



ONLINE COMMUNICATIONS AND THEIR ROLE IN BUSINESS SALES

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ABSTRACT

Of particular interest to business are the latest and fastest growing online marketing communications, also known as Internet marketing, web marketing, interactive marketing or online marketing. From the variety of names it is clear that there is no single position on the issue of the definition and features of this communication channel. A company can promote a new logo, product or overall campaign through multiple channels - print media, television, web and social networks. The idea of the marketing mix is that the content that is submitted to each of them is different and in line with the requirements of the specific channel, but all direct users to the same point, namely - the product or service.

The purpose of the article is to present a systematization of online marketing communications and to justify the need for their use in modern business. The research methods are based on the complex use of induction, deduction, comparison, analysis, classification, consultation methods, etc. The results of the research can be used to identify the priority activities in online sales and in the development of company online strategies for business expansion and entry into international markets. The conclusions of the present study are a prerequisite and opportunities for subsequent analysis of the application of online communications in business.

Keywords: online communications, internet marketing, product, service, business

Jel Classification: M31, M37, O31, Q13

INTRODUCTION

The emergence and development of the Internet marks the beginning of a new era in the field of communications. The process of development of civilization goes through periods of calm and leaps, which gives it an uneven and cyclical nature. It is an indisputable fact that one of these metamorphoses that have irreversibly changed our daily lives and given a new course to the future is the emergence and spread of the world wide web. There is no area of personal and public life that remains intact and the science of

advertising communication is no exception, but intuitively follows technological developments. This should come as no surprise, because advertising communication always follows consumer interaction patterns. In this sense, the dynamic development of online marketing communication gives it a place in the classic and proven forms of commercial communication and confirms the assumption that was made at the beginning that online marketing, as a division of integrated marketing communication, has won an important place in modern media mix and this trend will continue in the future.

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1. Online advertising and forms of its application in business

In practice, in modern business "Internet technologies are developing extremely fast and

constantly involve company management in the need to update the approach to communication with the environment" (1). that's why The future of the advertising industry can be sought in online advertising, which is a form of presenting a product or service using the Internet in order to attract potential customers. In recent years, it has become part of the classic media, such as

newspapers, radio, television and the like. "Advertisers turn to the Internet because it is a text medium and at the same time a medium for communication, for communication, for a global computer network and for an interactive environment." (2) The advantages and limitations are presented in **Table 1**.

Table 1. *Advantages and limitations.*

Media / Channel	Advantages	Restrictions
Internet	Cheap, effective, ability to track the effectiveness of online advertising; targeting, flexibility and dynamics, measurability, modern way, easy change and correction if necessary, constant advertising, large range, mass, Information can be stored for a long time, fast publication, round-the-clock service;	Limited coverage compared to other media; overload with redundant information; low price, but no guarantee that the ad will be seen; Lack of interpersonal contact; Viruses and system crashes; "Phishing" attacks;

Adapted from: Toms J., G. Belogusheva, Online Marketing Mission Even More Possible, ed. Ciela ", C, 2007, p.22-24

The main forms of advertising on the Internet are:

1.1. The website - the most important means of advertising in the Internet environment. Its content can include various combinations of text, photos, graphics, sound, animations and video files. "In terms of the number of colors, they range from 64 to 256." (3) It is a set of logically connected web pages that have a common address on the Internet. "Individualized messages on websites can be constantly changed and adapted to user behavior." (4) Therefore, «the larger the company, the more likely it is to allocate financial resources for a trained specialist to professionally maintain the company's website, as well as to look for any opportunities for presentation on the Internet. " (5)

1.2. The banner is the first means of advertising on the Internet. It is a visual element with advertising content that appears on an advertising website. The banner acts as a gateway to the advertiser's site, and by clicking on it, it takes the user to the site. Its main function is to attract attention, provoke interest and stimulate the user to click, which will take him to the advertiser's site.

1.3. Email is the most used service offered by the Internet. Each user has at least one e-mail box, which means that there is a potential possibility

to send an advertising message to each Internet user. The main feature of e-mail is that the speed of transmission of electronic messages has no analogue among traditional media.

1.4. Text ads are text that contains a hyperlink to the advertiser's site. For text advertising on the Internet to be effective, it must be concise, clear, and emphasize the benefits to the user.

1.5. Advertising games are the most common forms of direct contact with the audience and pre-testing of new products and services. They accumulate image and attendance and attract consumers, offering them entertainment and the opportunity for some profit. There are several types of promotional games: web contests, classic games, web quizzes, web coupons and coupons and games of chance. Depending on the goals we have set, we can choose the most appropriate game to meet our expectations.

1.6. Multimedia advertising is a classic form of advertising that relies on the user's desire to see and hear the ad, so it is activated only by clicking on it. It is oriented to a specific audience that is interested in it and allows for a very attractive presentation of the company's products. There are two types: video advertising and audio advertising.

1.7. Intrusive advertising constantly attacks the user, trying to occupy his attention and force him to make contact with the advertiser. There are the following varieties of this type of advertising: pop-up window, pop-under window, advertising banners and more.

1.8. The affiliate program is a form of cooperation between a website advertiser and other sites that advertise the website in question. A site is advertised by placing banners or other forms of advertising on other sites that act as partners. These ads have the property of clicking on them to take the user to the advertiser's site.

1.9. Advertising on social networks offer companies the opportunity to present themselves as members of social networking communities. These companies can attract friends or fans and write as if someone were writing a blog. If you are a "good follower" of social societies on the Internet and contribute to their enrichment, most likely these societies will accept you very positively. Today, over 22% of our time online is related to activity in any of them - Facebook, Twitter, Google plus. Online communities occupy an increasing part of consumers' daily lives and have a growing role in shaping consumer behavior. Social networks, thanks to their work model, have incredibly accurate information about users (age, gender, place of residence, work, marital status, interests, etc.), which allows businesses to connect directly with their customers. and target its marketing and remarketing campaigns with maximum effectiveness to consumers who are interested in specific products.

1.10. Google AdWords is the novelty of the 21st century. This is a paid advertising program that can position your website and influence Google search results. This is done through keywords related to the products or services you sell. The overall picture is ad text with a two-line title and the web address of your page. Based on potential customers and the keywords they search, your ad appears on the right, above, or below the search results in the section. It can be easier to guess because it has a small "sticker" ad. The position of the displayed ad is determined by the cost-per-click you set in advance. Your budget is reduced for actual visits only, and impressions are free. Therefore, online communication:

- It enables all organizations, whether small or large, to compete on equal terms.
- Provides good consumer awareness and feedback.
- No large budget is required when investing in online communication.
- Achieving trust and long-term results.
- More revenue and new customers.
- The value for consumers increases.

1.11. E-shops are a form that provides the customer with the opportunity to carry out through the Internet all stages in the purchase process, from the selection of the item and ending with the money transfer and delivery of the goods. «The use of websites, directories, blogs, databases, mobile devices and more. helps business organizations create more effective communications to get feedback and manage customer relationships. (6) For this purpose, the maximum integration with the database of the given company or sales representative is required. There are three main rational reasons for creating an online store.

- *Market expansion.*

This is the most common reason. It is applied by established traders or manufacturers who want to expand their market share. Here, the most important thing is to determine whether Internet users are part of this market share, given the continuous increase in this group, both in terms of quantity and purchasing power.

- *Lack of resources for opening a real store or the inexpediency of its existence.*

In the case of traditional goods, if the trader or manufacturer sets up his business and does not have the resources to maintain a real office and if his goods are sold on the Internet, he can facilitate the start-up of his business by setting up a business. We-shop. If the goods are purely virtual (music, photos, movies, text, information, etc.) it is almost necessary to make an online store.

- *Rationalization of the company's activity and communication with its contractors.*

If a large part of the company's customers have access to the Internet and its employees are qualified to use it, a store can be made in order to optimize and streamline the communication between them. It can be said that this option has almost no realization on the market at this stage, but in time it will become the most widespread.

The online store is presented in the Internet space as We-site through which goods and services are sold. To make this possible, its structure must have the following three main functionalities:

- *opportunity to present the products* - requires Web-interface, through which potential users can view the offered products, their characteristics and the respective manufacturers. "This implies the search for and application of appropriate modern approaches and methods for continuous improvement of quality and ensuring the competitiveness of economic entities." (7)
- *possibility to order products* - includes a fully established system from the will of the customer to buy a product to its physical or virtual delivery. Of course, in the online store you can only register the processes related to the development of an order and delivery of a product.
- *possibility to update the information* - it is provided by a system through which an operator or other information system manipulates product data in order to keep them up to date with prices and features.

2. Online communications and their application in the company Dikar Consult - / practical part /History and activity of the company

Established in 1993 as a family company, "Dikar Consult Ltd." - town. Over the years, Plevna has become a leading supplier of professional machines and tools, consumables and spare parts for Northern Bulgaria. The company serving a wide range of customers in the field of energy, light and heavy industry, agriculture, trade and services the company is established in the market. At present, its clients are over 7,000 companies from all over the country, as well as many times more individuals. In the trend of online trade development, the company maintains and develops seven e-shops, each of which specializes in a particular field. Two of the sites present world-famous brands, such as BOSCH and STHIL. The company boasts over 20 years of joint activity with these brands .: <http://www.stihl-bg.com/> and <http://bosch-bg.com/>. Of course, in the first place more visited and famous is the company site www.dikarconsult.com. The site is the first

created by the company, and has been present for 2 months with a renewed vision. The update was done based on a study of various platforms and features of additional features for our customers. The other sites are profiled, but in a sectoral way:

- <http://profimashini.com/>
- <http://motofrezi.com/>
- <http://traktorite.com>
- <http://elektroinstrumenti.com/>

Dikar Consult Ltd. organizes deliveries to any point in the country. The company has stores in the cities of Plevna, Gabrovo, Sevlievo and Troyan. The closeness to the clients in the country is also helped by the sales representatives of the company, who with the help of demonstrations, presentations and advertising campaigns help for the better presentation of new and already existing products. In June 2007 the company officially opened the largest Trade and Service Center for professional machines and tools in the region of. Plevna. The new showroom is built on two levels and presents equipment that meets the requirements of different categories of customers. The commercial sites of the company maintain a large part of the offered machines, tools, consumables and spare parts, which allows for express delivery to the customer. Quality warranty and out-of-warranty maintenance of the offered machines is provided, including on site at the client. Creates and updates the company's press database, maintains the company's websites, prepares the company's participation in presentations and forums, prepares advertising, brochures, calendars, business cards, gives ideas for advertising the company, etc., and offers them to the manager of the company for approval. Dikar Consult has a modern advertising policy. Practically, the company is advertised through modern and new methods, and does not use traditional media, such as television and radio. In the virtual space, the company maintains seven sites and advertises them through the Google Adwords platform. It has a budget of BGN 1,000. Advertising campaigns are tracked and coordinated by the marketing department. Every day, they strive to attract huge, narrowly targeted traffic with a different display network to the advertised sites. Dikar Consult distributes its sales by retail outlets. Each site is under a certain

number in the company and realizes a certain turnover:

- Trade site 1 - The service center - the main trade hall Pleven
- Commercial site 2 - the commercial representatives of the company
- Commercial site 3- Troyan
- Commercial site 4- Gabrovo
- Commercial property 5- Sevlievo
- Retail 6 - Online shops

Retail № 1 has realized the highest percentage of sales so far, followed by sales representatives, and then online stores. With smaller heights, I can boast of remote sites, such as Troyan, Sevlievo and Gabrovo. In order to improve the quality of service and establish the role of online communications, the marketing department decided to conduct a survey. Based on the information received, a conclusion can be made about the satisfaction in terms of service and whether the customer is satisfied with his order online and whether he will "come back" again. The questionnaire starts on 01.04.2021. and

ended on April 11, 2021. It was released only on one of the sites. The questionnaire is received in each confirmation email for a completed order from the site. At the end of the period it was filled in by 100 correspondents, but unfortunately it was completed by 44 correspondents. with the received data the following conclusions can be made for the opinion of the clients and respectively recommendations to the management of the company, namely.

First conclusion: For 47.7% of the surveyed customers, the consultation with an employee of the company for order confirmation is an important factor. At the same time, 40.9% of the clients rate this conversation as "Very important", but there are also clients for whom the conversation does not represent an important criterion or advantage - 11.4%. In this case, the majority appreciate the additional conversation with a consultant of the company, because it gives additional security for the implementation of their order. You can see all the data in **Table 2**.

Table 2. *Is it important for you to confirm and talk to an employee of the company about your order?*

		Frequency	mole percent	Valid Percent	Cumulative Percent
Valid	Very important	18	34.9	34.9	34.9
	Important	21	38.7	38.7	88.6
	Moderately important	5	11.4	11.4	100
	Total	44	100	100	

Second conclusion: As the biggest advantage of the company "Dikar Consult" Ltd. is "Fast Delivery" - 20.5%, and in second place customers put as important reasons "Good service" and "Correctness" - 13.6%. This is a clear sign of the desire of customers for a quick response and implementation of each additional option by the company. An important advantage in third place is the "Opportunity to apply for a lease" and "Large range of equipment" - 9.1%. In recent years, the huge percentage of people buying on lease is felt and this is the reason for the

importance of this factor. The following factors are pointed out as important with 6.8%: "Established brand" Dikar Consult ", " Free delivery ", " Authorized supplier of world brands ". The factors have a smaller influence: "Good consultation by phone" - 4.5% and by 2.3% the factors "Design and price", "Quick response of the service" stand out. It should be noted that 2.3% of the respondents indicated the lack of an advantage, while 2.3% did not answer the question. You can see all the obtained results in **Table 3**.

Table 3. What is the biggest advantage of shopping from the Dikar Consult e-shop?

		Frequency	mole percent	Valid Percent	Cumulative Percent
Valid	Unreplied	1	2, 3	2, 3	2, 3
	There is no advantage	1	2, 3	2, 3	4.5
	Design and price	1	2, 3	2, 3	6,8
	Opportunity to apply for a lease	4	9.1	9.1	15.9
	Quick service	6	13 6	13 6	29,5
	Established brand "Dikar Consult"	3	6,8	6,8	36.4
	Large range of equipment	4	9.1	9.1	45.5
	Fast Delivery	9	20 5.	20 5.	65.9
	Quick service response	1	2, 3	2, 3	68.2
	Correctness	6	13 6	13 6	72 8.
	Good telephone consultation	2	4.5	4.5	4.
	Free delivery	3	6,8	6,8	2.
	Authorized supplier of world brands	3	6,8	6,8	100
	Total	44	100	100	

Table 4. How do competing companies outperform Dikar Consult?

		Frequency	mole percent	Valid Percent	Cumulative Percent
Valid	Unreplied	13	29,5	29,5	29,5
	Nothing."	16	36.4	36.4	65.9
	Larger range	1	2, 3	2, 3	68.2
	"Good quality"	1	2, 3	2, 3	70.5
	Additional Features	2	4.5	4.5	75.0
	for lower cost	3	6,8	6,8	72 8.
	Better consultation	1	2, 3	2, 3	74 1.
	Fast Delivery	2	4.5	4.5	88.6
	Big discounts for quantities	1	2, 3	2, 3	80 9.
	Easy ordering	1	2, 3	2, 3	2.
	Additional gifts	1	2, 3	2, 3	95.5
	They have products that we do not offer	1	2, 3	2, 3	97.7
	Free delivery	1	2, 3	2, 3	100
	Total	44	100	100	

Third conclusion: Important for the activity of any company is the presence of competitors on the market. It is in this context that the survey shows that 60% of our customers buy from competing companies. To this end, we have tried

to establish what they are superior to us, and what customers get more when buying. According to the surveyed customers, the main competitors do not outperform us with "Nothing" -36.4%, which leads to the conclusion that they shopped from

them because they came across "accidentally" on their site and did not prefer them based on a specific advantage. The only significant percentage in favor of "lower price" by 6.8%, other indicators with the same percentage are "additional features" and "Fast delivery" by 4.5%. You can see all the obtained results in **Table 4**.

Fourth conclusion: It is logical, since there is a desire to satisfy customers in terms of product range, the company should strive to increase sales that are realized. This leads to the question; How do you expect Dikar Consult Ltd. to stimulate you

in sales? In the first place, the respondents put; Games; with 22.7%. Second place is occupied by; Additional discounts; with 9.1%. In third place, customers put the following sales incentives with 6.8% "Rewards", "Opportunity for deferred payment". As factors that would affect sales by 4.5% are pointed out by customers - "Bonus / additional consumables", "Bonuses, gift materials", "Bigger discounts when shopping for companies", "With charity awards", " Others. And here there are customers who have not returned a responsible question - 18.2%. You can see all the obtained results in **Table 5**.

Table 5. How do you expect Dikar Consult to stimulate you in sales?

		Frequency	mole percent	Valid Percent	Cumulative Percent
Valid	Unreplied	8	18.2	18.2	18.2
	Bonus / additional consumables /	2	4.5	4.5	22
	Bonuses, gift materials	2	4.5	4.5	27.3
	Reducing the price of goods	1	2, 3	2, 3	29,5
	Awards	3	6,8	6,8	36.4
	Gifts	1	2, 3	2, 3	38.6
	Further concessions	4	9.1	9.1	38 7.
	More discount for large quantities	2	4.5	4.5	52.3
	Hitting points	1	2, 3	2, 3	54.5
	Bigger discounts when shopping for companies	2	4.5	4.5	1.
	Possibility for deferred payment	3	6,8	6,8	65.9
	From the promotion	1	2, 3	2, 3	68.2
	With charity awards	2	4.5	4.5	72.7%
	Games	10	22	22	95.5
	Other	2	4.5	4.5	100
Total	44	100	100		

Fifth conclusion: A good partnership is based on quality customer service. Here feedback is obtained from the question; Have you had any problems with the service and realization of your order? Indicative is the fact that 52.3% of customers indicate as an answer; Never; and with 34.1% is the answer; I do not remember; In third place are 6.8%; Yes once or twice; 4.5%

answered the unanswered question. To the next question about the nature of the problems, customers indicated; Problems with logistics; by 4.5%, which leads to the conclusions of a problem with the delivery and delay of the courier service.

You can see all the obtained results in **Table 6 and 7**.

Table 6. Did you have any problems with the service and realization of your order?

		Frequency	mole percent	Valid Percent	Cumulative Percent
Valid	Unreplied	2	4.5	4.5	4.5
	Yes once or twice	3	6,8	6,8	11.4
	I do not remember	15	34.1	34.1	45.5
	No, never	23	52.3	52.3	97.7
	8,00	1	2, 3	2, 3	100
	Total	44	100	100	

Table 7. If you had problems, what were their nature?

		Frequency	mole percent	Valid Percent	Cumulative Percent
Valid	Unreplied	31	70.5	70.5	70.5
	Problems with logistics	2	4.5	4.5	75.0
	I have not had	9	20 5.	20 5.	95.5
	There is no service in our city	1	2, 3	2, 3	97.7
	Confused goods	1	2, 3	2, 3	100
	Total	44	100	100	

Table 8. What information should we use to supplement the advertising materials?

		Frequency	mole percent	Valid Percent	Cumulative Percent
Valid	Unreplied	21	38 7.	38 7.	38 7.
	Everything is well presented	2	4.5	4.5	52.3
	More pictures	2	4.5	4.5	NS NS
	Pricing	2	4.5	4.5	61.4
	Additional technical information about the products	1	2, 3	2, 3	63.6
	Product features	1	2, 3	2, 3	65.9
	It is enough	13	29,5	29,5	95.5
	Name and address of the company in the respective delivery region	1	2, 3	2, 3	97.7
	12:00	1	2, 3	2, 3	100
	Total	44	100	100	

The dissemination of information about the company and the products offered by it are essential advertising materials and brochures available in stores and attached to each purchase and shipment. The answers to the question; Does

the company provide enough brochures and advertising materials?; Can be used to obtain adequate information. 61.4% of the respondents indicated "Yes" as an answer, and 29.5% returned "No" as an answer. Only 6.8% did not respond.

This speaks of the high level of marketing and advertising activities developed by the company. *Sixth conclusion:* In order to maximize the usefulness of the company in providing information about the company and its products is to ask customers "What information to supplement advertising materials?". Here is an extremely high percentage of respondents who did not return stolen information 47.7%. In contrast, the information that "It is sufficient" - 29.3%., "Everything is well presented" - 4.5%. As requested information in the advertising materials is indicated with 4.5% "Prices", "More photos". 2.3% of the information requested by customers indicates the need for "Additional technical information about the products", "Product characteristics", "Name and address of the company in the region of delivery". The marketing department should strive for more

detailed brochures in order to facilitate customers. You can see all the obtained results in **Table 8.**

Seventh conclusion: Improving the service activity requires the indication of recommendations by the clients. As can be seen from the table below, 34.1% of respondents have no recommendations, and 38.6% are; No answer; 9.1% indicate; It is difficult to connect to the plant; and 2.3% point out; Lower prices for service; Do not pick up the phone and wait a long time; No service for commercial machines; To consult by phone if the problem can be fixed; The company should make an effort and hire additional employees for consulting in the service center. You can see all the obtained results in **Table 9.**

Table 9. *What recommendations do you have for the company's service?*

		Frequency	mole percent	Valid Percent	Cumulative Percent
Valid	Unreplied	17	38.6	38.6	38.6
	I have no recommendations	15	34.1	34.1	72.7%
	Lower service prices	1	2, 3	2, 3	75.0
	It is difficult to connect to the plant	4	9.1	9.1	74 1.
	They don't pick up the phone and I wait a long time	1	2, 3	2, 3	4.
	Faster removal of complaints	4	9.1	9.1	95.5
	There is no service for farm machines	1	2, 3	2, 3	97.7
	Consult on the phone if the problem can be fixed	1	2, 3	2, 3	100
	Total	44	100	100	

CONCLUSION

Dikar Consult strives to expand its activities and improve the quality of service. One of the main goals of the company is to become a strong brand and develop its online stores. To facilitate its customers in their electronic orders and to satisfy all their requirements. The results of such a study may provide an answer to how to increase turnover and increase traffic to the site Dikar Consult. From the results we can understand what customers are missing and what we need to improve. Based on the survey, the company can focus on problem areas and improve the quality

of service. As measures should take: company training of its employees, to negotiate a better accelerated procedure for the purchase of leases, to hire more service technicians and to control the delivery work courier services. The company needs to strengthen its social presence on social networks, not only on Facebook, but also to join Google+, Twitter, You Tybe, Agronet, LinkedIn and others. In conclusion, we can say that Dikar Consult is a modern company on the Bulgarian market that is interested in its customers, listens to their voices and strives to meet their needs. It strives to offer innovative solutions for the global

brands it advertises, which is an additional condition for its future success and high competitiveness; This shows that consumers want immediate shopping satisfaction, which makes the success of online retailers even more difficult; (8) Online marketing is the most flexible and can meet the requirements of consumers the fastest and most comprehensively. Therefore, the main thesis is that online advertising is one of the most powerful tools of modern commerce.

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