

Communication Concept

Live Project – final paper

Client: Pro-Lehrsysteme AG

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Management Summary

The main reason this project was suggested to the FHNW was the degree of lack of the awareness Pro-Lehrsysteme AG gets through their communication channels. Therefore the project group was requested to analyse the majority of their used channels (Website, Web shop, Newsletter, Facebook) and come up with a basic concept for a new channel, notably YouTube. Methodology-wise the project team used mainly secondary data to find standards, how the above mentioned tools are supposed to be applied and implemented in a communication concept. Moreover, primary data was collected in terms of surveys and interview were conducted in order to cover parts of content, which were barely possible to be found with secondary data.

As a result from our analysis, the project team came up with several conclusions. Essentially, the Website including the Web shop is considered to be the number one priority since from a customer's perspective it is hardly possible to find it and the navigation through the Website and the Web shop is fairly inconvenient. Taking into account three key issues, search engine optimization, customer friendliness and customer's needs, which are indicated by several strong indicators, it is recommended to create a new Website. This would require less time effort than restructuring the whole Website and even making it customer friendly. Secondly the analysis of the newsletter revealed some key findings which are important to be taken into account. The whole planning executing of the newsletter is rather inefficient using a complex tool, partially sending the newsletter to the wrong addresses, which results in effort for newsletter which are barely being opening by the recipient. Especially the architects do not appreciate newsletters due the amount of newsletters they receive and their busy schedule. Consider the Facebook channel that PLS owns, conclusions can be drawn as there is a strong irrelevance of this channel and very little potential. Nevertheless linking all channels together, PLS appears as more professional and the online traffic can be fostered and increased. An additional tool, which could be a beneficial option would be YouTube, adding the visual aspect to their online communication tool portfolio. Their strong partnership with Phywe, which already has created a YouTube channel, can be a supportive key player when piloting this project. Since it is not a well-established campaign method in the industry success is not guaranteed. Nevertheless, considering this aspect, a professional concept can lead to a competitive advantage over the competitors. Overall, the analysis revealed some major outcomes which should be adjusted in order to raise awareness among PLS's target audience.

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1 List of abbreviations

Call to action	CTA
Click-Trough-Open Rate	CTOR
Electronic Word of Mouth	eWOM
Expertise, Authoritativeness and Trustworthiness	E-A-T
Hierarchy of Effect	HOE
Pro-Lehrsysteme AG	PLS
Search Engine Optimization	SEO
Word of Mouth	WOM

2 Introduction

2.1 Company introduction

The company Pro-Lehrsysteme AG (PLS) was founded in 2002 as a consequence of the previous organization form, known by the name Kümmerly & Frey AG, going bankrupt in 2001 (Küenzi, 2014:3). In other words, Christoph Wyss bought-out the natural scientific part, whereas another part was sold to Hallwag AG (Swiss Travel Center, n.d.). Today, the PLS is a distribution company trading over 10 years high quality scientific education supplies and furnishings staffing less than 50 employees and an annual turnover below 10 million Euros. Thus, according to the European Commission's (2015) definition, the PLS is characterized as small sized company. PLS is a distributor and service provider of educational materials in Switzerland (Flückiger, 2016). The company provides consulting, planning, delivery and installation of the laboratory supplies, school furnishing, medical supplies such as medical dolls, simulators, medical scales.

Furthermore, the company offers as well supplies for biology classes, microscopes and experiments. As a preparation of the starting 2017 developed curriculum 21, PLS is currently testing new experiments boxes to align with the curriculum 21 and their customers' needs. Their product range varies accordingly within the scientific fields including materials for nature- technology, geography, physics, chemistry, biology, anatomy, zoology and medicine. The way PLS does distinguish itself from their competition, is by providing high quality labelled products for a reasonable price

(Küenzi, 2014). They offer products and services such as: practical boxes, test descriptions, work sheets and furniture storage solutions. Their products are independent of teaching aids. Also, they offer web access to over 3000 experiments. Moreover, they benefit from the exclusive contract with partners such as PHYWE as their main supplier, Euromex and Weber & Kunz, which enables them to be the only seller of their products within Switzerland (Flückiger, 2016). They are targeting schools from kindergarten to college, with a focus on teachers and school headmasters.

2.2 Objectives and Goals

PLS focuses on two product segments such as Experiments and Furniture for schools and laboratories. PLS's target groups are segmented based on the product line. For experimental products and furniture products the targets are schools from kindergarten to college, with a focus on teachers and headmasters. For furniture product line the target groups are architects, care takers, schools, headmasters and municipality. Moreover, they segment their customers to A, B and C class and also on the level of education in German and French speaking parts of Switzerland (Flückiger, 2016). The first essential goal is to define key customer segmentations, which align with different product lines. Eventually, basing on the company's strategic goals and target customers to build appropriate communication channels with the purpose of gaining more traffic on the webpage, encounter with more sales online through web shop and finally raise awareness of the furniture aspect. The project team will analyse the communication concept and competitors and develop the biggest strengths and weaknesses for the PLS company. The competitors chosen are the ones with the largest market share revealed in the Business plan from 2014 provided by PLS in order to get a benchmark for the different topics touched upon.

Furthermore, for PLS it is important to foster the new boxes established and aligned with the curriculum 21 when entering the furnishing and laboratory market (Flückiger, 2016) In order to achieve this aim, the project group will firstly identify the key target audience, which will eventually enable them to focus on the online representation of PLS, as it is one of the main drawbacks holding the company from increasing their popularity among potential customers. Standardizing and linking the online channels with each other will be other significant objectives. This will include suggestions concerning the elaboration of homepage content.

Objectives to reach the goal:

- Analysis of the communication tools and weighting of which ones are rather relevant to keep or to invest in will be done – Overall goal
- How is PLS performing in their Web shop and their Website customer-friendly wise?
- Search engine optimization - How can PLS be found via Google (i.e. Key Words, Interlinkage...)
- Analysis the current online channels and establish new ones if necessary (Newsletter, Website, Web shop, Facebook, YouTube)
- Evaluate current state of channels available and the channels suggested
- Define key customer segmentations, which align with different product lines
- Create a basic concept for a YouTube channel

2.3 Methodology

The main part of the project is considered to be the analytical part. In order to obtain the big picture and do comparative analyses, the project team will mainly collect secondary data, which are previous researches, books, online databases, journals relating to communication concept. Based on literature, standards are being elaborated and compared with PLS's current application of the tools. In order to understand the tools used by PLS, several meetings were held as well as data and information was provided by PLS throughout the whole process. Additionally a survey was conducted with two target audiences, such as architects and school teachers, to get additional data, which would not be covered by literature.

The purpose of these interviews was as follows:

Our ambition is to cover the part of the analysis concerning the newsletter section, which would be difficult to access by means of literature. We discussed about representative number of surveys and came to the conclusion that 20 persons (2 target group segments) are quite meaningful. We distinguish between architects and secondary schools, as the methodology for architects in relation to newsletters is different from one to the other target group. Lorin Onori agreed with Fr. Flückiger that the secondary schools are representative for the schools as a target group and only they and the architects are going to be questioned. Eventually it resulted that 10 architects were surveyed concerning that specific target audience. It is fairly representative since the responses kept on

repeating and it was difficult to reach them for the reason that they were much occupied all the time.

The reason why we chose these questions for the survey was because we would like to find out, if they are really the right addressee, for contact persons from secondary schools. We distinguish between prospective customers and purchasers, which of course can also overlap. Since we have the numbers of the opening rate, which are very low in the German-speaking part of Switzerland, we want to weigh this in our survey.

In the end, the goal is to receive a rating of the value estimation of the newsletters, which has often been expressed by Fr. Flückiger as an interest.

The aim of the survey with the architects is to define the interest and usability of the newsletter. Are newsletters a viable tool to attract architects as customers? What content is preferred to be included in the newsletters? Are there other tools that would be more suitable for this target group and which are prioritized.

We are focusing on contacts in German-speaking Switzerland, as the French-speaking part is rather a minor problem zone. The results will be included in the final work and will serve as a supporting tool in the newsletter analysis.

3 Customer friendliness/experience (Website and Web shop PLS)

3.1 Website analysis

3.1.1 Web design Website PLS

Developing a webpage that is customer friendly is a highly difficult task for marketers (Vikas, 2016). There were some evidences found through empirical studies that the website quality is of high importance when buying online. That specific study from Vikas (2016) draw up to a conclusion that the most important elements of a webpage are “usability in terms of navigation, delivery, security, trust and convenience” and that they should be included in the webpage development in order to enlarge customer buying purpose (Gautam, 2016). According to Nielsen (1999,2012) “a considered guru of usability” claims the design of the webpage should be of easy use because 26% to 42% of the users during the usability test could not successfully find target information. In addition, the reason why webpages failed it was because the developers did not manage to overcome the challenge of realising: “who is the user, can the user use it easily and is the user satisfied in using it” (Nasrul et al., 2012) A customer-friendly site according to Nielsen (2012) should enforce simplicity, include if necessary only a few distractions and a comprehensible information structure and navigation. In other words, the home page should include following features:

- **Navigation-** listing of main content areas. PLS has *Home, Über Uns, Kontakt*. Below is the navigation line with included options such as: *Pro-lehrsysteme-shop, Phywe-shop, News* and *Kataloge*. However, when scrolling down on the Homepage, there are frames which include several product ranges.
- **News-** as a moderate summary of most important news and up-to-date. When clicking on the *News* button on the PLS webpage, it is opened as a completely new window tab, and there is a hyperlink of the newest Newsletter, which is again opened as a new window tab. In other words, three new windows are opened in order to get to the News
- **Search area-** for PLS it is included next to the *Kontakt* and the choice of languages.

Moreover, when designing a webpage nowadays, it should be taken into account that the technology has changed therefore people are spending more time online on smartphones and tablets. Because of this all the features concerning design mentioned above need to be adjusted to smartphones and tablets as well (Estes, 2015)

3.1.2 Navigation Website PLS

A qualitative website navigation has many benefits, both for search engines and the visitors.

Customers as visitors are getting to target information easily, therefore the customer satisfaction and retention is much higher (Srikant & Yang, 2001:432)(Chihyung & Choi, 2015).

The navigation of PLS is a much more complex web of navigation links which is recommended by Google (2016) to be avoided at any means. At the home page of PLS, when we click on the “News” section or “Kataloge”, it directly opens new web window with another link, therefore it is not possible for the customer to backtrack to the home page of PLS. Moreover there are no breadcrumbs process shown which is a linkage where the customers can see the complete navigation from the first to the last step they went through. Thus customer gets easily lost in the navigation process, and loses interest for further searching for target information. After clicking on pages such as “Home, “Über Uns” and “Kontakt” it is possible to backtrack to previous visited page, however there are no breadcrumbs shown as a process of navigation.

The Embru competitor has a breadcrumb process shown in Figure 1.

Figure 1: Breadcrumbs process of Embru

de › Schule › Interaktiv › Drahtlose Präsentationen › ActivConnect

Source: (Embru, 2016)

Internal linkage are used in order to link two sites, thus the customer can easily transfer from one site to another. Every one of these connections from individual pages decide the connection structure, and additionally the entire structure of the site. Internal connection allude the client to different pages inside one particular site. It is crucial to know that “internal” connecting does not impact a site as emphatically as “external” connection. In spite of that, it is important for web crawlers, since they compensate a “user-friendly internal link” structure. For the crawler instrument it is much easier when a website has a “user-friendly link structure”, therefore it has a favourable result on the page ranking (1&1 Digital Guide, 2016). Internal linkage supports the customers to navigate more effortlessly in the website (Yuvaraj, et al., 2016). However, as far as the interlinkage associated with the customer's friendliness is concerned, it is as well recommended by Google (2016) to use “Breadcrumbs” linkage where the customers can see the complete

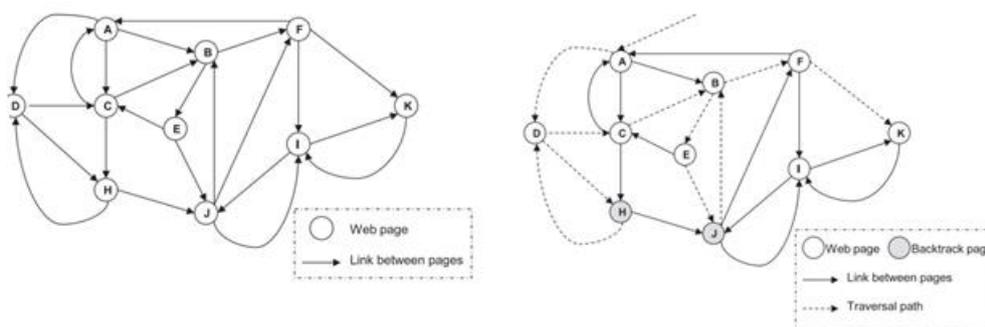
navigation, as a line of internal links that provides for the customers to easily and efficiently navigate to a previous page or the home page.

On the other hand, according to Marsico and Levaldi (2004), the webpage is effective when the users can manage to navigate and find relevant information quick, efficiently and aligned with the customers' expectations in order to reach the target information on the webpage. In other words, there should be minimum inconsistency between the website structure and customer expectations (Marsico & Levaldi, 2004).

The path of navigation is the process that customers go through by clicking on each page to get to the target page without “backtracking”, which is the click on the return button in order to get to the previous visited page (Chen & Yu, 1998)(Garett et al., 2016).

For the PLS the navigation path to different aspects depends on the things that the customer is searching for. For example, if the customer wants to know the information about the company and employees, they can just click on the “Uber Uns”, therefore the path is just one click from A to B. If the customer wants to see the Newsletter, then he or she clicks on the “News” section that opens the Newsletter section. However, the path is interrupted because there is not possible to backtrack to home page. The longer the path of navigating is without backtracking, the less the inconsistency between the website structure and customer expectation is as shown in Figure 2.

Figure 2: A website with 10 pages



Source: (Chen & Ryu, 2013)

The figure 2 shows a website with 10 pages. We can see a path where the user goes (right picture) from A to B, and then from B to F. After the page F the user forwards to I, and then to J.

After visiting the page *J*, he is not satisfied with the outcome and it is not a way towards the target page, therefore he or she backtracks to the page *I*, and the path is concluded.

It identifies the possible target pages, it is necessary to advise a web designer due to the fact that they have a good understanding of web content. Therefore they can determine a list of crucial pages with high possibilities of being customers' targets and ameliorate the exactness of "target page identification." Studies have shown that when using smaller paths to the target page, the outcomes are more successful (Chen & Ryu, 2013).

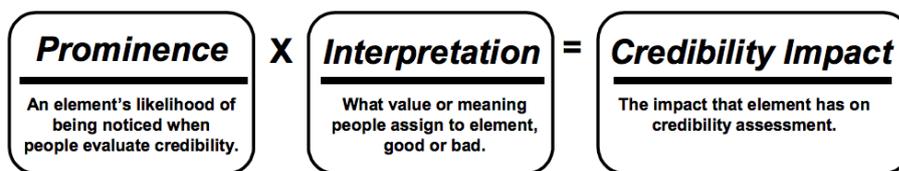
The URL of PLS, which is as well important for navigation aligned with the customer friendliness, is <http://pro-lehrsysteme.ch/home.html>, which is too short, while according to Google guidelines, it is recommended to use words in URL that are important and aligned with the content is a customer friendly aspect and easier to navigate the webpage due to easier remembering for the customers and more interesting as well (Google).

3.1.3 Credibility Website PLS

The trust and credibility of the website is assessed by the Prominence-Interpretation theory. It describes the two actions that occur when the customer gain credibility on the webpage.

"Prominence" as when the user notices something on the webpage, and the "Interpretation" as when the customer has an opinion or judgment about the webpage. Fogg (2003:720) claims that when one of those two actions occur, than there is a website credibility towards the customer. In order to gain credibility, there are some elements that need to be noticed.

Figure 3: Prominence and Interpretation theory



Source: (Fogg, 2003, p. 723)

Some of the factors that affect Prominence are later on the Interpretation as shown in Figure 3 are:

1. **Involvement** of the user (i.e. the motivation and ability to examine the website content)

Involvement is the most leading factor according to Fogg (2003, p. 721)(George et al., 2016). PLS has its involvement with the customers through the “Kontaktformular”, where they can put their personal information and they can put their message to the PLS regarding a specific topic.

Moreover, they can subscribe to Newsletters from the “Kontaktformular” page. On the other hand it is not possible for the customers to see the ratings and experiences for the specific product they want to buy it. In other words, the customer insight for the products is not available.

2. **Topic** of the Website

Some studies showed that if the page has a privacy policy, as a result it gains credibility for the customers (Fogg, 2003, p. 722). During the analysis we saw that PLS does not have a privacy policy page.

3. **Task** of the user (i.e. seeking information, seeking amusement)

It was found during a study from Fogg (ibid) (George et al., 2016), that as a task of the user it is a correct decision to ask the visitors of the webpage about their opinion regarding the credibility. Asking visitors and customers to evaluate the webpage in terms of credibility is a newer practice of evaluations. It may also refer to the experience of the user, while some of them are experts in the field. PLS does not have this option to evaluate the webpage’s credibility from the customers' point of view (Fogg, 2003, p. 733).

3.2 Web shop analysis

In 2015, the e-commerce industry in Switzerland was estimated with the value of 9.1 Swiss francs, increased 13% over last year. There are 4.7 Swiss online shoppers in 2015, and it is said that Swiss e-commerce is even growing faster than other European countries like Germany and Great Britain. Moreover, on average online buyer invest around 2000 CHF on shopping and 1500 on service (ContactLab, 2015). In 2016, there is only 12% of the Swiss first-time online buyers, 1% declines in comparison with last year, which mean the e-commerce in Switzerland is matured and settled. Customers are experienced, and likely to compare one brand to the others, consequently, they will

be more demanding on online shop's performance (PwC, 2016). It will be one of the main challenges for PLS considering online selling since customers' experience are now important more than ever. Studies have shown that customer experience is the most essential factor which impacts on buyers' decisions. There are many components shaping their satisfaction. This sector the project team will look at key performance indicators of PLS' web shop, which are navigation, security, trust, return rights, and ordering process, which in general build up customers' experience and drive their intentions to buy.

3.2.1 Navigation Web shop PLS

There are several ways to get from the PLS's home page to the Web shop. As the first option is to click on the "Pro-lehrsysteme-shop" tab at the navigation line, and then click on the "Shopauswahl", where all the products are listed based on the subject, such as Physik, Chemie, Geografie etc. However, under that sitemap they also have included the web shop of Phywe as shown in Figure 4.

Figure 4: Navigation for PLS web shop



Source: (Pro-lehrsysteme.ch, 2016)

Afterwards, after clicking on the specific area such as for example “Geografie”, different types of geographic products are shown as an individual table as shown in Figure 5.

Figure 5: Product choice of PLS

Shopauswahl
Alle Produkte
Diverses
Kinderkarten
Schülerkarten
Schulwandkarten
Zubehör für Schulwandkarten

Source: (Pro-lehrsysteme.ch, 2016)

However, there is a possibility of backtracking to main shop products offerings, but does not show the entire process of getting to that specific product in a style of “breadcrumbs” where every step is displayed. It only displays the two steps before the last product choice with no included hyperlink, as shown in Figure 6.

Figure 6: Breadcrumbs of PLS

Shopauswahl > Geografie

Source: (Pro-lehrsysteme.ch, 2016)

The second option of coming to the webshop page from the homepage is to click on the “Pro-lehrsysteme-shop” button, as shown in figure 7 and afterwards on the frames describing a product line such as NWS classic, NWS Excellence, Schuleinrichtungen and Schnäppchenshop. After choosing on the product line, it shows the list of the subjects, based on the product line. (i.e. from NWS Excellence to a new page opening Biologie, Physik, Chemie, Medizin & Pflege, Konferenztechnik, Phwyve-shop as a new list.

Figure 7: The procedure of PLS shop choice



Source: (Pro-lehrsysteme.ch, 2016)

The third option to arrive to the web shop is to go directly from the homepage by clicking on the frames describing subjects such as “Mathematik” or “Zoologie” as a product range, afterwards a new linkage on the new window is opened as a different webpage, thus it is not possible to go backtracking to the homepage. However, when clicking on the “Mathematik” in the frame, it is directly linked to the products of “Medizin & Pflege” as shown in figure 8.

Figure 8: Incorrect linkage



Source: (Pro-lehrsysteme.ch, 2016)

Moreover, during the web shop navigation analysis we realised a misleading mistake on the homepage. After clicking on one of the frames describing “Projekt Triengen”, when you enter it is misleading because it is under “Shopauswahl”, when the truth is that there is only a description of the product line, and a link to the catalogue, which is again a completely new opened window where the backtracking is not possible.

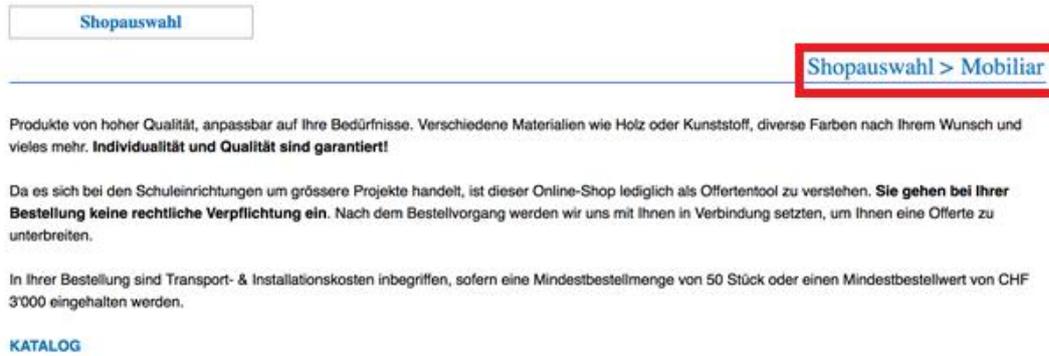
Figure 9: Misleading linkage

1)



Source: (Pro-lehrsysteme.ch, 2016)

2)



Source: (Pro-lehrsysteme.ch, 2016)

Since the web shop is the major part of the website, as explained in the section 4.1.2., it can be seen that PLS does not meet the expectations of the customers in terms of easy navigation usage and clear structure of the web shop. Moreover it does not follow suggestions by Levialdi (2004) that there should be a minimum of inconsistency between the website structure and customer expectations. Therefore the customers do not feel motivated for shopping from the webpage that does not have a clear structure and showing the complete process of moving from one site to another site within the webpage.

3.2.2 Trust Web shop PLS

Some of the aspects that affect customer behavior when purchasing online are psychological, emotional and privacy issues. Moreover, the main issues are the security and trust. The higher level of trust is the more motivated customers are for online buying. Lack of trust is considered as the greatest blockage hindering customers from processing online actions (Urban, Amyx, and Lorenzon, 2009; Al-Debei, Akroush, and Ashouri, 2015). However, building trust is a long and challenging process, and basically eWOM, customers' benefit perception and web quality are main ingredients of trust. Firstly, to create positive eWOM, social media such as Facebook and YouTube might help and a feedback site should be created and made visible on the PLS' web shop. Price and exclusive products will be competitive advantages adding up to customer expectation, which PLS is doing well. According to Urban, Amyx, and Lorenzon (2009), web design plays an important role in customers' belief. Online shoppers normally made their first impression, which significantly influences the final decision, basing on the web's graphic and navigation. Chaffey (2009)

recommended that the best web design should implement "user-centered design" by creating a convenient site which can optimize user experience, and build an attractive web interface. One of the criteria of a good web design is the convenient navigation, which is presented in the previous section. Besides that, effectiveness, productivity, and satisfaction are among the key factors contributing to a high-qualified web design (ibid).

In addition, the reason that the customers do not desire to purchase online are unprotected payment arrangement, and the fear of "cyber hacking." For PLS there is a misleading and non-motivational aspect in the TERMS AND CONDITIONS part where they claim that pictures of the products may differ from the exact product. As a result, the misleading message and the non-possibility to rank the product, customers are not motivated to purchase due to them not trusting the products.

Figure 10: Terms and condition statement for PLS

Bilder

Die Produktbilder können vom Produkt abweichen.

Source: (pro-lehrsysteme.ch/agb.html, 2016)

On the other hand, security instability that is the hazard together with loss of individual data in terms of privacy and classified data amid the internet shopping process. Honesty, protection, capability and the inclination to trust present the elements of thought in clarifying dependability of online dealers (Gautam, 2016).

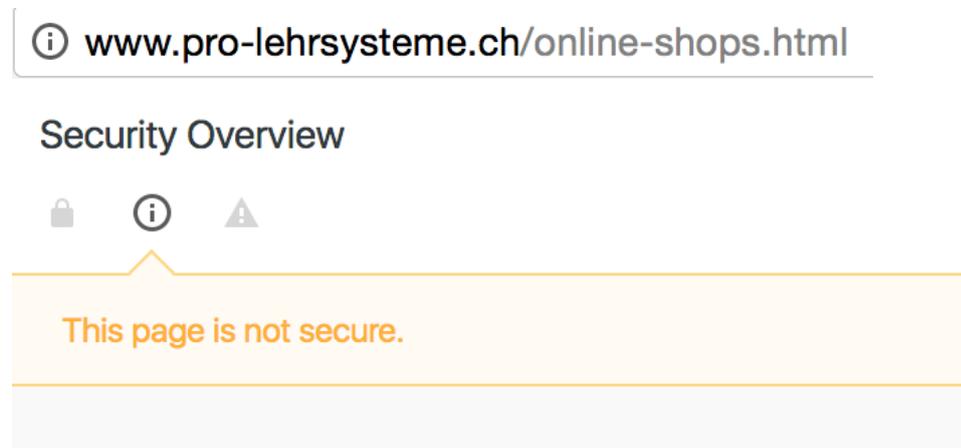
3.2.3 Security Web shop PLS

In general, studies have indicated that along with privacy and trust, security does significantly influence customers' perceptions about one's online web shop, and eventually lead to their purchase intentions (Gurung and Raja, 2016). A study done in Switzerland, asking 1,498 respondents about their concerns for shopping online indicated that Security is one of the four main barriers which hinders their online purchase desire (Rudolph, Rosenbloom, and Wagner, 2004).

Because of PL's target customers' characteristics, the company does not operate online payment system. Therefore, online security in this context will only concern customers' data protection.

There are many risks can occur when money and data transactions are done online. Transactions data and customer's personal documents may be stolen in transit or from merchant's server. As for the company, customers may be not the same person as they claim. Regarding customers' security, there are five key requirements. One of them is to ensure that customers' transaction data must be protected, their trace of transactions must also be removed from all public networks and intermediary records (Kesh et al., cited by Chaffey, 2009). However, currently, PLS does not implement any online security program, and PLS's web shop does not have the lock showing that PLS is a reliable and secure site (Pro-lehrsysteme.ch, 2016).

Figure 11: Security for PLS



Source: (Pro-lehrsysteme.ch, 2016)

Normally, when customers enter their personal information online, the data will the transfer between them, merchants and main server. Risks, therefore; happen on the way information is exchanged. In order to protect data, browsers encode all information received from customers on their site so that hacker cannot stole and abuse them. There are many different secure applications such as FRP, SMTP, NNTP, XMPP (Morton, 2011).

One of the most common security options is to use the Secure Sockets Layer. Secure Sockets Layer (SSL) is

“a commonly used encryption technique for scrambling data as it is passed across the Internet from a customer's web browser to a merchant's web server” (ibid.)

The SSL is created by Netscape in 1995, and now it is backed by all browsers including Microsoft Internet Explorer. A key symbol in the link indicates that customers are going to a confidential and guaranteed web shop, in which their information is protected. SSL uses encryption when information is exchanged between customers and company' web page, and eventually come to the server. By encoding data, SSL prevent details from being stolen during the transactions. In order to get the SSL, company has to contact server for secure certification. After receiving the authentication from server, transactions details must be negotiated, depends on company's strategy (Chaffey, 2009, p.671-673). PLS can find different server who provide SSL certification of about 100\$ for one year with premium offers. The official seller of SSL is [ssl.comodo.com](https://www.ssl.comodo.com) (Comodo, 2016).

3.2.4 Ordering process Web shop PLS

The PLS ordering procedure is divided into four different steps which are shopping cart, your data, data verification and completion (order placement).

The first step is the shopping cart, which implies the movement of one or several products of choice to the shopping cart. Step number two contains a form to be filled out with personal information by the ordering party. The following step is meant to serve as a verification opportunity to ensure no mistakes are made in the just filled in form. Prior to proceeding to the last step, which is the placement of the order, the customer is requested to opt-in the AGBs. After the placement of the order the customer receives two e-mail, an automated confirmation e-mail and another one containing information about the delivery status.

As of the Swiss KMU admin (KMU admin, 2016), it is recommended to establish the AGBs with aid of a lawyer with special field in e-commerce. As follows some point to be included in the AGB

- Warranty: terms of warranty is a crucial point to be considered.
- Data privacy: Usage of the gathered data, encoding technique etc.
- Order: Invoice and payment conditions, Value-Added Tax (VAT)
- Terms of delivery: Shipping area, delivery time etc.
- Accountability: In case of a product damage during the shipping/delivery
- Place of jurisdiction: In case of a litigation, the place of jurisdiction need to be known.

When referring to the AGBs of PLS one may noticed that all the points mentioned above are given in the PLS AGBs except of the data privacy clause. As opposed to security, which involves financial fraud and loss protection, privacy refers to the personal data protection which implies no sharing of personal data gathered about customers, in this case throughout the ordering process (Valerie A., 2002).

3.2.5 *Return rights Web shop PLS*

Along with delivery process, return rights is one of the key factor contributing to online costumers' satisfaction. Surveys done by UPS illustrated that 88% of the customers would check a retailer's return policy when they do online shopping, and 66% of shoppers doing so before purchasing. Moreover, 15% of the shoppers terminate their purchase if the policy is ambiguous. The study also indicated that most of the online customers have high expectations on how company constructs clearly their policy in a customer centric way (Brill, 2015). According to Brill (2015), three important criteria for a good return policy include cohesiveness, customer-friendly tone/ wording, legalese-avoidance. In addition, there should be a differentiation between returns and exchanges policy.

PLS does provide information about return right in the web shop, which stated that a general right of return does not exist; Pro-Lehrsysteme AG only accepts goods after the previous consultation. Only the material in the original packaging and original condition can be remunerated and a maximum of 90% of the value of the goods (10% for reintroduction and processing fee) is credited (Pro-Lehrsysteme AG, 2016). PLS provides a cohesive statement about its return policy, however, it is too general, and is not customer-oriented. The best practice will give customers with specific terms of return with clear conditions, process, expense and helpline. Wordings are suggested to be more friendly and the tone overall should emphasize more on customers' rights and benefits. Moreover, a return or exchange period must be specified.

In addition, the study showed that most of the successful web shop offer support contact, where customers can ask for more information. 85% of the web surveyed did provide a link to the more detailed return policy, 72% provide support number, which actually increases customers' online experience, and their satisfaction by at least 60% (Brill, 2016). As seen on the web shop, PLS does not provide a link to a more detailed explanation of return process and contact number, so it should be improved.

Conclusion

E-commerce is growing in Switzerland which mean it creates opportunities for PSL to sell online and also imposes many challenges. Customer online experience is one of the most important factor which drive their purchase behaviours. In order to satisfy them PLS should improve firstly their design include navigation and interface. Secondly, security factor is essential, the project team suggests that PLS should consider implementing the SSL lock. Return rights should be better explained since it is also an important component of web shop performance. Finally, building trust issue is also essential for online retailers to gain new customers and retain their loyal ones. Apart from product quality, price and company brand position, other mentioned factors (navigation, security, return rights, ordering process) all contribute to customer's trust. Moreover it is suggested to consider the data privacy clause in the AGBs as it might be an indicator for the resistance toward product purchase throughout the ordering process.

4 Customer information (Newsletter, Facebook, YouTube PLS)

4.1 Overview PLS tools

Figure 12: Overview PLS tools

Channels	Usage	Target Audiences
Online:		
Website (contact formular)	Provide information about products and company and get target audience data	All
Web shop	Availability of products and its information	All
Newsletters	Products and company information provided via E-Mail	Mainly teachers and directors (every second month) but also architects (1-2 times per year)
Facebook	News updates	All
YouTube (not existing yet)	Product usage and instructions, Company presentation	Mainly teachers (possibly others)
Offline:		
Exhibitions	Face-to-face contact – explaining products and company	All
Catalogs	Products information	Architects
Phone-calls	Direct contact for individual questions – mainly concerning orders and products	All

4.2 Newsletter analysis PLS

4.2.1 Planning & approach PLS

In the beginning of the year a group of internal employees (Innendienst Mitarbeiter) get together and discusses upcoming events and proceedings for the entire year. Thus, it is when the "Promo-Plan" is established which is intended to be the mailing guide throughout the year. This "Promo-Plan" entails a clear proceeding, visualizing the frequency of the send-outs for the six different target groups need to be addressed via newsletter and suggestions of topic for the respective target group.

The newsletter creation includes steps such as content writing, layout refinements, revision and the newsletter sending through the software Supermailer. After the newsletters are sent out to the respective target group, the newsletters are also uploaded to PLS`s news page on the website.

Target group differentiation

PLS addresses all of its target groups via newsletters accordingly to the Promo-Plan to ensure each segment receives relevant information and offers. Thanks to Caspia a new categorization of customer segments was formed in 2014 which is listed in the graph below.

Figure 13: Promo-Plan

	Jan.	Feb.	März	April	Mai	Juni	Juli	Aug.	Sept.	Okt.	Nov.	Dez.
1 Primarschule / Sekundarschule												
2 Gymnasium		1+2		1+2	x	1+2			1+2		x	
3 FH/Uni Biologie		x			x		x			x		
4 FH/Uni Chemie			x	3-5			x		x			
5 FH/Uni Physik		x					x		x			
6 Medizin Pflege		x	x			x		x				
7 Andere												

Source: (PLS Business Plan, 2004)

Thereby the newsletters which are addressing the "other"- target group include the architects, which in turn, clearly distinguish itself in content and frequency of send outs from the newsletters emailed to the six remaining targets.

4.2.2 *Timing and frequency send-out PLS*

The newsletter is sent to its different target groups in a 2-month interval. Through the interviews with Mrs. Wyss and Mrs. Zwahlen there was found that the newsletter addressing the different educational institutions have been sent since January 2014 on Wednesdays on average around 5 pm. Hence, the newsletters which refer to architects are sent out only once, and in rare cases even twice, a year each on Wednesdays around approximately 5 pm. The frequency of the newsletter sendings varies from target group to target group while all the educational institutions are addressed in a 2-month interval, the architects are e-mailed only in a once a year interval. Literature has shown that the newsletters shall be send out at least in the quarter year interval (RABBIT E-MARKETING, 2013) as otherwise the subscribers tend to forget about them registering for the newsletters and are prone to deregister, in some cases, the newsletter will even be signaled as spam. For instance, the survey undertaken with the architects has shown that out of ten interrogated architects not a single architect seemed to know PLS which might be another confirmation that the newsletter send-out frequency might not be chosen properly.

In B2B sending there are numerous studies recommending different time slots, according to (Kulka, 2013) it is reasonable to mail the newsletters in the morning either by 10 am when most of the irrelevant e-mails are already deleted or as another literature suggests at the beginning of the week early in the morning when the employees turn on their computers . For what is worth friday afternoon should be avoided (RABBIT E-MARKETING, 2013).

4.2.3 *Software applied and its features PLS*

The software PLS currently uses is a German software called Supermailer. The advantage of this software over other similar software is that there is no limit in target address insertion. In other words there might be included as many different E-Mail addresses as wanted. According to Mrs. Wyss, a disadvantage of this particular software is that the graphics pose a rather not user friendly challenge while establishing newsletter drafts. The software is undergoing updates on a half year basis.

4.2.4 *Newsletter maintenance PLS*

The software PLS currently uses is a German software called Supermailer. The advantage of this software over other similar software is that there is no limit in target address insertion. In other words, there might be included as many different E-Mail addresses as wanted. A disadvantage of this particular software is that the graphics pose a rather not user friendly challenge while establishing newsletter drafts. The software is undergoing updates on a half year basis.

The acquisition of the software refers to a one time payment of CHF 79.90 which is the only payment. According to Sarah Flückiger the human capital investment is 8 hours a month on newsletter creation and send-outs which translates into financial investment estimated CHF 300.-. The person in charge for the newsletter creation was until 23 of December 2016 Mrs. Zhwalen, who had been working as an apprentice at PLS. Before Mrs. Zwahlen started working at PLS Frau Whyss was the person administering the newsletters redaction, design, send-outs and managed the website. Apparently, the process has been optimized by giving over the responsibility to Mrs. Zwahlen, who is a digital native and appears to be faster in using the Newsletter software and website.

With the help of the survey undertaken with the architects, it has been found that 8 out of 10 architects are rather reluctant toward newsletters. Some of the reasons for this tendency was the lack of time and the number of already incoming newsletters.

4.2.5 *Update of address list PLS*

As of an interview with Mrs. Flückiger, PLS disposes of the majority of its address list since the takeover of Kümmerly & Frey AG in 2002 (Cedric Küenzi, 2014) and has been adding customer addresses ever since. According to Mrs. Flückiger the permission for the newsletter mailing was obtained only partially by some of the recipients.

Based on the Prim/Sek1 target group figure within the PLS statistics from the year 2016 it may be noted that 1545 e-mail sent-out throughout the year are considered undeliverable e-mails which make out 31% of the annual send-outs in 2016. The fact that almost a third of all newsletters within this particular target group are not even reaching the recipient might be an indicator that the address

list requires an update to assure more efficient newsletter distribution within this specific target group.

According to Kulka (2013) there is a lifecycle of the interested customer base, which after a time expires and loses value, therefore a regular update on the list is required. As mentioned above an indicator for this assumption may be the figure showing how many addressees did not receive the newsletter.

4.2.6 *Newsletter content PLS*

According to Mrs. Zwahlen approximately until beginning of the fiscal year 2015, the newsletter entailed editorials, different topics and other interesting testimony reports. This however, changed by 2015 when the management decided based on statistics to reduce the workload invested which premised a shortening of content and subject heading with the purpose of producing the newsletters faster and appointing the time won elsewhere more efficiently. As of Kulka (2013), the subject heading is a significant factor impacting the Opening rate, which according to PLS statistics 2016 amounts for the the Prim/Sek1 target group on average 32.15%. To reach an even higher Opening rate it is recommended to consider a properly thought through subject header (ibid.). According to a study among worldwide GetResponse users, the worldwide B2B conversion rates median accounts for 2.23 % (Kim, 2016). The matrix (Figure 14) below points out the some ratios withing different industries.

Figure 14: Conversion rate per industry

Distribution Point	All accounts	Ecommerce	Legal	B2B	Finance
Median CVR	2.35%	1.84%	2.07%	2.23%	5.01%
Top 25% CVR	5.31%	3.71%	4.12%	4.31%	11.19%
Top 10% CVR	11.45%	6.25%	6.46%	11.70%	24.48%

Source: (Kim, 2016)

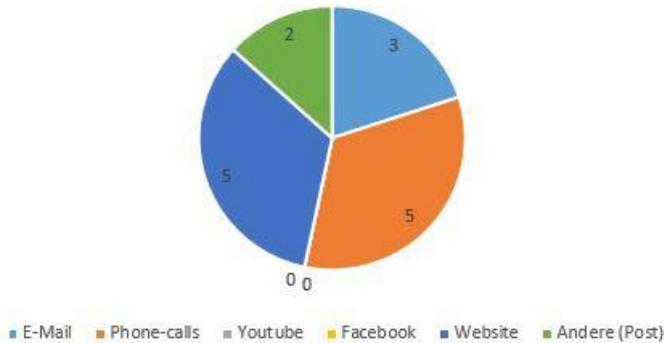
PLSs conversion rate is among those small and medium sized organizations which are performing a conversion rate of lower than 1%. According to Kulka (2013) the reason for a low conversion rate lies in either not strong enough incentives in product offerings or the interplay with newsletter and landing page.

4.2.7 Survey findings

On basis of the architect survey, it was identified that 10 out of 10 architect did not know the company PLS newsletters are not the most favourable channel to address architects with. This may highlighted by the fact that only two out of ten architects showed appreciation for newsletters. Hence, other channels are preferred to stay informed about products and offers. The majority suggested phone calls as a more effective channel to raise awareness among architects, while others added there is a higher chance that they have a look on leaflets and catalogues sent out through mail rather than on e-mail newsletters. The responses to the question how do architects inform themselves about products and offers are illustrated below in form of a pie chart.

Figure 15: Applied channels

Wie informieren sie sich über Produkte und Angebote?
Mehrere Auswahlmöglichkeiten

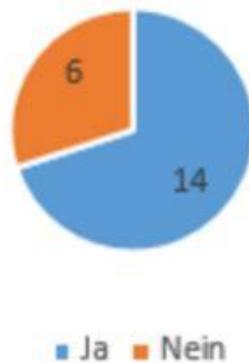


Source: (architect survey evaluation, 2016)

As opposed to the results from the architect survey, the Prim/Sek1 target survey revealed that 14 out of 20 persons interviewed do know PLS, this figure makes up almost two third of the number of interrogated people.

Figure 16: Knowledge about PLS

Kennen sie die Pro-Lehrsysteme AG

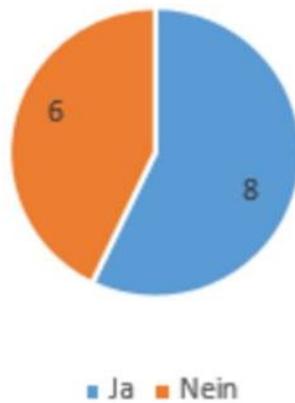


Source: (Prim/Sek1 survey evaluation, 2016)

Out of those 14 who know PLS more than one half do appreciate the newsletters from PLS. From the remaining six interviewees, who show low appreciation for PLSs newsletters, some do argue that the content of the newsletters does not provide enough information.

Figure 17: Appreciation for newsletters among the Prim/Sek1 observations (knowing PLS)

Schätzen Sie den Newsletter von Pro-Lehrsysteme AG

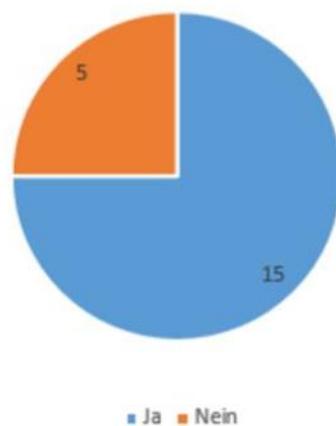


Source: (Prim/Sek1 survey evaluation, 2016)

Further, it was found out that among the Prim/Sek1 target group, within the randomly selected sample of 20 interviewees, exactly one fourth of the respondents were not the person responsible to address with PLS newsletters. According to those respondents other professional within the same institution would have been the right recipient.

Figure 18: Person in charge within Prim/Sek1

Sind Sie der richtige Adressat/die richtige Adressatin an Ihrer Schule für den Newsletter von PLS?



Source: (Prim/Sek1 survey evaluation, 2016)

4.2.8 Software suggestions for PLS

The newsletter service IContact is ranked 9.30 out of the possible rating of 10 and was granted the golden award in November 2016 (toptenreviews.com, 2016). It not only is a good fit for beginners but also offers for experts a great variety of features and appears to be fairly reliable. Moreover, the number of subscriber, depending on the package chosen, may exceed 15,000 individuals and the service offers the option to set an automated responder to every new incoming subscriber. The chart below shows the three best performing newsletter services and among them the IContact e-mail marketing software. The disadvantage of this particular service provider could be that the package is offered only in English and according to a critique from one current user, who claimed he had not received a test mail to his Gmail account (ibid.). Nevertheless, the software is available for CHF 53.-/a month.

Figure 19: Service Provider ranking on Top ten Reviews

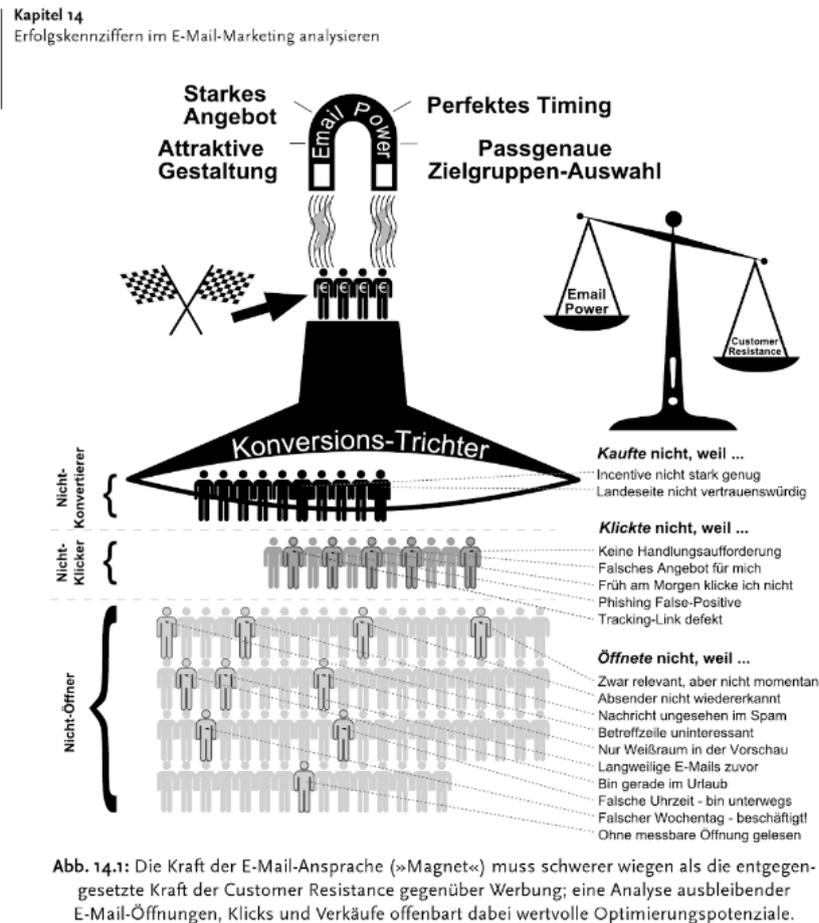


Source: (toptenreviews.com, 2016)

Another software to take into consideration is the GetResponse tool which is ranked 8.97 out of the maximum rating of 10. This service provider offers unique tracking opportunities and recommendations in marketing. It is the right choice for users who are new to the e-mail marketing world. Despite limitation in editor's sign-up, images and text capacities, it anyhow does offer the option to provide the user with the best delivery time suggestions aligned with the industry of choice. The GetResponse software is available for a minimum monthly rate of CHF 15.46 (toptenreviews.com, 2016).

4.2.9 Conclusion

Figure 20: conversion funnel framework for e-mail marketing



Source: (toptenreviews.com, 2016)

According to the framework given above the following factors including catchy subject heading, frequency and timing of mailings are relevant factors influencing the opening rate of newsletters. Hence, the e-mail power must be weighted more heavily than the customer resistance toward newsletters (Kulka, 2013).

Despite the 31% average opening rate in 2016 to the Prim/Sek1 target group, which is indeed a solid rate, it was found that there is even more potential left for the newsletter. When it comes to the content attractiveness, it may be emphasized that the subject heading is not appealing enough in order to attract an increased number of recipients to open the newsletter.

Furthermore, there was evidence found which proves that the once in a year newsletter delivery of architect newsletters, is rather bad frequency in terms of the subscriber`s memory about registering for the newsletters, this in turn may lead to deregistering from the newsletter.

Next, based on literature it was found that timing of the newsletter delivery plays an essential role in the success rate of the newsletters. And yet, PLS has not considered the timing so far, coincidentally, it happened to be that the newsletters were sent out on Wednesday around 5 pm. Although based on literature Wednesday does not appear to be a bad day to deliver, the timing, however, may be reconsidered. Literatures shows that mornings are more favorable for B2B newsletter sendings. Thus, to avoid a day time when the newsletter could appear disturbing, the timing should be taken into account potentially.

The framework also contains the determinants impacting the CTOR (ibid.).

Even the PLS`s CTOR rate is exceeding the benchmark given by literature (20-30% CTOR), however, it has been found that a fourth of the Prim/Sek1 recipients are not the right individuals in charge to be addressed with the according newsletters. Based on this finding one may conclude that the address list requires an update. That way the number of undeliverable e-mails may be reduced and for what is worth, the newsletters may be delivered more efficiently in a way that an increased CTOR number might be expected in the future, which eventually would increase the conversion rate.

According to Kulka, the last level of the conversion funnel, covers the factors including landing page and weight of the incentives which have a strong impact on the conversion rate. In the case of PLS there may be considered special offers to lure the costumers toward the ordering button.

4.3 Facebook analysis PLS

Currently, PLS is implementing Facebook as one of its communication channels together with Website and Newsletter. However, it seems not so effective with only few followers, and with low level of their engagement. Facebook does not add up to the whole company performance and in particular not motivate more online purchase on the web shop since as seen in the google analytic, there only 4 visitors in total coming from Facebook to the company website (Google analytics, PLS, 2016). In this section, the project team will provide information, data about Facebook marketing and Swiss Facebook user's information. PLS Facebook insight will be analysed, while illustrating competitors' performance.

4.3.1 Facebook Marketing Introduction

Founded in 2004, Facebook has become the most influential Social Network Services recently. "Facebook's mission is to give people the power to share and make the world more open and connected". Facebook is listed as "one size fits all" social media category, which means users can do everything within their Facebook; not only connecting, communicating but also sharing their opinion, shopping online, etc. (Treadaway & Smith, 2010, p.27-28). Currently, it is the fastest growing social networks; with the number of daily users are 1.13 billion, increase 17% in comparison with the last year (Facebook, 2016). According to Facebook, on average each user participates in 60 Facebook pages, Groups, and Events. Facebook page can increase brand awareness; sell product online, customer services, and can also be a useful tool to for B2B communication in term of internal communication, recruitment information. Therefore, Facebook page is a huge potential channel helping organization to do their media marketing (Zarrella and Zarrella, 2011, p.45).

4.3.2 Advantages

One of the main advantage of using Facebook as a marketing tool is to reduce the advertising cost. It also provides a sufficient marketing channel for organization to communicate directly, quickly, and consistently and individually with customers. Moreover, social media, and Facebook in particular have been proved to stimulate positive "word of mount effect" (WOM) effect among audience if the company presents appropriately. WOM is one of the key factor, that raises the

awareness of customers, and as a result, it will have positive influence on buyer's behaviours (Ramsaran-Fowdar, 2013).

In addition, the Hierarchy of Effect (HOE) was proposed by Lavidge and Steirn in 1961, which is a basic marketing communication model describing customer's behaviours in 6 different phases from recognizing the brand to eventually purchase decisions. It is proved that social media marketing activities include Facebook influence all three mental phases (cognitive, affective and conative) of customers (Hutter, Hautz, et al., 2013). Therefore, in general, Facebook might help raising awareness about PLS products, building strong position in customer's perception, and stimulate purchase intentions. It is also confirmed by other researches which say social network sites (include Facebook) is an effective communication channel to improve the cognitive brand perceptions (Langaro, Rita, and de Fátima Salgueiro, 2015; Lane and Jacobson 1995; Hoyer and Brown 1990; Keller 1993). In addition, according to Hutter and Hautz (2013) brand awareness can be built by Facebook fan page.

Studies also indicated that, social media is one of the most effective ways of getting more traffic for companies' websites (Sisira, 2011). According to surveys, 9.1% of visitors to a website come from social media, and one out of ten visits comes after visiting to Facebook (Heinonen, 2011). On the other hand, engagement with a Facebook page positively influence on WOM effects and customers' purchase intentions (Hutter, Hautz, et al., 2013). This is confirmed by Anderson and Salisbury (2003); Bowman and Narayandas (2001). In addition, online reviews are proved to significantly affect customers' purchase decisions, which means if customers have good online experience with the company social page, they are likely to leave positive feedbacks and consequently, influence other customers' perceptions about the company and encourage their buying behaviours (Liu, 2006).

In general, by shaping customer's perception about the company, and stimulating positive eWOM effects, Facebook is a potential and effective means of achieving PLS's goals of raising customer awareness and increasing online orders.

4.3.3 Disadvantages

There is no specific measurement for the return on investment on Facebook marketing. Negative feedbacks from customers will strongly expand the pessimistic eWOM and therefore hurts the organization reputation (Ramsaran-Fowdar, 2013).

4.3.4 PLS Facebook current situation

Page name: Pro-Lehrsysteme AG

Category: Company

Location: Ittigen

Page performance

Figure 21: PLS Facebook Insight – Page performance

Criteria	Current situation	Notes
Page likes	42	In order to be success with Facebook marketing, more audience need to be reached
Likes growth	2.5 %	Statistics for the last month
PTAT (People Taking About This)	1	It shows how engaged the audiences are with the page. The more engagement the better a Facebook page is
Engagement Rate	2.44%	Calculated by divide the total number of likes by the total PTAT. Engage rate should at least reach 7%.

Post-performance

Figure 22: PLS Facebook Insight – Post performance

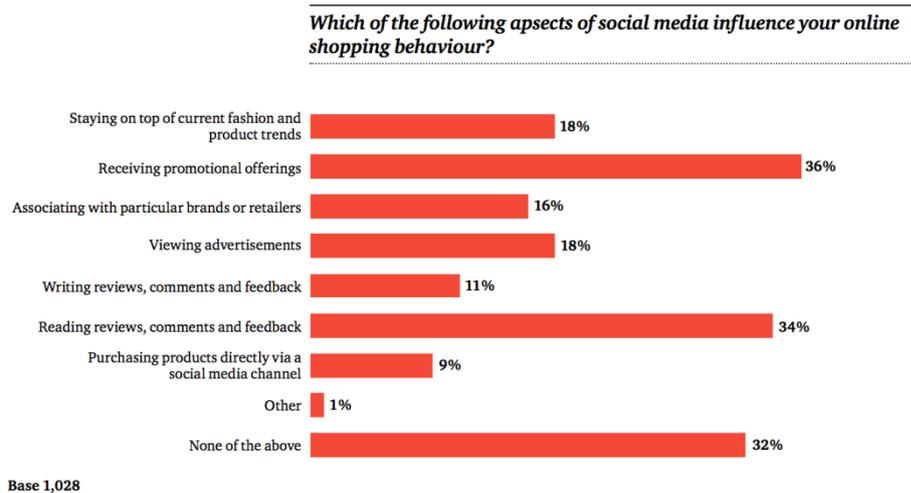
Criteria	Current situation	Notes
Posts per week	0.7 posts	Too little posting
Likes, comments & shares per post	2.24 times	Average statistic
Timing	Perfect timing	
Length of posts	Less than 100 characters	This is good

As seen on the table, professional appearance with sufficient company's information such as address, contact number, appropriate logo are advantages of PLS Facebook page. Moreover, PLS also has link to the webpage which create a necessary connection, and also posts are up to date. Nonetheless, PLS's page has too little followers/ fans, and lack of their engagement such as likes, comments, shares. Posts are also not adequate (Pro-Lehrsysteme AG, 2016).

4.3.5 Facebook user's demographics and behaviour in Switzerland

Surveys carried by PwC, with 1028 Swiss online shoppers indicated that 68 percent of respondents said that social media actually influent their online purchase behaviors. The two top motivations Swiss customers are looking for on social media are companies' promotions/ coupons; reading reviews, comments from other customers and receiving feedbacks or information (PwC, 2016).

Figure 23: Aspects influencing customers' online shopping behaviours on social media in Switzerland

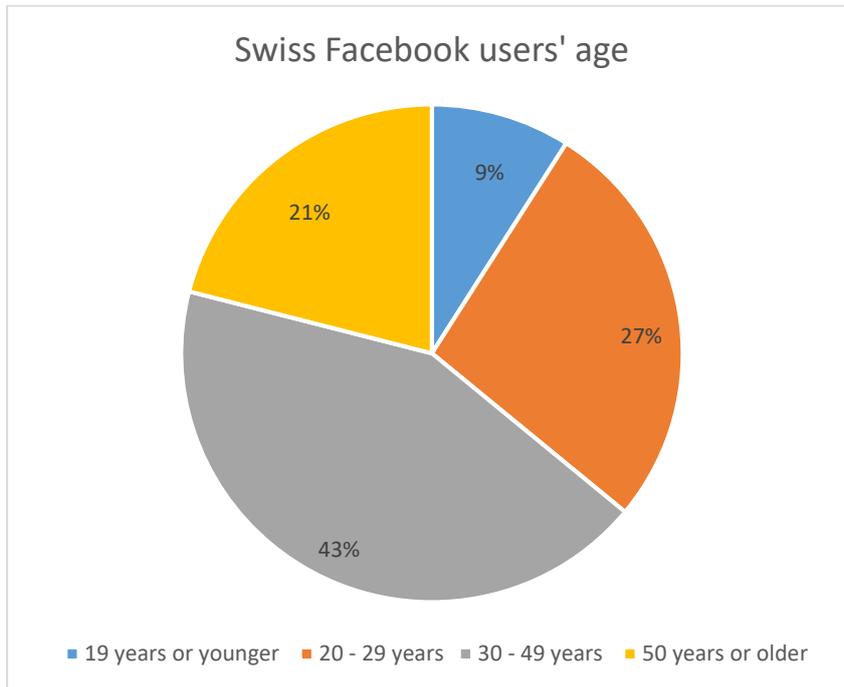


Source: (PwC, 2016)

Accordingly, it can be seen that there is potential for doing marketing Facebook among Swiss community.

On the other hand, there are approximately 4.2 million Facebook users in Switzerland and it is forecasted that the quantity will reach 4.51 million users as of 2021 (President, 2016). According to the statistics, in 2010, the age of Swiss Facebook users ranges from 18 to 54 years old. The largest group is 25-34 years old. The average age of a Swiss Facebook user is 35; two million users are over 18 (Turmo, 2012). However, statistics in 2016 indicated that there is a slight trend that the Swiss users' age are increasing. The biggest Facebook audience now is between 30 - 49 year-olds. Therefore, there will be an opportunity for PLS to get their target customers, who are in middle-age or older.

Figure 24: Swiss Facebook User's age

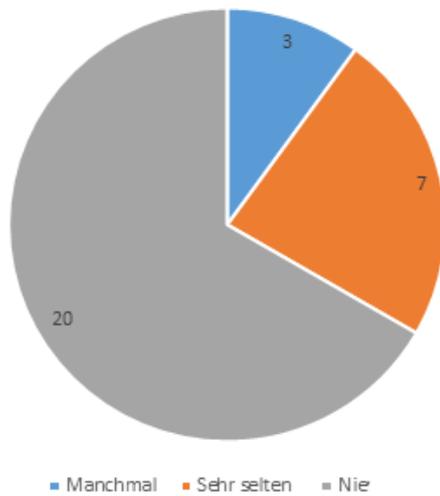


Source: (Statista, 2016)

The main target customers PLS are teachers, school directors and also cantonal authorities (Flückiger, 2016). In addition, according to surveys done by the group team member on Swiss educational exhibition, most of the attendants are in middle age or older. Moreover, we asked attendants how often you use Facebook to buy school furniture, 20 of respondents would not go for Facebook.

Figure 25: Swiss-Education Days survey about Facebook

Would you buy something on Facebook?



Source: (Swiss-Education Days Survey, 2016)

It can be concluded that, Facebook is not a popular communication channel among target customers of PLS.

4.3.6 PLS competitor's Facebook analysis

Educational market in Switzerland

According to statistics, top five brands using Facebook for marketing in Switzerland are e-commerce, services, auto, fashion and retail. The two most famous industries, which have the most fans in Switzerland, are watches and food industry. Among those pages, 57% are in German, 21% are in French, 4% are in Italian, and the rest are in English. It is not common for using Facebook as a marketing channel for the educational field (Turmo, 2012).

Competitors' current situation

Figure 26: Competitors' current situation

Company	Local fan							Total
	Switzerland	Germany	United States	Italia	Turkey	Romania	United Kingdom	
PLS	33	8						41
Novex	14	1187	8		9	9		1227
Embru	281	30		7			7	318
Hunziker	53	1		3				57

Source: (Socialbakers, 2016)

As seen above, PLS's competitors (Novex, Hunziker, Embru) do establish their Facebook fan page but they are not very active, except for Novex. Most of Novex's fans are from Germany, following by Switzerland, Romania, Turkey and the United States. Embru has the largest number of followers in Switzerland which are 281 fans.

Overall, it can be said that the educational supply market is special; companies and also their customers are not very active in term of business-related actions on social media (in particular Facebook).

4.3.7 Conclusion

Based on research and analysis, it is clear that Facebook is currently a global trend with a massive number of users, and it keeps increasing rapidly every year. Plenty of companies, organizations, brands are jumping on Facebook for advertising purpose. Switzerland is not an exception, among other social media, Facebook is becoming increasingly popular not only with young people but also with older people. Many Swiss giant brands such as Nestle, Swiss airlines are marketing effectively using Facebook page. However, research in the field of companies providing educational and schools facilities and as well as their customers, Facebook is not a favorable marketing page.

In short, implementing Facebook as an advertising channel to promote PLS and reach the company’s goals is an obsolete potential since it is a low cost and popular mean. Nevertheless, currently, Facebook should not be invested heavily on because of the special educational market which PLS is involving. The team suggests that the PLS should keep Facebook as an online marketing mean so that it can be a linkage with other flat forms, and build up a united, strong marketing channel connections. Paying for Facebook marketing, which is 6000 CHF per month to reach 9 – 25 new fans (25-65 years old, living in Switzerland) per day is not necessary (Facebook, 2016). The team suggests that depend on the company’s budget and staff, PLS should only spend a few hours per week for sharing, reposting articles from PLS’ website and also answering customers’ comment on Facebook posts.

4.4 YouTube Concept

4.4.1 Key Model

Figure 27: Youtube Concept key factors

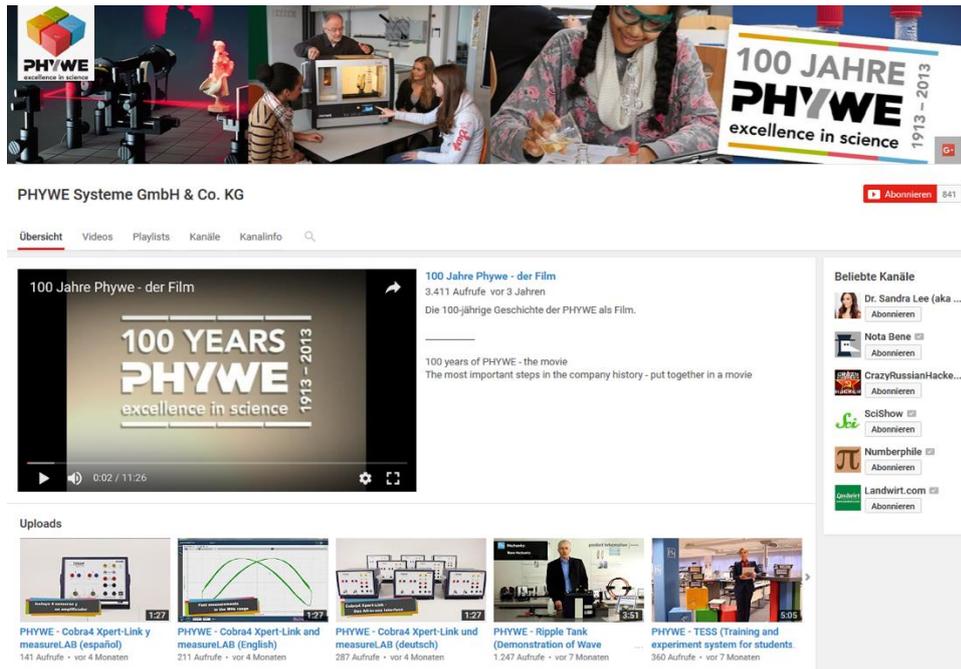
<p>Schlüsselpartner</p> <p>Was gibt es bei der Zusammenarbeit mit internen sowie externen Partnern zu beachten und welche Schlüsselpartner sind zwingend erforderlich?</p>	<p>Schlüsselaktivitäten</p> <p>Welche Handlungen sind erforderlich, um heute und zukünftig mit Ihrem YouTube-Marketing erfolgreich zu sein?</p> <hr/> <p>Schlüsselressourcen</p> <p>Welche menschlichen und fachlichen Voraussetzungen sind beim YouTube-Marketing zu berücksichtigen?</p>	<p>Wertangebote</p> <p>Wofür interessieren sich relevante Nutzersegmente und wie können Videos im Rahmen einer Content-Strategie am besten eingesetzt werden?</p>	<p>Kundenbeziehung</p> <p>Mit welchem Umfang und mit welcher Intensität wollen Sie Kundenbeziehungen auf YouTube eingehen?</p> <hr/> <p>YouTube-Kanal</p> <p>Wie kann ein strukturierter und optisch ansprechender Kanal erstellt werden?</p>	<p>Kundensegmente</p> <p>Werden die gewünschten Nutzersegmente mit Ihrem Videoportfolio erreicht und aktiviert?</p>
<p>Kostenstruktur</p> <p>Welche zeitlichen, personellen und monetären Rahmenbedingungen begünstigen die Professionalisierung Ihres YouTube-Engagements?</p>		<p>Einnahmequellen</p> <p>Mit welchen Erlösmöglichkeiten auf YouTube können Ziele im Online-Marketing effizient unterstützt werden?</p>		

Source: (Seehaus, 2016, p. 61)

4.4.2 Key partner PLS

Phywe would be considered as a suitable partner for PLS when starting a YouTube channel since they have a strong business relationship. Phywe steadily uploads videos on their YouTube channel about its products and company information.

Figure 28: Phywe YouTube channel



Source: (YouTube.com/PHYWE Systeme GmbH & Co. KG, 2016)

4.4.3 Key activities

The following Key activities must be taken into consideration when starting a YouTube channel. Since their

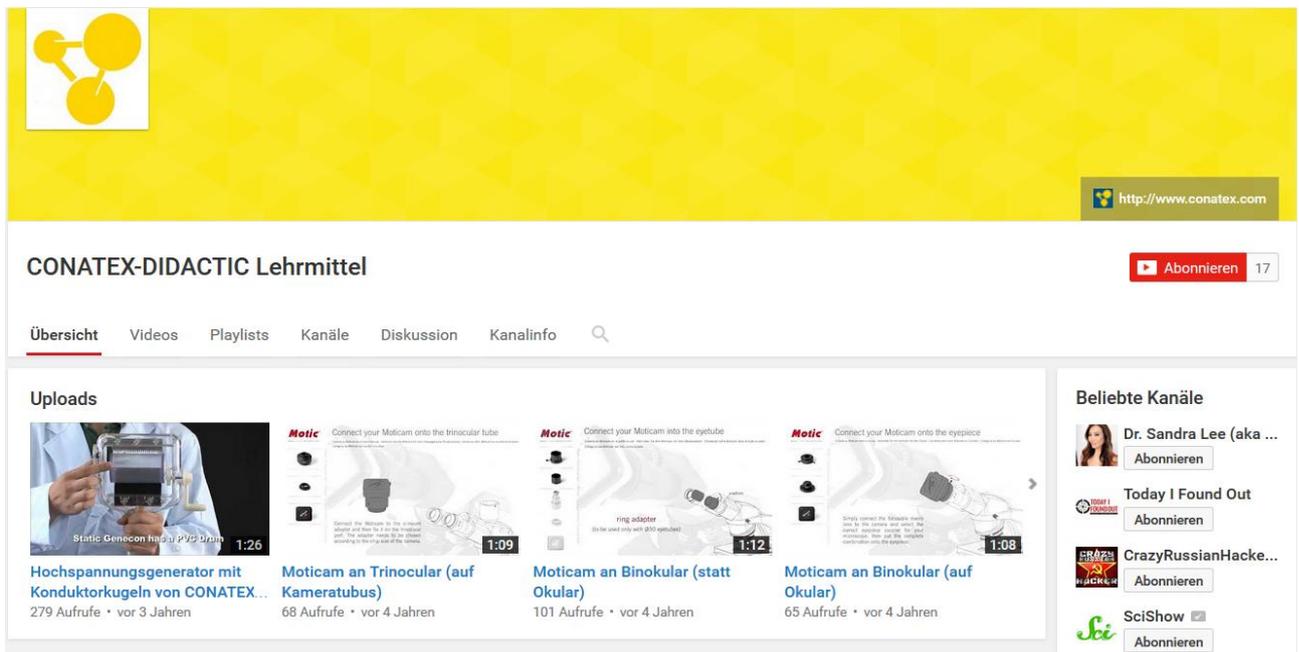
- Listen

Continuous and complete monitoring, also known as "Listen," involves systematically capturing a variety of factors that directly affect a company and its YouTube marketing. In addition to the data provided by YouTube Analytics, you must also take into account the activities of the competitors (ibid.).

⇒ Competitors of PLS on YouTube:

1. Conatex (School material)

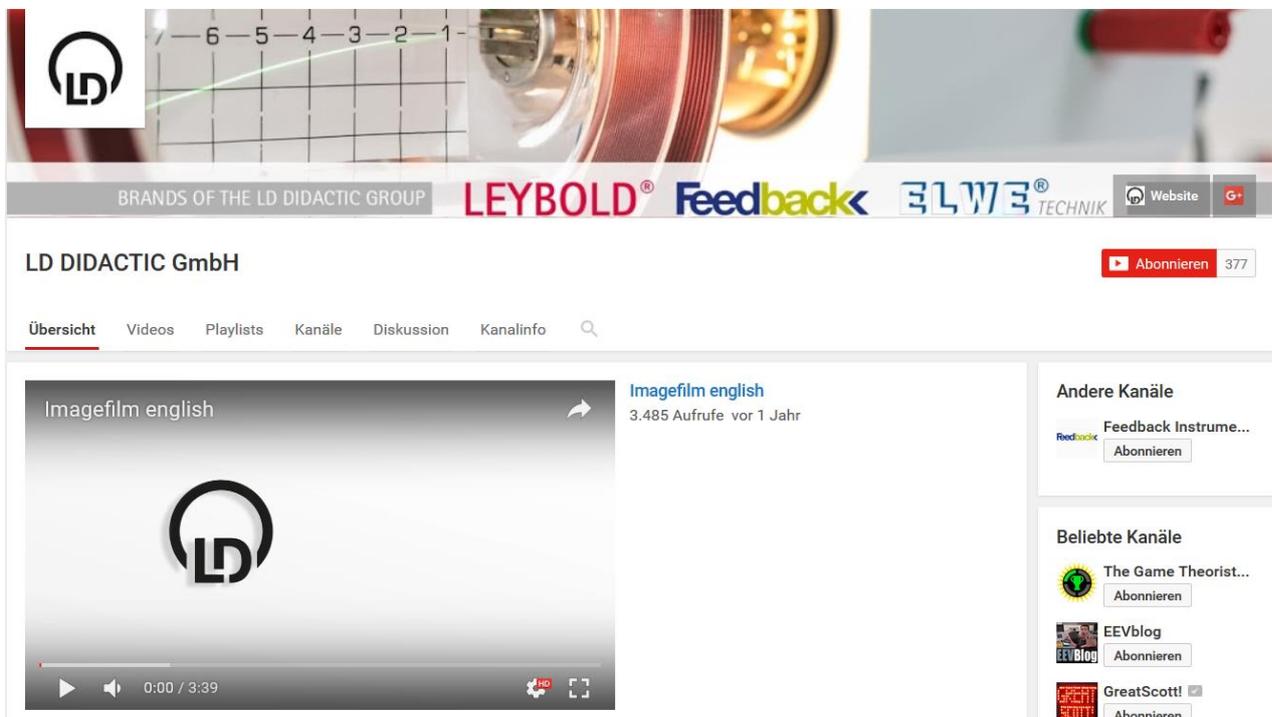
Figure 29: Conatex YouTube channel



Source: (YouTube.com/CONATEX-DIDACTIC Lehrmittel, 2016)

2. LD Didactic (School material)

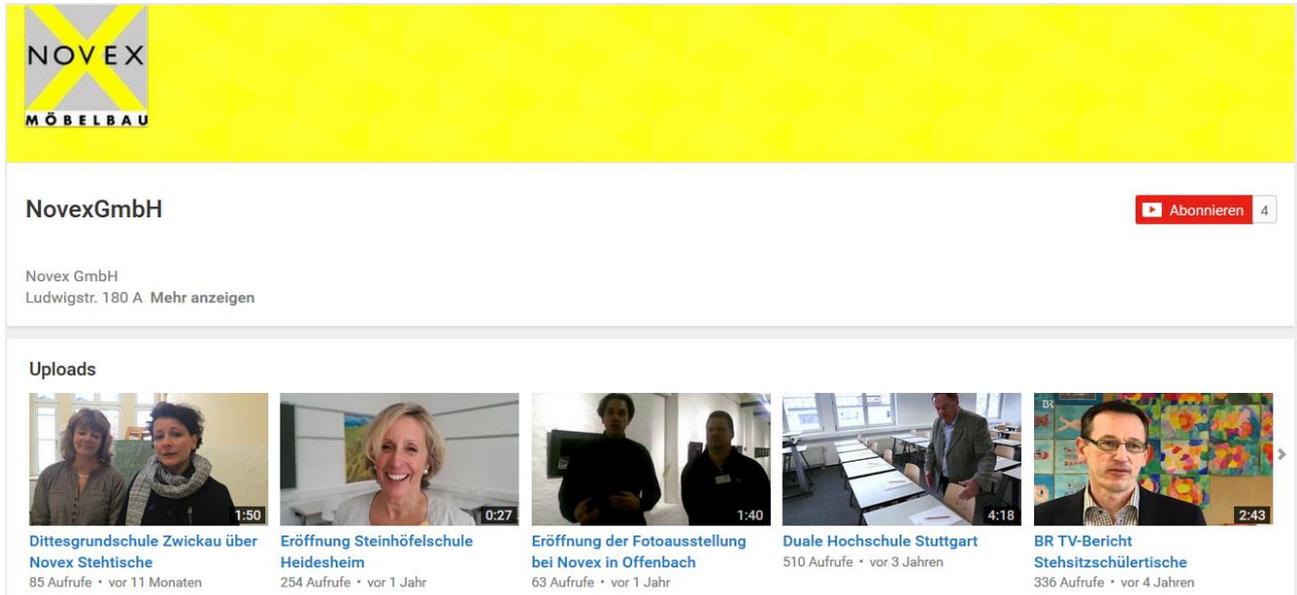
Figure 30: LD Didactic YouTube channel



Source: (YouTube.com/LD DIDACTIC GmbH, 2016)

3. Novex (Furniture)

Figure 31: Novex YouTube channel



Source: (YouTube.com/NovexGmbH, 2016)

- Experiment

Based on the findings of the monitoring, a phase of experimentation with different target group segments and suitable setups follows. This phase is characterized by many small test runs, which are initially implemented with little personnel, time and money effort. These test runs can include various videos with differing lengths and content, several creative productions or individually designed interactive formats.

- Apply

The temporary experiments are developed in the course of long-term and increasingly profitable solutions

- Develop

The growing competition on the video market involving Facebook, Twitter and Instagram ensures that there are numerous innovations for companies and advertisers on YouTube. On the one hand, a company can follow emerging trends (such as product unboxing), available tools (such as YouTube Analytics), and current technologies (such as 360 ° video), and adjust them as best for your goals (ibid.).

4.4.4 *Potential PLS*

Based on the listening, where the key partners and competitors are taken into account, the potential for school material is rather bigger than for furniture and is more established in the market. Therefore it would be recommendable to partner with Phywe and ask for the allowance of using some of their videos to put on PLS channel. Moreover Playlist could be created with videos concerning Phywe products and from other suppliers. A possible approach could be building a network of teachers, who are willing to film their students using the products and send it to PLS. PLS can then ensure the Quality of the content and upload it on YouTube. The potential for students showing students via YouTube how to use the product could be much appreciated. Moreover, it is recommended to have one proper company presentation video on the YouTube channel which also can be put on the Website (maybe even the homepage). Also the other videos, where products are introduced can be linked to the online shop and the relating products. It is important to guide the online traffic through the different channels and maximize the visitors of each channel by doing that.

4.4.5 *Risks PLS*

Where there is potential, the risk should not be neglected. There is no guarantee that a YouTube channel would lead to success. Thus it is recommendable to start a project involving teachers who buy the projects and ask for their willingness and interest. Also important keeping in mind is the fact of parents allowing their children to be filmed. Also a risk, which is necessary to be aware of, is the fact, that a wrong image could be created if not approaching it properly. Therefore it is important and recommended that every step should be thought through.

4.4.6 *Key resources PLS*

Somebody of the company should get the responsibility implementing this project. Maybe an apprentice would be quite suitable for this job. In order to keep the investment costs down it would be recommendable that videos can be filmed with the smartphones of the teachers, since the video quality of smart phones has immensely improved in the past few years. The YouTube platform has no requirements concerning the video quality and neither the success of the video is linked to its quality.

4.4.7 Conclusion

PLS should consider a YouTube channel as a pilot project in order to reach out to the customers and get them involved. Initially it is crucial to establish a network with teachers willing to be part of this project and see how it is perceived. The key partner should be Phywe to give some inputs and allow PLS to use some of their video so PLS wouldn't start from scratch. Always be aware of the four key activities in order to be up-to-date. It needs to be emphasized that there is no guarantee for success but the potential exists. Also the risks need to be taken into consideration when creating a YouTube channel. The importance of linking the videos to other channels is essential to get the awareness. A proper company presentation video can make the company be perceived more professional and trustworthy.

5 Search Engine Optimization (Website and Web shop PLS)

5.1 Content Marketing analysis PLS

Content marketing is closely linked to Search engine Optimization and Social media marketing. It is specified as a

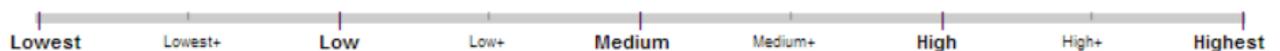
“strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience and ultimately to drive profitable customer action”. (Google, 2016)

Partially it can be indicated with the Page Rating Quality (ibid.).

5.1.1 Page Rating Quality PLS

- Overall Page Rating scale

Figure 32: Website Rating scale



Source: (Google, 2016)

The following factors have been noted to be crucial as part as the Page Rating Quality:

- Main content quality and amount

Main Content is any part of the page that directly helps the page achieve its purpose, whereas supplementary Content contributes to a good user experience on the page, but does not directly help the page achieve its purpose. A satisfying amount of main content quality is expected by Google in Order to give a high quality ranking. With “satisfying amount” is meant the right amount of relevant content, which obviously can differ from website to website depending on its purpose. Since PLS has many target group and product groups and is fairly known, especially in the school and medicine industry, much more quality information could be provided in order to deliver a satisfying amount of main content quality. Additionally it necessary to point out the importance of explaining the purpose of the company properly, which is insufficiently provided. In the “Über uns”

section information about their exclusive partners like Weber und Kunz or Phywe in order to reveal their competences and network in order to empower themselves and deliver main content quality. Google is not very clear about what exactly are the requirements in terms of amount of words, rather the relevancy of the main content and its consistency are crucial.

- Website information about who is responsible for the website

As shown in the bottom-right corner of PLS's Website © Pro-Lehrsysteme AG is visible, which explains that PLS created and owns the website. Nevertheless it is not entirely clear who (which person/function) is currently responsible for the Website and its updates given by the job descriptions.

- Website reputation

Since PLS is not well-spread in terms of popularity of online reviews or ratings this has less relevancy for ratings. In general the rule is applied as no information about the reputation of a website for a small organization is provided, this is not indicative of positive or negative reputation. Many small, local businesses or community organizations have a small “web presence” and rely on word of mouth, not online reviews. For these smaller businesses and organizations, lack of reputation should not be considered an indication of low page quality.

- Expertise, Authoritativeness and Trustworthiness (E-A-T)

These three indicators explain whether a Website is reflecting the company's competences. You are what you E-A-T according to Google (2016). Expertise is clearly differing from company to company. The expertise is defined by proving the knowledge on the product or service being provided in the main content of the website. Skills should be highlighted and positive customer feedback can enhance that rating. That's why it is difficult to evaluate PLS performance on that manner. No customer feedback is provided and also the overall information of the whole website lacks of evidences to support their expertise in their field. The homepage should clearly emphasize their target groups, their knowledge and their offers. That's how competence is brought across to visitors and might enhance the website's quality ratings.

In terms of authoritativeness, certificates and history of the company can underline this aspect.

Often the line between authoritativeness and expertise is very thin and is difficult to distinguish.

According to Google (2016), authoritativeness is rather explained with certificates and the historical background. PLS doesn't provide it sufficiently, even though a very short historical background is given on the "Über uns" page.

If the authoritativeness and expertise are given, the path to a trustworthy website is not too far. It is crucial to provide relevant information about the industry and the company in a clear and understandable language. Transparency concerning privacy security can enhance the level of trustworthiness of the website (ibid.). Moreover clear URL's with names rather than digits and letter combinations are recommended, which PLS fulfils to a large extent.

E.g. The contact page of PLS is shown in the URL: pro-lehrsysteme.ch/kontakt.html

If all these factors are being considered and given when creating a website, it will be rated as "high" or even "highest" on the rating scale, which eventually affects accessibility of the website via Google (ibid.). Nevertheless it is important to emphasize that Google is not entirely transparent with all the factors affecting the rating scale, since they don't want to hand out their complete guidelines in order to keep it to a certain extent as a company secret (power). Taking these aspect into account PLS's Website cannot clearly put in the scale but still some conclusions can be drawn. Especially in terms of E-A-T and amount of quality content there is space for improvement. The focus should be on the completion of the company's purpose and history, communicating the core competences and eventually underlining their E-A-T in their field on their website, which is not only crucial for a high ranking, rather for a visitor to be converted into a customer. This is essentially needed on the homepage for customer to get a first impression and on the "Über uns" page.

5.2 Website Optimization analysis PLS

5.2.1 Landing Page PLS

Landing page has the intention of convincing the customers with the content on a specific topic by limiting the customers centre of attention and encouraging his or her call to action. Moreover, it has the aim to grab the customer's attention and provide a unique proposition with a simple design. It should have relevant amount of keywords in order to attract the customer to visit the homepage from the landing page, while the homepage gives an overview of the company (Patel & Jacob, 2015). The landing page of PLS cannot be found through generic search engine such as Google, but it has to be written manually <http://www.pro-lehrsysteme.ch/>, therefore those customers who do not

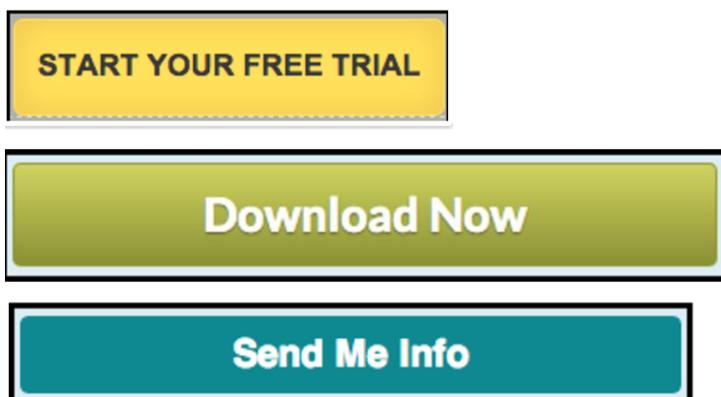
know the URL of PLS and search for it on the search engine, may never see the landing page. After opening the link, the landing page of PLS goes automatically to homepage in German after 5 seconds without pressing any click.

If you click on “Bienvenue” within those 5 seconds, it automatically transfers to the homepage in French. On the other hand, if you click on “Willkommen” it transfers to the homepage in German.

Some of the components (Smith & Zook, 2016) that need to be looked at while designing a landing page are:

- Credibility which can be demonstrated through the customer feedback, evaluations, assessments etc.
- Online value proposition where benefits for the customer can be described, or how the company is better than the competitor, where only three benefits displayed is ideal.
- Call to action- it has a high importance for the landing page because it makes the customer act immediately when coming to the landing page while the conversion rate increases. The customers can act by downloading the newsletter in exchange for an E-mail address, subscribe to a Newsletter, or in other businesses try a free trial for a month in order to understand the company better (ibid).

Figure 33: Example of CTA – Unbounce.com



Source: (Unbounce.com, 2016)

Moreover, Google 1a (2016) recommends that a landing page should include certificates as well, demonstrating the expertise of the company and therefore results in trustworthiness. Competitor Embru has it on its landing page as shown below:

Figure 34: Embru landing page



Zertifikate und Deklarationen

ISO 9001:2008 Qualitätsmanagement

Source: (embru.ch, 2016)

Other competitor in experimental supply area such as Conatex has as well a landing page with CTA where the customers can immediately click on the newest catalogue.

Figure 35: Conatex landing page



Source: (conatex.com, 2016)

Moreover, it is suggested that there should be useful information about the promoted services and products with the intention of intriguing the customers in visiting the homepage afterwards (ibid). The expert from Google, Perry Marshall (2016), gives an overview of the most appreciable factors for the landing page. He asserts that the logo should be far left, while the call to action as discussed before should be more right. As well, Marshall suggests that is significant to give the prospective customers a reason to call, i.e. a “Call Now for a Free Consultation.” With that the customers feel motivated to engage with the company by reacting with an action and then converting. Following, the customers come across the benefits that they can get from the company's products and services (ibid).

5.3 Description Meta Tag analysis PLS

A page's description Meta tag gives Google and other search engines a summary of what the page is about. Whereas a page's title may be a few words or a phrase, a page's description Meta tag might be a sentence or two or a short paragraph (approx. 150 letters). Pro-Lehrsysteme AG is not taking any advantage of using a page's description Meta tag.

Figure 36: Pro-lehrsysteme.ch – view-source

```
<title>Pro-Lehrsysteme AG</title>
<meta charset="utf-8" />
<!--[if IE]><meta http-equiv="ImageToolbar" co
<meta name="keywords" content="Biologie, Geogr
<meta name="generator" content="Incomedia WebS:
<meta name="viewport" content="width=940" />
```

Source: (Pro-lehrsysteme.ch, 2016)

Whereas a competitor – Novex AG is using this Meta tag as follows:

Figure 37: novex.ch – view-source

```
10 <meta name="keywords" content="Schuleinrichtung, Schulmöbel, Schulmobiliar, Büroeinrichtung, Sch
11 <meta name="description" content="Novex M&ouml;belbau - Fabrikation von B&uuml;ro- und Schuleinr
12 <meta name="page-topic" CONTENT=" Novex B&uuml;rom&ouml;bel, Novex Schulm&ouml;bel, Buerobedarf,
```

Source: (novex.ch, 2016)

Description Meta tags are essential, especially for PLS because Google might use them as snippets for the pages. Google may also choose a relevant section of PLS visible text if it does a good job of matching up with a user's query. You can see the example of Novex AG as a Google search result marked in red is description Meta tag defined by Novex:

Figure 38: Novex Google search

Willkommen bei Novex AG - Schulmöbel, Büroeinrichtung ...
www.novex.ch/ ▼

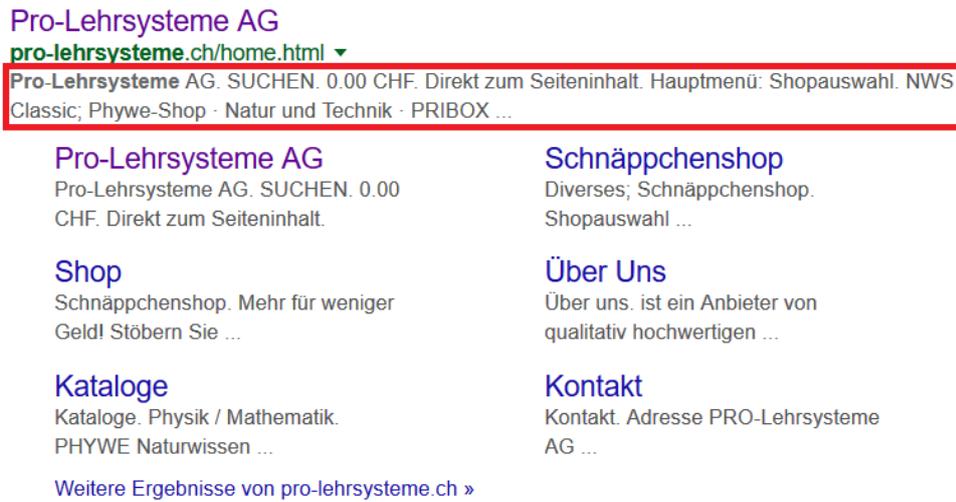
Novex Möbelbau - Fabrikation von Büro- und Schuleinrichtungen - Arbeitsplatzsysteme
 Mecono - Schuleinrichtungen Scuola, ScuolaBox, Wandtafeln, moderne ...

<p>Hauptsitz Hochdorf Hochdorf. SITZ DER FIRMA NOVEX AG. Hier konzentrieren ...</p> <p>NOVEX Team Geschäftsführer thomas.bucher@novex.ch ... ÜBER UNS ...</p> <p>Produktion Huttwil Produktion von Büro- und Schuleinrichtungen ... ÜBER ...</p>	<p>Jobs KONTAKT JOBS & KARRIERE INFO-CENTER ... jobs. HOME ...</p> <p>Kontakt Kontakt. DEUTSCH FRANÇAIS ... Auftrag von FINMA Bern ...</p> <p>Filiale Wil AUSSTELLUNG / VERKAUF. Unser Niederlassungsleiter ...</p>
---	--

Source: (Google search, 2016)

Comparing to PLS Google search, visible text from the website is used and makes it seem unprofessional for potential visitors:

Figure 39: Pro-lehrsysteme Google search



Source: (Google search, 2016)

It is recommended by Google 2a (2015) to define a short – maximum 1 till 2 sentences – description Meta tag, which clearly stands out and is unique. It should inform and interest users and visitors. Concerning PLS it would be easily done and still have an effective impact.

5.4 Key words analysis PLS

Key words focused search engine optimization is nowadays not as effective as it used to be especially since Google implemented its Google Hummingbird update in August 2013, where not all components of a search query are taken into account. The individual parts of a query are analysed, weighted and evaluated semantically. This also causes Google to exclude intentionally searched terms. Nevertheless it is important to improve the chance of ranking high in search results with specific keywords. It is recommended to use the most important keywords consistently in your content, title, description, H titles, internal links anchor text and backlinks anchor text (Erlhofer, 2016). With headings, not only the flow text can be structured on the page, but also important information can be passed on to search engines. Keywords in the headings are generally rated higher than keywords, which are only in the flow text. However, it is important to use a correct heading structure. It is important to not overdo the number of headings, which must always be in proportion to the amount of text. A text with only 80 words but five headings will have very little information (ibid.). PLS has defined one heading in their Website.

Figure 40: Pro-lehrsysteme.ch – view-source

```
<h1 class="imHidden">Pro-Lehrsysteme AG</h1>
```

Source: (Pro-lehrsysteme.ch, 2016)

PLS's Key words are defined as follows:

```
<meta name="keywords" content="Biologie, Geografie, Mathematik, Schulmobiliar, Laborbau, Präsentationstechnik, Modelle, Simulatoren für Medizin und Pflege, Schulmaterial, Laboreinrichtung, Schullabor Einrichtung, Labor planen, Schullabor planen, Laborbau Schweiz, swiss-education-days" />
```

Source: (Pro-lehrsysteme.ch, 2016)

When writing content for a Website it is important that the user's expectation are put in the foreground in order to be ranked as a high quality page. Always should be kept in mind which key words are defined and include them consistently to back up the key words. In contrast it is recommended not to overuse key words in your website with the intention not being considered as a "spam" website. That is to say that "stuffing" – intentionally placing key words in almost every sentence should be avoided. An indicator for that sense would be the key word density.

Key words are analysed in terms of occurrences in various elements of the website, which is essential in order to analyse the effectiveness of the key word. If the usage of key words is consistent throughout the website the key words are considered to be strong. The problem of PLS is not the definition of the key words, rather the lack of text within the whole Website supporting the key words. Moreover a strong missing factor is the Meta description tag which helps to rank higher when being searched with a search engine. Products descriptions and subheading defined with the various key words would also help getting found easier via Google. In the following example it is visible that with key word defined by PLS "Simulatoren für Medizin und Pflege" PLS ranks second which is very good and can be traced back on red marked elements. It is visible that a strong factor is the URL including the word "Simulatoren" as well as the text supporting the key words and eases the query.

Figure 41: Simulatoren für Medizin und Pflege - Google search



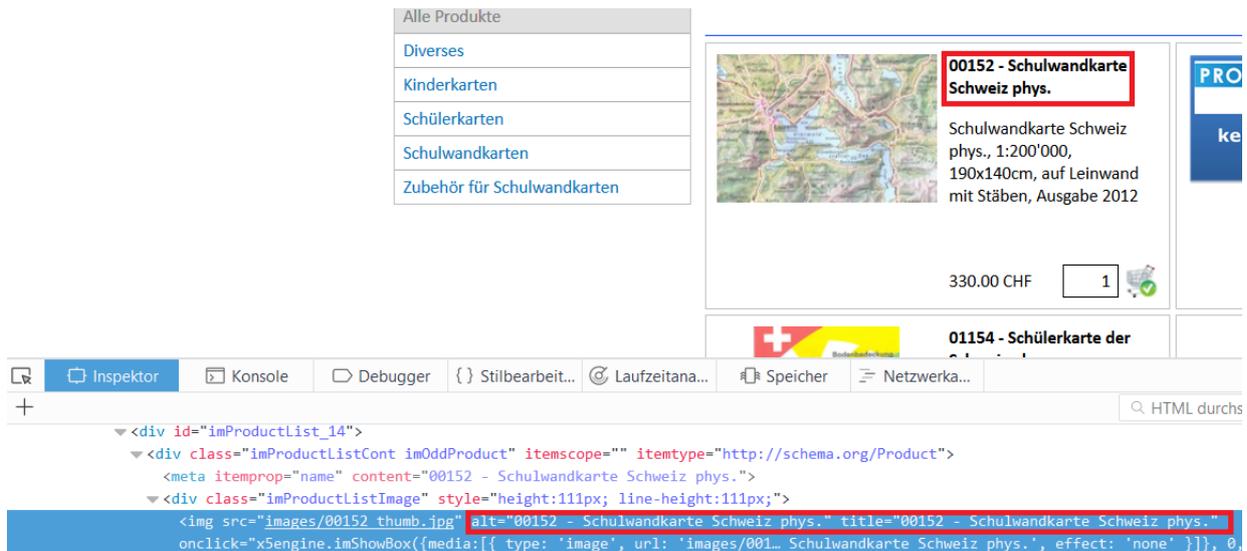
Source: (Google search, 2016)

In other words one can argue that other key words like “Mathematik” cannot be found because they are nowhere shown in the URL of the website or lack of support of text including the key words. With lack of support of text including the key words it is not only meant the text visible on the website, as well as the Meta description tag, which is not provided by PLS, and the images Alt tag and its titles, which will be analysed in the following section.

5.5 Images analysis PLS

Images should always have descriptive Alt tags in order to be found by the search-engines and it is recommended that alt and title attributes should never have the exact same content which is partially provided by PLS, especially in the Web shop. It is visible in the Inspector section that Alt tags are defined but match the title tag, which is rather a big mistake according to Erlhofer (2016).

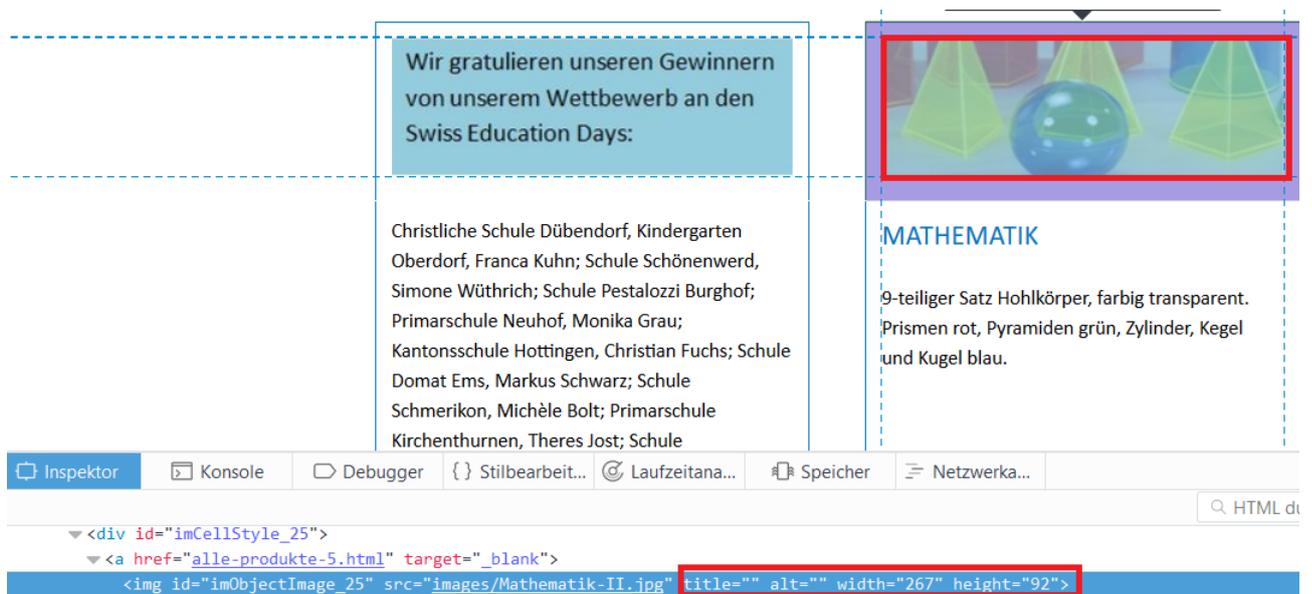
Figure 42: Pro-lehrsysteme.ch - Inspector



Source: (Pro-lehrsysteme.ch, 2016)

Furthermore PLS misses out on providing Alt tags on their images shown in their homepage, which is essentially important since crawlers mostly land there first. In the following image one can see the missing descriptive alt tag and the missing title of the picture marked in red. This is just an example but reflects all of the images inserted in the homepage.

Figure 43: Pro-lehrsysteme.ch - Inspector



Source: (Pro-lehrsysteme.ch, 2016)

The minimum size of the pictures is required to be shown on google images search is 200 pixels which are given by PLS's images. As visible in the following screenshot PLS's images appear in Google images search.

Figure 44: pro lehrsysteme mathematik – Google images search



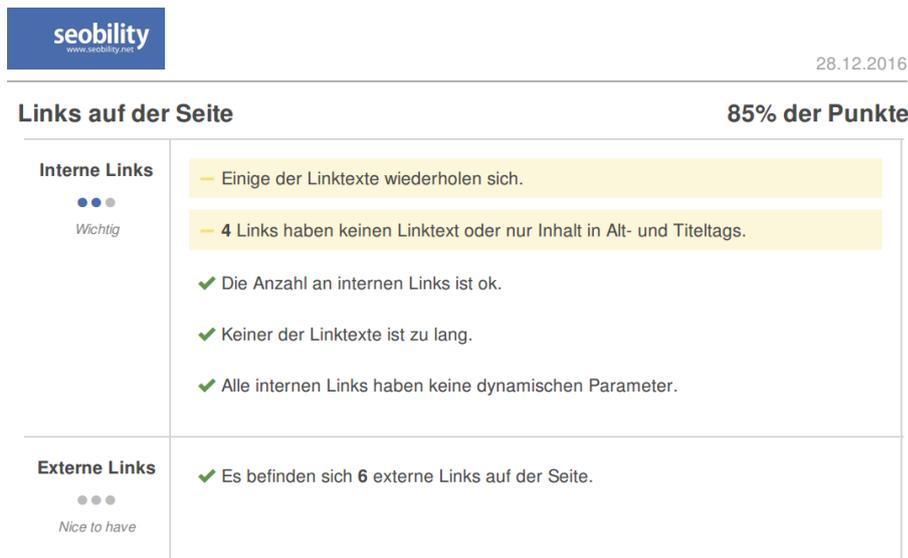
Source: (Google Images, 2016)

Search engines, which cannot read alt tags and titles of the pictures focus often on the text next to the picture and try to link it. Therefore it is important to have relevant definitions and terms are put in position next to the picture. Analysing PLS's performance on this subject shows that PLS is doing a good job in describing the picture with descriptions and terms next to it.

5.6 Interlinkage analysis PLS

The current situation for the internal and external linkage of the PLS webpage is analysed as following:

Figure 45: Seobility interlinkage analysis



Source: (seobility.net, 2016)

It scored 85 per cent in the linkage area with included internal and external linkage. In Appendix 1, one can see detailed as which pages on the website are connected internally and externally.

Neil Patel, a famous online marketing blogger (Kissmetric Blog 2016), explains internal linkage as:

“An internal link connects one page of a website to a different page on the same website with the purpose of defining the structure and hierarchy of the website and helps in the website navigation.”

In other words it tightens the general worth of the website considering the optimization in terms of more traffic and connecting the navigation throughout the webpage. For SEO requirements it is important that each site is connected to the homepage (Saber, et al., 2013). In order to have a successful internal linkage it is important to have a lot of content, because the more content the webpage has, the more internal linkage is given which is PLS’s case in not enough content. When implementing internal linkage successfully the webpage will result as a stronger link profile and a

better ranking for SEO. In relation to this, the PLS analysis showed that PLS has four links without any link text.

Figure 46: Seobility analysis – links without link text

/therapie-und-fitness.html	Neues Fenster	Kein Text
/alle-produkte-5.html	Neues Fenster	Kein Text
/zoologie.html	Neues Fenster	Kein Text
/mobiliar.html	Neues Fenster	Kein Text

Source: (seobility.net, 2016)

On the other hand, (Patel, 2016) external links are used when you want to connect external pages to your own website or the other way around, when you link your own page to an external one. In PLS's case there are 6 external linkages recognized, which are all concerning the issuu.com where they have a display of their up-to-date catalogues. Theory says that external links are difficult to manipulate due to being linked to other independent pages, therefore SEO uses it as a ranking for the webpage.

The reason why external links are important is because it is much easier to measure the traffic based on them. As a result, the popularity of the webpage is displayed (Moz, 2016).

6 Conclusions

6.1 SWOT

SWOT

Strengths

- **Website**
 - Contact form
 - Newsletter provided
 - Navigation path (Über uns)
 - AGB's provided
 - Copyright visible
- **Web shop**
 - Cash flow, cash drain
 - Continuity, supply chain
 - Effects on core activities
- **Newsletter**
 - Available on the Website
 - Existing Address list
- **Facebook**
 - Completion of company image – professional perception
 - Linked to Website
 - Up-to-date

Weaknesses

- **Website**
 - Complex navigation = navigation path = not meeting customer expectation
 - Frames not recognizable for search engines
 - Lack of breadcrumbs
 - Tags missing (Meta description, Images Alt)
 - Keywords insufficiently backed with text, URL, headings etc.
 - Not enough information about company (E-A-T)
 - URL – too short and not in context
 - Landing page – lack of call to action
 - Internal linkage – not enough content
- **Web shop**
 - Inconsistent structure – sometimes web shop sometimes catalogues
 - Tags missing (Images Alt)
 - No rating options provided – less credibility
 - No privacy policy page
 - Incorrect linkage (e.g. Mathematik to Fitness)
 - Lack of breadcrumbs
- **Newsletter**
 - No online subscription possibility
 - Not relevant for architects (Unknown, Newsletters disliked)
 - Address list not updated
- **Facebook**
 - Lack of subscribers and engagement
 - Too little posts

Opportunities

- **Website**
 - Most preferred tool for customers (Survey)
- **Web shop**
 - Security
- **Newsletter**
 - Fairly appreciated among teachers
- **YouTube**
 - Phywe potential partner
 - Customer network
 - Visual aspect (Product and company presentation)
 - Rarely used tool in industry (possibly competitive advantage)

Threats

- **Website**
 - Competitor certificate
 - Reputation, presence and reach
 - Timescales, deadlines and pressures
- **Web shop**
 - Continuity, supply
 - Effects on core activities
- **Newsletter**
 - Who is the right contact person?
- **Facebook**
 - Low potential – competitor analysis (Nr. of followers)
 - Educational market not active in terms of social media

6.2 Key findings

In this chapter, the main key outcomes arise from the analysis will be discussed. Furthermore, some recommendations will be given for further development of the communication concept in order to raise awareness of PLS.

It is important to highlight that the Website including the web shop is considered to be prioritized for improvements in the future. The interviews held with architects and contacts from the “Sekundarstufe” underlined the importance of a proper Website, since they use it as main tool to get information about a company. Moreover, after taking into account norms and regulations provided by literature, it can be said that the Website does not only perform insufficiently in terms of SEO but also concerning the customer friendliness. Key issues are identified as the inconsistency of supporting key words throughout the whole Website in terms of text, URL, headings, tags (Meta description tag, Images alt tag). The usage of Key words, as defined by PLS, is not identified as a key problem, which makes PLS barely be found with search engines. Nowadays this also has less relevancy since Google updated in 2013 the weighting guidelines for SEO. Moreover, too little content about the company is provided, especially on the homepage and the “Über Uns” page, which results in lower ranking considering the E-A-T concept. In terms of customer friendliness the interlinkage and the structure of the Website is rather confusing from a customer’s point of view. Considering the breadcrumbs theory which guides a Website’s visitor through the website, PLS gives also too little opportunities to visitors in order to find their path through the Website, while this is given on some competitor’s websites. The navigation is complicated and not specific. Internal and external linkage have to be implemented correctly, so the customers can navigate and move through the “path of navigation” easily and eventually be satisfied with the benefits they receive from the webpage.

When referring to the newsletter as a e-marketing tool, it may be added that the latter has a great potential and may be used in the future to increase the conversion rate. It has been found that the address list requires an update in order to get better results in opening rate, CTOR rate and eventually conversion rate. For the future, an additional subscription page on the website may be considered a solution for gathering a good quality address list which needs to be updated anyways to reduce the amount of undeliverable e-mails and decrease the number of persons reached who are

not authorized to product purchases. It is recommended to consider one of the suggested service provider in order to better keep track of the behaviour of the newsletter recipients as well as to produce the newsletter more efficiently since each software values user friendliness. Concerning the target group differentiation, it is advised to not carry on with the newsletter delivery to the architect as they prefer to be reached via phone calls, leaflets, catalogues and more importantly with the website which underlines the need to prioritize the website elaboration.

Concerning the social media tools which were touched upon in this projects the following conclusions can be drawn. Since PLS has already a Facebook account several indicators could be analysed and were taken into account. So far PLS is rather irrelevant and unpopular considering the amount of subscribers and their engagement. Moreover, the potential is fairly low considering Swiss Facebook behaviour habits and the amount of subscribers of competitors, which can be used as a benchmark. Therefore, it would not be recommended to invest more effort than before. It can be said that the engagement can be fostered by using call-to-action options and link it with other tools as already provided by linking the Website and Facebook. On one hand the potential is clearly enhances the company's online profile and makes them look more professional.

Another social media tool, which is discussed is the establishment of a YouTube channel. PLS already considered starting a YouTube channel before this project started. Therefore there could be some potential identified in this sense. Analysing the competitor's performance on this behalf it shows that it is not a commonly applied tool, especially in the furniture industry. Based on those findings a successful YouTube campaign cannot be assured or forecasted. Nevertheless keeping in mind the four key activities described in the YouTube section and starting with a pilot project a network can be created and a competitive advantage could be established. Moreover putting the videos created on the website can increase the online traffic and make the Website be perceived more customer-friendly and informative. Nevertheless, the YouTube channel and the Facebook account are probably the least priority PLS should focus on intending to revise their communication concept.

In order to set some priorities for PLS to approach the next steps necessary it is reasonable to say that the focus should be on the Website. If it was only the search engine optimization being the presented problem it would be recommendable to adjust this with a skilled person in this field. This would not be very costly and time consuming, since some basic elements would already improve the Website's ranking and performance. Nevertheless, it is also important to take into account the general structure and the customer-friendliness aspect, which is actually the most important aspect after a visitor has reached the Website and to convert it into a customer. On this behalf, PLS's Website including its Web shop, are performing insufficiently satisfying a visitor's expectation and need, which can be evidenced by the selling numbers of the Web shop or the leaving rate of visitor provided by Google analytics. Also considering the responds of the surveys conducted with the target audience, the website is among/if not the most important tool for customers to get their information. Therefore, bearing in mind all those aspects one can conclude that a new website should be developed partnering with a qualified person and taking into account the customers expectation.

6.3 Limitations

At the beginning, the limitation was that our objectives were not aligned with the objectives of the PLS, therefore several change requests from the company's side were made.

Besides, other limitations for this project were that we focused merely on the Swiss German educational market, since PLS is performing rather well in the Swiss French part, where they do not have a large number of competitors. Furthermore, the lack of literature on Swiss educational market hindered to get more detailed insights into specific topics. After the mid-term presentation, the client's priorities regarding the topic analyse underwent a change. Due to time limitation we did not examine some of the offline channels such as phone calls and catalogues. Despite that we analysed the online and offline tools based on client's preferences. Further the provided statistics by PLS were incomplete which made the analytical part of the newsletter a bit more challenging. We had some group limitations as well, because 2 out of 4 members of the team did not speak German, while the client insisted that the inputs are only in German. Therefore, the amount of team members discussing with the client was limited to 2. However, we compensated the language barriers for research tasks among the team members.

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8 APPENDIX


28.12.2016

Links auf der Seite

85% der Punkte

<p>Interne Links</p> <p>●●●</p> <p>Wichtig</p>	<ul style="list-style-type: none"> – Einige der Linktexte wiederholen sich. – 4 Links haben keinen Linktext oder nur Inhalt in Alt- und Titeltags. ✓ Die Anzahl an internen Links ist ok. ✓ Keiner der Linktexte ist zu lang. ✓ Alle internen Links haben keine dynamischen Parameter.
<p>Externe Links</p> <p>●●●</p> <p>Nice to have</p>	<ul style="list-style-type: none"> ✓ Es befinden sich 6 externe Links auf der Seite.

Gefundene Links auf dieser Seite

Link	Attribute	Linktext
/home.html	Anchor	Direkt zum Seiteninhalt A-TITLE Überspringen Sie das Hauptmenü
/phywe-shop.html	Neues Fenster	Phywe-Shop
/natur-und-technik.html		Natur und Technik
/pribox-1.html	Neues Fenster	PRIBOX
/alle-produkte.html		Biologie
/alle-produkte-2.html		Physik
/alle-produkte-3.html		Chemie
/alle-produkte-4.html		Geografie
/alle-produkte-5.html		Mathematik
/alle-produkte-7.html		Konferenztechnik
/phywe-shop.html	Neues Fenster Textduplikat	Phywe-Shop

Erstellt mit Seobility
Seite 9 von 16
<https://www.seobility.net/>

Source: (seobility.net, 2016)



28.12.2016

Link	Attribute	Linktext
/biologie.html	Textduplikat	Biologie
/physik.html	Textduplikat	Physik
/allgemeine-chemie-1.html	Textduplikat	Chemie
/alle-produkte-6.html		Medizin & Pflege
/konferenztechnik.html	Textduplikat	Konferenztechnik
/mobile-abzuege---chemikaliens...	Neues Fenster	Mobile Abzüge & Chemikalienschränke
/profach.html		Schliessfachsystem PROFACH
/mobiliar.html		Mobiliar
/labor.html		Labor
/schnaepchenshop.html		Schnäppchenshop
/alle-produkte-2.html	Neues Fenster	PHYSIK
/alle-produkte.html	Neues Fenster	BIOLOGIE
/alle-produkte-3.html	Neues Fenster	CHEMIE
/alle-produkte-4.html	Neues Fenster	GEOGRAFIE
/alle-produkte-5.html	Neues Fenster	MATHEMATIK
/mobiliar.html	Neues Fenster	SCHULMOBILIAR
/labor.html	Neues Fenster	LABORBAU
/alle-produkte-7.html	Neues Fenster	PRÄSENTATIONSTECHNIK
/alle-produkte-6.html	Neues Fenster	MEDIZIN/PFLEGE
/therapie-und-fitness.html	Neues Fenster	Kein Text
/alle-produkte-5.html	Neues Fenster	Kein Text
/zoologie.html	Neues Fenster	Kein Text
/therapie-und-fitness.html	Neues Fenster Textduplikat	MATHEMATIK
/alle-produkte-5.html	Neues Fenster	WEITERE ARTIKEL

Source: (seobility.net, 2016)



28.12.2016

Link	Attribute	Linktext
/zoologie.html	Neues Fenster	ZOOLOGIE
/zoologie.html	Neues Fenster Textduplikat	WEITERE ARTIKEL
https://issuu.com/www.pro-lehr...	Neues Fenster Extern	Kein Text
https://issuu.com/www.pro-lehr...	Neues Fenster Extern	Kein Text
/mobiliar.html	Neues Fenster	Kein Text
https://issuu.com/www.pro-lehr...	Neues Fenster Extern	MEHR INFO
https://issuu.com/www.pro-lehr...	Neues Fenster Extern Textduplikat	LABORBAU
https://issuu.com/www.pro-lehr...	Neues Fenster Extern	ZUM KATALOG
/mobiliar.html	Neues Fenster	PROJEKT TRIENGEN
/mobiliar.html	Neues Fenster	MEHR INFOS
http://issuu.com/www.pro-lehrs...	Neues Fenster Extern	TRIENGEN
/phywe-shop.html		Shopauswahl
/fmsitemap.html		Generelle Seitenstruktur
/home.html	Anchor	Zurück zum Seiteninhalt A-TITLE Lesen Sie den Inhalt der Seite noch einmal durch
/home.html	Anchor	Zurück zum Hauptmenü A-TITLE Die Webseite neu einlesen

Source: (seobility.net, 2016)

Leitfaden Kurz-Interviews

Datum : Montag, 20. Dezember 2016

Methodik

Das Ziel dieser Interviews ist wie folgt. Wir erhoffen uns durch die erhaltenen Informationen eine Teil der Analyse abzudecken, welcher schwer zugänglich wär anhand von Literatur. Wir haben uns Gedanken gemacht über eine sinnvolle Anzahl der Befragungen und sind zum Schluss gekommen, dass je 20 Personen (2 Zielgruppensegmente) durchaus aussagekräftig sind. Dabei unterscheiden wir zwischen Architekten und Sekundarschulen, da die Methodik für Architekten in Bezug auf Newsletter anders ist als bei den anderen Zielgruppen. Lorin hat sich mit Fr. Flückiger geeinigt, dass die Sekundarschulen repräsentativ für die Schulen als Zielgruppe stehen und nur diese und die Architekten befragt werden.

Wieso haben wir diese Fragen gewählt?

Bei den Kontaktpersonen von den Sekundarschulen möchten wir herausfinden, ob diese wirklich als richtige/r Adressat/in gelten. Wir unterscheiden zwischen Interessenten und Besteller, was sich natürlich auch überschneiden kann. Da wir die Zahlen der Öffnungsrate vorliegen haben, welche in der Deutschschweiz äusserst tief sind, wollen wir diese bei unserer Umfrage gewichten.

Schlussendlich ist das Ziel eine Wertung der Wertschätzung der Newsletter zu erhalten, welche öfters von Fr. Flückiger als Interesse bekundet worden ist.

Bei den Architekten steht das Ziel im Vordergrund, das Interesse und die Verwendbarkeit des Newsletters zu definieren. Sind Newsletter ein brauchbares Tool um Architekten als Kunden zu gewinnen? Welcher Inhalt ist relevant, da PLS keine Newsletter bezüglich Produkte an Architekten versendet. Gibt es andere Tools, welche eher passend wären für diese Zielgruppe und welche werden priorisiert.

Wir fokussieren uns auf deutschschweizerische Kontakte da der französischsprachige Teil eher als kleinere Problemzone gilt. Die Resultate werden mit in die finale Arbeit einbezogen und gelten als unterstützendes Mittel bei der Analyse des Newsletters.

Intro

Mein Name ist ... Ich bin Student/in an der Hochschule für Wirtschaft FHNW. Ich bearbeite in einem Studierendenprojekt die Frage, wie wichtig Newsletter im heutigen Kommunikationsmix sind. Ich mache das am Beispiel der Firma Pro Lehrsysteme AG. Sie sind im Verteiler des Newsletters von Pro Lehrsysteme. Darf ich Ihnen drei Fragen zum Newsletter von Pro Lehrsysteme AG stellen, das Telefoninterview dauert ca. 5 Minuten und wird nicht aufgezeichnet? Wenn nein, respektieren, bedanken und frohe Weihnacht wünschen :) Wenn ja: mit der Frage starten: Kennen Sie die Firma Pro Lehrsysteme AG?

Fragen für Sekundarstufe:

Hypothese 1: Die Kontakte kennen die Pro Lehrsysteme AG und schätzen deren Newsletter.

- **Kennen Sie die Pro Lehrsysteme AG? (allenfalls nachfragen oder Firma vorstellen)**

Ja	
Nein	

Wenn Ja!

- **Schätzen Sie den Newsletter?**

Ja	
Nein	

Wenn Ja!

- **Was schätzen Sie am Newsletter?**

Viel Text	
Bilder	
Betreffzeile	
Informativ	
Verlinkung zu anderen Kanälen (Website, Facebook, Webshop)	
Andere	

Wenn nein!

- **Was schätzen Sie nicht am Newsletter?**

Viel Text	
Bilder	
Betreffzeile	
Langweiliger Inhalt	
Andere	

- Wie möchten Sie von PLS informiert werden bzw. wie möchten Sie sich über PLS-Angebote informieren (alternativ/abgesehen vom Newsletter)?

E-Mail	
Phone-calls	
Youtube	
Facebook	
Website	
Andere	

Wenn Nein!

- Schätzen Sie Newsletters?

Ja	
Nein	

Wenn Ja!

- Was schätzen Sie an Newsletters?

Viel Text	
Bilder	
Betreffzeile	
Informativ	
Verlinkung zu anderen Kanälen (Website, Facebook, Webshop)	
Andere	

Wenn nein!

- Was schätzen Sie nicht an Newsletters?

Viel Text	
Bilder	
Betreffzeile	
Langweiliger Inhalt	
Andere	

- Wie möchten Sie über Produkte und Angebote informiert werden(alternativ/abgesehen vom Newsletter)?

E-Mail	
Phone-calls	
Youtube	
Facebook	
Website	
Andere	

Hypothese 2: PLS sendet die Newsletter an die richtigen Adressen.

- Sind Sie der richtige Adressat/die richtige Adressatin an Ihrer Schule für den Newsletter von PLS?

Ja	
Nein	

Wenn nein!

- Wer wäre die richtige Adressatin oder der richtige Adressat (Funktion!)?
- Warum ist diese Adressatin oder dieser Adressat die/der Richtige?
- Was vermuten Sie? Ist das in anderen Schulen ähnlich?

Ja	
Nein	
Weiss ich nicht	

Wenn ja!

- Warum ist der Newsletter bei Ihnen an der richtigen Adresse (Funktion)?
- Was vermuten Sie? Ist das in anderen Schulen ähnlich?

Ja	
Nein	
Weiss ich nicht	

Wenn Nein!

- Welche Funktion ist aus Ihrer Sicht die richtige Ansprechstelle (allg. an Schulen)?

Fragen für Architekten:

Hypothese 1: Die Kontakte kennen die Pro Lehrsysteme AG und schätzen deren Newsletter.

- **Kennen Sie die Pro Lehrsysteme AG? (allenfalls nachfragen oder Firma vorstellen)**

Ja	
Nein	

Wenn Ja!

- **Schätzen Sie den Newsletter?**

Ja	
Nein	

Wenn Ja!

- **Was schätzen Sie am Newsletter?**

Viel Text	
Bilder	
Betreffzeile	
Informativ	
Verlinkung zu anderen Kanälen (Website, Facebook, Webshop)	
Andere	

- **Welche Themen soll ein Newsletter enthalten?**

Firmeninformationen	
Produktinformationen	
Beides	
Andere	

Wenn nein!

- **Was schätzen Sie nicht am Newsletter?**

Viel Text	
Bilder	
Betreffzeile	
Uninteressant	

Andere	
--------	--

- Wie möchten Sie von PLS informiert werden bzw. wie möchten Sie sich über PLS-Angebote informieren (alternativ/abgesehen vom Newsletter)?

E-Mail	
Phone-calls	
Youtube	
Facebook	
Website	
Andere	

Wenn Nein!

- Schätzen Sie Newsletters?

Ja	
Nein	

Wenn Ja!

- Was schätzen Sie an Newsletters?

Viel Text	
Bilder	
Betreffzeile	
Informativ	
Verlinkung zu anderen Kanälen (Website, Facebook, Webshop)	
Andere	

- Welche Themen soll ein Newsletter enthalten?

Firmeninformationen	
Produktinformationen	
Beides	
Andere	

Wenn nein!

- Was schätzen Sie nicht an Newsletters?

Viel Text	
Bilder	
Betreffzeile	
Uninteressant	
Andere	

- Wie möchten Sie über Produkte und Angebote informiert werden(alternativ/abgesehen vom Newsletter)?

E-Mail	
Phone-calls	
Youtube	
Facebook	
Website	
Andere	

Live project meeting minutes

Meeting Minutes

September 28, 2016

I. Opening:

A kick-off meeting with client – Ms. Susan Flückiger and supervisor Göldi to get to know each other and discuss important topics relating to the project.

II. Participants:

Leonora Asani, Kristiana Basic, Lorin Onori, Van Thi Trang

III. Discussion

A. Introduction of all participants

Susan Flückiger (Geschäftsführerin)

Lorin Onori (Project Manager)

Kristiana Basic (Project Manager Deputy)

Leonora Asani (Project Team Member)

Trang Vi Thi (Project Team Member)

Göldi (Supervisor Live Project)

B. Brief Company presentation

- Company current situation
- Segmentation/Target group: A,B,C customers and level of education; Only Switzerland -> mainly German and French speaking part.
- Products
- Corporate identity and philosophy
- Partners

C. Company's goals/expectations/students task & results

- Communication concept – Current channel
- Develop one channel

D. Collaboration form

E. Additional questions

IV. Next steps

The project team collect data, analyse and come with results in the mid-term presentation to discuss with client.

V. Fix a date for upcoming event

Mid-term presentation will be processed on 23 of November 2016 at PLS Inttigen, Bern.

Protocol was written by Trang Van

Meeting Minutes

October 26, 2016

Opening:

A review session with supervisor – Mrs. Susan göldi to discuss about the current state of the project, thereby identifies problems and work out future solutions.

Attendants:

Leonora Asani, Kristiana Basic, Lorin Onori, Van Thi Trang

A. Discussion of situation

1. Company's goals

- More clicks on homepage
- Motivate buying online on homepage
 - ? Get more familiar with furniture products ?

2. Project team's missions

Strategic approach: define company's goals => structure/ segment/ define target customers => communication channels analysis.

- Define target customers
- Analyze current channel
- Analyze communication strategy and target customer and link them together with company's goals. For each specific customer segment, try to find the appropriate communication strategy (which channel should be used? How?).
- Define company's competitors and the way they are communicating with their customer (how do they do it? Are they successful?)

3. Individual Analysis

a. Focused Channels :

- Webpage
- YouTube
- Facebook
- Newsletter

Until the mid-term presentation, the project team does not need to solve the problem. In the analytical phase, the main mission of all members is to find a strong argument about the four current channels (why does it work? Why doesn't?) basing on information, theories, facts gathered.

Strategic approach: goals => target customer => communication analysis - which measures/channels do we have? Do they reach the target group? -> adapt? -> improve it? => eliminate it? (Everything must be backed on by research, theoretical reviews).

* Every investigation must be aligned with company's goals and target customers *

- Find theoretical framework/ literature review about the channels.
- Answer these following questions:
 - Is this clever to continue/ discontinue using the current channel? Why? – base on facts/ data/ numbers and theoretical review.
 - How should it be improved if the company keeps the channel? – theoretical frameworks.
- Some recommendations:
 - Strategic method to build a efficient and effective communication channel.
 - Some possible paid advertisements (concerning the company's budget)
- Expenses/ costs
- Possibilities/ Opportunities and risks

b. Exhibition:

Purpose: exhibition does not need to be analyzed as a separate communication channel. It is mainly used as a tool to gather information which can back up the other channels analysis.

- Define potential target customers
- Analyze competitors
- How does it link with other communication channels? (Facebook event? YouTube?)

Approach: do research by surveys/ interview with small group of people (simple questions)

4. Linkage between different channels

B. Further proceedings

- Call Mrs. Flückiger
- Send new proposal including the matrix concentrate on webpage and online shop - newsletters, Facebook, YouTube
- Gather information, prepare frameworks, theoretical frameworks
- Analysis data collected and prepare argument to present in the mid-term presentation
- Fix a date for upcoming event

The project team members will meet in the next week

Meeting minutes was written by Trang Van

Pro-Lehrsysteme AG

Mid-term presentation

December 5, 2016

Opening:

The Mid-term presentation of the Fhnw Live Project was called in on December 5, 2016 at 10 am, at the headquarters of Pro-Lehrsysteme in Ittigen bei Bern

Attendance:

Mr. Küenzi, Mrs. Flückiger, Dr. Prof. Göldi, Leonora Asani, Kristiana Basic, Lorin Onori and Van Thi Trang

A. Presentation

The presentation started exactly at 10 am and lasted for 90 minutes. During those 90 minutes the project team presented the state of art of the communication tools and channels at Pro-Lehrsysteme by first contrasting and comparing attempts with the current situation at PLS and its competition.

B. Feedback of Presentation

After having the mid-term presentation the project team was provided with relevant feedback which are briefly summarized as follows:

1. Further analysis of the tools and weighting of which ones are rather relevant to keep or to invest in will be done (general overview with a chart including linkages of the several tools)

2. Search engine optimization-> How can PLS be found via Google -> which key words must be used and what must be optimized concerning the website and web shop (current situation and what should be improved).
3. Create a concept for a Youtube channel
4. Find out more about the target group shopping behaviour -> the focus on architects

C. Further proceedings

The Client and the project team agreed on fixing a date for the next appointment via mail, that way a short summary of the Mid-term`s feedback may be included into the e-mail.

Minutes written by:

Kristiana Basic (Communication & Deputy)