people, and presentation. Traditional marketing should not be replaced by digital marketing but rather complemented by it. Digital marketing has transformed the perception of marketing and has become a dominant form of marketing. The internet offers extensive opportunities for business promotion through online marketing communication on platforms such as Google AdWords, Mailerlite, Mailchimp for email marketing, and various others. Companies utilizing data-driven marketing can increase their sales through efficiently optimized promotion based on consumer data analysis. E-tailing facilitates the sale of goods and services to retailers online, allowing customers to make purchases without physically inspecting the products. Quality logistics and distribution play a significant role in this process.

We demonstrated online retail promotion using the example of Native Studio, a retailer in the cosmetic services industry, and the platforms they utilize for online promotion based on the data provided to us. Email marketing conducted through the Mail Komplet platform does not yield significant success in terms of service orders despite having an extensive contact database. Therefore, it serves more as a branding activity for the business, being part of their digital promotion strategy. SMS marketing is employed using the company's phone contact database, and it discreetly reaches out to customers with promotional SMS messages, which bring the desired results in the form of reservations for the promoted treatments in the Reservio reservation system. The company also utilizes promotion on Google through the Google AdWords platform, specifically through search and banner ads targeted based on selected parameters such as gender, specifically targeting females. According to our results, we evaluate search advertising as a performance tool for service sales, while banner advertising, at an acceptable cost, achieves a high number of views by internet users, making it suitable for the branding promotion of the business. The nativestudio.sk website has quality SEO, a blog section where visitors can find more comprehensive information about treatments, and overall, it is the main pillar of the business in the online environment, with an average monthly traffic of 1,000 visits.

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