



Marketing and Online Promotion of OPTIROX S.R.L.

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Abstract: *This study explores the impact of Google services on the marketing strategy of S.C. OPTIROX S.R.L., with a focus on Google Maps and Google Ads. The research highlights the significance of customer reviews, online visibility, and paid advertising in attracting new customers and maintaining brand reputation. By leveraging these tools, OPTIROX has effectively enhanced its digital presence and increased engagement. The study incorporates industry perspectives (Kotler, 1991; McCarthy, 1960; Vernet, 1992) to validate the role of online marketing in business growth*

Keywords: *digital marketing; Google Ads; Google Maps; customer reviews; online advertising; word-of-mouth marketing.*

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1. Introduction

The digital landscape has transformed business marketing strategies, making online visibility essential for growth (Kotler, 1991). Companies like S.C. OPTIROX S.R.L. use Google services to optimise their reach and connect with a wider audience.

This paper examines:

Google Maps & Customer Reviews: Their role in building brand trust and word-of-mouth marketing (McCarthy, 1960).

Google Ads Campaigns: How targeted advertising increases customer engagement (Vernette, 1992).

By analysing OPTIROX's digital marketing approach, this study demonstrates the effectiveness of online tools in modern business strategy (Laisseg, 1983).

2. Marketing Using Google Services

Google provides numerous services that help businesses grow, including Google Search (as a search engine), Google Maps, Google Ads, Google Products (a tool for online stores to display products as images in search results), Waze, and many others.

2.1 Using Locations in Google Maps and Customer Reviews

OPTIROX considers Google Maps a powerful marketing tool due to its ability to display store locations alongside customer reviews, making it a crucial part of the marketing mix, particularly within word-of-mouth recommendations. (Stanford Research Institute, 1960)

Below, we can see the Deta branch with 635 reviews at the time of writing this study, scoring 4.7/5 stars:

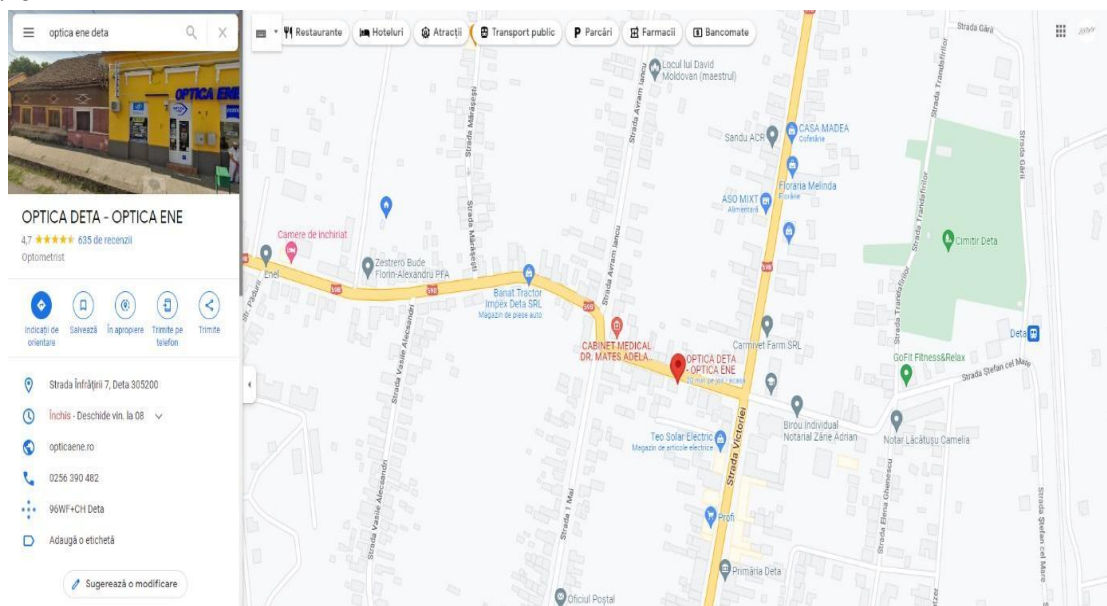


Figure 1. Customer Reviews

People generally leave reviews sparingly, making this high number of reviews a significant indicator of customer satisfaction and brand reputation in the Deta area. Some of the reviews showcase customer perceptions as follows:

- Maria Manole highlights the comfort and security provided by the OPTIROX team, calling them true professionals.
- Larisa Larisuca and Gabriel Todor also emphasise the professionalism and expertise of the staff.
- Deac Melinda, a Local Guide (a Google user who frequently leaves reviews for local businesses), praises the friendliness and reliability of OPTIROX in solving optical problems.

Based on these testimonials, word-of-mouth recommendations play a pivotal role in the company's marketing strategy, being highly regarded by customers and generating further recommendations both online and offline.

2.2 Promotion through Google Ads

Google Ads is the second most important promotional tool for OPTIROX. This strategy aims to attract new customers to visit physical locations, leveraging Google's advertising platform for visibility.

Below is an example of a Google Ads marketing campaign, which ran from March 1-7, 2022, with a budget of 710.2 lei (excluding VAT). Since Google's headquarters is in Ireland, VAT is paid in Romania, as this constitutes an intra-community service acquisition within the European Union, where both companies are registered in the VIES¹ system.



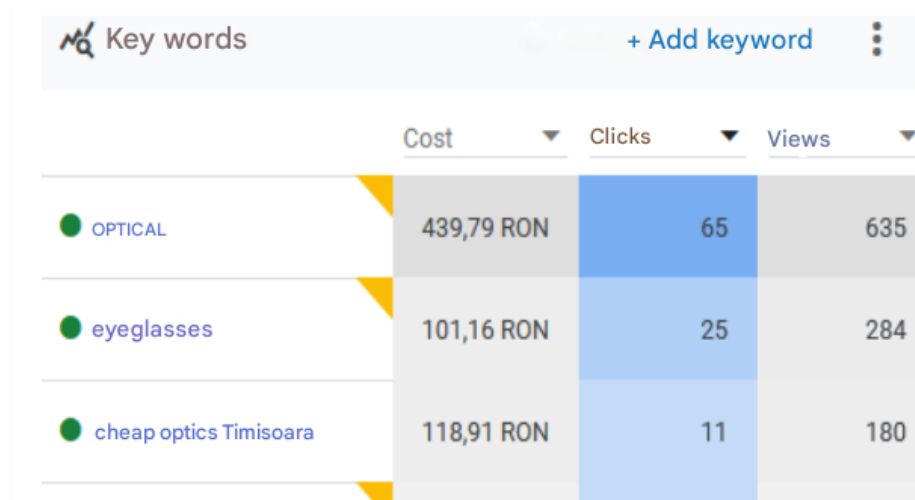
Figure 2. Campaign Results

The campaign recorded 1,260 impressions and 111 clicks. In this particular campaign, clicks represent customer calls, though not all were completed. The average cost per call was 9.32 lei, which is an exceptional value for lead generation through phone inquiries.

The campaign gained traction towards the end of the week, likely due to weekend traffic. A possible reason for low performance during weekdays could be the Ukraine war crisis, which made people more cautious with spending due to rising inflation.

The following image showcases the keywords used, ranked in descending order based on the number of clicks. These keywords were set to broad match, meaning Google also displayed ads for synonyms and related terms:

¹ VIES=VAT Information Exchange System



Key words	Cost	Clicks	Views
OPTICAL	439,79 RON	65	635
eyeglasses	101,16 RON	25	284
cheap optics Timisoara	118,91 RON	11	180

Figure 3.24. Keyword Cost Breakdown

The yellow label indicates that Google considers the keyword to have lower quality, but results show it was still effective. This campaign was targeted within Timiș County, and Google suggests that adjusting settings could improve performance.

The image below displays actual search queries entered by users, which range from exact product searches to general optical information and test searches:

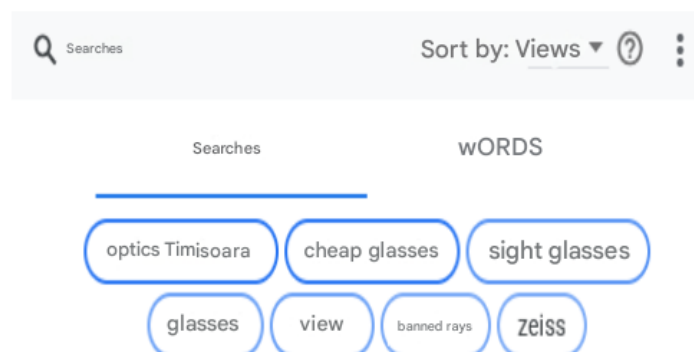


Figure 3.25. Search Phrases

3. Conclusions

This study highlights the effectiveness of Google services in driving customer engagement and business growth (Kotler, 1991). Google Maps reviews play a significant role in brand credibility, while Google Ads campaigns provide a cost-effective way to attract new customers (McCarthy, 1960).

By integrating digital tools into its marketing strategy, OPTIROX has successfully enhanced its online presence and sales performance (Verette, 1992). Moving forward, optimising targeted ad settings and increasing Google Maps interactions will further strengthen brand visibility and customer trust (Stanford Research Institute, 1960).

4. References

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