

The Microsite

An effective and low-cost marketing communication tool used for addressing the target group of prospective applicants for admissions to higher education institutions

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Abstract—This paper deals with the analysis of microsites as a low-cost marketing communication tool used to effectively address prospective applicants for admissions to higher education institutions. The paper contains the analysis of the microsite www.ustav44.cz, which has been created to promote the Department of Marketing Communications at Tomas Bata University in Zlín. Specifically, it has been created to promote the degree course in Marketing Communications. The authors of the paper describe the individual stages of the microsite design as well as its implementation and launch, including a subsequent analysis of its functionality and overall effectiveness within a selected target group. Based on the survey results, a proposal outlining how to improve particular user elements of this microsite and how to improve the microsite as a whole has been developed. The final part of this paper contains general instructions and basic tips that may help readers create a microsite of a similar type.

Keywords—marketing communications, online marketing, online communication tools, website, microsite, higher education promotion

I. INTRODUCTION

In the initial part of the paper, its authors will deal with the profile of the Department of Marketing Communications at Tomas Bata University in Zlín and the degree course in Marketing Communications. They will also provide an analysis of a selected target group, i.e. applicants to the Bachelor's degree course in Marketing Communications, focusing on basic demographic indicators and the current situation of the applicants to the given degree course.

In the following part, the authors will deal with the theoretical specification of the term "microsite". Microsites may be used as an effective and low-cost marketing communication tool. The aim of the paper submitted is to provide evidence that microsites may be used in a purposeful way not only to present products, services, or particular businesses and companies, but also to promote higher education institutions and the degree courses offered by these institutions. The authors will specify basic theoretical starting points to be able to define what a microsite is, to explain how

it is used in the field of marketing communications, and to describe basic types and forms of microsites, their functions, the tools used, as well as the pros and cons of microsites, in particular their shortcomings as regards communication possibilities. The theoretical starting points will be directly interconnected with the authors' practical experience gained while developing the microsite www.ustav44.cz, created to promote the Department of Marketing Communications at Tomas Bata University in Zlín. Its primary aim was to increase the awareness of the public about the specialization of the Department and the activities conducted by its staff and students, as well as to increase the number of applicants to the aforesaid degree course. The paper contains a description of the preparation stage of the microsite design (the visual style of the site, its textual and information content, setting up communication channels for the microsite, etc.) as well as its implementation and launch, including a subsequent analysis of its functionality conducted through a quantitative and qualitative survey (the microsite traffic, user access to the microsite www.ustav44.cz, the effectiveness of individual communication channels used within the microsite, Eye tracking, etc.).

The final part of the paper contains an analysis of the problems identified within the survey and proposals outlining possible solutions to improve this microsite. Therefore, the paper may be considered an instruction manual containing a number of helpful tips for those who intend to develop a microsite of a similar type.

II. THE PROFILE OF THE DEPARTMENT OF MARKETING COMMUNICATIONS AT TOMAS BATA UNIVERSITY IN ZLÍN AND THE DEGREE COURSE IN MARKETING COMMUNICATIONS

The Department of Marketing Communications is part of the Faculty of Multimedia Communications at Tomas Bata University in Zlín. The University was named after Zlín's legendary shoemaker pioneer, visionary and world-famous entrepreneur Tomáš Baťa (1876 – 1932) [1].

In 1997, the Zlín-based Faculty of Technology, which was part of Brno University of Technology, launched the new Institute of Advertising and Marketing Communications, which was transformed into the Faculty of Multimedia Communications in 2002. So, the Faculty of Multimedia

Communications was founded as Tomas Bata University in Zlín's third faculty, holding its name until now [2].

The Faculty of Multimedia Communications provides the following degree programmes and courses: the degree programme in Media and Communication Studies and the degree course in Marketing Communications; the degree programme in Visual Arts and the degree course in Multimedia and Design; and the degree programme in Theory and Practice of Audio Visual Arts and the degree courses in Animation, Production and Audio Visual Arts (and the specializations in Film Photography, Editing and Sound, and Directing and Screenwriting) [3].

In cooperation with the other departments at the Faculty of Multimedia Communications, the Department of Marketing Communications provides the degree programme in Media and Communication Studies and the degree course in Marketing Communications. This degree course aims to equip its future Bachelor and Master graduates with theoretical knowledge and practical experience so that they could become fully-fledged team members and so that they could build successful careers in commercial as well as non-commercial businesses and institutions, in communications agencies, as spokespersons, or experts in the field of marketing communications.

The Bachelor and Master graduate profile, produced by the Department of Marketing Communications, is considered by its staff a key factor influencing the graduates' careers. Therefore, within the development of study plans, the profile is constantly being improved and updated. Particular emphasis is laid upon a multidisciplinary approach to the field, which is the reason why subjects covering the following areas are taught, e.g. economics, marketing, psychology, sociology, aesthetics, arts, etc. Nevertheless, particularly subjects covering individual areas within marketing communications are taught, i.e. advertising, public relations, sales promotion, personal selling, direct marketing, sponsoring and others [4]. The Department of Marketing Communications aims to continuously improve the quality of the teaching and learning process, to adapt its offer to the current market demand, as well as to respond to the latest European and global trends in teaching marketing communications [5].

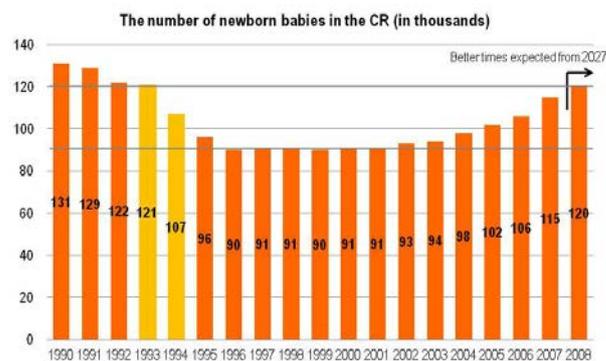
III. THE ANALYSIS OF THE TARGET GROUP OF PROSPECTIVE APPLICANTS FOR ADMISSIONS TO HIGHER EDUCATION INSTITUTIONS IN THE CZECH REPUBLIC (DEMOGRAPHIC INDICATORS, THE CURRENT SITUATION AND A PROGNOSIS FOR THE FUTURE), THE NUMBER OF APPLICANTS TO, STUDENTS OF AND GRADUATES IN THE DEGREE COURSE IN MARKETING COMMUNICATIONS PROVIDED BY THE DEPARTMENT OF MARKETING COMMUNICATIONS – THE CURRENT SITUATION

Nowadays, there are growing concerns that the number of secondary-school students will soon decrease significantly, which is caused by the fact that the numbers in the age group being referred to are low. This will not only dramatically affect the educational structure within this age group, but it

will also affect further and higher education, as well as the overall market situation influenced by the integration of job seekers in the labour market.

The following graph (Graph no. 1) depicts a population curve showing the number of newborn babies (in thousands) in the CR between 1990 and 2008. The curve shows that most babies, about 131 thousand, were born in the CR in 1990. Since then, their numbers have declined every year. There was a significant decrease in the number of newborn babies in the CR between 1993 and 1996, when their numbers even fell by about 31 thousand. Therefore, a significant decrease in the number of applicants for admissions to higher education institutions should be expected in years to come. The situation did not improve until 2008, when the number of newborn babies in the CR again began to rise gradually. At that time, about 120 thousand babies were born. However, this positive trend will not be reflected in the growing numbers of higher education applicants until 2027.

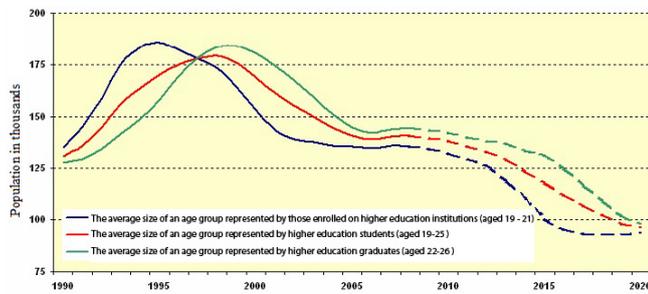
Graph no. 1, Population curve – the number of newborn babies in the CR between 1990 and 2008 (expressed in thousands)



Reference: Internal documents of Tomas Bata University in Zlín

On one hand, it is impossible to clearly identify what the overall impact of the decline in the number of newborn babies in the CR will be. On the other hand, it is possible to provide evidence showing that this fact will significantly affect higher education due to decreasing numbers of applicants to particular degree courses, as is shown in the following graph (Graph no. 2).

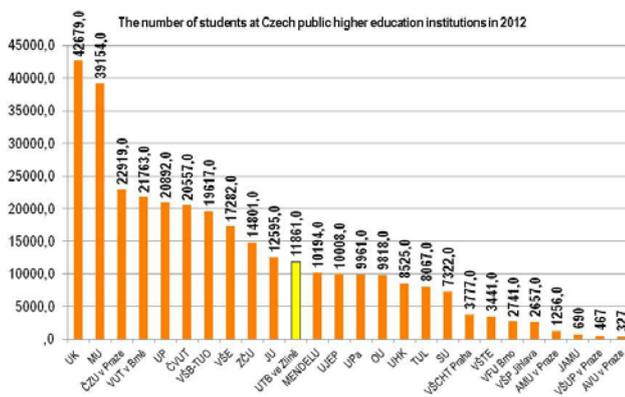
Graph no. 2, Population-based cohorts showing those enrolled on higher education institutions, higher education students and higher education graduates in the CR (Demographic changes to the average size of the relevant age cohorts between 1990 and 2020 expressed in thousands) [6].



Reference: KOUCKÝ, Jan. Kolik máme vysokoškoláků? Expanze terciárního vzdělávání v ČR ve vývojovém a srovnávacím pohledu. Praha: Středisko vzdělávací politiky Pedagogické fakulty Univerzity Karlovy v Praze, 2009. s. 7.

In the 1990s, the Czech economy as well as the whole society went through significant transformational change, which also had an impact on the higher education system. New private and public higher education institutions were gradually established, new and up-to-date education programmes were offered, and new educational levels became available. Graph no. 3 depicts the current student population at individual Czech higher education institutions.

Graph no. 3, Student numbers at Czech higher education institutions in 2012 (expressed in thousands)



Reference: Internal documents of Tomas Bata University in Zlín

Population decline among students entering higher education also affects TBU in Zlín. In the academic years 2010/2011 and 2012/2013, their numbers decreased by 1,012.

In 2012, a total of 637 applications to the full-time mode of study and 297 to the part-time mode were submitted to DMC and its degree programme in Media and Communication Studies. Out of the total given above, 520 full-time and 246 part-time applicants came to sit the entrance examination. As follows from the above, there are sufficient numbers of applicants interested in the degree programme in Media and Communication Studies, considering a total of 98 students admitted to the full-time and part-time modes of study.

Currently (i.e. in the academic year 2012/2013), there are 169 full-time and 156 part-time students studying the

Bachelor's programme in Media and Communication Studies at DMC. At the Master's level, there are 108 full-time and 97 part-time students studying the degree programme. In total, DMC has 530 students.

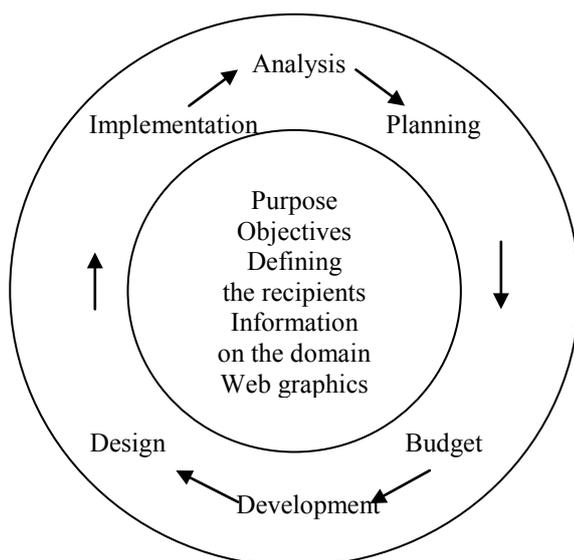
It may be assumed that population decline among students entering higher education will result in an excess of supply over demand. Thus, individual higher education institutions will be put under more intense competitive pressure and their efforts to address as many prospective applicants to their degree courses as possible will be intensified. Although the situation may be viewed as negative, it also has a positive effect on higher education. In this way, higher education institutions are being forced to improve the quality of the degree programmes and courses offered, and to adapt their offer to the current market demand – the demands of prospective employers (businesses and companies). This may help their graduates improve their employment chances in the labour market and so make individual degree courses more attractive. As competition increases among higher education institutions, another important area should be mentioned, i.e. higher education promotion, including the promotion of individual degree programmes and courses. Its aim is to provide prospective applicants not only with extensive information relating to the study system, graduate profiles, the activities conducted by the given higher education institution, etc. Also, particular marketing communication activities pursued by higher education institutions to promote their degree courses will contribute to a distinct differentiation from their competitors. In this way, a unique and unmistakable image of a higher education institution or a particular degree course may be created. And this is one of the primary aims of TBU in Zlín and its Department of Marketing Communications. It is just the microsite www.ustav44.cz, analysed in this paper, which represents a wide range of the DMC communication activities aimed at its target group.

IV. THE MICROSITE – AN EFFECTIVE ONLINE MARKETING TOOL

Communication in the form of a company's website may be considered a basic and the most common type of Internet communication used by businesses nowadays. A company's website aimed at external users has become a standard marketing communication tool. Its aim is to provide information to the company's regular and potential customers, as well as to other interest groups, to build relations with various target groups, and to create an environment for mutual communication [7].

When creating an effective website, several important factors must be taken into consideration, e.g. the purpose and objective of the website, its target group, the website content and graphics, but also the website visibility, its accessibility, usability and controllability, user interactivity, evaluation of the website effectiveness, etc. The following scheme clearly indicates basic elements and processes necessary for the successful creation of a company's website:

Scheme no. 1, Preparation and creation of a company's website



Reference: PŘIKRYLOVÁ, Jana a Hana JAHODOVÁ. *Moderní marketingová komunikace*. 1. vyd. Praha: Grada, 2010, s. 220. ISBN 978-80-247-3622-8.

The microsite – is a special type of company's website. Microsites are usually created to serve a specific purpose, such as promoting a particular product or a particular product line, a limited category of services, or special events (in our case it was the promotion of DMC as one of the FMC departments). Usually, microsites are not very extensive. In most cases, their graphics and objectives are different from those of the company's website. Also, microsites usually have their own website address [8].

Microsites offer more specific advantages:

1. Low cost – this applies to both creating a microsite and its subsequent running.
2. Limited extent – a microsite visitor can quickly find important information about the business or company, about a particular product, service, event, etc.
3. Easy navigation – finding information within a microsite is easy for its visitor, as it only contains a limited number of sub-pages (about 5).
4. Direct customer hit – microsites may be enhanced within search engines through particular words. Thus, customers are not flooded with unnecessary information on other products or services. Microsite traffic may also be boosted, for example, via contextual advertising, mailing, targeted banner advertising, viral campaigns, or using various social networks (e.g. Facebook, Twitter, LinkedIn, etc.). What appears to be very effective is incorporating a competition/contest or an interactive game into your microsite (the so-called Advergaming) [9].

As regards their content, microsites may be aimed at various areas. Therefore, three basic types of microsites may be distinguished:

1. Product microsites: The aim of product microsites is to inform customers about a particular product or service.
2. Microsites promoting a brand: This type of microsites aims to build a positive brand image and to extend the target group of customers.
3. Advisory service microsites: These microsites are created to provide useful information to their users, which is the reason why they are such a popular type of microsites [10].

Taking into consideration the content and nature of the microsite www.ustav44.cz, we can say that it is a combination of a microsite promoting the DMC brand and a microsite providing advisory services to applicants to the degree course taught at the Department.

As has been partially described in the previous chapters of this paper, there were several essential factors motivating us to create the microsite www.ustav44.cz:

1. Increasing numbers of competitors, i.e. the establishment of new public and private universities and higher education institutions providing more and more specialised degree courses, including media and marketing communication studies.
2. Population decline and the expected decrease in the number of students throughout the CR, which will gradually lead to increased competition among Czech higher education institutions and universities to attract their prospective students.
3. The official websites of TBU and FMC provide limited space for the presentation of the aforesaid degree course, and prospective applicants can only find basic facts and general information relating to the study opportunities at DMC on these websites.
4. As a medium, the Internet is inexpensive when compared to other media types. And it offers some more advantages, such as quick and easy updates of information, interactivity, and considerable popularity within the target group (young people), which uses the Internet quite often.
5. The quality of the degree course, linking theory and practice, maintaining good relations between the DMC staff and students, as well as its graduates, are factors allowing us to assume that the microsite will get attention through viral marketing and positive WOM spreading. In this way, a free synergistic PR effect may be created.

Basic objectives of the microsite www.ustav44.cz:

1. To build a positive image of DMC
2. To improve public awareness of the opportunities to study the degree course provided and of other activities conducted or joined by DMC
3. To increase prospective applicants' interest in studying at DMC

V. THE MICROSITE www.ustav44.cz (THE MICROSITE DESIGN AND CREATION, ITS GRAPHIC AND TEXTUAL CONTENT)

Considering the target group, our aim was to create a modern and dynamic microsite. Therefore, the vertical spatial principle was used to create the microsite www.ustav44.cz. It is one of the new, visually appealing and current trends in the area of website creation.

We aimed to build a well-arranged site that would be easy to control by its users, interactive and rich in content. The textual as well as graphic content of the microsite was created with regard to the target user group. In the first place, the microsite uses the language used by its target group, which gives its users a much more personal impression. Moreover, on this microsite, those interested can learn a lot of essential information not only about the degree course, the structure of study and the subjects taught within the course of study, but also about the activities conducted by the Department, about its students' achievements or about student life in Zlín.

VI. THE STARTING POINTS FOR CREATING OUR MICROSITE

Within the execution of the case study, a decision was made to use the so-called parallax scrolling for creating the website layout. Parallax scrolling uses a one-page website layout. This technique is often used to create a microsite, as it is visually appealing and easy to develop. However, there is a problem connected with parallax scrolling websites. Using web analytics for measuring the usage of such websites is complicated, as one-page website traffic is more difficult to measure. This is caused by the fact that the percentage of click-throughs is low in this case. Clicking through the menu cannot be considered a link or path to another webpage. It is a mere "shift" or repositioning within one particular webpage. This problematic situation was solved by using the button labelled "More Information", allowing the user to switch to a separate webpage providing official information. Thus, the interaction between the homepage and this page could be measured. Also, the button labelled "Application Form" was used. By means of the bit.ly tool, outgoing traffic from the microsite to the University's online application system was measured. This was necessary due to the absence of measuring incoming traffic within the University's online application system.

VII. THE VISUAL STYLE

For creating the visual style, basic components of the corporate design were used, i.e. the logo and the corporate font Berlin. The other components were rejected, as they were considered useless and too complicated as regards the links to the official website. Also, photographs directly related to the aforesaid degree course or the premises of the Department of Marketing Communications were used. The choice of colours was influenced by the identification of prospective applicants for admissions with the microsite as well as with the Departmental premises. Therefore, the colour prevailing in the premises of the Department (rgb(178, 211, 77)) was used as an important element. This was not absolutely essential to achieve our primary objective. However, with regard to the efforts to create a relation between the Department and its individual communication activities, it was necessary.

VIII. THE TEXTUAL CONTENT

All texts are based on the official texts, the study plans and the current situation at the Department. What we aimed to do was to rewrite the official texts, usually not very interesting, in a manner that would enable young teenagers to understand easily the following: what type of degree course is provided, what is studied within the course, what subjects are taught and what activities can be joined by students studying at the Department of Marketing Communications. As regards the textual content, the headline and the Facebook og tag were the most distinctive elements. Nevertheless, these two short pieces of text have provoked most controversy. Specifically, it was the following headline: "Marketing Communications? WTF?". The generally well-known acronym WTF was used to refer to a prospective applicant for admission who has no experience in marketing communications and who has no idea what the degree course is about. This acronym was not used pointlessly. It was used on the basis of a survey conducted among first-year Bachelor students over a period of several years. These students were asked what the term marketing communications represented to them, or perhaps, what was the first thing coming to their mind in that connection. And as you can probably guess, a number of variations of "WTF" occurred.

The other piece of text that has provoked a lot of controversy was the Facebook og tag saying: "A field you will enjoy. A way to make money.". The aim of this piece of text was to attract attention as well as to reflect the current situation in the labour market and the graduate market in the CR. In other words, a degree course representing the ideal combination of an enjoyable field and excellent graduate prospects is the right choice for each student nowadays.

IX. THE COMMUNICATION CHANNELS

As no financial resources were available for distributing the given microsite, the following communication tools were used:

Primary:

Facebook (the official Departmental profile + the profiles of the implementation team members)

Twitter

A banner placed on the official website of FMC TBU in Zlín

Secondary:

Direct mail to secondary schools in the CR and Slovakia

Sending out a press release

Email footers created for the staff members at DMC

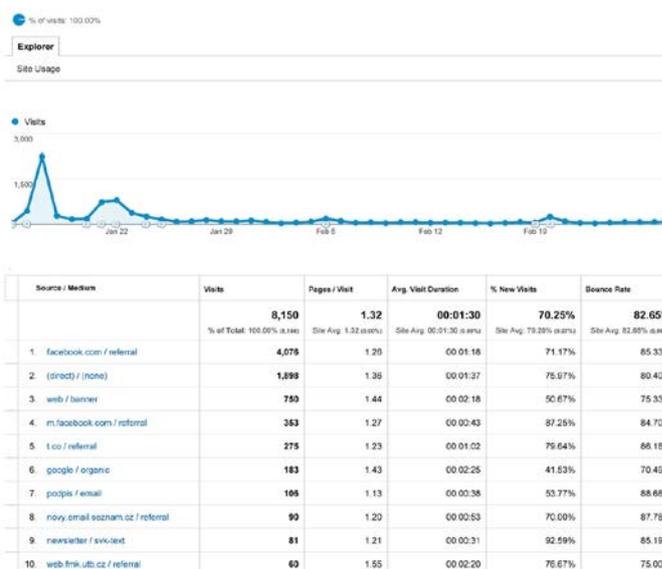
X. THE CAMPAIGN MEASUREMENT AND BASIC ANALYSIS RESULTS

Due to the fact that the entire communications campaign was primarily focused on the digital environment, it was easy to set up the measurement parameters in the initial phase. The measurement was primarily performed to monitor user access to the website www.ustav44.cz. Nonetheless, two more objectives were later added in order to make the effectiveness measurement of the given microsite as relevant as possible. The two objectives added consisted of the following: asking the users for more information and measuring outgoing traffic to the University's online application system. This is also connected with the problem dealt with in the chapter entitled THE MICROSITE www.ustav.44.

Our measurements were based on using a tracking code from Google Analytics. This website tool was used as the most effective data source. Also, the bit.ly tool was used to measure outgoing traffic to the University's online application system. One more research method – Eye tracking – was used, although it was not our primary intention. Media outcomes and a possible increase in brand awareness could also be measured within the evaluation. However, this was not our primary aim.

As regards website analytics, it was necessary to distinguish among individual traffic sources and links to the given microsite. This was solved in a standard way, i.e. by using UTM link-tagging. The so-called UTM codes are widely used today and are still considered the easiest way to identify different traffic sources. This applies to tagging those links that are directly distributed by the “client”. In our case, it was the implementation team.

Graph no. 4, Total traffic over the monitoring period



Within the Eye-tracking method, it was found out that the most serious problem associated with microsites might be the so-called false-footer effect, i.e. the problematic situation when a user enters the site, scrolls down the page and, in certain parts of the page, thinks that s/he has reached the bottom of the page, but in fact, s/he has not.

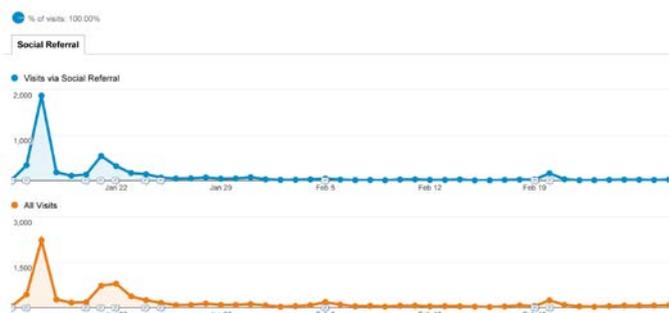
XI. THE EFFECTIVENESS OF THE INDIVIDUAL CAMPAIGN TOOLS

Considering the quality and volume of the incoming traffic to the microsite www.ustav44.cz during the monitoring period, Facebook appeared to be the best source as regards quality. This applies to all the links from Facebook, where most of the total traffic volume consisted of the following: redistribution, reshares, the Like button, and comments made by students of and graduates from the Department of Marketing Communications. In this way, also prospective applicants for admissions and some of the “Internet personalities” became aware of the existence of the microsite. Almost half of the total traffic (49.8%) came from Facebook. Apart from this, there was the direct approach, based on offline communication with secondary schools as part of our road show. Also, Twitter and organic search aimed at the phrase “ústav 44” or similar expressions were used. Last but not least, a significant portion of the traffic came from the banner placed on the homepage of the official website of the Faculty of Multimedia Communications.

If we evaluate the quality of traffic on the basis of the time spent on the site, regardless of the users' interaction (as their access to the site was very limited), the traffic coming from this source may be identified as high-quality traffic. The same applies to the traffic coming from our organic search. As

regards the other traffic sources, their quality was significantly lower and their volumes considerably weaker.

Graph no. 5, Incoming traffic from social networks



XII. CONCLUSION

The official websites of both FMC and TBU provide only limited space, must follow certain rules, are “uniform” and provide very little space for creativity, for original graphic design as well as for the interactivity with their users. Therefore, the microsite www.ustav44.cz was created. Its primary goal was to eliminate the problems specified above.

Compared to the other degree courses of similar type, the degree course provided by DMC offers numerous benefits, particularly the following: a wide range of up-to-date subjects covering various areas of marketing communications; well-qualified and experienced teaching staff with expertise in their fields (research, development and the business sphere); individual approach to the students and opportunities for their individual self-fulfilment; linking theory and practice, and also student participation in real-life projects and tasks, which may help them prepare for their future careers. The Departmental students are well aware of all the advantages and strengths of the degree course provided by DMC. However, prospective applicants and the general public only know a little about these benefits. And this is the reason why it will be necessary to create a targeted communications campaign aiming to

promote the above-mentioned qualities in a creative way, also using other marketing communication tools.

The microsite is only a basic tool of communication with the given target group. Therefore, the content as well as the tone of voice of the communications campaign used should also be reflected in the other tools to be used by DMC in the future. This is the manner in which it will be possible to create a unique and unmistakable image of DMC as part of the process of integrated marketing communications.

List of abbreviations used

CR	Czech Republic
FMC	Faculty of Multimedia Communications
TBU	Tomas Bata University in Zlín
DMC	Department of Marketing Communications
WOM	Word of Mouth

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