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LIST OF ABBREVIATIONS AND DEFINITIONS USED

1. *Traffic* is an indicator of efficiency, which allows you to evaluate, how many visitors come to a certain resource. Based on traffic you can judge the popularity of the resource on the Internet. Also given the indicator can be compared with previous estimates, which allows you to get a certain understanding of the effectiveness of working with the Internet resource.
2. *Clickability*. This is a measure of clicks made by subscribers or interested parties. The number of clicks on social networks is an excellent indicator to determine how much content is interesting, how does it work. Position itself and what is the probability of involving a wide audience.
3. *The failure rate* is the proportion of visitors who viewed just one page of the site and "refused" from further viewing the resource.
5. *Google Analytics* is a tool from Google, which is used by Internet marketers to collect and analyze detailed statistics about site traffic.
6. *CPC (cost per click)* is the cost of each click on an ad with the user's transition to the advertiser's site
7. *ROI (Return on Investment)* is an indicator that shows how much each dollar is invested in online advertising.
8. *Targeting is internet marketing* is a marketing mechanism by means of which only the target audience from the whole number of Internet users can be identified, which meets certain criteria (geographic, socio-demographic, etc.), and communicate advertising information to it.
9. *Display advertising*. The method of advertising placement, when a graphic image of advertising content is placed on a thematic site, clicking on which the destination page or site is redirected advertiser.
10. *SEO* is a set of measures (optimization of content by keywords, purchase of links and the like), used to improve the position or ranking of a website in search engines.

11. *TM (Traditional Marketing)* is a kind of marketing, which includes a set of traditional concepts, principles and methodological developments.
12. *IM (Internet marketing)* is practice of using all aspects of traditional marketing on the Internet, with the purpose of selling a product or service to customers and managing their relationship with them.
13. *Contextual advertising* is the form of Internet advertising, in which the ad is shown depending on the user requests for search results (Google, Yandex, Mail.ru).
14. *CPA (cost per acquisition)* is the most profitable model of payment for advertising. The main advantage is that the advertiser does not pay for impressions and clicks, but only for the user who did the necessary action. Buy CPA advertising is possible on specialized platforms.
15. *E-mail-marketing* is method of individual communication with the client, characterized by building a long trust relationship, by sending letters to the e-mail addresses of users.
16. *PPC (pay for click)* is system in which a certain number of clicks are transferred to the site from a link placed in the advertisement.
17. *SMM (Social Media Marketing)* is marketing in social media.
18. *CPE (cost per engagement)* is a method of assessing the participation (involvement) of a user in advertising events.
20. *CPL (cost per lead)* price model, which provides for payment for the active user action.
21. ***CPM(cost per thousand Impression)* is a payment model for advertising companies the amount that the advertiser pays for every 1 000 ad impressions.**
22. Lead is potential customer who reacted to marketing communication.

ANNOTATION

The use of Internet in enterprises has recently become a popular topic for researchers in the fields of information systems and entrepreneurship. In the current trend, we see how Internet marketing has created a great impact on attracting consumers in many aspects. Marketing through e-commerce has overcome the difficulties faced by traditional marketing tools. The focus of this study is on assessing the effectiveness of Internet marketing and its impact on business.

We study the impact of digital marketing on the sales of companies. In addition, this paper presents the differences between traditional marketing and digital. This study describes the various forms of online marketing, its effectiveness and impact on the firm's sales. The sample in question consists of 9 firms that have been selected to prove the effectiveness of Online Marketing. The collected data were analyzed using various indicators of Internet Marketing efficacy.

Furthermore, an online survey was conducted among entrepreneurs and marketers to determine the relationship between Internet marketing and business. The results confirmed that more than 70% of companies use Internet marketing as a strategy tool for connecting to the target audience, it was stressed that Internet marketing is the best advertising channel in terms of the share of the marketing budget spent on them. Similarly, in terms of return on investment, IM is more effective than Traditional advertising channel; we have come to this through the calculations of indicators of IM effectiveness.

АННОТАЦИЯ

Использование Интернета в предприятиях в последнее время стало популярной темой для исследователей в областях информационных систем и предпринимательства. Маркетинг через электронную коммерцию преодолел сложности, с которыми сталкиваются традиционные инструменты маркетинга. Основное внимание в этом исследовании уделяется оценке эффективности Интернет маркетинга и его влияние на бизнесе.

Кроме этого было проведен онлайн опрос среди предпринимателей и маркетологов для определения связи Интернет маркетинга с бизнесом. Результаты подтвердили, что более 70% компаний используют интернет-маркетинг в качестве инструмента стратегии для подключения к целевой аудитории, было подчеркнуто что Интернет-маркетинг является лучшим рекламным каналом с точки зрения доли потраченного на них маркетингового бюджета. Так же в плане возврата инвестиции ИМ является более эффективным чем Традиционный, к этому мы пришли через вычисления показатели индикаторов эффективности ИМ.

Мы изучаем влияние цифрового маркетинга на продажи фирм. В этом исследовании описаны различные формы онлайн маркетинга, его эффективность и влияние на продажи фирмы. Рассматриваемый образец состоит из данных 9 фирм, которые были выбраны для доказательства эффективности Онлайн маркетинга. Собранные данные были проанализированы с помощью различных индикаторов эффективности Интернет маркетинга.

АҢДАТПА

Кәсіпорында интернетті пайдалану ақпараттық жүйелер мен кәсіпкерлік салаларында зерттеушілер үшін танымал тақырып болып келеді. Ағымдағы үрдістерде Интернет-маркетинг тұтынушылардың көптеген аспектілерге тартылуына үлкен әсерін тигізгенін көріп отырмыз. Электронды коммерция арқылы маркетинг дәстүрлі маркетингтік құралдармен кездесетін қиындықтарды жеңілдетіп әрі қаржылық шығын тұрғынынан тиімді болып келеді. Зерттеудің басты мақсаты - Интернет-маркетингтің тиімділігін және бизнеске әсерін бағалау.

Бұдан басқа, интернет-маркетинг пен бизнес арасындағы қарым-қатынасты анықтау үшін кәсіпкерлер мен маркетингологтар арасында онлайн сауалнама жүргізілді. Нәтижелер 70% -дан астам компаниялардың интернет-маркетингті мақсатты аудиторияға қосылудың стратегиялық құралы ретінде пайдаланатынын растады, бұл интернет маркетинг маркетингтік бюджеттің үлесі тұрғынынан ең жақсы жарнама арнасы болып табылатынын көрсетті. Сол сияқты, инвестицияларды қайтару тұрғынынан алғанда, Интернет маркетинг дәстүрліге қарағанда тиімдірек, бұл үшін біз ИМ тиімділік көрсеткіштерін есептеп шығардық.

Біз бұл зерттеуде цифрлық маркетингтің компаниялардағы сату деңгейіне әсерін зерттейміз. Бұдан басқа, бұл жұмыста дәстүрлі маркетинг пен цифрлық арасындағы айырмашылықтарын статистикалық мағлұматтарға сүйене отырып зерттейміз. Бұл зерттеу онлайн маркетингтің әртүрлі формаларын, оның тиімділігін және фирманың сатуына әсерін сипаттайды. Бұл үлгідегі онлайн маркетингтің тиімділігін дәлелдеу үшін таңдалған 9 фирманың деректері бар. Жиналған деректер Интернеттегі маркетингтің тиімділігінің әртүрлі көрсеткіштері бойынша талданды.

INTRODUCTION

Marketing managers are under increasing pressure to demonstrate the contribution of marketing activities to their firms (Leeflang et al., 2014). Lack of accountability has weakened marketing growth in firms, and the only way to restore its influence is to show marketing results in monetary terms to top management (Rogers & Sexton, 2012; Kumar et al., 2013). Studies show that the ability to measure the effectiveness of marketing has a significant impact on firm performance, profitability, stock returns, top marketing satisfaction and the reputation of marketers in the organization (Van Dijk & Poell, 2015; Strong, Lee & Wang, 1997). Academic literature has advanced knowledge in the field of measuring marketing effectiveness (MPM) by evaluating the indicators used by firms (Neamtu et al., 2014) and building theoretical foundations (Rogers & Sexton, 2012; Kumar et al., 2013). Despite the theoretical progress achieved over the years, there is no empirical evidence that the ability of marketers to measure the effectiveness of marketing has improved significantly. Consequently, MPM remains one of the research priorities of the Institute for Marketing Research (MSI) since the beginning of this century. It is understood that theoretical knowledge about MPM is difficult to transform into marketing practice, and more research is needed to understand why marketers are struggling in their attempts to show their contribution to business benefits. Another serious problem faced by marketing managers is related to rapid digitalization, which radically changed the marketing landscape. The media environment has become more fragmented, and media consumption patterns have shifted towards a wider use of internet, making it difficult for marketers to attract customers through traditional marketing activities (Walton, 2016). Consequently, marketers must invent more innovative ways of influencing customer behavior (Kaghan & Bowker, 2001). The proliferation and diversity of internet marketing also implies that marketing managers must make tough decisions about how to distribute their marketing efforts and budget in different environments to achieve optimal results. Making informed decisions in this new marketing landscape requires a combination of creative and analytical approaches with the use of new technologies. Digital analytics has become a promising technology for solving measurability problems by improving the tracking of customer behavior in the digital environment and automating the collection of such data (Barney, 1991) Digital analytics provides marketers with a huge amount of data on the impact of marketing incentives on customer behavior,

and therefore argues that MPM in the digital space is not so much a data and measurability issue as it depends on the firm's ability to process data into actual ideas (Day, 2011, 2014; Kozlenkova et al., 2014).

Within the framework of the research I put a number of such tasks:

1. Define Internet Marketing;
2. Define the concept of Internet marketing;
3. Using Internet Marketing in Business;
4. Indicators for monitoring the effectiveness of Internet marketing;
5. Conduct a survey among entrepreneurs and marketers to determine the role and effectiveness of Internet marketing in the enterprise.
6. To evaluate the effectiveness of Internet marketing in the enterprise by analyzing performance indicators in several enterprises;
7. To draw a conclusion.

1.1 BACKGROUND THEORIES

At present, competition between companies is growing and new methods are being developed to achieve higher market shares and sustainable profits (Vuokko & Karsten, 2007; Kaghan & Bowker, 2001). Globalization and the Internet have made it easier to connect sellers and buyers around the world. Companies that work in the context of a business customer (B2C) can find customers located in different regions, regions or even countries, while buyers can easily search for companies located around the world for purchase. But not only B2C companies face changes; the markets on which business-to-business (B2B) operates also change. These customers have stronger information needs and often return to the Internet to obtain information to make a reasonable choice when it comes to choosing the right supplier or for a better understanding of global prices. The need to quickly obtain information has created new ways of communication and new media. This created new market opportunities around the world, which created the need for new and innovative marketing strategies to remain competitive (Hinz et al., 2011; Libai et al., 2010; Blazevic et al., 2013, Kumar et al., 2013). One marketing strategy that is gaining increasing attention is the digital marketing strategy, which has many opportunities, but also challenges. This type of marketing is focused on establishing the positioning of personal, corporate and commodity brands; increase of share capital; development of products and processes; internal and external marketing and can also be used to conduct consumer surveys (Kumar et al., 2013). Internet marketing includes several activities, such as social networks, blogs and online communities where relationships are created and maintained through a network created between

different stakeholders. Internet marketing has become an important factor affecting various aspects of consumer behavior, including brand awareness, information acquisition, opinions, attitudes, customer behavior and communication and evaluation after purchase (Kumar et al., 2013, p.334). These various aspects are aimed at improving the competitive position and ultimately lead to increased sales. More and more companies are using social media for marketing and sales (George et al., 2014). The concept of internet marketing is becoming increasingly important for marketers who are trying to determine how firms can profitably use applications and at the same time provide direct contact with their customers (Spies et al., 1997). So far, studies have demonstrated the importance of relevant and effective digital marketing strategies in the modern market, and some researchers have come to refer to digital marketing and social media as a "new" element of the marketing mix (Manyika et al., 2011). Further research has shown how social media platforms are increasingly being used to promote brands; the study also indicates that brand owners are losing control over their content and availability, the frequency and timing of their messages (Mulhern, 2009).

1.2 PROBLEM STATEMENT

Marketing is a difficult discipline to study, not the correct use leads to large financial losses. I work as an Internet marketer in ESCC Kazakhstan, I see a number of problems related to Internet marketing. For example, in the last 3 months of the ESCC, Kazakhstan attracted 14,824 potential customers, only 12% of them benefited from ESCC services. The Russian school ESCC was able to attract 51,046 and 7% of the users became customers, Poland was able to attract 40,524 users and 13% of them became students.

One of the problems of Internet marketing is the evaluation of the effectiveness of attracted customers through Internet marketing tools and the issue of payback of these channels.

1.3 RESEARCH PURPOSE

The purpose of the thesis is to determine the role of Internet marketing in the enterprise.

1.4 RESEARCH QUESTIONS

1. How does Internet marketing affect the company's operations?
2. How to evaluate the effectiveness of online marketing on the business?

2. LITERATURE REVIEW

2.1 INTRODUCTION

It was decades ago when scientists such as Thomas (1999) began research on the role of the Internet in business and communication. Now, in the twenty-first century, there is a whole mass of literature that explores the use and role of Internet communication channels in different areas of business. In this chapter, we will consider literature specifically related to the use of Internet marketing in enterprises. The review of the literature will shift from general topics in which the investigated areas are investigated. The main topics discussed with reference to academic literature include the definition of Internet marketing and the role of Internet marketing in business conditions.

2.2 DEFINITION OF INTERNET MARKETING

To date (March 11, 2018), the search term "Internet Marketing" returns about 27,600 results in Google Scholar. For comparison, the search term "definition of Internet marketing" returns a total of 7,380 results, and the "definition of Internet marketing" returns 6,890. These figures illustrate the growing number of academic literature on Internet marketing, but very few studies clearly identify what is implied under the term. In most studies, the importance of Internet marketing is implicitly described in terms of certain marketing tactics and technologies or characteristics of the online environment, but these descriptions are usually vague and diverse, and each of them has a slightly different perspective in Internet marketing. Even those studies that clearly define digital marketing tend to refer to commercial sources. The Internet Marketing Institute defines Internet marketing as "using the Internet to create an integrated, focused and measurable communication that helps to acquire and retain clients in building deeper relationships with them" (Neamtu et al., 2014). This definition is particularly suitable for this dissertation, because it emphasizes measurable communications through the use of digital technologies.

This indicates that the technologies are not only used as platforms or channels for providing online marketing activities, but are also used to process, orient and measure these actions.

2.3 INTERNET MARKETING AND BUSINESS

As mentioned in the previous section, several researches by well-known business scientists have been conducted, in which the importance of the Internet as an altered mode of communication for business is affirmed. Not only Thomas (1999) predicted that the Internet would change the work of the business, but also Walter (2006) who stated that the use of the Internet is used by customers to search

and compare products and those organizations that made their safe online presence as expected , will earn more than their competitors. A similar study was conducted by Mulhern (2002) who stated in his results that organizations using the Internet and e-commerce to support their business are expanding and growing 46% faster than their competitors. These studies lead to the fact that the use of the Internet in general business activities has existed since the past decades, and organizations receive significant benefits from their Internet presence. Therefore, it can be concluded from these studies that the Internet is used as an important tool in business based on e-commerce since the introduction of this technology and the firms that have actively used it have surpassed expectations. Having analyzed that the Internet helps businesses grow; one can ask how communication technologies helped business organizations. Walters (2006) conducted an extensive study on how the Internet can help an organization in a number of activities, from developing new business models, evaluating and selecting the most appropriate distribution channels, sharing information and providing sales information. Further explanation of the results, if he explored the possibilities of Internet business for business organizations, Downing (2002) argued that the Internet can be used as an excellent channel for communicating with customers, and also helps business managers to obtain and maintain updated information. Jenkins (2011) also stated the same fact and reported that the importance of a competitive advantage based on knowledge was never undermined by any of the scientists and in a world of growing competition, information and knowledge are the only organizational resources leading to competitiveness, which is sustainable and long-term. Thus, the Internet not only helps business organizations in the development and maintenance of customers, but also helps to receive, store and use large amounts of useful information that can serve as the basis for developing a strategy in the future. In addition to the benefits at the transaction level, such as effective customer relationship management and careful monitoring of the supply chain, the strategic advantages of Internet marketing include effective marketing management, the establishment of a competitive advantage over other organizations in the industry and the overall increase in firm productivity based on efficiency and efficiency gains. (Wagner, 2006).

Davenport (2014) reported that the Internet affects not only how organizations develop their business model, operate and manage the supply chain, but also have a significant influence on how to promote, sell and advertise products and services on He claimed that the new technology, especially the changes in the world of the Internet and the ways of using it, led to a revolution in the world of Internet marketing.

Zwitter (2010) reported that innovations such as web 2.0, increase in use of social networking channels to promote business and exploration of new markets have made it imperative for the business organizations to make use of internet to make their marketing efforts more integrated and technology as well as customer centered. Zhao and Zhu (2010) stated that the key principle to achieve success in today's marketing place is to incorporate internet marketing as an essential element of the overall organizational strategy in general and marketing strategy in particular. By making the internet marketing efforts a vital component of the organization's overall marketing strategy works as one of the most important determinants of success of the organization's marketing efforts Fisher (2009). The success and effectiveness of an organization's marketing strategy, in today's marketplace, depends on the extent to which it weaves internet marketing into its overall strategy. The better the link of internet marketing with marketing strategy will be, the more effectiveness the overall marketing strategy will be. Therefore, to make marketing management a holistic effort, organizations cannot and should not ignore this aspect of marketing. There exist a number of examples in the business world which are classic examples of how internet helped to build, sustain and improve a business model. One such case is that of Amazon as described by Chaffey (2011) who described the success of the virtual organization bound to the effective use of internet to build business model and for effective promotion of the products on the communication channels. Vision of Amazon is to become "Earth's biggest selection and to be Earth's most customer-centric company" which is focused on customer centricity. The Amazon people have made effective use of internet to achieve this vision of the founders and have explained the way in which they achieve these two targets by stating that "We work to earn repeat purchases by providing easy-to-use functionality, fast and reliable fulfillment, timely customer service, feature rich content, and a trusted transaction environment" Verschuren (2003). Easton (2010), in his book on the customer centric approach adopted by Amazon, stated that Amazon achieve the customer centric goal of Jeff Bezos by offering high degree of customization through effective use of technology. He further stated that the 'recommended products' feature of the search engine offered at Amazon is one tool used to offer customer-centric services for every visitor to the website.

Having analyzed a wide variety of literature on the internet marketing and marketing tactics used by the organizations such as Amazon, I offer his own analysis by stating that where incorporating internet in business is the key to success, the optimal mixture of the two elements, i-e, the internet marketing and the strategic marketing, works as the deciding factor for success or failure of an

organization's marketing efforts. When explored in greater details, it was found that the internet marketing should be customer centered and should offer considerable degree of customization to the customers. The use of internet marketing should not be limited only to the developing target markets, their identification and offering customers personalized experience, but the aim of the overall efforts should be to provide value for the resources customer is investing with an organization including time and effort, keeping the monetary expenses aside.

3. THEORETICAL FRAMEWORK

3.1 CONCEPT OF INTERNET MARKETING

The online environment has created new opportunities for companies to achieve marketing goals and execute strategies through various activities. Companies spend an average of 10.2% of their annual revenue on marketing activities, and approximately one-quarter of their total marketing expenditure is spent on internet marketing activities (Germann et al., 2013; Lenskold, 2002; O'Sullivan & Abela, 2007; Patterson, 2007). Since the planning and execution of marketing activities require human resources, it is in reality often difficult to estimate marketing expenditure accurately. This is evident in the field of internet marketing, where many activities do not necessitate direct monetary investments so expenditure is instead determined by the time spent on the activities, such as writing a blog post or having a conversation via social media. Table 1 lists some of the most widely used internet marketing tactics. Academic research on the effectiveness of internet marketing tactics has concentrated on the B2C context and the use of four specific tactics: company websites (Bititci et al., 2002; Bourne et al., 2002; Eccles, 1991; Germann et al., 2013), display advertising (Germann et al., 2013; O'Sullivan & Abela, 2007; Patterson, 2007), search engine advertising (Germann et al., 2013; Patterson, 2007), and email marketing (Hacker & Brotherton, 1998; Kaplan & Norton, 1996; Kennerley & Neely, 2002). The literature has provided convincing evidence of the business benefits that can be gained through these tactics, but much less is known about the effectiveness of other internet marketing activities, social networking services (SNSs).

The spread of Internet channels raises the question of what tactics companies should choose. Recognizing that the choice of tactics is focused on marketing strategy, the most actively used channels of Internet marketing are websites, emails and newsletters, as well as social networking services (Biemans & Malshe, 2010; Homburg, Jensen, & Krohmer, 2008; Homburg & Jensen, 2007). In addition to the company's website, which is mandatory for almost all types of

firms, there are significant differences between industries regarding the use of another Internet marketing tactic. According to the report "The State of Internet Marketing", e-marketing is the most commonly used tactic for industrial companies, while marketing through SNS is the most widely used tactic of consumer marketing. As part of the SNS, Instagram is considered the most important social channel for B2C companies, while LinkedIn is the main channel for industrial companies.

Table 1 Internet marketing concept

Websites	The company's website is usually the base for the company's online presence. It is used for various purposes, such as providing information related to firms, for creating a brand image and encouraging direct and indirect sales (Morgan et al., 2002; Rust, Ambler, et al., 2004; Srivastava et al., 1998; Stewart, 2009). Along with the main website, companies can also use campaign websites that target specific topics or events.
Display/ banner advertising	Pixel hyperlinks are displayed on websites that are used gain visibility, generate traffic for the corporate site and building brands (McAfee & Brynjolfsson, 2012; Moe & Fader, 2004; Sismeiro & Bucklin, 2004).
Search engine advertising (SEA)	The form of advertising in which firms pay contributions to search engines (for example, Google, Yandex, Yahoo!), which will be displayed in the search results with the specified keywords. The goal is to attract the target audience to the company's website or other media space associated with the firm (for example, the company's LinkedIn page) (Gök et al., 2015; McAfee & Brynjolfsson, 2012; Patterson, 2007; Schrage, 2015; Valos et al., 2010).
Search engine optimization (SEO)	Optimization The process of identifying and fine-tuning the elements and content of a website to achieve a high ranking for relevant queries in the search results lists and then attracting the target audience .
Email marketing	Email to reach potential and existing customers by targeted marketing message (Hoffman & Novak, 1996; Ozuem et al., 2008).
Blogging	A company's blog is a website or section on the company's website, where company representatives or invited authors provide perspectives on topical issues related to the company or industry. The blog consists of blog posts presented in reverse chronological order, which can include text, graphics, videos and / or links to other web pages (Ansari & Mela, 2003; Chen & Stallaert, 2014).
Marketing through social networking services (SNSs)	Companies can create their own profiles for SNS (for example, Facebook, LinkedIn, Google+, Instagram, Pinterest), with which they can interact with their customers (Homburg et al., 2012; Morgan et al., 2002; O'Sullivan & Abela, 2007; Petersen et al., 2009; Rust, Ambler, et al., 2004; Stewart, 2009), post content (i.e text images, video) and advertise for target audiences (Ansari & Mela, 2003; Chen & Stallaert, 2014; Goldfarb & Tucker, 2011; Moe & Fader, 2004; Sismeiro & Bucklin, 2004; Song & Zinkhan, 2008).

Mobile applications	The proprietary software downloaded to mobile devices, which is mainly used to attract customers to interact with the company and to create a favorable relationship between customers (O'Sullivan & Abela 2007; O'Sullivan et al. 2009)
Webinars & webcasts	Webinars are interactive online broadcasts of live broadcasts (Dekimpe & Hanssens 1995; McDonald 2010). Professionals usually conduct webinars, and their goal is to inform potential and existing clients about a specific problem related to the business or industry. The difference between webinars and webcasts is that webcasts are recorded presentations and thus do not allow participants to interact with the host in real time.

These different usage models suggest that the perceived effectiveness of specific Internet marketing activities varies between industrial and B2C companies. As far as I know, academic research has not yet explored the relative effectiveness of Internet marketing tactics in industrial contexts; however, several studies have examined the relative effectiveness of Internet marketing tactics in the production of sales in B2C settings (Hennig-Thurau et al. 2010). Nevertheless, the results vary depending on the company being researched, which assumes that the relative effectiveness of Internet marketing tactics depends on the company. Moreover, the tactics of Internet marketing, as is known, creates side effects (that is, the impact of the client on marketing tactics affects the effectiveness of influencing other marketing tactics) Brennan and Croft (2012). For example, Kumar, Bezawada, Rishika, Janakiraman and Kannan (2016) believe that the content created by the company in social networks works synergistically with television advertising and email marketing. These types of side effects complicate the firm's efforts to measure the effectiveness of specific Internet marketing tactics. In general, it is difficult to investigate which marketing tactic is better, since efficiency depends on many variables, such as marketing objectives, target audience and quality of marketing content. For this reason, each company must test and evaluate the effectiveness of Internet marketing activities for specific specific purposes Brennan and Croft (2012), which Internet analytics tools can help.

3.2 USING OF INTERNET MARKETING IN BUSINESS

A look at today's growing Internet businessHow does Internet marketing affect business? Today's industry should be profitable and constantly strive to increase profits. To be at the top of the ladder and rise above the ever-growing list of competitors, companies must remain in line with technological advances. Over the past few years, the means of marketing the company's services have changed almost daily. At present, the success of the company will increase due to the use of

Internet services. Marketing on the Internet requires an explicit knowledge of not only the needs of the user (Stibel, 2005), but also information to meet the needs.

Kazakhstan is increasingly studying the Internet and digital technologies. To date more than 14.03 million Kazakhstanis have access to the World Wide Web. At the same time, e-commerce and all accompanying market segments are actively developing in the country: logistics, marketing and IT companies, payment systems, etc. Now there are more than 3 thousand online stores in Kazakhstan. The volume of the Kazakhstan e-commerce market in 2017 was 215 billion tenge. The share of e-commerce in the retail business of Kazakhstan in 2017 was 2.6%. But these promising figures have one drawback: only 10% of active users of Kaznet make purchases on the Internet. In Kazakhstan, from January 1, 2018, the owners of online stores are exempt from income tax and corporate tax within the framework of the state program Digital Kazakhstan. (Source: www.tengrinews.kz, https://tengrinews.kz/kazakhstan_news/kazahstanskih-internet-prodavtsov-osvobodili-ot-nalogov-334398/)

3.3 INDICATORS FOR MONITORING THE EFFECTIVENESS OF INTERNET MARKETING

Demand for Internet marketing is explained by the presence of significant advantages, the main of which is the simplicity and objectivity of the effectiveness evaluation. And to determine this efficiency is much easier than in classical marketing. There are a lot of evaluation methods and they can differ for each instrument. In addition, it is worth noting the fact that many performance indicators can be measured using special programs or platforms for the site, social networks and others. Consider the basic metrics of the effectiveness of Internet marketing.

1) *Likes/ Comments/ Active Users*

These indicators reflect the number of people who have subscribed to your pages in social networks and e-mail. You can say that this is an indicator of the value of the content for the audience. The number of subscribers must be analyzed in order to understand how the audience is changing and what the reason is for this (Flexlink, 2015).

2) *ROI*

An important criterion is the return on investment invested in the advertising channel (ROI). You can calculate it using the following formula:

$$\text{ROI} = \frac{\text{Revenues from spent advertising} - \text{Advertising costs}}{\text{Advertising costs}} \times 100\%$$

Figure 1. Return on investment (ROI) of a marketing campaign

Analyzing the profitability of investments in advertising, a representative of the business will be able to make a final conclusion and understand whether investments in Internet advertising pay off or do not pay off Brennan and Croft (2012).

3) *Revenues received*

The revenue receive of an enterprise is the increase in economic benefits as a result of the receipt of assets and the repayment of obligations, leading to an increase in the capital of this organization; from ordinary activities - is the proceeds from the sale of products, income associated with the performance of work, the provision of services; increase in economic benefits as a result of the receipt of assets (cash, other property) and repayment of liabilities, leading to an increase in the capital of this enterprise.

4) *Registration/ Conversation*

Conversion in Internet marketing is the ratio of the number of site visitors who performed any targeted actions (registration, subscription, visit to a particular page of the site), to the total number of visitors of the site, expressed as a percentage.

$$\text{Site conversion} = \frac{\text{Number of orders from the site}}{\text{Number of visitors}} \times 100\%$$

Figure 2. Conversion in Internet marketing

The conversion rate on the site will help to determine how effectively a resource or advertising channel converts visitors into customers. Although for each niche, region and project the indicator will be completely different, its value should constantly grow.

5) *Failure Rate*

The failure rate helps you to find problems on the site and understand at what stage the resource is losing orders, and hence profit. Perhaps the site does not give the user an exhaustive answer to the request; and perhaps it is simply not convenient for interaction. In any case, the problem will have to be identified and eliminated.

6) *Traffic on the site*

Traffic is such an indicator of efficiency that allows you to estimate how many visitors come to a certain resource. Based on traffic, you can judge the popularity of the resource on the Internet. Traffic is a quantitative indicator, which means that it can be easily estimated in metric and analytical systems. Usually it is divided into several types and it happens: search, reference, advertising, social, direct.

4. METHODOLOGY

4.1 INTRODUCTION

This chapter describes the structure of the study. The discussion limits the size of the population and the sample, the method of data collection, the tool for extracting the results, and the reliability of the collected data. The sampling procedure is also discussed in detail. A questionnaire was developed to define variables and data requirements to achieve the research objectives. Questions were raised about equipping the thesis of Indian marketer Rauna Kalia. He wrote a thesis on the topic "Return on digital marketing" in 2014 - 2015. In addition, as the fundamental questions, I took his questions.

4.2 DATA DESIGN

Quantitative research methods describe and measure the level of emergence on the basis of numbers and calculations. Moreover, questions of quantitative analysis "how much?" And "how often?" Often asked in quantitative studies. Accordingly, quantitative data collection methods are based on numerical and mathematical calculations. Quantitative methods emphasize objective measurements and statistical, mathematical or numerical analysis of data collected through surveys, questionnaires and surveys, or by statistical data using computational methods

4.3 DATA SOURCES

The survey was requested in the industry community, where they know the tricks used by Internet marketing managers and entrepreneurs. The study involved 78 specialists at different stages of their careers and from different sectors of the industry. A structured questionnaire was prepared with 18 questions - each of

which concerns the strategic role of digital media in business. E-mails were sent to 2000+ questionnaires.

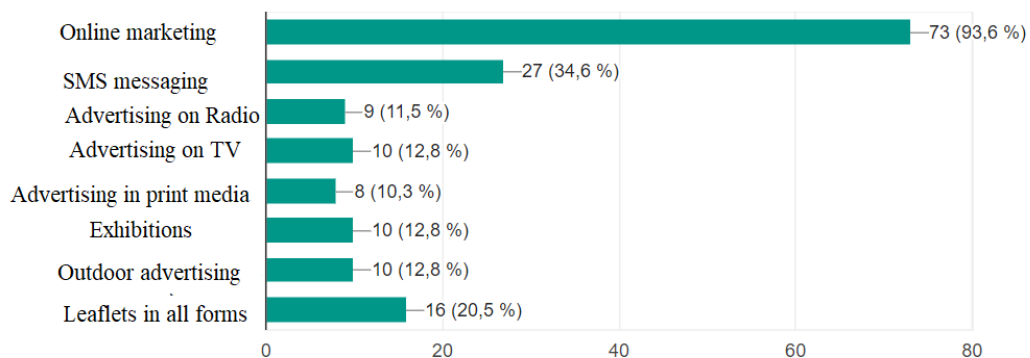
4.4 DATA COLLECTION METHODS

The data is collected by an online survey. Information within a month. The results were sorted in Google form automatically. The information is compiled in specific lines and sections with a crossed out estimate.

4.5 RESULT RESULTS AND ANALYSIS

1. Top advertising Media Channels in terms of the proportion of marketing budget spent on them:

Figure 3 - Top Media Channels for Advertising with respect to Budget



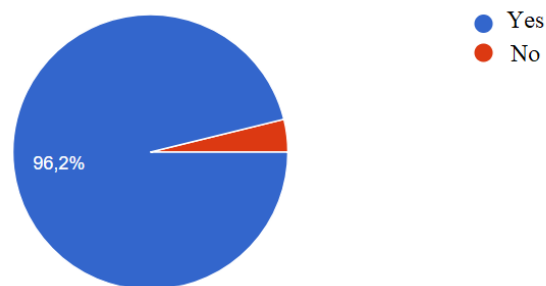
Source: the author collected in the survey

This chart illustrates the fact the line between traditional and internet advertising is blurring as marketing teams aim to reflect the way consumers and business obtain information before making purchasing decisions. A traditional advertising campaign only covers part of the information gathering process and may not be the most cost - effective channel for reaching specific target audiences. A combination of traditional and internet advertising backed by personalized digital content and participation in social media enables a Marketer to create highly- targeted campaigns that move prospects towards a purchase decision. TV

still tops the list when it comes to traditional media choices. Outdoor campaigns seem to have lost their entire luster.

2. Do you use Internet Marketing as a STRATEGIC tool to reach out to your target audience?

Figure 4 - Use of Internet Marketing as a Strategic Tool

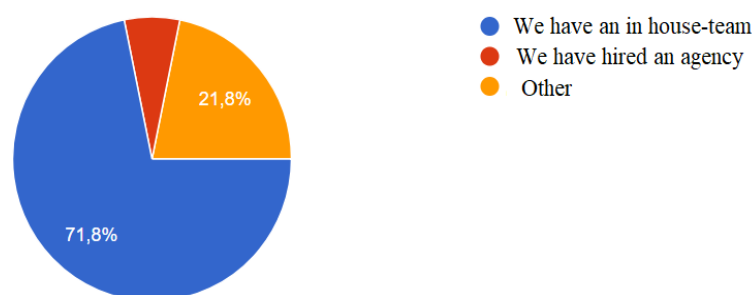


Source: the author collected in the survey

All professionals agreed that Internet Marketing is a part of their overall marketing strategy. It seems in the internet age, brands are no longer mere corporate assets to be leveraged, but communities of belief and an important way to engage with these communities is to invest in Internet marketing.

3. How do you manage your Internet Marketing Operations?

Figure 5 - Management of Internet marketing Operations

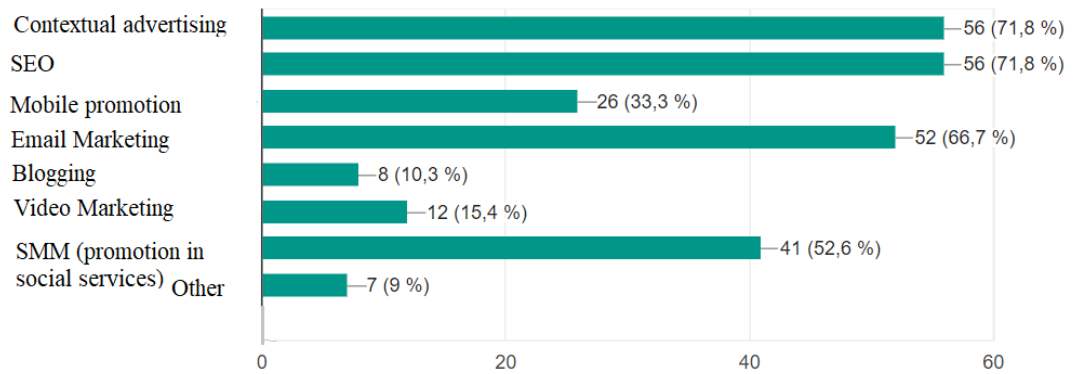


Source: the author collected in the survey

Companies are hiring internet media professionals and setting up in house teams. Internet Marketing, a few years ago was a function that was outsourced to specialized agencies.

4. Which of the following Digital Marketing Approaches have you used?

Figure 6 - Usage of Internet Marketing Approaches

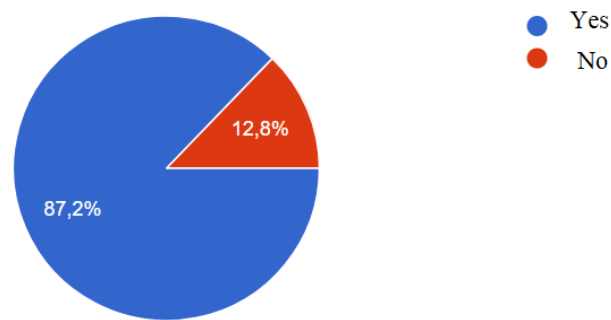


Source: the author collected in the survey

Contextual advertising, SEO, SMM and Email Marketing are top favorites with the respondents.

5. Do you track your Digital Campaigns?

Figure 7 - Track Digital Campaigns



87% of respondents track their Internet companies and have well-defined KPIs associated with it. Tracking internet-marketing campaigns is essential if one wants to be able to capture and report on the value of email, display or other internet campaigns. Knowing internet campaign stats can help one answer a number of common marketing questions.

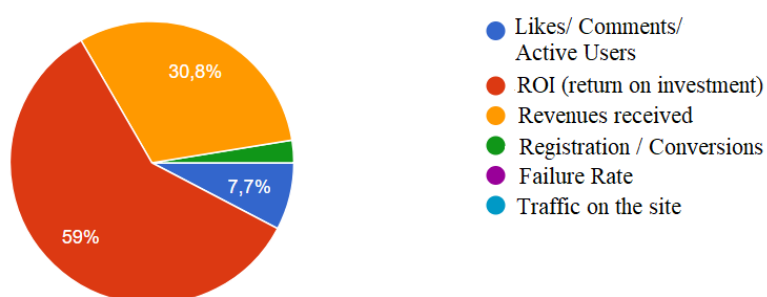
- What is responsible expectation for the ads' click - through rate?
- Is the monthly online advertising budget set correctly?
- Is advertising for the particular keyword positively affecting the goals?

- What should one expect in terms of lead generation from internet advertising?

Understanding these questions means more than just reading campaign stats. One needs to analyze stats and data thoroughly and track past performance. Without it, making informed decisions about one's campaigns more difficult.

6. What are you most interested in measuring/ tracking?

Figure 8 - Indicators being Tracked



Source: the author collected in the survey

59% of respondents tracked the results of generated ROI (return on investment), 31% tracked Revenues received results and only 7.7% chose Traffic on the site as an indicator, and the remaining 2.3% tracked Registrations / Conversions.

Table 2 Relations with indicators of measuring and revenue (%)

Name of company	Traffic on the site	Groups in Instagram / number of subscribers	ROI from IM	Failure rate %	Company's revenue for 2017
AO «Technodom Operator» www.technodom.kz	1,25M	@technodomkz 351k	128%	46,80%	\$13,7 billion

ТОО «Арена S» www.sulpak.kz	1,17M	@sulpak 255k	211%	26,5%	\$15,2 billion
ТОО «Мечта Маркет» www.mechta.kz	345K	@mechta_kz 109k	193%	32,9 %	\$9,8 billion
АО «Эйр Астана» www.airastana.com	630K	@airastana_kazakhstan 236k	138%	27%	\$75 billion
ТОО «Колеса» www.kolesa.kz	4,54M	@kolesa.kz 148k	216%	23%	\$8,1 billion
ТОО «Gulser Computers» www.alser.kz	617,38 K	@alserkz 135k	69,5%	61%	\$10 billion
«АВОН Косметикс Казахстан Лимитед» www.my.avon.kz	98K	@my.avon.kz 1.000k	163%	29,87%	\$43,5 billion
ТОО «Kaspi Магазин» www.kaspi.kz	2.99M	@kaspibank 145k	259%	18,34%	\$35 billion

We downloaded this data from the Similar Web * service

Based on the data in Table 3, we see that the ROI value depends on the failure rate, that is, the lower the failure rate, the greater the ROI.

*Similar web is an online service that allows you to analyze Internet traffic in the context of regions and topics, identify key players in a particular field of activity, and channels for their promotion. All data is provided in the form of available diagrams and graphs with the ability to detail and upload data. The service allows you to evaluate both websites and mobile applications. Source: www.similarweb.com

Table 3 the difference between the investment of Traditional Marketing and Internet Marketing

Name of company	Investing in TM	Investing in IM	Income from TM	Income from IM	ROI from IM	ROI from TM
АО «Technodom Operator» www.technodom.kz	\$980k	\$600k	\$2,055 billion	\$1,37 billion	128%	109%
ТОО «Арена S» www.sulpak.kz	\$1,4 billion	\$879k	\$3,344 billion	\$2,736 billion	211%	142%
ТОО «Мечта Маркет» www.mechta.kz	\$788k	\$987	\$1,6 billion	\$2,9 billion	193%	103%
АО «Эйр Астана»	\$4,88	\$2,8	\$12,07	\$6,68	138%	147%

www.airastana.com	billion	billion	billion	billion		
ТОО «Колеса» www.kolesa.kz	\$789k	\$1,8 billion	\$2,1 billion	\$5,7 billion	216%	166%
ТОО «Gulser Computers» www.alser.kz	\$1,64 billion	\$980k	\$2,78 billion	\$1,89 billion	69,5%	93%
«АВОН Косметикс Казахстан Лимитед» www.my.avon.kz	\$2,75 billion	\$5,85 billion	\$24,12 billion	\$7,24 billion	163%	312%
ТОО «Kaspi Магазин» www.kaspi.kz	\$2,32 billion	\$3,56 billion	\$9,38 billion	\$8,33 billion	259%	163%

Source: the author collected in the survey

All financial and marketing indicators of the company were officially taken from the company itself by meeting with the company's marketing specialists or taken from the official website of the company and from the service www.bvdinfo.com and from the site kase.kz, forbes.kz and profit.kz

Based on Table 3, we conclude:

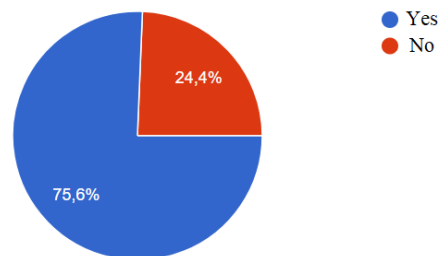
Name of company	Difference ROI from IM and TM
АО «Technodom Operator» www.technodom.kz	ROI from IM more by 19% than ROI from TM
ТОО «Арена S» www.sulpak.kz	ROI from IM more by 69% than ROI from TM
ТОО «Мечта Маркет» www.mechta.kz	ROI from IM more by 93% than ROI from TM
АО «Эйр Астана» www.airastana.com	ROI from IM by 11% than ROI from TM
ТОО «Колеса» www.kolesa.kz	ROI from IM more by 50 % than ROI from TM
ТОО «Gulser Computers» www.alser.kz	ROI from IM by 23% than ROI from TM
«АВОН Косметикс Казахстан Лимитед» www.my.avon.kz	ROI from IM by 149% than ROI from TM
ТОО «Kaspi Магазин» www.kaspi.kz	ROI from IM more by 96% than ROI from TM

Source: the author collected in the survey

All these indicators give us a clear understanding that Investing in Internet marketing justifies itself better than Traditional Marketing. But in the final, it all depends on the company's activities and the purpose of marketing.

7. Do you use Google Analytics for your Website to track Traffic, Clicks, Bounce Rate, etc..?

Figure 9 - Use of Google Analytics

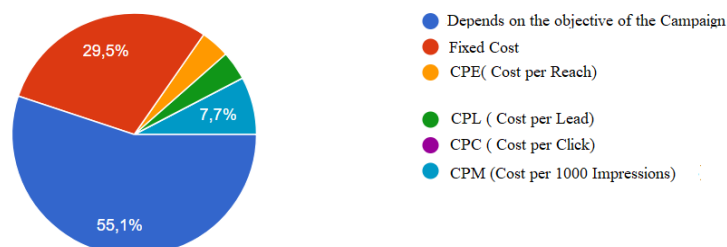


Source: the author collected in the survey

75.6% respondents are using Google Analytics for analyzing internet campaigns. It's a user friendly platform with a very smart UI and make evaluation of internet campaigns smooth.

8. Which of the following cost models do you think is appropriate for planning/ decision-making?

Figure 10 - Basis for Measuring Returns

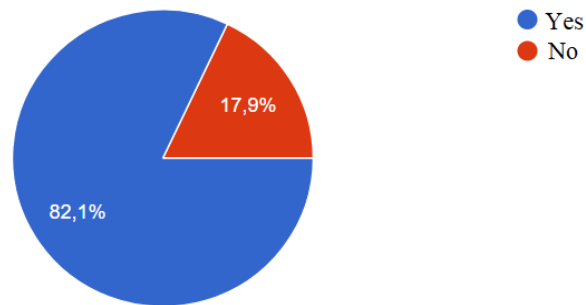


Source: the author collected in the survey

55.1% respondents believe that the metric being used consider cost of internet campaign depends on the objectives of the campaign. For instance, if a SEM (Search engine marketing) campaign is being used CPM might not be the right metric to be considered. PPP (Purchasing Power Parity) might be a more appropriate metric.

9. Is Social Media at the core of your Internet Marketing Operations?

Figure 11 - Social Media at the Core of Internet Marketing

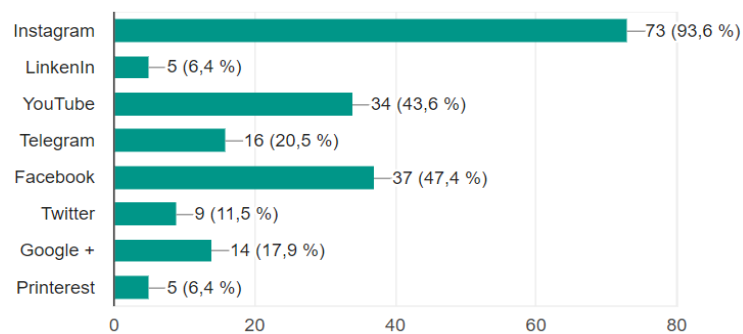


Source: the author collected in the survey

82.1% of respondents use Social Media to promote the name of your brand and business. The advantage of using social networks in business is to increase brand awareness. Social media can help companies increase brand awareness by expanding interaction with the business brand. Brand awareness means that the total percentage of targeted people who know the company exists and that the company offers products or services. Increase brand awareness, increase the likelihood of buying.

10. Which of the Social Media are you currently using?

Figure 12 - Share of Social Media Channels as per Usage



Source: the author collected in the survey

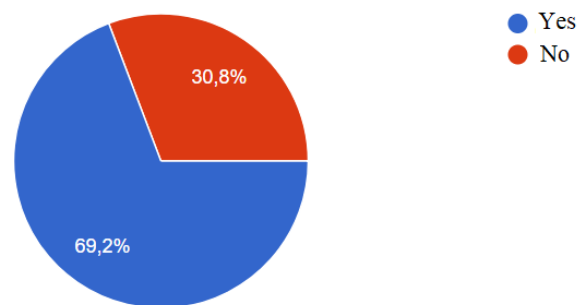
93.6% of respondents use the Instagram to attract new customers and strengthen their relationship with existing customers.

The number of Instagram users will reach 1 billion in the first week of 2018 - by January 5 or slightly earlier, analysts predict the marketing company Mediamix. Thus, in this race Instagram will outstrip the main global competitors -

Snapchat and Twitter, Interfax-Kazakhstan reports. (Source: www.kapital.kz, https://kapital.kz/upload/journals/c/5/b/0/3/kapital_20171116.pdf).

11. Do you use Email Marketing?

Figure 13 - Usage of Email Marketing

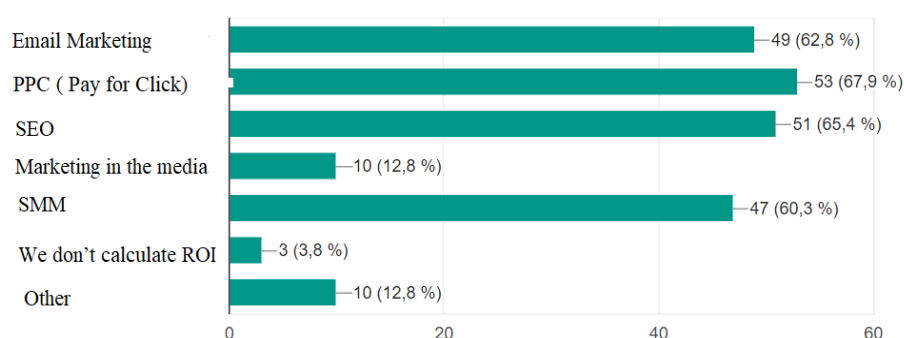


Source: the author collected in the survey

69.2% of respondents are using Email Marketing to drive sales increase conversions. Email marketing can reach a wide audience a short period time and allows recipients to immediately act on messages. Campaigns can be implemented and executed with only minimal software, hardware and personnel investment.

12. For which of the following Internet Marketing Initiatives do you calculate ROI?

Figure 14 - Scope of ROI for Internet Marketing



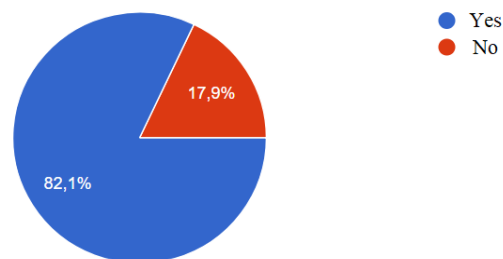
Source: the author collected in the survey

More than two - thirds of the participants are interested in calculating ROI for Social Media Marketing Campaigns and Email marketing Campaigns. This is possible in these two initiatives, result are not very apparent. Clicks might not lead to sales and Social Media conversations might not yields monetary results. Higher

Managements are always intersted in seeng conversions and Brand Equity comes later for the majority.

13. Have your optimized a website by determining which combinations of design and content drive the most conversions?

Figure 15 - Website Optimization aimed at driving heigher Conversions

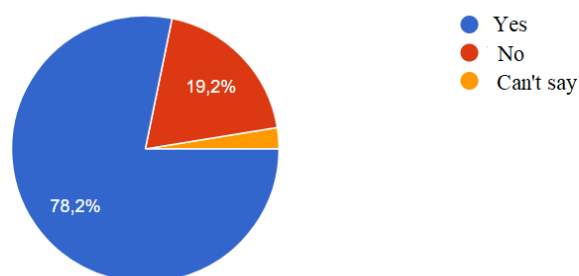


Source: the author collected in the survey

In the world of Mobile and Tablets, most companies have decided to transform their website to make them Mobile Compatible and Search Engine Optimized. More and more people are living their life on the go, using mobile devices to keep up to date whilst on the move, although some social networking Facebook and Instagram have adapted well to this shift away from the desktop, many other webmasters are slow to follow them.

14. If you answered “Yes” for the previous question, did you evaluate ROI for these website improvements?

Figure 16 - ROI of Website Optimization



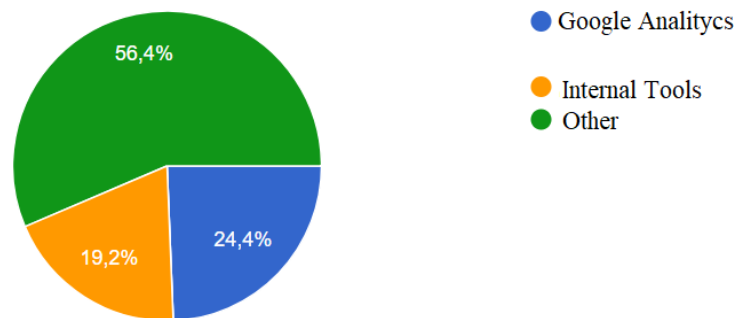
Source: the author collected in the survey

Most respondents who have optimizes their website in the past, have also found the ROI for same. Website Optimization is a cost intensive process as

Design, IT and Maintenance Teams have to be hired resources like server space and software need to be acquired.

15. Which Tracking or listening tools you use regularly to calculate ROI?

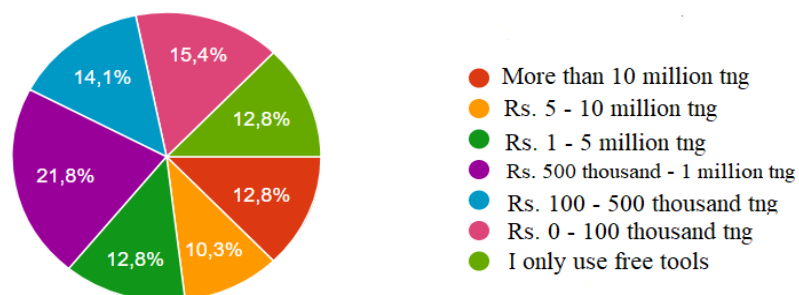
Figure 17 - How do companies track ROI?



Source: the author collected in the survey

16. How much do you spend on subscription for these tools every month?

Figure 18 - Investment in Listening and Tracking Tools

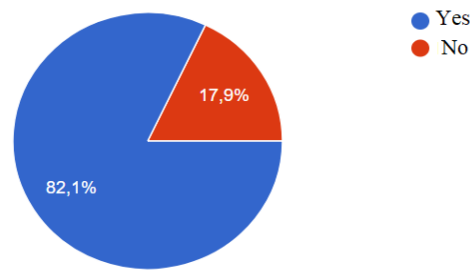


Source: the author collected in the survey

Most Internet marketing teams spend more than 500 thousand - 1 million tenge on a subscription to paid tracking and listening tools to more efficiently calculate the return on investment.

17. Do you think you have been able to measure ROI effectively for Digital Marketing compared to Traditional marketing?

Figure 19 - Perception of ROI Internet Marketing

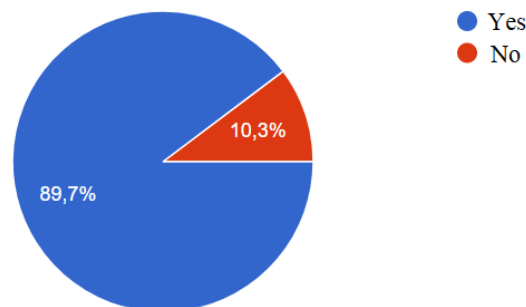


Source: the author collected in the survey

As explained in the previous section of the project, the profitability of Internet marketing was a topic where the answers are not so clear due to a variety of reasons. This is reflected in the answer to this question. 17,9% of respondents can't say for sure whether they could effectively find the return on investment.

18. Will you be increasing your budget for Internet Marketing in FY 2018-19?

Figure 20 - Long - term Perception of Internet Marketing



Source: the author collected in the survey

In the coming years, there is a very positive view of Internet marketing. Perhaps most importantly, the Internet offers a new way of doing business. A virtual market where customers can select goods at the push of a button, place orders and pay for them using a secure electronic transaction.

CONCLUSION

The purpose of this thesis was to study the importance of Internet marketing in the enterprise. To achieve the goal, the author examined the theoretical aspects of the essence of Internet marketing, the role of Internet marketing in the enterprise, Internet marketing tools and Internet marketing efficiency indicators.

Also, the author conducted a survey among businessmen and marketers to determine the connection between IM and business. 78 companies of Kazakhstan participated in the survey. The results confirmed that more than 70% of companies use Internet marketing as a strategy tool for connecting to the target audience, it was stressed that Internet marketing is the best advertising channel in terms of the share of the marketing budget spent on them. Similarly, in terms of return on investment, IM is more effective than Traditional, to which the author came through calculations of indicators of IM effectiveness indicators.

The results of the author's research can be used by managers to better understand Internet marketing, features of social networks that are currently considered superficially and can be applied by managers in building a marketing strategy, in particular an Internet marketing business strategy

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APPENDIX 2

LIST OF COMPANIES WHICH PARTICIPASE IN SURVEY

№	Name of the company	Business field
1	«ИП Сюрприз»	Internet shop/ Retail
2	«АО ДБ КЗИ БАНК»	Banking
3	«ИП Нысанбаева»	Retail
4	«ummastore.kz»	Internet shop/ Retail
5	«ИП Айгерим»	Education
6	«4best.kz»	Internet shop/ Retail
7	«Тау Трейд»	Retail
8	«Антарес транс»	Transportation
9	«ЕШКО Казахстан»	Education
10	«ИП Дарибаева Л.Е.»	Retail
11	«КарАда»	Service
12	«OLX.KZ»	IT
13	«LANGO»	Education
14	«TOO Ultras Group»	Retail
15	«JanymSoul.me»	Internet shop/ Retail
16	«Бастау»	Education
17	«Шах Плов Астана»	Food industry
18	«MARKAZ»	Education
19	«Азия Строй KZ»	Construction
20	«КГУ им.Ш.Уалиханова»	Education
21	«Актоты»	Education
22	«Пчела»	Retail
23	«One-page.kz»	IT
24	«Kerui petroleum»	Service
25	«Центр мотивации и изменений»	Education
26	«Проманалит»	Construction
27	«СРК»	Construction
28	«Центр занятости»	Education
29	«Ikomex.kz»	Service
30	«Noomarketing.net»	IT
31	«Lamoda KZ»	Internet shop/ Retail
32	«OTTO Kazakhstan»	Internet shop/ Retail
33	«Вайлдберриз»	Internet shop/ Retail
34	«Chocolife.me»	IT
35	«Arena S»	IT
36	«Technodom.kz»	IT
37	«Приват Трэйд»	Service
38	«Белый ветер KZ»	IT
39	«Мечта Маркет»	IT
40	«flip.kz»	Internet shop/ Retail
41	«Kolesa»	IT
42	«Gulser Computers»	IT
43	«Orange Point Agency»	IT
44	«Ив Роше Казахстан»	Medicine
45	«Adnet Network Advertising Agency»	IT
46	«Онлайн финанс»	Financing

47	«КаР-Тел»	Telecommunications
48	«Disti.kz»	IT
49	«DASM Interactive»	IT
50	«Эл Си Трейд»	IT
51	«Группа компаний «SibiTron Group»	E-commerce
52	«Меломан HomeVideo»	E-commerce
53	«Экспромт-3»	Sales of cars
54	«Тикетон»	IT
55	«FORATRADE»	Retail
56	«Озон»	Internet shop
57	«Ecar.kz»	Sales of car
58	«The Boss media group»	Education
59	«Интернет-портал Нур»	Mass media
60	«Интервэйл Казахстан»	Tourism
61	«Рекламное агентство Сату.кз»	IT
62	«Издательство «Юрист»	Legal services
63	«Green Commerce»	Food
64	«Gepard Group»	Wholesale and retail trade
65	«Кликобилие»	IT
66	«Privezi.kz»	Wholesale and retail trade
67	«Office-Expert.kz»	Internet shop
68	«КазИнтерСервис»	IT
69	«Gopro5.kz»	IT
70	«Paloma365.com»	IT
71	«Intarget Solutions»	Financing
72	«Khan Group»	Education
73	«alsi.kz»	IT
74	«ACAPELL»	Retail
75	«Ерлан»	Blogging
76	«ZangerKerek.kz»	Legal services
77	«BSI Kazakhstan»	IT
78	«MULTIPOWER Kazakhstan»	IT

Source: the author collected in the survey

LIST OF APPENDICES

1. Top Advertising Media Channels in terms of the proportion of marketing budget spent on them *:
 - Online marketing (all that concerns Online marketing in all its forms)
 - SMS messaging
 - Advertising on Radio
 - Advertising on TV
 - Advertising in print media
 - Exhibitions
 - Outdoor advertising
 - Leaflets in all forms
2. Do you use Internet Marketing as a STRATEGIC tool to reach out to your target audience? *
 - Yes
 - No
3. How do you manage your Internet Marketing Operations? *
 - We have an in house-team
 - We have hired an agency
 - Other
4. Which of the following Digital Marketing Approaches have you used? *
 - ☐ Contextual advertising
 - ☐ SEO (search engine optimization)
 - ☐ Mobile promotion
 - ☐ Email distribution
 - ☐ Blogging
 - ☐ Video marketing
 - ☐ SMM (promotion in social services)
 - ☐ Other
5. Do you track your Digital Campaigns? *
 - Yes
 - No
6. What are you MOST interested in measuring/ tracking? *
 - Likes/ Comments/Active Users
 - ROI (return on investment)
 - Revenues received
 - Registration / Conversions
 - Failure Rate

- Traffic on the site
- 7. Do you use Google Analytics for your Website to track Traffic, Clicks, Bounce Rate, etc..? *
- Yes
- No
- 8. Which of the following cost models do you think is appropriate for planning/ decision-making? *
- Depends on the objective of the Campaign
- Fixed Cost
- CPE(Cost per Reach)
- CPL (Cost per Lead)
- CPC (Cost per Click)
- CPM (Cost per 1000 Impressions)
- 9. Is Social Media at the core of your Digital Marketing Operations? *
- Yes
- No
- 10. Which of the Social Media are you currently using? *
- ☐ Instagram
- ☐ LinkedIn
- ☐ YouTube
- ☐ Telegram
- ☐ Facebook
- ☐ Twitter
- ☐ Google +
- ☐ Pinterest
- 11. Do you use Email Marketing?
- Yes
- No
- 12. For which of the following Internet Marketing Initiatives do you calculate ROI? *
- Email Marketing
- PPC (Pay for Click) Advertising
- SEO
- Marketing in the media
- We don't calculate ROI
- SMM
- Other

13. Have you optimized a website by determining which combinations of design and content drive the most conversions? *
- ☐ Yes
 - ☐ No
14. If you answered "Yes" for pervious question, did you evaluate ROI for these website improvements? *
- ☐ Yes
 - ☐ No
15. Which Tracking or listening tools you use regularly to calculate ROI? *
- ☐ Google Analytics
 - ☐ Internal Tools
 - ☐ Other
16. How much do you spend on subscription for these tools every month? *
- ☐ I only use free tools
 - ☐ More than 10 million tng.
 - ☐ Rs. 5 - 10 million tng.
 - ☐ Rs. 1 - 5 million tng.
 - ☐ Rs. 500 thousand - 1 million tng.
 - ☐ Rs. 100 - 500 thousand tng.
 - ☐ Rs. 0 - 100 thousand tng.
17. Do you think you have been able to measure ROI effectively for Digital Marketing compared to Traditional marketing? *
- ☐ Yes
 - ☐ No
18. Will you be increasing budget for Digital Marketing in FY 2019-20? *
- ☐ Yes
 - ☐ No