

ASPECTS REGARDING THE PROMOTION OF WINE PRODUCTS THROUGH ONLINE MARKETING, WITH CASE STUDY COMPANY COTNARI S.A.

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Abstract

Online marketing is the most recent and dynamic side of marketing domain in general. The opportunities on local, national as well as international markets through Internet are vast and still not sufficiently exploited in Romania. As in agriculture, for having gross and finite quality products, you have to adapt permanently to the latest working, production and processing technologies, the same way when promoting agricultural products it is a must to be adapted to the latest marketing methods and to the customers culture. It is extremely important for companies that offer agricultural products on the market not to ignore the niche formed of online customers.

Since in Romania the food processing industry finds itself at the beginnings of using this kind of promoting strategies and the online clients form a relatively small number, we can use this as an advantage for creating a loyal market and for educating our own customers. Cotnari company is one of the players on the wine production and distribution Romanian market, who understood the rules of the game and started “shy” but promising to cover the online market area. Cotnari is not one of the companies that count mainly on this online market, but they adapt to its demands and constantly improve their communication and online marketing strategies. Keeping pace with the market, the competitors and the customers represents a “sine qua non” of marketing strategies succes for every company, whatever main activity they perform. Initiating online marketing campaigns, simply because one has to be present online, does not bring benefits to any food company. On the contrary this kind of online campaigns, badly managed by the marketing department could cause serious damage to company image, which often can be harder and more expensive to repair than the promoting campaign itself.

Key words: online marketing, wine industry, return on investment, promotion strategies

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