

# CUSTOMER ACQUISITION ACTIVITIES OF WEB STORES

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## **ABSTRACT**

Based on the domestic and international market trends of the last decades, it can be stated that the number and turnover of web stores, internet commerce is growing dynamically from year to year. The aim of our research is to explore the effective, proven customer acquisition methods of modern web stores. As part of this, the subject of our literature research was to explore the popular advertising platforms for web stores and their basic marketing principles and their optimal structure based on them. In our professional research, on the one hand, we explored through structured interviews what methods and communication are considered effective by the three webshops competing and selling in the different markets based on their experiences. On the other hand, we examined the shopping habits and preferences of consumers in the form of a questionnaire. The information obtained in this way can be crucial in planning the marketing strategy for any existing or new web store. We have found that one of the most important attributes in acquiring customers is reliability. From the beginning, you should strive for positive customer reviews as well as regular value creation proficiency must be demonstrated through content production, with which the business can build a committed community.

*Keywords: marketing communication, consumer habits, structured interview, questionnaire*