HOW SHOULD MYDAYS USE ONLINE MARKETING TO COMMUNICATE WITH THE DUTCH CONSUMERS?

How should mydays use online marketing to communicate with the Dutch consumers?

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A study about how e-tailers can manage its online marketing strategy: what platforms should be used, how should be communicated and what should be communicated

1 Executive summary

As an e-tailer in the Dutch market mydays has been looking to optimize its online marketing strategy. This strategy should lead potential customers into the buying process. Although the Dutch are avid users of the Internet and its platforms there is not a widely accepted general online marketing strategy that can be implemented by e-tailers. This research focused on the use of both direct and indirect platforms.

In the case of indirect online marketing platforms mydays should focus on using social networking platforms for its online marketing strategy as they enable the company to reach a high quantity of consumers and it gives mydays a good opportunity to present itself and exposing the brand. To reach the Dutch consumers efficiently mydays should limit the use of social networking platforms to Facebook and Twitter for advertisements or promotions and LinkedIn for the recruitment of new employees. On Facebook and Twitter mydays should offer the customers a first glance on seasonal promotion and other advertisements. This is found appropriate by the Dutch consumers and will therefore generate a broad public. Furthermore mydays should organize contests between consumers. Contests are giving mydays the opportunity to expand its online community and therefor creating a bigger group of potential customers. The final activity that mydays should engage in is the use of social networking platforms for customer service. On Facebook and Twitter there should be a place created for customers to leave their complaints or comments. This will give mydays some negative publicity but shows consumers that the company does not have anything to hide and that it is helping its customers.

The mydays website is the direct platform used by mydays. Mydays should put the emphasis on privacy policy and the reliability of the company. In doing so, mydays should obtain a label of safety. Furthermore, mydays should make sure to keep its information up-to-date and provide customers with an easy access to contact details.

Finally, mydays should proceed on both direct and indirect online platforms to use informal language. This is well accepted on social networking sites and to protect the homogenous aspect of the online marketing plan it should be implemented on both types of platforms.

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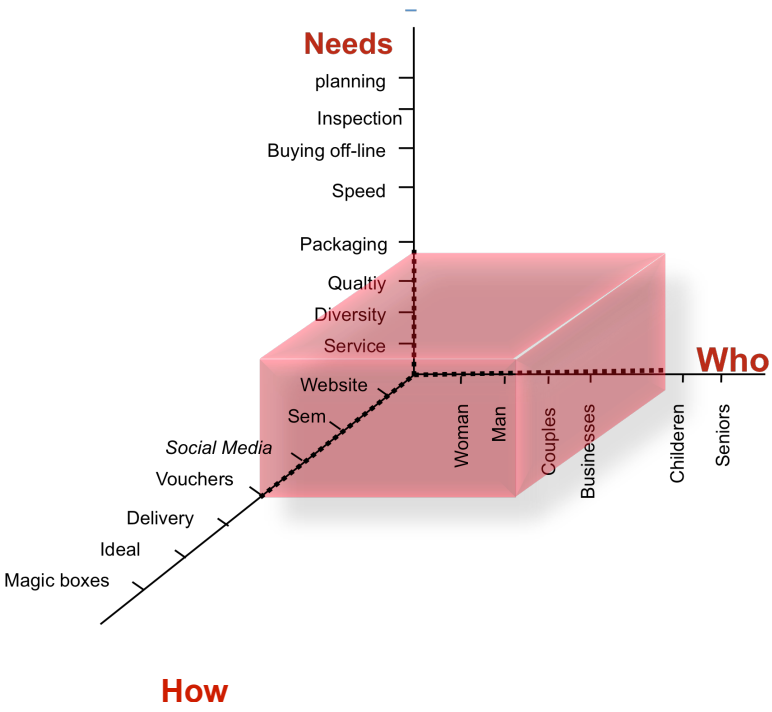
2 Introduction

2.1 Introduction of mydays

Mydays GmbH is specialized in experience gifting. In doing so, mydays is operating in Germany, Spain, Italy, Turkey, Switzerland, Austria, France and in the Netherlands. The complete selection of the mydays' experiences can be found on its website. In order to get a better understanding of the company, the *needs* of the customers, the *target groups* of mydays and the techniques and *methods* used have been integrated in the Abell Business model on the right.



To get a more thorough understanding of the organization, the 7s model of McKinsey has been applied to mydays. This model consists of the following aspects: strategy, systems, structure, style, staff, skills and share values.

Strategy - Becoming, just like in Germany, the market leader for experience gifting in Switzerland, Italy, France, Spain and the Netherlands. Mydays wants to offer a wide range of experiences for both the consumers market and the business-to-business market. In offering so, a high level of quality and service is of topmost importance.

Systems - The mydays policy states that all employees should conduct to the following guidelines: Effectiveness, transparency and respect, working for the company's goals, entrepreneurial thinking and above all 'making the people happy'.

Structure - mydays has a centralized organizational structure. Each region and country has its own team. Other departments are product management, B2B, sales management, IT and finance, All departments are located in its headquarters in Munich. Mydays has a line-staff organization. The CEO is at the top of the chart and

the country or department directors can be found directly under the CEO. An organizational chart can be found in appendix 1.

Style - the management at mydays has set a flat hierarchy and they are practicing a participative leadership style. In other words, every employee is valued for his or her opinion and can contribute his or her ideas and suggestions. The company's style is derived from the Robert House strategy (House, 2002).

Staff & skills – 70% of the employees at mydays has finished a level of higher education, 25% is mid-schooled and only 5% has received lower education. A positive atmosphere is created for the staff. In creating so, mydays is offering its staff a 2.0 company: a swimming pool, Segways, kicker tables and office parties are contributing to a relaxing and fun work environment.

Shared values – The work environment at mydays is very informal. From CEO to intern, everyone is on a first name basis. The dressing code is casual; it is not uncommon to show up wearing flip-flops and jeans. At mydays everyone is important, managers are listening to staff and ambition and initiatives are well rewarded. Deadlines are important but missing one will not be directly result in repercussions.

2.2 Introduction of the problem

Companies all over the world are looking to optimize their online marketing strategy. Companies often underestimate the importance of online marketing, lacking the knowledge or are just not able to manage it properly. Online platforms are used worldwide; this does not mean that any online marketing strategy can be applied to any country. The use of online marketing may vary greatly per country. The Netherlands has a high density of Internet users that are on different online platforms. In spite of this potential market, a generalized online marketing strategy that has its focus on the Netherlands has not been developed yet. This leaves most E-tailers with a great deal of possibilities without the knowledge of the importance of different platforms.

In the Netherlands over 90% of the households are connected to the internet (Corselli-Nordblad) and the use of websites, web shops and social networking sites have risen enormously. The Dutch are heavily users of these online platforms and are consistently ranked the number one users of both LinkedIn and Twitter (Semiocast,

2012). Companies are rushing to keep their online marketing strategies up-to-date and effective but are often lost in the process. They are in need of a compact and clear online marketing strategy that is covering all platforms needed.

"Using the potential that web-based communication offers is presenting a company with a complex process" (Scott, D.). The first problem is to determine what platforms should be used; secondly what activities should a company engage in and finally how should this be communicated. During the past five years a continuous flow of articles and books about how to use online marketing platforms has been published but no research or study has offered an overall online marketing strategy for companies. Therefore, companies can hunt for information about the best platforms, activities and communication styles but they will not find a plan on how to combine these 3 aspects for using both direct and indirect marketing.

The desired audience consists of all consumers that have access to the Internet, in particular the group that is familiar with buying products online. This target group is increasingly demanding and is expecting to receive information, interaction and choices (Scott, pp 3-10). When providing these demands accordingly and fast, a company can lead these prospect-consumers directly into the buying process, which is the ultimate goal of online marketing.

This research tries to grasp the communication on online marketing platforms in the Netherlands as a whole. Both indirect platforms such as a company's website and a direct online marketing platform review have been included. The question that this research is revolving around is 'How should mydays use online marketing to communicate with the Dutch consumers?'. In this study the online marketing platforms are divided in direct and indirect platforms, for both platforms the following questions were researched: which (in)direct platforms should mydays use to drawn the desired output? What should mydays communicate on its online platforms? How should mydays communicate on online platforms?

3 Methodology

Survey

For this thesis two questionnaires have been conducted: one was focused on social networking platforms and the second had its focal point on the mydays website. Both questionnaires contained quantitative and qualitative data.

The respondents that were partaking in the questionnaire with its focus on social networking platforms were gathered via Facebook, LinkedIn, Twitter, Email and through personal contacts. 202 respondents have joined this survey; the targeted group is between 2000 and 3000 people. The respondents all had access to the Internet and were familiar with the basics of using the web. This questionnaire was relevant for this research because respondents had access to the Internet and are therefore able to buy online products. The respondents were divided into two groups: the first group was consisting of Dutch respondents and consists of 87,6% of all respondents, the second group does not have the Dutch nationality and makes up for 12, 4% of the respondents. Among the respondents 52,0% was male and 48% was female. The greatest limitation of this questionnaire was that 55.9 % belonged to the age group 20 to 29. Furthermore, 8,9% was between the ages of 14-19, 11,9% was between 30 and 39 years of age, 9,4% was between 40-49% years old, 5,9% was between 50-59% and 7,9% was over 60 years old. A clear limitation is that slightly more that 50 % of the respondents were between 20 and 29 years old, however, they make up for 30% of the internet users (Jones, S., 2009). The final goal, lead consumers into the buying process, is not directly connected to age. The overview of answers to the questions of both questionnaires can be found in appendix 4 and 5.

The second questionnaire was placed as a pop-up on www.mydays.nl and was answered by the visitors of the mydays' website. This survey helped the research in terms of reviews of communication, overall impression and the trustworthy image of the company at the mydays website. 45,1% of the participants was male and 54,1 % was female. 4,77% was between the age of 14-19, 23,08% between the age of 20 and 29, 13,46 was between the age of 30 and 39, 26,92% was between the age of 40 and 49, 21,15% was between the age of 50 and 59 and 9,62% was about the age of 59. The respondents had an average age of 41. This survey had no important limitations as for far as this research stretches. All questions and the answers to this questionnaire can be found in appendix 2.

Readings

Many books, journal articles, statistics and company reports have been read, consulted and used. These readings have provided a framework for this research and provided it with essential information. The readings consisted mainly of articles doing research about online marketing and where of writers of different nationalities. In a fast changing environment like the world of online platforms the content of its readings are expiring quickly, therefore a selection of readings published recent and/or not older then 3 years, have been consulted. Additionally books and articles have been providing information about various marketing models.

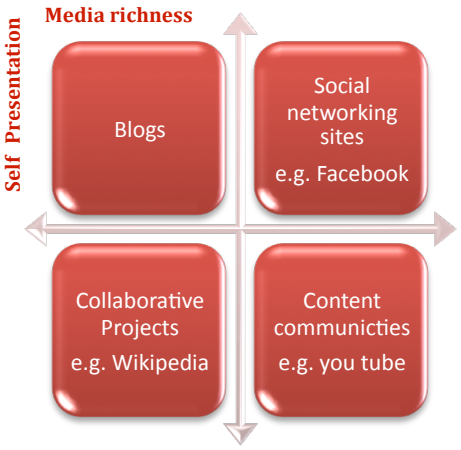
Focus groups

Mydays has a set-up a new focus group under the leadership of the social media manager for the German and Austrian market. The main focal point of this group is the use of social media and in relation to this the mydays brand. Other participants of this group are the social media-marketing managers of Switzerland, Spain, France, Italy, Austria and the Netherlands. This group is joining monthly for a meeting, during these meetings this international assemble is looking for ways to improve and renew the social media strategy for mydays. When it comes to social media these countries are differing greatly from each other, therefore one generalized strategy is not possible. However, these countries can learn from each other and reflect on strategies that work best for a country. During these groups the content of what the brand mydays should reflect is also communicated. Here it is discussed how to communicate to the mydays customers and how to present the brand on online marketing platforms.

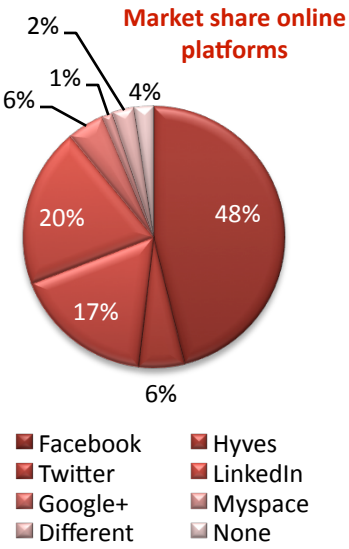
4 How should mydays use indirect online platforms to communicate to and with the Dutch consumers?

4.1 Which indirect platforms should mydays use to draw the desired output?

With the development of online marketing platforms many new possibilities have risen. Presently, it is possible for just one person or company to reach millions of people and inform, tease or trigger them. Social media is the new hybrid of the promotion mix (Mangold, W.G., Faulds, D.J., 2009). A company can choose how it wants to use social media to present itself. Therefore it is important for companies to know what platforms they should use, what to use it for and how to communicate on it. Indirect online marketing platforms can be divided into 4 categories, namely: blogs, social networking sites, collaborative projects and content communities (Kaplan, 2012). The matrix on the left provides these types with examples and their ability for companies to present their brand and reach people. The question that companies should ask themselves is what type of platform they should prefer: a platform that generates many views, a platform that offers a company to present its brand or both.

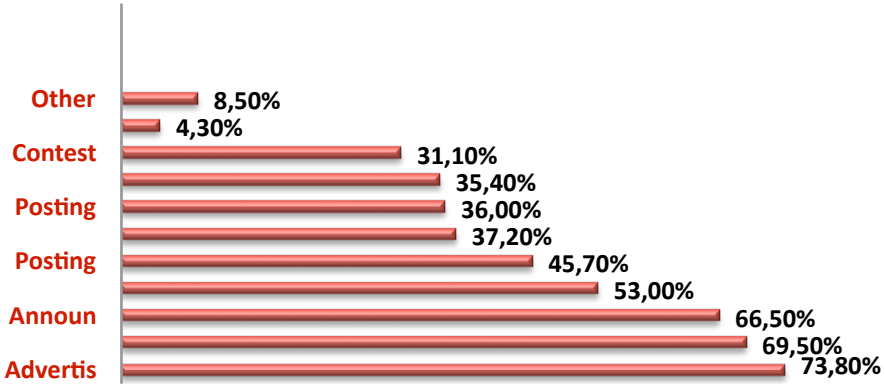


As shown in the chart above social networks are generating many views and give an opportunity to express and present a company's brand. But what platforms are used most in the Netherlands? Our respondents have been asked which online platforms they are using on a frequent basis. Dutch consumers are heavy users of Facebook (89,0%), LinkedIn (61,2%) and Twitter (33,5%). Only 4,5% of the Dutch respondents are not using and/or visiting any online platform. For the Dutch market the platforms that are mostly used are the social networking sites. Hence, these platforms are generating the highest number of views.



4.2 What should mydays communicate on indirect online platforms?

It is important for companies to present themselves professionally on online platforms because "Brands can talk but customers can talk louder" (Weber, L.). Companies should decide what sort of activities they want to be involved in; they have to strengthen the brand through social media without harming its reputation. The respondents that have filled out the survey about online marketing have answered the following question: 'What activities are appropriate for a company to get involved in on social networking sites', more than one answer could be given.



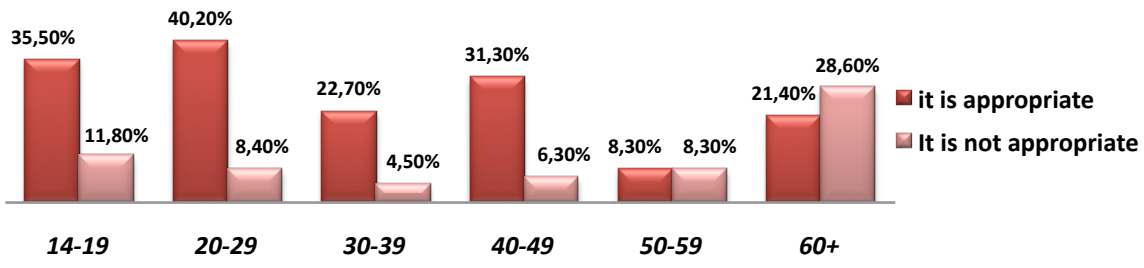
The answers of the partakers are illustrated in the graph on the left. The conclusions drawn from the graphic above are that companies should mainly focus on using social media for advertising, announcing news, promoting seasonal offers and posting photos. 39,5% has recognized that using social media for recruiting is appropriate but a note to this has to be made: 70,9% of these respondents was under the age of 39. Additionally, should recruitment on online platforms be limited to the social networking sites that are aiming purely for professionals such as LinkedIn? (Ter Hofte, 2010). Another note should be placed: only 31,1% thinks that it is fitting for a company to organize contests on social networks, this is contradicting with the outcome of a contest organized by mydays in April 2012. This contest ensured the company a rise in page views on Facebook with a topmost score of 625% in one week. A graph of the Facebook statistics can be found in appendix 6.

CRM gets socials

Among the many opportunities for online marketing that are offered on platforms, in particular on social networking sites, is the use of customer relationship management. Using social networks as a (additional) tool to provide customer service is fairly new. Using social networks for CRM can contribute to the improvement of a company's image. On the Dutch market only a small percentage of the companies has

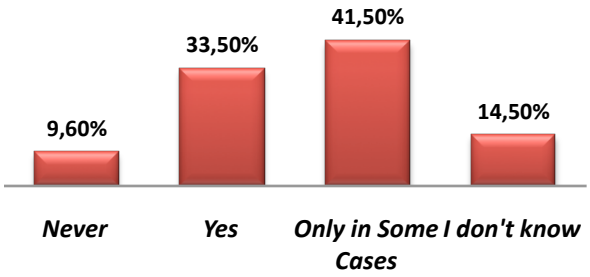
implemented CRM. A successful example is the KLM. This airline states on its website the following: “Twitter is another way we can help you with your requests – from changing your reservation to finding out how to take your pet with you” (KLM, 2012). KLM customers are using this opportunity plenty and although negative experiences are exposed online the customer can see that the company is doing everything in its power to solve the customers’ problem(s).

CRM on a social network acts also as a platform for customers to vent their dissatisfaction and frustration with companies and their products; therefore companies are fearful to use this tool. This is considered to be a major pitfall of using CRM on a social network (Fluss, 2011). Every modern company should have a social-media-based customer service function. According to a report on mashable over 81 % of companies are looking to implement the use of customer service via social media. (T. Fisher, 2013) lacking to follow this majority could lead to an old-fashioned brand image. Allowing customers to leave their complaints on a social network shows that a company has nothing to hide (Acker, O. et all) and that it puts effort in satisfying its customers. A second disadvantage that comes with communicating on social networks with customers is that some customers may consider it as not appropriate at all. The graph below shows you that this perception varies greatly per age group. In specific, the age group 60+ has 28,6 % respondents of the questionnaire on online marketing have replied with ‘it is not appropriate’. In the graph below you can see per age group of the consumers think it is appropriate.



The respondents of the survey have been asked if they think it is appropriate for a company to use social media as a tool for CRM. It can be seen in the graph on the following page that, only 9,6% of the respondents are thinking that it is never appropriate for a company to use social media for this purpose and respectively 33,5%

thinks it is appropriate. A fair share of the respondents (14, 5%) does not know and 41,5% thinks it is only in some case appropriate. These statistics show that more than 75% of the asked Dutch Internet users are open for using CRM for customer service, therefore it should be implemented.



4.3 How should mydays communicate on indirect online platforms?

Employees that are responsible for maintaining and protecting a company's brand on social networks should also be responsible for the actual use of social media: they should monitor the communication that goes directly to a group of interested and/or potential customers (Fluss, 2011). But how should a company communicate? Should a company use the informal Dutch '*jij*' or should it use the formal '*U*'? In this case the Dutch consumer differs greatly from consumers in foreign markets. The greater share (74,6%) of the Dutch social media users is thinking that it is appropriate to use informal language on social media. A comparison with other countries shows us that the companies who are using a informal way of communication on social media can only count on 55,5% of its consumers to support this. When providing customer service on social media caution must be made: Customer service is better judged when customer service is using formal language (Boerdam, 2008).

5 How should mydays use its direct online platform to communicate with the Dutch consumer?

5.1 Which direct platforms should mydays use to draw the desired output?

The direct online marketing platform that mydays is using in the Netherlands is www.mydays.nl. Mydays is only offering its products for the Dutch market online and therefore the company should be in the Netherlands classified as an e-tailer. E-tailers have to know what the trick is to distinguish itself from other e-tailers (Collier, J. E. & Bienstock, C. C., 2006). Web shops are minimizing "heterogeneity" because of the disappearance of service employees. This means it is harder for consumers to distinguish differences in web shops; thus, e-tailers should focus to optimize their websites. To stand out the design off and communication on an e-tailers website is of exceptional importance for its online marketing strategy. For this research the mydays website is analyzed using the ADOF-model (anonymous, 2012) this model consists of 4 elements, namely: accessibility, design, offer and fulfillment.

Accessibility

The accessibility of a website can be measured by how fast the URL is working, how rapid the page is loading and how high a company is ranked in often used search engines like Google Inc. The URL of mydays is www.mydays.nl although this seems to be a logical URL its name might be confusing to some customers. The name is not Dutch and it is plural, therefore some customers might get confused. Thanks to the limitation of 15 kb per photo the past of the website is fast. The ranking of the website is outstanding in the world most used search engine. Mydays has a premier place on Google, both when looking using the keywords 'mydays' and 'experiences'.

Design

Mydays has developed the design off its website in a way that makes it easy for visitors to navigate. On the homepage, a bar can be found that provides all the offered categories. When choosing a category the site directs the visitor to a description of the chosen category and gives an overview of the selection of activities in this category. When selecting an experience the site will show all services and details about this experience. Additionally, mydays provides the consumer with a search tool that helps

the customer to find an experience with just one word and a click. On the mydays website the look and feel of the company created. The mydays look and feel consists of the red/pinkish color, the picture with the bulb of light and the magic fairy that pops up in several places. The chosen color combinations are making the website pleasant to look at.

Offer

The offered products on mydays are 95% up-to-date; this is good because customers can rely on the fact that the desired product is available. The customer stands for a bigger challenge when he or she is in need of some assistance. Customers have to look at the bottom of the mydays website to find a contact button, the contact details are not up-to-date and can confuse the customer. A costumer looking for help can choose 'customer service' and 'FAQ'.

5.2 What should mydays communicate on its direct online platform?

What must be explored is how customers evaluate the quality of a website of an e-tailer. In other words how do customers distinguish one website from the other? This issue has been explored by surveying people who have recently been visiting the Dutch mydays website. There are six attributes that are of influence on the visitors' perceptions.

Ease of use

In general, websites of e-tailers do not provide the visitor with instructions on how to use their websites. This is because most e-tailers are expecting the visitors to "learn by doing". Because of this, the website has to be extremely easy to use, regardless of how experienced a visitor is with the Internet. In an online setting, "customers associate ease of use with freedom without significant mental effort" (Davis, F.D., Bagozzi, R.P. & Warschau, P.R., 1998). An e-tailer has to ensure that it has implemented a simple search tool in their website. Customers are demanding an easy way to narrow down the choices quickly. If this is not given or the customers perceive it as being difficult they will easily change to a competitor or even to a brick-and-mortar store.

Privacy

The warranty that buying in a web shop is out of harm's way might be the most significant aspect that an e-tailer has to comply with in the eyes of the customers. Customers must feel that a web shop is safe to us. A tool to create a safer feeling for the customer is to obtain a seal of assurance and safety by a recognized and well-known company. Working with reputable companies such as TÜV, VeriSign Inc. and TRUSTe will contribute to the credibility of the e-tailer (M.D. Odom, A. Kumar and L. Saunders, fall 2002). Customers who are paying with a credit card are looking for this token of safety. Secondly, customers are not only concerned about the safety of their payments but also about their privacy. It is not uncommon that companies are sharing personal information about their customers with others but nothing kills business faster than this. Customers need to be able to rely on e-tailers not to share their personal information, therefore a foundation of trust need to be established.

Simple design

The text, style and format or simply put the design of the website is of extreme importance for the company image. With the design of the website an e-tailer gets the change to present its brand and what it stands for. You can compare this to the old-fashioned mortar-and-brick stores: the first impression is given with the window display. Is it visually pleasant? And the shop itself, is it swarming with products or is it spacious, how is it categorized and how easy is it to see the structure? All of these questions also apply to a web shop. A company needs to make sure that it is using proper spacing on its website and using clear colors that not conflict with each other.

Consistency and flexibility

A high level of reliability is necessary for an e-tailer in order to build a long-term relationship with its suppliers. A website that is not functioning right or is often down gives the customer the feeling that the customer is not consistent. E-tailers have to be mindful that a high rate of failures is the equivalent of a closed mortar-and-brick store.

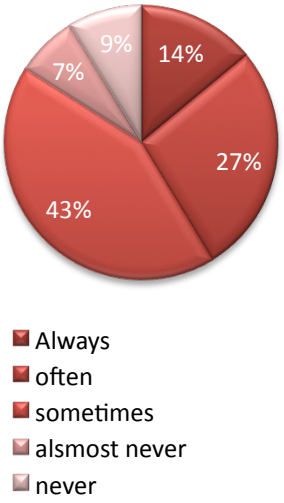
Good information

E-tailers have to ensure that their websites provides information that is accurate and up-to-date. The offered products need to be available and comply with the promises

made by the e-tailer. In addition, it is important that the price information is accusing and that listings are correct. Including detailed description and visual representations of products helps the customer to get trust in the E-tailer (Joel E. Collier and Carol C. Bienstock, 2006). If not, customers will get rapidly dissatisfied with the online retailer.

5.3 How should mydays communicate on its direct online platform?

The time that a company was always approaching its customer in a formal way is over. Companies that are considering themselves as 'fashionable and modern' are rapidly moving towards communicating in an informal way to their customers. On indirect online marketing platforms, such as social networking sites an informal way of communicating attracts and is mostly well accepted. Dutch consumers are having more problems with informal language on the direct platforms: the website. Respondents have been asked if they think it is appropriate when informal language is used on a company's website. The answers can be found in the graph on the right. The greater share of the respondents does not know if they think it is appropriate and 14% and 27% think it is sometimes or always appropriate. These answers indicate that Dutch consumers do not know if they think is appropriate to use informal language on a website but they are not declining it immediately.



6 Recommendations

Being an e-tailer in the Netherlands mydays should adjust its online marketing strategy. First, mydays should limit the use of online marketing platforms to the use of social networking sites. In the Dutch market mydays should focus on Facebook, Twitter and LinkedIn. Mydays should mainly use these social networking sites as a platform for advertising, contests and promoting (seasonal) offers. When launching a new project or product mydays should make this known to its customers by using one of the networks named above. Contests are particularly useful for this. Mydays should create a LinkedIn account to use for the recruitment of Dutch employees. Furthermore mydays should implement customer service on Facebook and Twitter. To generalize it's the way of communicating mydays has to make sure to use a synchronized style of communicating on all platforms. Using informal language is appropriate for mydays. However, customer services should be excluded from the use of informal language.

Mydays should continuously review and maintain the accessibility, design, offer and fulfillment on its website in order to be considered a reliable e-tailer. On its direct online platform, the mydays website, mydays should focus on communicating the reliability of the company and the protection of the privacy. In doing so mydays should purchase a label of safety if the company's financial means are sufficient. Additionally, mydays has to improve the correctness of its information provided. All products provided should be up-to-date and precise. Finally, the use of informal language should be implemented throughout the mydays website to create a homogenous marketing strategy.

6.1 Financial consequence

Implementing the activities named above on social networking site have do not bring high costs with them. The real costs are hidden in the use of labor force needed to maintain these social networking sides and adjusting the website to the new strategy. Mydays should budget about 3 hours a week for 1 employee per week in order to follow and maintain its online marketing. One exception should be noted here: the implementation of a safety label can be a timely and costly process.

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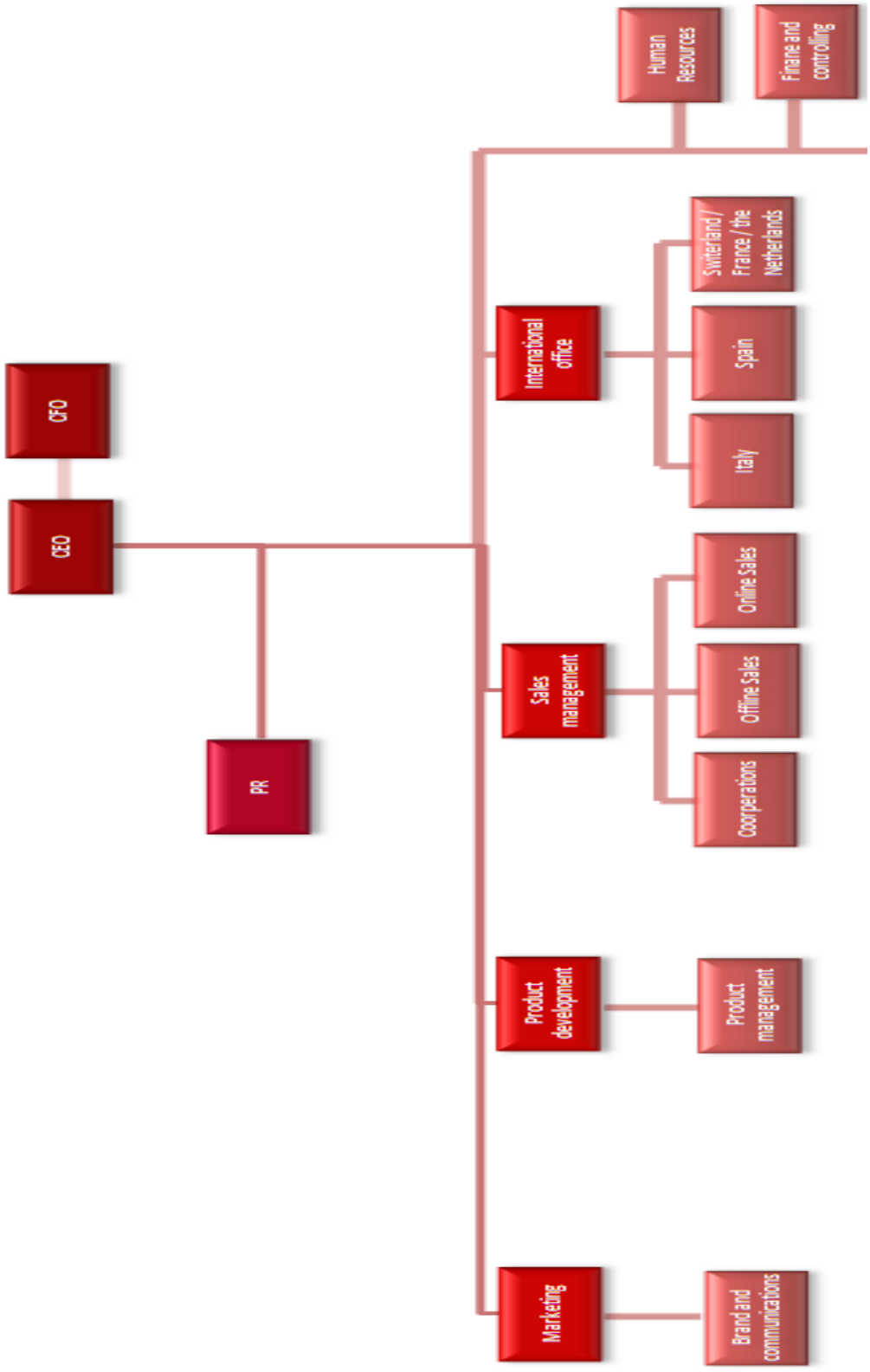
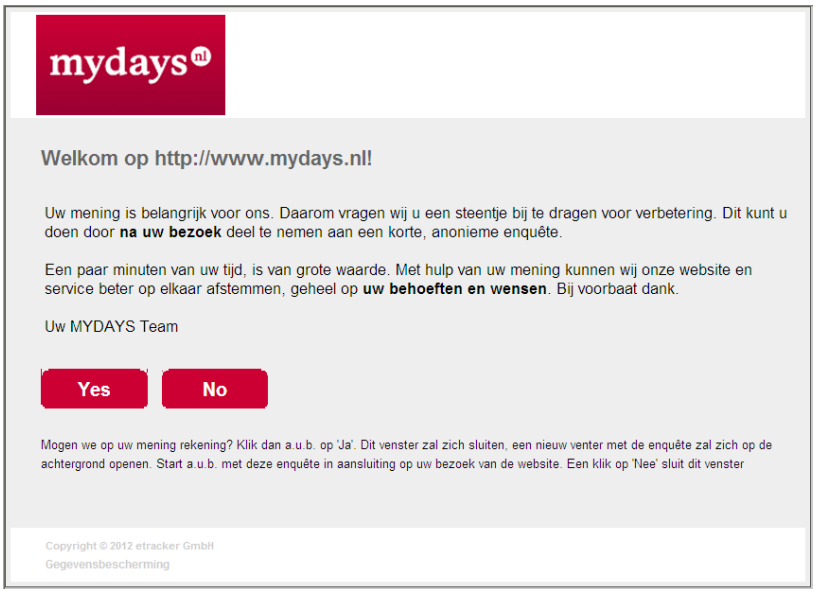
8 Appendixes

Appendix 1



Appendix 2


mydays
Welkom op http://www.mydays.nl!
Uw mening is belangrijk voor ons. Daarom vragen wij u een steentje bij te dragen voor verbetering. Dit kunt u doen door **na uw bezoek** deel te nemen aan een korte, anonieme enquête.
Een paar minuten van uw tijd, is van grote waarde. Met hulp van uw mening kunnen wij onze website en service beter op elkaar afstemmen, geheel op **uw behoeften en wensen**. Bij voorbaat dank.
Uw MYDAYS Team
Yes
No
Mogen we op uw mening rekening? Klik dan a.u.b. op 'Ja'. Dit venster zal zich sluiten, een nieuw venter met de enquête zal zich op de achtergrond openen. Start a.u.b. met deze enquête in aansluiting op uw bezoek van de website. Een klik op 'Nee' sluit dit venster
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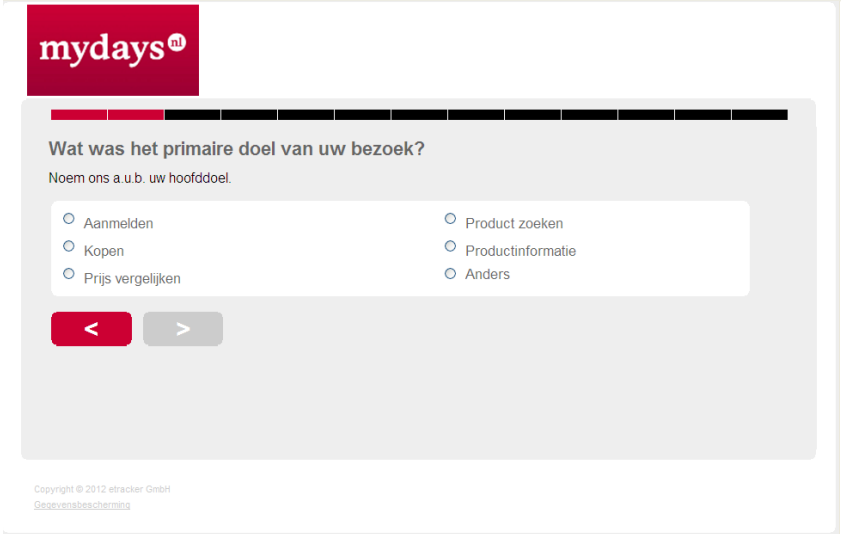
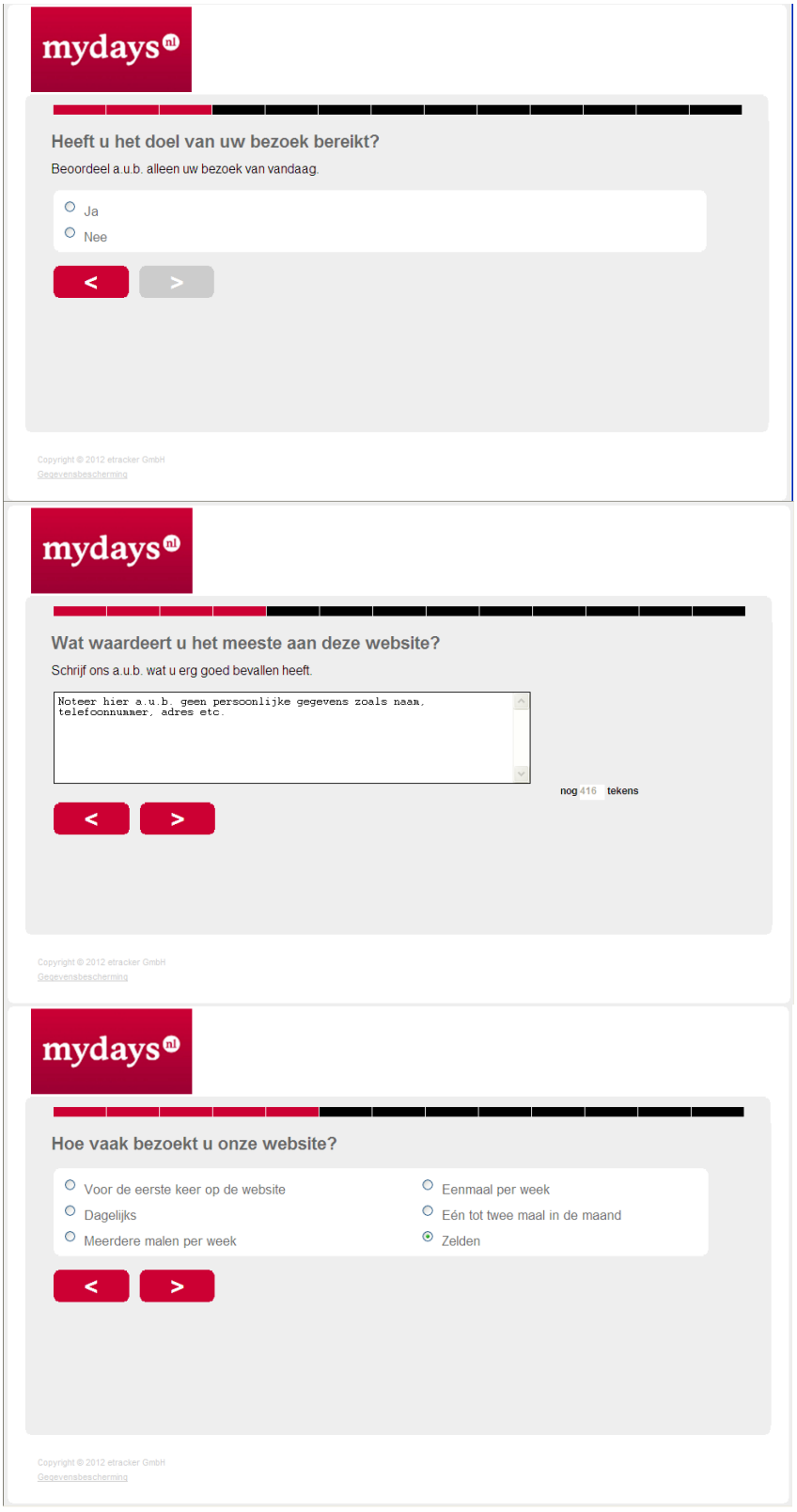
Gegevensbescherming

mydays
Hoe was de algemene indruk van de website, beschouwende uw bezoek van vandaag?
Beoordeel a.u.b. de algemene indruk van uw bezoek van vandaag.
zeer slecht
slecht
gemiddeld
goed
zeer goed
>
Copyright © 2012 etracker GmbH
Gegevensbescherming


mydays
Wat was het primaire doel van uw bezoek?
Noem ons a.u.b. uw hoofddoel.
Aanmelden
Kopen
Prijs vergelijken
Product zoeken
Productinformatie
Anders
<
>
Copyright © 2012 etracker GmbH
Gegevensbescherming


mydays nl
Heeft u het doel van uw bezoek bereikt?
Beoordeel a.u.b. alleen uw bezoek van vandaag.
Ja
Nee
<
>
Copyright © 2012 etracker GmbH
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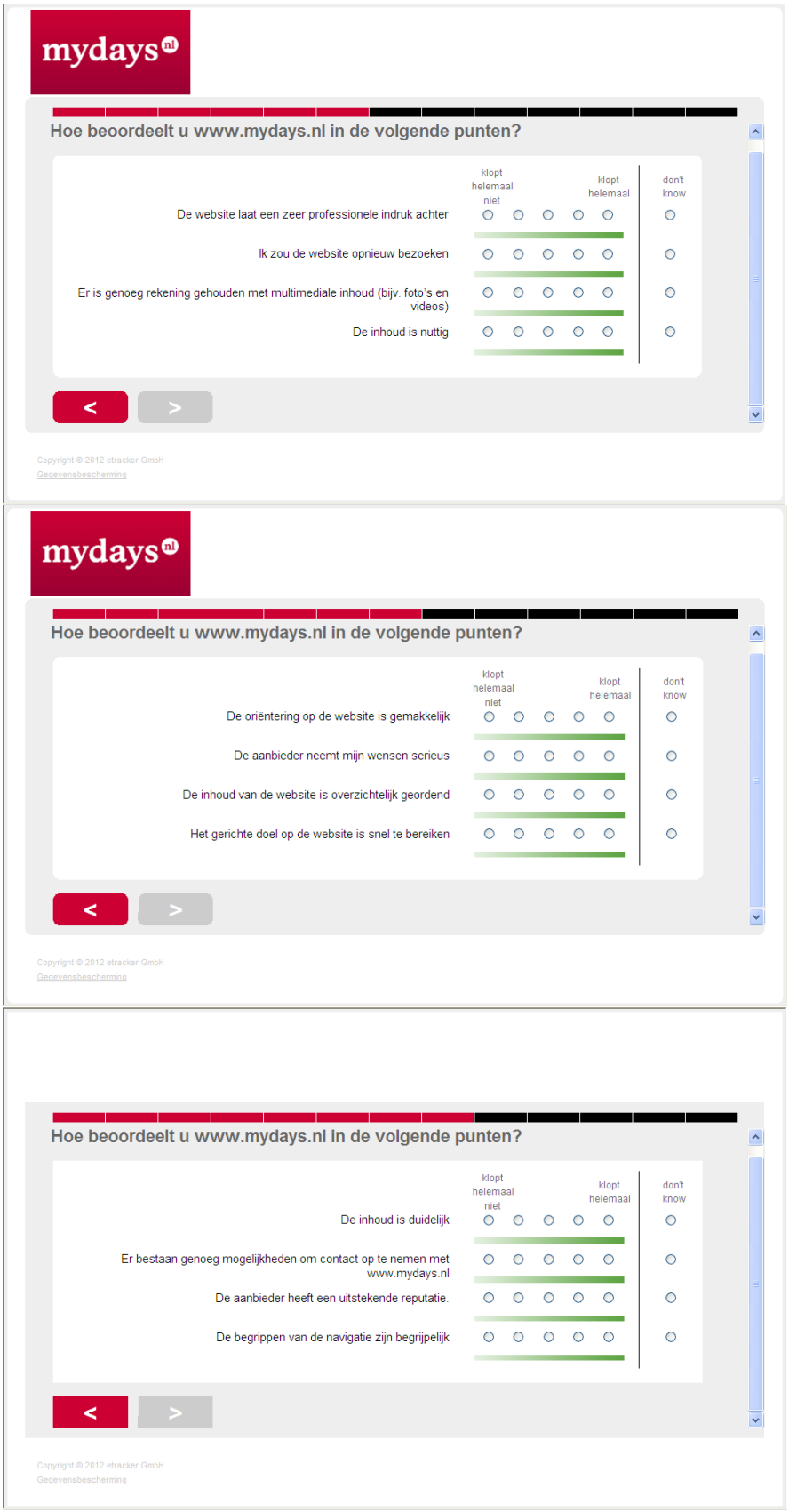
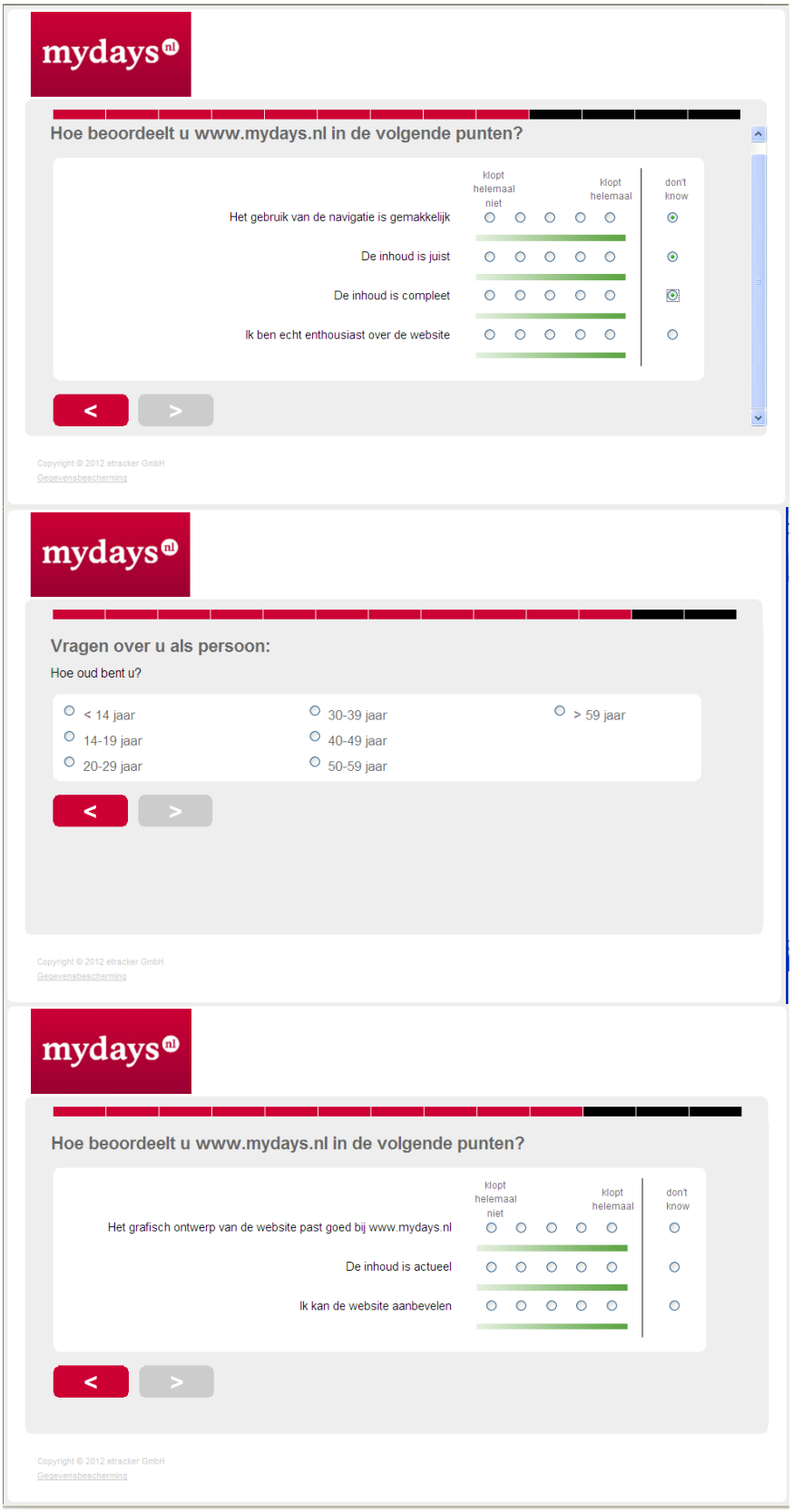
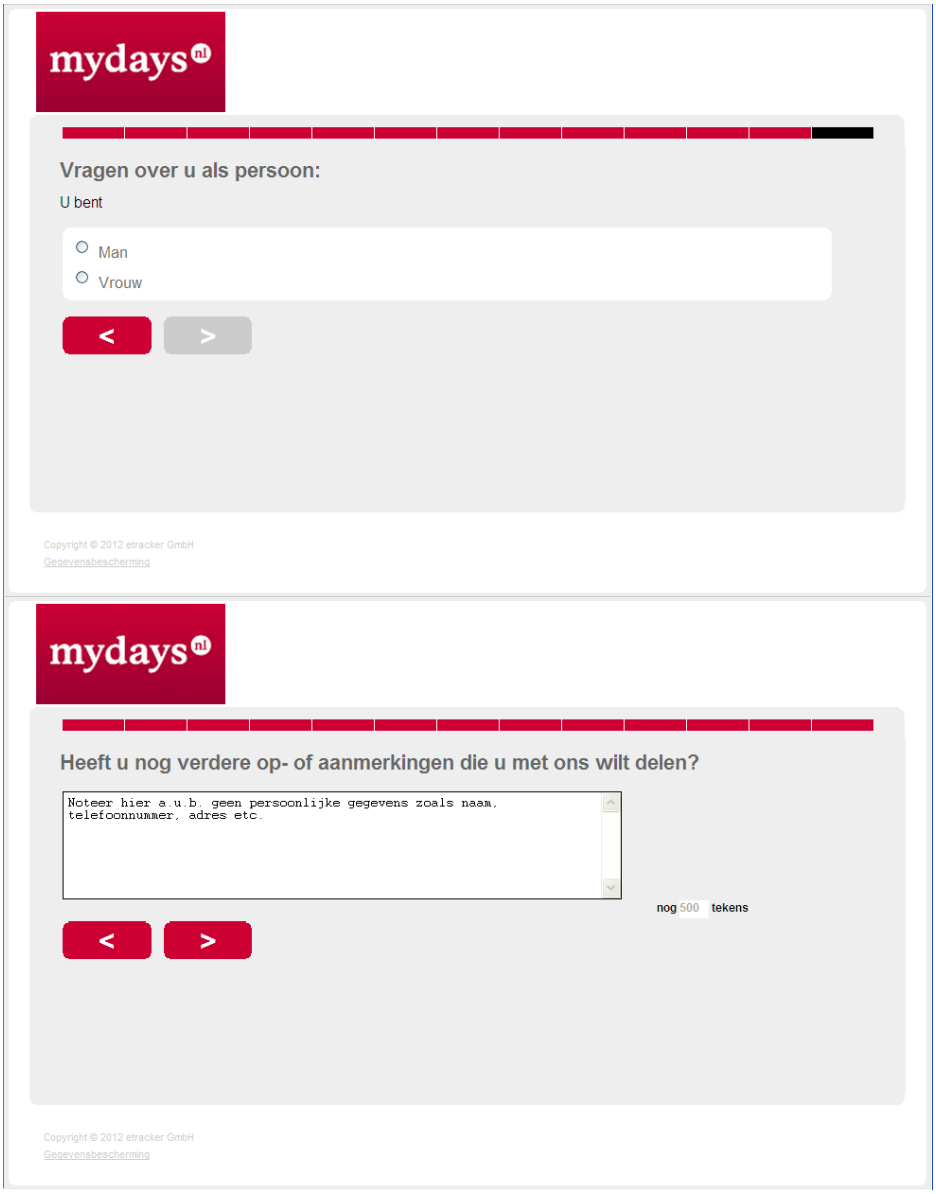
mydays nl
Wat waardeert u het meeste aan deze website?
Schrijf ons a.u.b. wat u erg goed bevallen heeft.
Noteer hier a.u.b. geen persoonlijke gegevens zoals naam, telefoonnummer, adres etc.
nog 416 tekens
<
>
Copyright © 2012 etracker GmbH
Gegevensbescherming
mydays nl
Hoe vaak bezoekt u onze website?
Voor de eerste keer op de website
Dagelijks
Meerdere malen per week
Eenmaal per week
Eén tot twee maal in de maand
Zelden
<
>
Copyright © 2012 etracker GmbH
Gegevensbescherming


mydays
Hoe beoordeelt u www.mydays.nl in de volgende punten?
klopt helemaal niet
klopt helemaal
don't know
De website laat een zeer professionele indruk achter
Ik zou de website opnieuw bezoeken
Er is genoeg rekening gehouden met multimediale inhoud (bijv. foto's en videos)
De inhoud is nuttig
<
>
Copyright © 2012 etracker GmbH
Gegevensbescherming
mydays
Hoe beoordeelt u www.mydays.nl in de volgende punten?
klopt helemaal niet
klopt helemaal
don't know
De oriëntering op de website is gemakkelijk
De aanbieder neemt mijn wensen serieus
De inhoud van de website is overzichtelijk geordend
Het gerichte doel op de website is snel te bereiken
<
>
Copyright © 2012 etracker GmbH
Gegevensbescherming
Hoe beoordeelt u www.mydays.nl in de volgende punten?
klopt helemaal niet
klopt helemaal
don't know
De inhoud is duidelijk
Er bestaan genoeg mogelijkheden om contact op te nemen met www.mydays.nl
De aanbieder heeft een uitstekende reputatie.
De begrippen van de navigatie zijn begrijpelijk
<
>
Copyright © 2012 etracker GmbH
Gegevensbescherming


mydays nl
Hoe beoordeelt u www.mydays.nl in de volgende punten?
klopt helemaal niet
klopt helemaal
don't know
Het gebruik van de navigatie is gemakkelijk
De inhoud is juist
De inhoud is compleet
Ik ben echt enthousiast over de website
<
>
Copyright © 2012 etracker GmbH
Gegevensbescherming
mydays nl
Vragen over u als persoon:
Hoe oud bent u?
< 14 jaar
14-19 jaar
20-29 jaar
30-39 jaar
40-49 jaar
50-59 jaar
> 59 jaar
<
>
Copyright © 2012 etracker GmbH
Gegevensbescherming
mydays nl
Hoe beoordeelt u www.mydays.nl in de volgende punten?
klopt helemaal niet
klopt helemaal
don't know
Het grafisch ontwerp van de website past goed bij www.mydays.nl
De inhoud is actueel
Ik kan de website aanbevelen
<
>
Copyright © 2012 etracker GmbH
Gegevensbescherming


mydays
Vragen over u als persoon:
U bent
Man
Vrouw
<
>
Copyright © 2012 etracker GmbH
Gegevensbescherming
mydays
Heeft u nog verdere op- of aanmerkingen die u met ons wilt delen?
Noteer hier a.u.b. geen persoonlijke gegevens zoals naam, telefoonnummer, adres etc.
nog 500 tekens
<
>
Copyright © 2012 etracker GmbH
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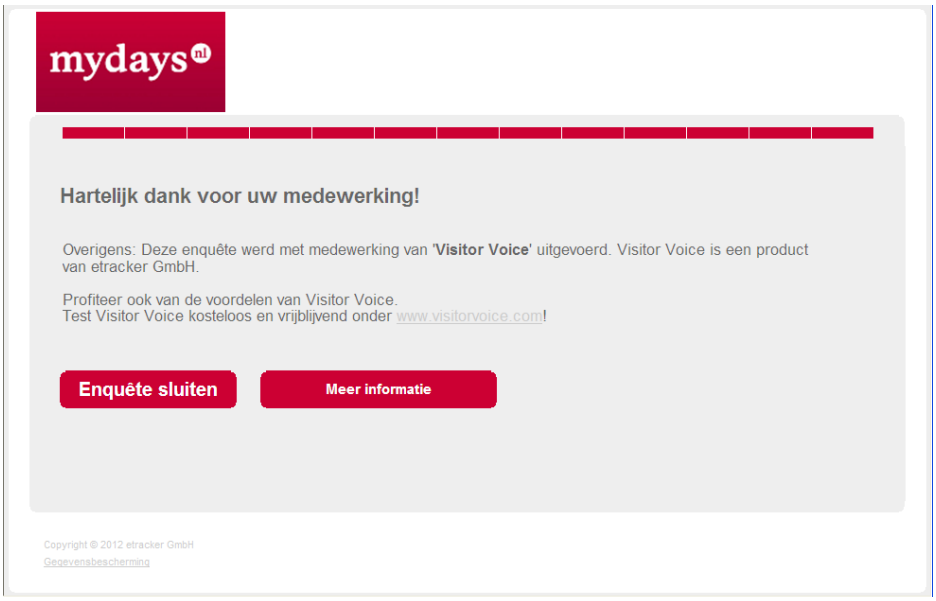
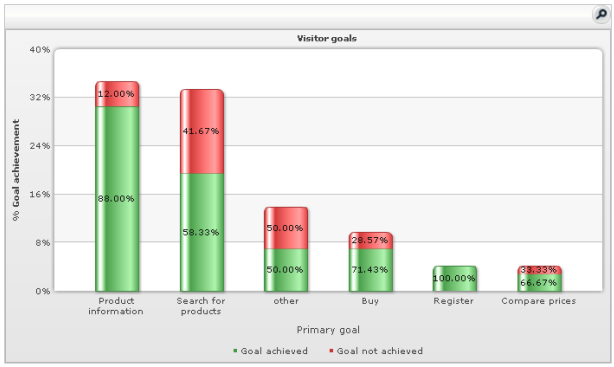


Apendix 3

Visitor goals Feedback

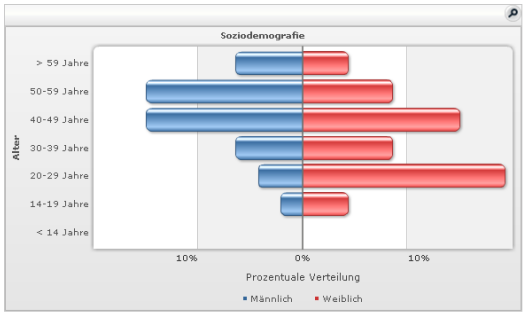


Goal achieved	not achieved	Responses
70.83%	**29.17%**	**n=72**

Customize columns

Primary goal	Percentage distribution	Goal achieved	Goal not achieved	% Goal achievement	Total
Product information	34.72%	30.56%	4.17%	88.00%	25
Search for products	33.33%	19.44%	13.89%	58.33%	24
other	13.89%	6.94%	6.94%	50.00%	10
Buy	9.72%	6.94%	2.78%	71.43%	7
Register	4.17%	4.17%	0.00%	100.00%	3
Compare prices	4.17%	2.78%	1.39%	66.67%	3

Soziodemografie



Ausgewählter Zeitraum
13.08.2011 - 13.04.2012
Heute | Gestern | Aktueller Monat

Segmentauswahl
Alle Befragten

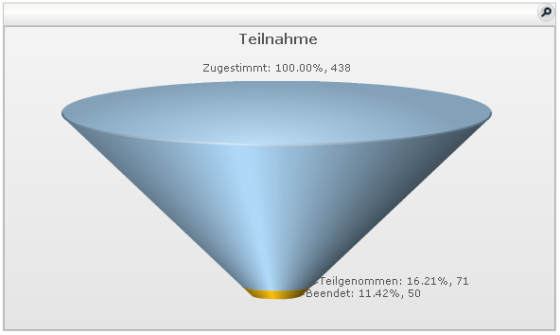
Männlich	Weiblich	Ø Alter	Antworten
45,10%	54,90%	~41 Jahre	n=51

Spalten anpassen

Alter	Prozentuale Verteilung	Männlich	Weiblich	Anzahl
> 59 Jahre	9,62%	5,77%	3,85%	5
50-59 Jahre	21,15%	13,46%	7,69%	11
40-49 Jahre	26,92%	13,46%	13,46%	14
30-39 Jahre	13,46%	5,77%	7,69%	7
20-29 Jahre	23,08%	3,85%	17,31%	12
14-19 Jahre	5,77%	1,92%	3,85%	3
< 14 Jahre	0,00%	0,00%	0,00%	0

20 pro Seite

Teilnahme



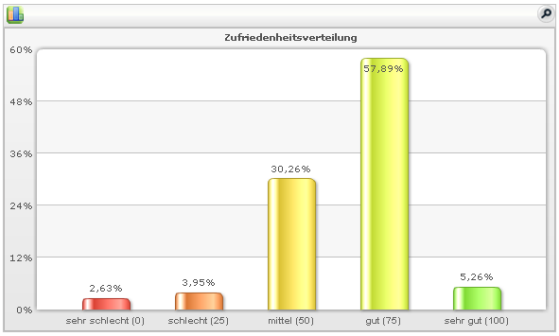
Ausgewählter Zeitraum
13.08.2011 - 13.04.2012
Heute | Gestern | Aktueller Monat

Aktueller Monat	Noch verfügbare Umfragen
April 2012	999

Spalten anpassen

Tag	Eingeladen	Zugestimmt	Teilgenommen	Beendet
Fr 13.04.2012	31	3	0	0
Do 12.04.2012	50	1	0	0
Mi 11.04.2012	90	0	0	0
Di 10.04.2012	51	0	1	0
Mo 09.04.2012	78	2	0	0
So 08.04.2012	46	1	0	0
Sa 07.04.2012	51	0	0	0
Fr 06.04.2012	47	1	1	0
Do 05.04.2012	47	0	0	0
Mi 04.04.2012	95	2	0	0
Di 03.04.2012	47	1	0	0
Mo 02.04.2012	121	2	1	1
So 01.04.2012	49	1	0	0

Zufriedenheitsverteilung



Ausgewählter Zeitraum
13.08.2011 - 13.04.2012
Heute | Gestern | Aktueller Monat

Segmentauswahl
Alle Befragten

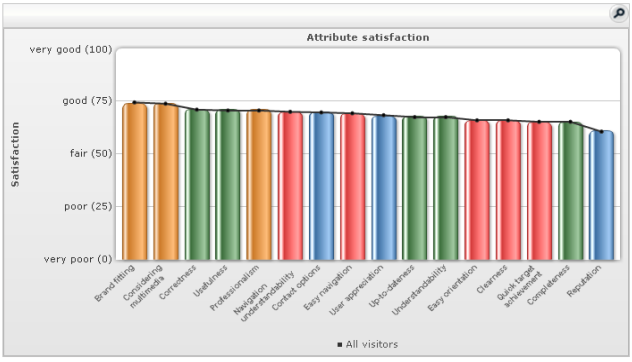
Ø Zufriedenheit	Antworten	TopTwo-Box	BottomTwo-Box
64,80	n=76	63,16%	6,58%

Spalten anpassen

Zufriedenheit	Prozentuale Verteilung	Antworten
sehr schlecht (0)	2,63%	2
schlecht (25)	3,95%	3
mittel (50)	30,26%	23
gut (75)	57,89%	44
sehr gut (100)	5,26%	4

20 pro Seite

Attribute satisfaction

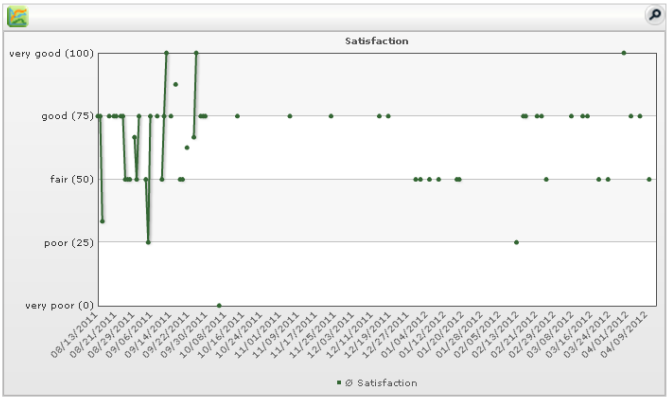


Ø Satisfaction	Responses
68.27	n=76

Compare | Customize columns

Subcategory	Category	Satisfaction
Up-to-dateness	Content	68
Usefulness	Content	71
Understandability	Content	68
Completeness	Content	65
Correctness	Content	71
Considering multimedia	Look and Feel	74

Satisfaction



chosen timeframe
08/13/2011 - 04/13/2012
Today | Yesterday | This month

Segment selection
All respondents

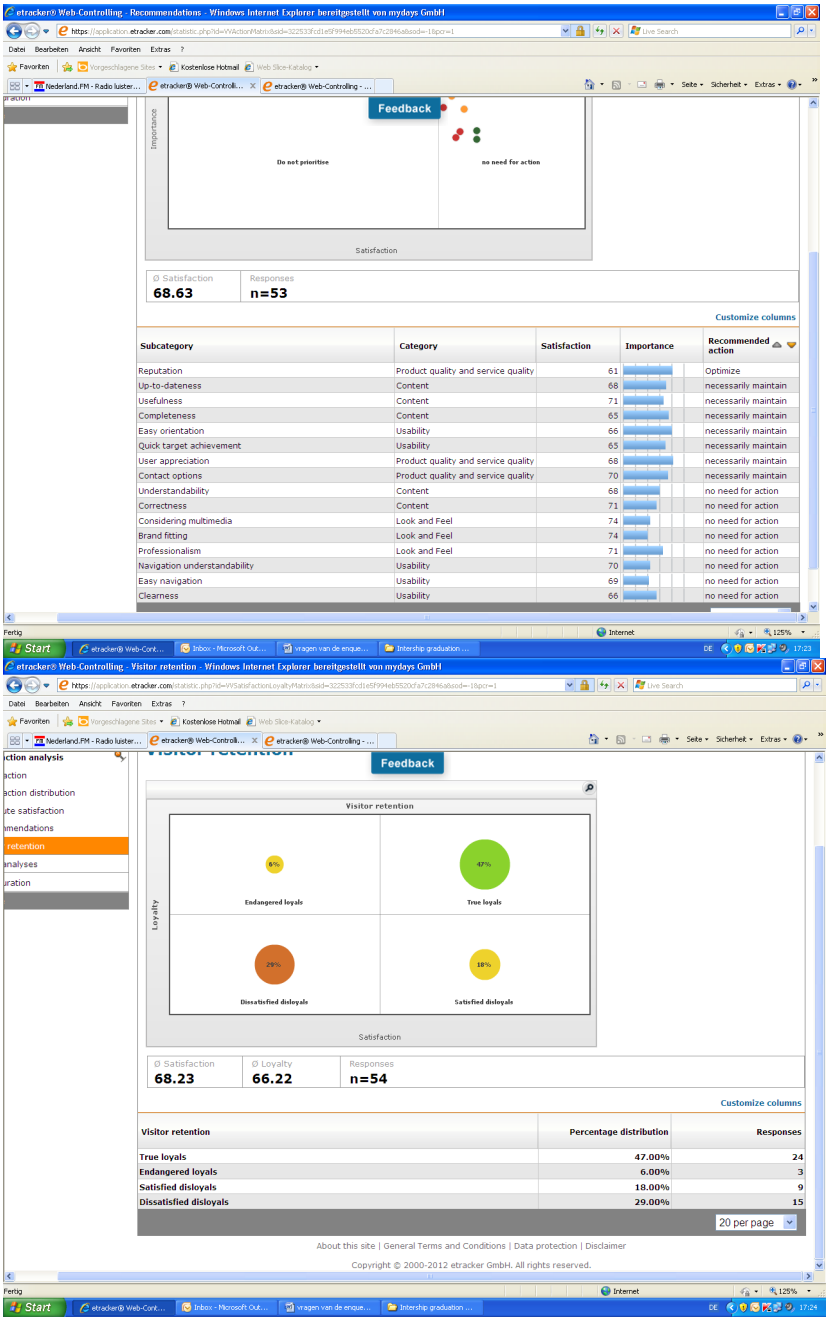
Ø Satisfaction	Responses
64.80	n=76

Compare | Customize

Day	Ø Satisfaction	Response
Tu, 04/10/2012	50	

Subcategory	Category	Satisfaction
Up-to-dateness	Content	68
Usefulness	Content	71
Understandability	Content	68
Completeness	Content	65
Correctness	Content	71
Considering multimedia	Look and Feel	74
Brand fitting	Look and Feel	74
Professionalism	Look and Feel	71
Navigation understandability	Usability	70
Easy orientation	Usability	66
Easy navigation	Usability	69
Quick target achievement	Usability	65
Clearness	Usability	66
User appreciation	Product quality and service quality	68
Reputation	Product quality and service quality	61
Contact options	Product quality and service quality	70

50 per page


etracker® Web-Controlling - Recommendations - Windows Internet Explorer bereitgestellt von mydays GmbH
Feedback
Importance
Do not prioritise
no need for action
Satisfaction
Ø Satisfaction
68.63
Responses
n=53
Customize columns
Subcategory
Category
Satisfaction
Importance
Recommended action
Reputation
Product quality and service quality
61
Optimize
Up-to-dateness
Content
68
necessarily maintain
Usefulness
Content
71
necessarily maintain
Completeness
Content
65
necessarily maintain
Easy orientation
Usability
66
necessarily maintain
Quick target achievement
Usability
65
necessarily maintain
User appreciation
Product quality and service quality
68
necessarily maintain
Contact options
Product quality and service quality
70
necessarily maintain
Understandability
Content
68
no need for action
Correctness
Content
71
no need for action
Considering multimedia
Look and Feel
74
no need for action
Brand fitting
Look and Feel
74
no need for action
Professionalism
Look and Feel
71
no need for action
Navigation understandability
Usability
70
no need for action
Easy navigation
Usability
69
no need for action
Clearness
Usability
66
no need for action
etracker® Web-Controlling - Visitor retention - Windows Internet Explorer bereitgestellt von mydays GmbH
Feedback
Visitor retention
Loyalty
6%
Endangered loyals
47%
True loyals
29%
Dissatisfied disloyals
18%
Satisfied disloyals
Satisfaction
Ø Satisfaction
68.23
Ø Loyalty
66.22
Responses
n=54
Customize columns
Visitor retention
Percentage distribution
Responses
True loyals
47.00%
24
Endangered loyals
6.00%
3
Satisfied disloyals
18.00%
9
Dissatisfied disloyals
29.00%
15
20 per page
About this site | General Terms and Conditions | Data protection | Disclaimer
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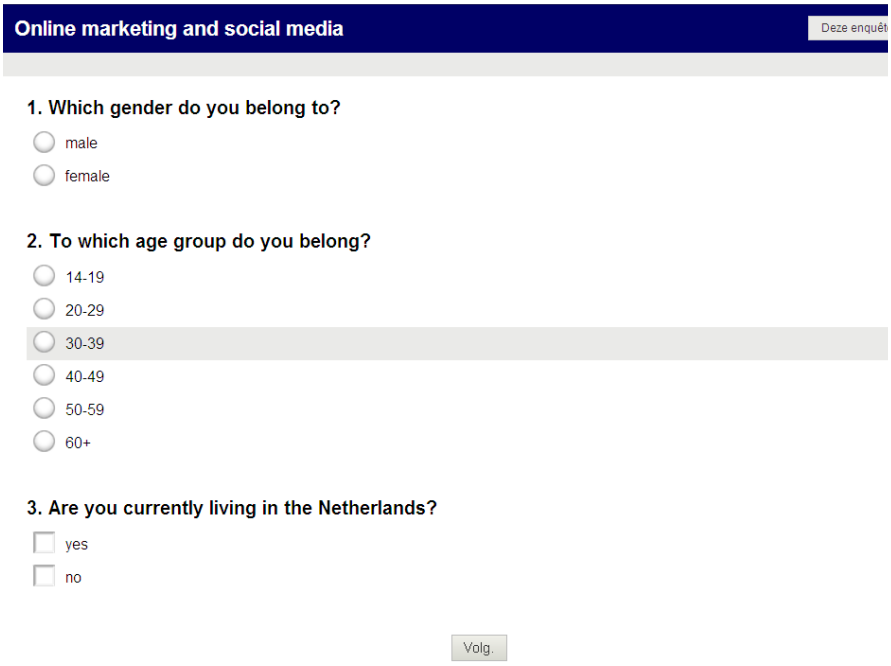
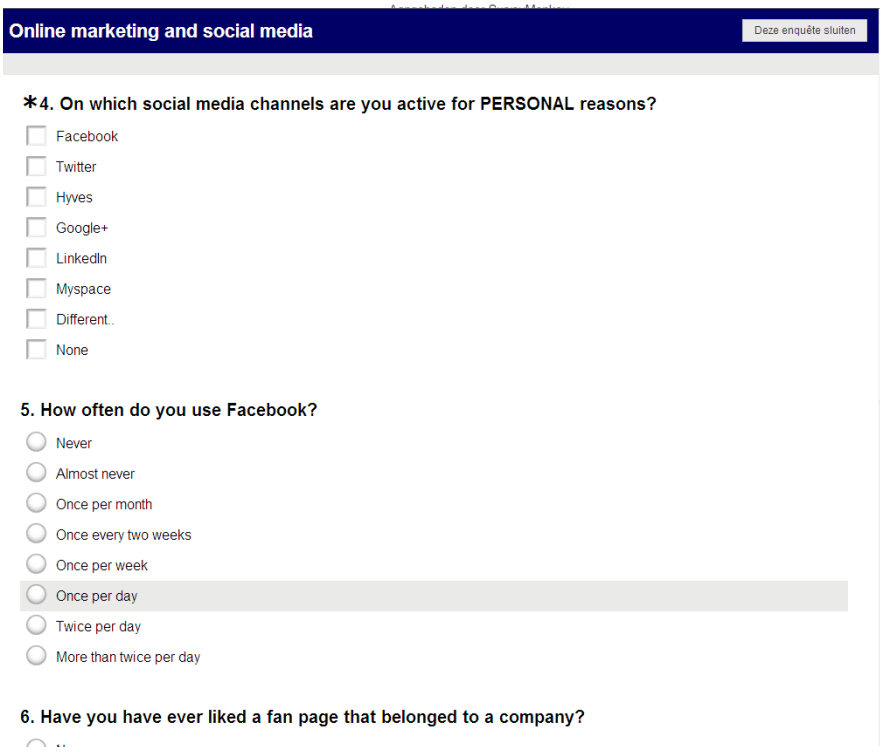
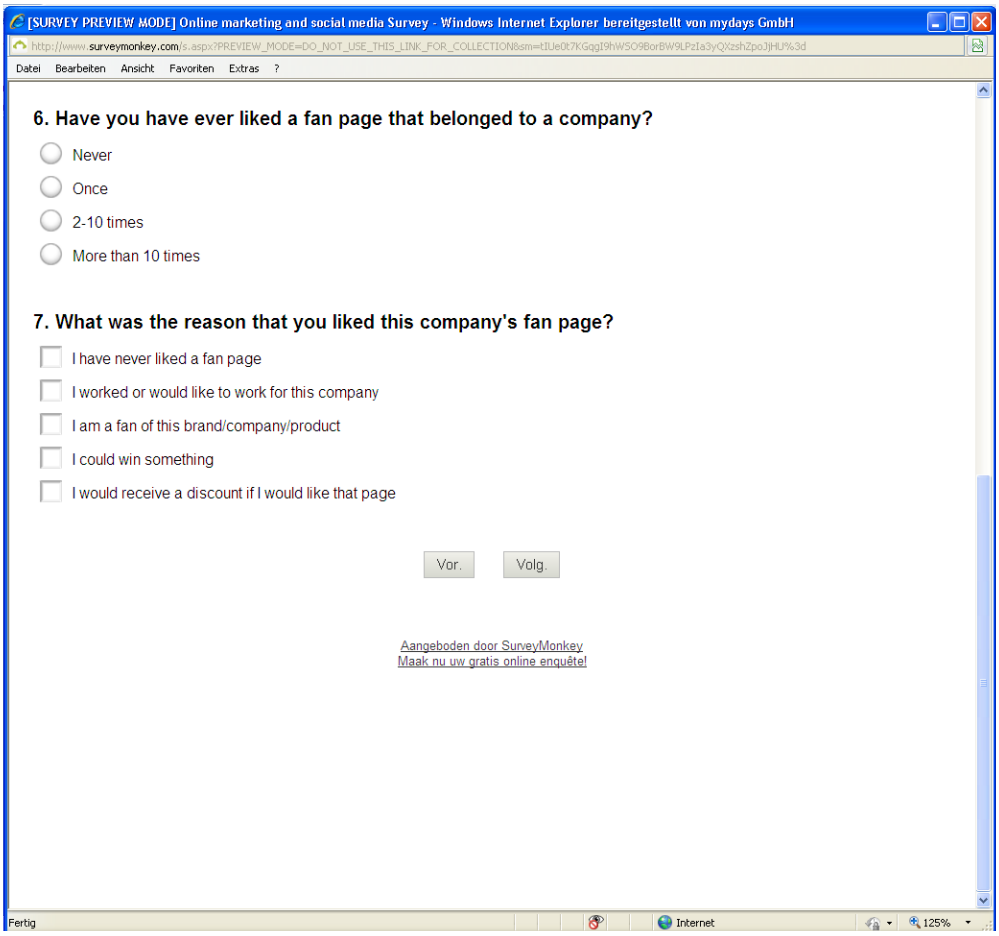
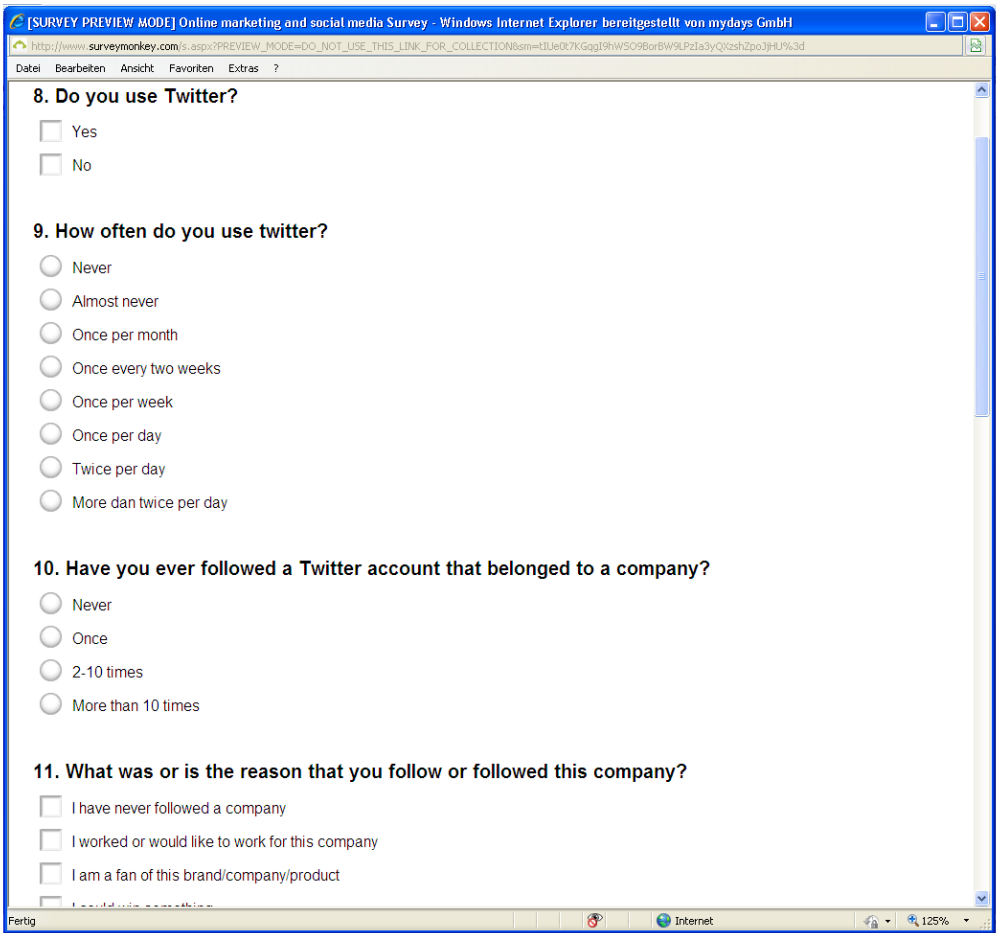
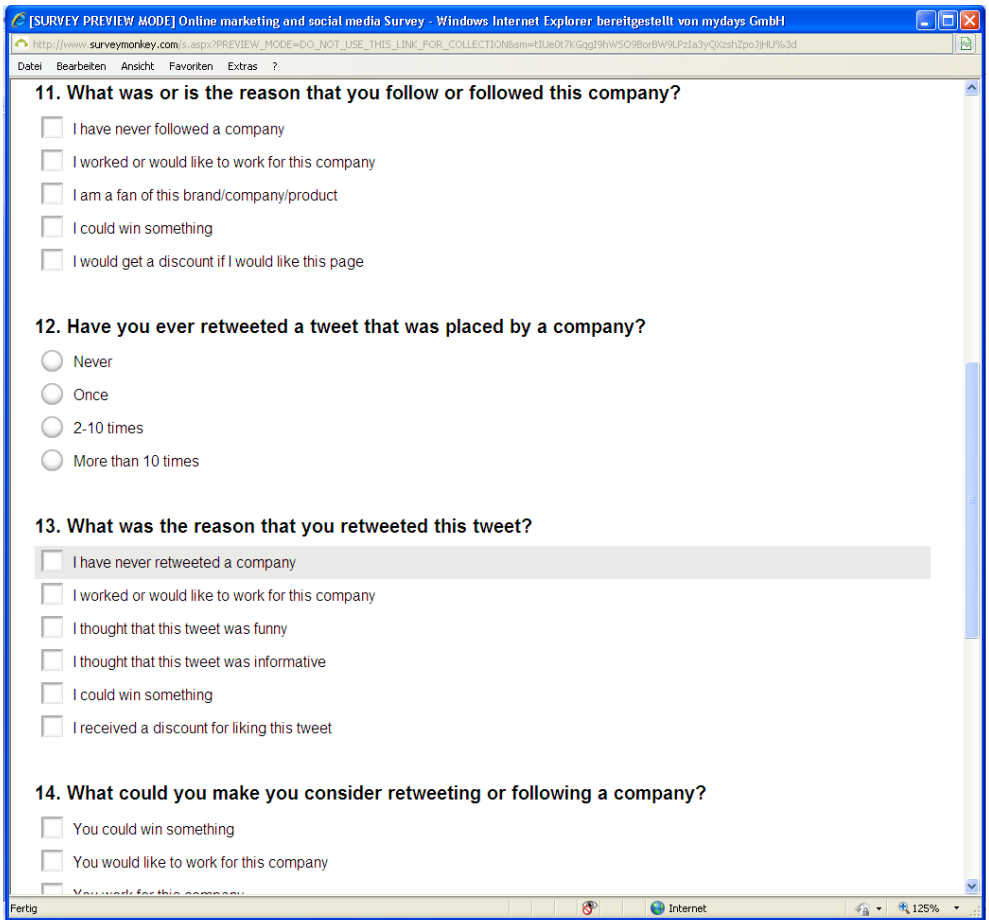
Apendix 4

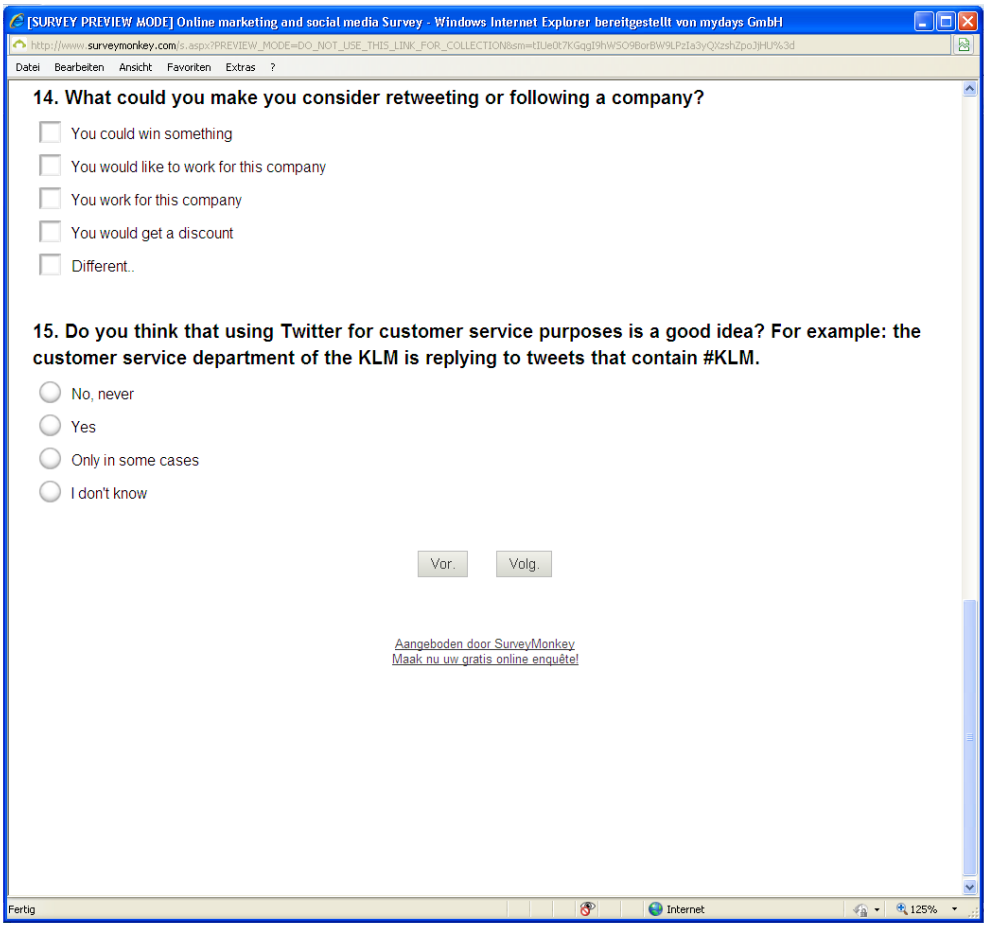

Online marketing and social media
Deze enquêt
1. Which gender do you belong to?
male
female
2. To which age group do you belong?
14-19
20-29
30-39
40-49
50-59
60+
3. Are you currently living in the Netherlands?
yes
no
Volg.

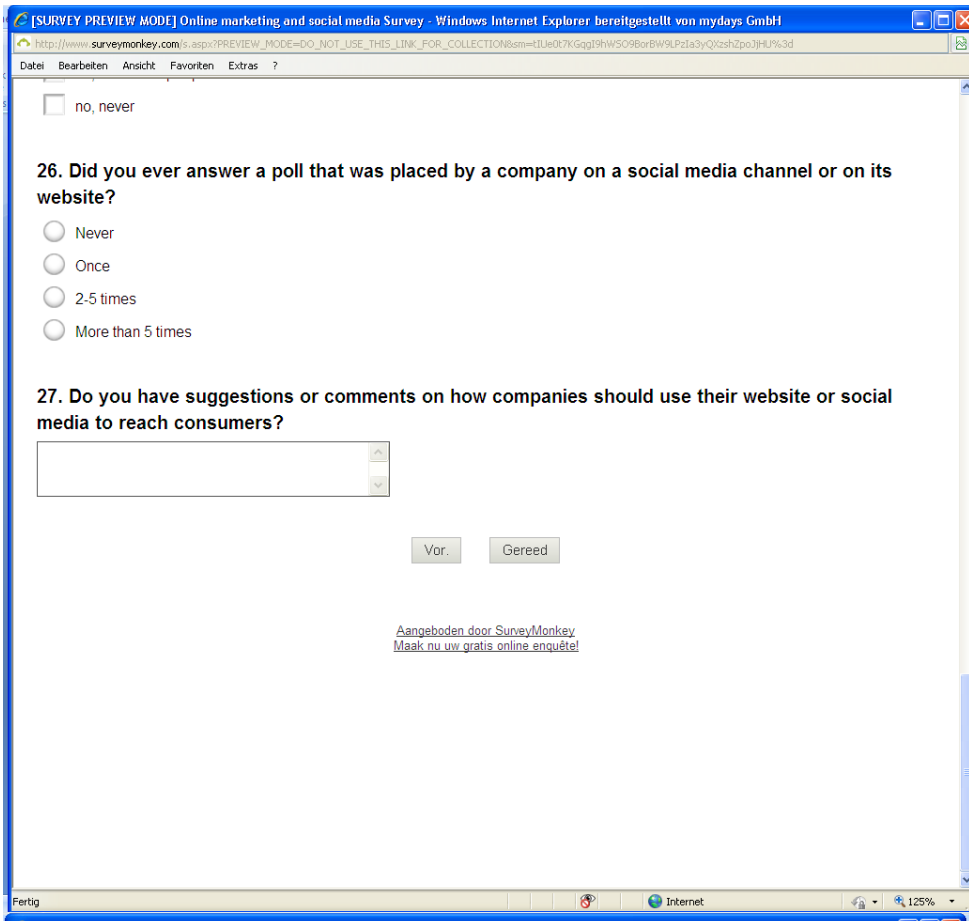

Online marketing and social media
Deze enquête sluiten
*4. On which social media channels are you active for PERSONAL reasons?
Facebook
Twitter
Hyves
Google+
LinkedIn
Myspace
Different..
None
5. How often do you use Facebook?
Never
Almost never
Once per month
Once every two weeks
Once per week
Once per day
Twice per day
More than twice per day
6. Have you have ever liked a fan page that belonged to a company?


[SURVEY PREVIEW MODE] Online marketing and social media Survey - Windows Internet Explorer bereitgestellt von mydays GmbH
http://www.surveymonkey.com/s.aspx?PREVIEW_MODE=DO_NOT_USE_THIS_LINK_FOR_COLLECTION&sm=tIUe0t7KGqgI9hWSO9BorBW9LPzIa3yQXzshZpoJjHU%3d
Datei Bearbeiten Ansicht Favoriten Extras ?
6. Have you have ever liked a fan page that belonged to a company?
Never
Once
2-10 times
More than 10 times
7. What was the reason that you liked this company's fan page?
I have never liked a fan page
I worked or would like to work for this company
I am a fan of this brand/company/product
I could win something
I would receive a discount if I would like that page
Vor.
Volg.
Aangeboden door SurveyMonkey
Maak nu uw gratis online enquête!
Fertig
Internet
125%


[SURVEY PREVIEW MODE] Online marketing and social media Survey - Windows Internet Explorer bereitgestellt von mydays GmbH
Datei Bearbeiten Ansicht Favoriten Extras ?
8. Do you use Twitter?
Yes
No
9. How often do you use twitter?
Never
Almost never
Once per month
Once every two weeks
Once per week
Once per day
Twice per day
More dan twice per day
10. Have you ever followed a Twitter account that belonged to a company?
Never
Once
2-10 times
More than 10 times
11. What was or is the reason that you follow or followed this company?
I have never followed a company
I worked or would like to work for this company
I am a fan of this brand/company/product
Fertig
Internet
125%


[SURVEY PREVIEW MODE] Online marketing and social media Survey - Windows Internet Explorer bereitgestellt von mydays GmbH
Datei Bearbeiten Ansicht Favoriten Extras ?
11. What was or is the reason that you follow or followed this company?
I have never followed a company
I worked or would like to work for this company
I am a fan of this brand/company/product
I could win something
I would get a discount if I would like this page
12. Have you ever retweeted a tweet that was placed by a company?
Never
Once
2-10 times
More than 10 times
13. What was the reason that you retweeted this tweet?
I have never retweeted a company
I worked or would like to work for this company
I thought that this tweet was funny
I thought that this tweet was informative
I could win something
I received a discount for liking this tweet
14. What could you make you consider retweeting or following a company?
You could win something
You would like to work for this company
Fertig
Internet
125%


[SURVEY PREVIEW MODE] Online marketing and social media Survey - Windows Internet Explorer bereitgestellt von mydays GmbH
Datei Bearbeiten Ansicht Favoriten Extras ?
14. What could you make you consider retweeting or following a company?
You could win something
You would like to work for this company
You work for this company
You would get a discount
Different..
15. Do you think that using Twitter for customer service purposes is a good idea? For example: the customer service department of the KLM is replying to tweets that contain #KLM.
No, never
Yes
Only in some cases
I don't know
Vor.
Volg.
Aangeboden door SurveyMonkey
Maak nu uw gratis online enquête!
Fertig
Internet
125%


[SURVEY PREVIEW MODE] Online marketing and social media Survey - Windows Internet Explorer bereitgestellt von mydays GmbH
Datei Bearbeiten Ansicht Favoriten Extras ?
no, never
26. Did you ever answer a poll that was placed by a company on a social media channel or on its website?
Never
Once
2-5 times
More than 5 times
27. Do you have suggestions or comments on how companies should use their website or social media to reach consumers?
Vor.
Gereed
Aangeboden door SurveyMonkey
Maak nu uw gratis online enquête!
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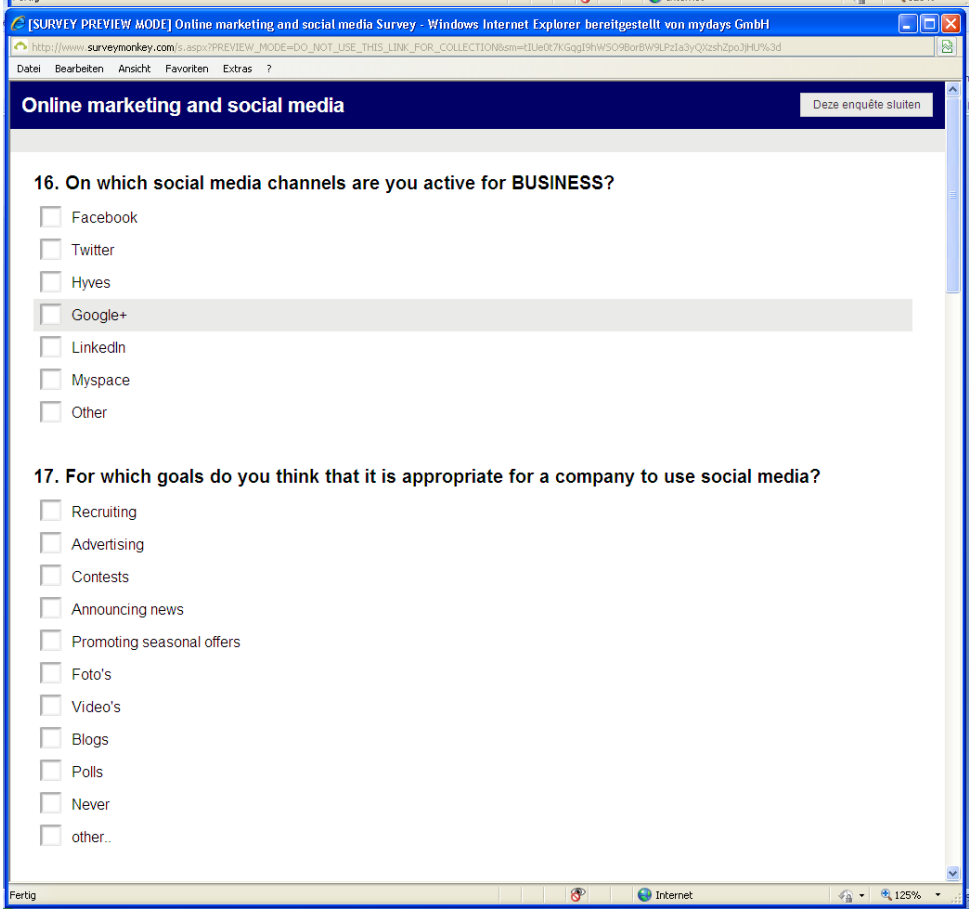
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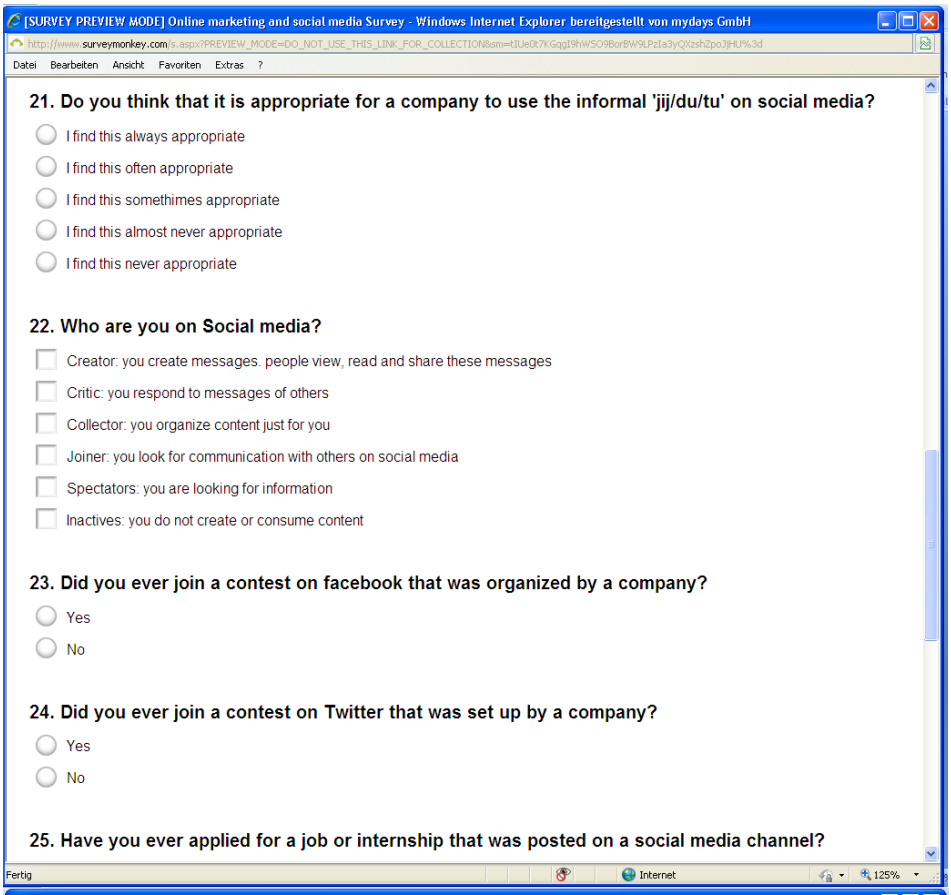
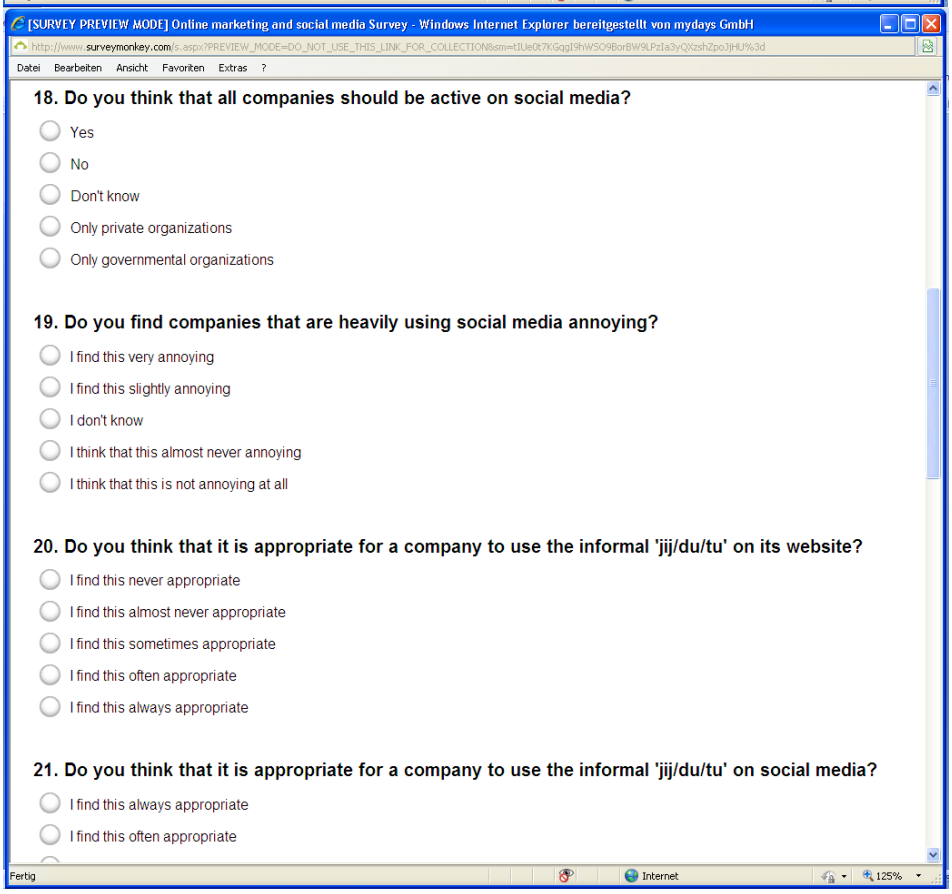
Online marketing and social media
Deze enquête sluiten
16. On which social media channels are you active for BUSINESS?
Facebook
Twitter
Hyves
Google+
LinkedIn
Myspace
Other
17. For which goals do you think that it is appropriate for a company to use social media?
Recruiting
Advertising
Contests
Announcing news
Promoting seasonal offers
Foto's
Video's
Blogs
Polls
Never
other..
Fertig
Internet
125%


[SURVEY PREVIEW MODE] Online marketing and social media Survey - Windows Internet Explorer bereitgestellt von mydays GmbH
Datei Bearbeiten Ansicht Favoriten Extras ?
21. Do you think that it is appropriate for a company to use the informal 'jij/du/tu' on social media?
I find this always appropriate
I find this often appropriate
I find this somethimes appropriate
I find this almost never appropriate
I find this never appropriate
22. Who are you on Social media?
Creator: you create messages. people view, read and share these messages
Critic: you respond to messages of others
Collector: you organize content just for you
Joiner: you look for communication with others on social media
Spectators: you are looking for information
Inactives: you do not create or consume content
23. Did you ever join a contest on facebook that was organized by a company?
Yes
No
24. Did you ever join a contest on Twitter that was set up by a company?
Yes
No
25. Have you ever applied for a job or internship that was posted on a social media channel?
Fertig
Internet
125%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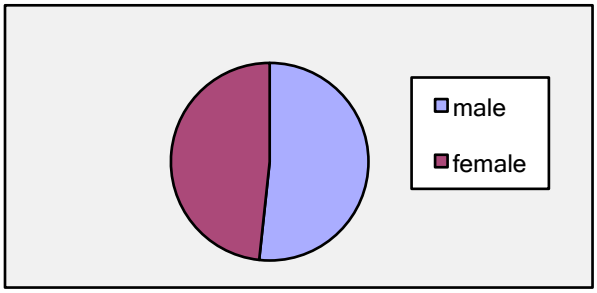
Datei Bearbeiten Ansicht Favoriten Extras ?
18. Do you think that all companies should be active on social media?
Yes
No
Don't know
Only private organizations
Only governmental organizations
19. Do you find companies that are heavily using social media annoying?
I find this very annoying
I find this slightly annoying
I don't know
I think that this almost never annoying
I think that this is not annoying at all
20. Do you think that it is appropriate for a company to use the informal 'jij/du/tu' on its website?
I find this never appropriate
I find this almost never appropriate
I find this sometimes appropriate
I find this often appropriate
I find this always appropriate
21. Do you think that it is appropriate for a company to use the informal 'jij/du/tu' on social media?
I find this always appropriate
I find this often appropriate
Fertig
Internet
125%

Apendix 5

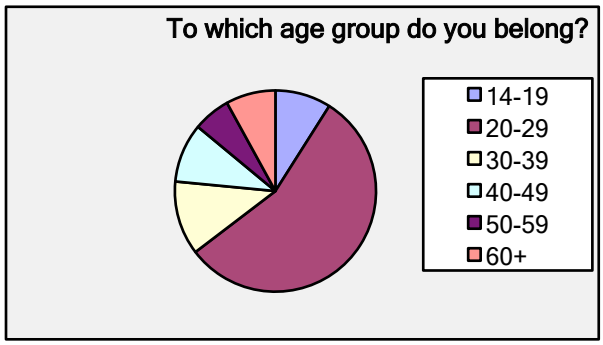
Online marketing and social media

Which gender do you belong to?

Answer Options	Response Percent	Response Count
male	51,7%	104
female	48,3%	97
answered question		201
skipped question		1



Online marketing and social media

To which age group do you belong?

Answer Options	Response Percent	Response Count
14-19	9,0%	18
20-29	55,7%	112
30-39	11,9%	24
40-49	9,5%	19
50-59	6,0%	12
60+	8,0%	16
answered question		201
skipped question		1