

# COCA-COLA TAKING IN THE INTERNET INDUSTRY

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# The Coca-Cola Company

- The Coca-Cola company started in 1886, Atlanta, Georgia.
- The Company has more than 3,000 beverages from diet and regular sparkling beverage to fruit juices and fruit drinks, waters, sports and energy drinks, teas and coffees, and milk-and-soy-based beverage.
- Coca-Cola sells about 1.6 Billion beverages each day.

# Coca-Cola

- The Company serves globally in over 200 hundred countries.
- Coca-Cola actively changed ways of marketing and advertising themselves by using the Internet.
- Other companies should follow Coca-Cola's use of Internet marketing.

# Search Engines

- “The term search engine is often used generically to describe both crawler-based search engine and human-powered directories.”  
(Search Engine)
- Both of these search engines gather information different ways. Google considered a crawler-based search engine, where the listings created automatically. “If you change your web pages, crawler-based search engines eventually find these changes and that can affect how listed. Page titles, body copy and other elements all play a role.”  
(Search Engine) This makes it easier to find what you are looking for.
- “Human-powered directories depend on humans for its listing. You have to submit a short description to the directory for your entire site, or editors write one for the sites they review. A search looks for matches only in the description submitted.” (Search Engines) Yahoo considered a human-powered directory where you can type in a word in the search query, a bunch of sites would show a description.

# Coca-Cola In Search Engines

- “The search engines and other sites are gathering more and more information about individuals. With this information, they can help advertisers find the best keywords and sites for placing their ads.” (Conlin, Marketing) Google one of the top leading search engines, which a consumer can place a word in the search query finding the answer.
- Searching a word for example typing in Coca-Cola, a bunch of links would show up related to Coca-Cola, for example [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).
- Coca-Cola uses both types of searched based engines. You can search Coca-Cola on Google, Yahoo, and other search based websites.
- “Media companies are hunting for new ways of attracting more people to the Websites for news, information, and entertainment. Search Engines are finding new ways of presenting its search results.” (Conlin, Media) Google one of the main search engines gives many opportunities for companies.
- Google features advertisements on the side of the website that features links. These links usually related to the keyword. Typing in “Coke” in the search query, when the links pop up, located on the right side of the Website, other advertising links may show relating to the keyword such: MyCokeRewards.com, Jobs for Coca-Cola, MyCoke.com and more.

# Coca-Cola Socially

- Facebook and MySpace are becoming more like search engines. These search engines can provide data without the help of agencies. (Conlin, Media) Users of Facebook and many other sites like this mainly use this site to chat to people not necessarily to search for products, information, and answers.
- Advertising on Facebook, MySpace and Twitter is becoming more used. Companies turn to social networking sites, such as MySpace and Facebook to market their products.
- Coca-Cola and Pepsi have created their own pages Facebook, and MySpace. Coca-Cola in the lead with more fans than Pepsi. Coca-Cola has 4,000,000 fans while Pepsi only has 300,000 fans. This shows that Coca-Cola is surely doing its job to compete with the other lead brand of soda Pepsi. Coca-Cola gets its brand to the viewers.
- Coca Cola's fan page shows links to the blog, live positively, products and more. Facebook gives opportunities for consumers to become part of the advertising industry. Facebook gives opportunities to share expressions about a product, whether we would recommend or not. (Facebook) Comment on the blog for example, "Coca-Cola is the best drink ever."(Facebook) People may also post up pictures of Coca-Cola products.

# Coca-Cola Socially

- On Twitter and MySpace Coca-Cola has a page made. On these Websites, it shows they are similar to Facebook where you may leave comment for other people to review.
- The Coca-Cola Company features a cite for customers to blog.
- On November 14, 2009, the Website announced the new change of the layout and the way they organize the blog content. The overall goal of the blog provides insights into the role of Coca-Cola in pop culture and collectible has not changed. (Conversations)
- People can write, comment or ask questions in the blog. Some of the topics include Collectables, Books, and Recipes. The blog was created by Phil Mooney to share varies of topics ranging from our role in pop culture to brand history to Coke collectibles. (Conversations)
- In the Coca-Cola Website a link shown to YouTube which utilizes Cokes advertisements. When opening up YouTube in the search query type in Coca-Cola and the first link would be the Official Coca-Cola Channel, which features videos, information, and links. The videos would show recent advertisements of Coca-Cola shown on TV, computer, and mobile phone. Videos may also homemade by people featuring Coca-Cola. Comments left underneath the video where people may talk about the video. YouTube also features information about Coca-Cola and may link to the Coca-Cola Website. (YouTube)

# Coca-Cola Attracting Viewers

- The first goal to gaining a consumer would be building a strong relationship with the consumers. Coca-Cola has established many relationships not just in the United States, however all around the world. Coca-Cola one of the top leading brands in the product industry, Coca-Cola receives more than millions of dollars of sales annually.
- “Coca-Cola or Pepsi both spend millions of dollars annually advertising and marketing products with which most people around the world know. Coca-Cola and Pepsi want to make sure that individuals think about them when they want something to drink, think when going to a store for drinks and trust Coke and Pepsi.” (Conlin, Marketing) Coke and Pepsi competing with one another however want the same result. Coke and Pepsi just want people to think about them when they walk in a store.
- Coca-Cola attracts consumers through all types of media, traditional, magazines, radio, TV and now the Internet. Coca-Cola best known to see Ads on TV. Coca-Cola in the past years has changed their way of advertising by now also advertising on the Web. “The Web draws more viewers; it also draws advertisers who want to reach those viewers.” (Conlin, Marketing) Viewers are the key to success. Viewers are like links to a chain. How one viewer may like or not like something and pass it on to another person who might or might not view or try the product.
- On Facebook over 4,000,000 users have viewed the web page.



# Coca-Cola Going Mobile

- “Google just bought mobile advertising network AdMob for \$750 million, underscoring the Internet search leader’s determination to ensure its marketing machine reaches the growing number of people surfing the Web on phones.” (AdMob)
- AdMob serves up to hundreds of millions of ads across 15,000 sites accessible over mobile phones. Coca-Cola as well as some other companies use AdMob to help benefit the company. Ad Mob features Coca-Cola advertisements in videos and text format.

# Coca-Cola Using The Cell Phone

- The Coca-Cola Company also using online advertising through mobile-video marketing. This attempts to reach customers globally on the most personal of devices the cell phone.
- “The Company created a video ad on the mobile phone Internet browser as part of Coca-Cola’s “The Coke Side of Life” global campaign. “For brands like us trying to reach a youth demographic, we know that mobile devices are more prevalent than any other media,” said Tom Daly of interactive marketing department at Coca-Cola.” (Video Mobile)
- The mobile ads include both graphical and text formats on mobile Web pages with links to view videos on an Ad Mob Web-based page. The mobile messages had three different calls-to-action, all of which encouraged consumers to click through. “According to Mr. Daly, 100 percent of the videos that were downloaded were viewed. (Video Mobile)

# Coca-Cola's Connection With TV and Mobile

- In 2006, Coke launched a campaign “The Coke Side of Life” with TV spots on Fox and CBS. The campaign views listed online at [www.thecokesideoflife.com](http://www.thecokesideoflife.com). More than 100 countries were included with the campaign. The mobile marketing effort is part of Coca-Cola's plan is to “Create, connect and customize on-the-go experiences,” according to Mr. Greatrex. (Video Mobile)
- Connecting to people through cell phones makes the experience faster than ever. The cell phone gets consumers connecting and customizing on-the-go experiences making this process able to have companies reach out to the consumer faster.
- Coca-Cola one of the first companies to get started a mobile video of their product. Coca-Cola reaches out to the customers faster than ever. Mobile videos seen while out of the house on the cell phone instead of sitting in front of the computer at home. Coca-Cola expands this mobile advertisement globally.

# Coca-Cola Going Mobile Globally

- Coca-Cola launched a promotion in Great Britain to give away 50p free mobile credit with every purchase of a Fanta, Dr Pepper and Sprite drink (other brands of Coke). Bottles and cans will carry a code, which entered at [www.gimmecredit.co.uk](http://www.gimmecredit.co.uk). Consumers may enter these codes online or text.
- Great Britain's marketing director Cathryn Sleight stated, "We are always looking at innovative ways to engage with our teen consumers. We know mobiles are integral to their lives and we wanted to bring them both value and a point of difference that will fully engage them with the promotion." (Mobile Marketing Campaign) This campaign was aimed for teenagers for that teenagers are the number one user of cell phones.

# Coca-Cola Mobile

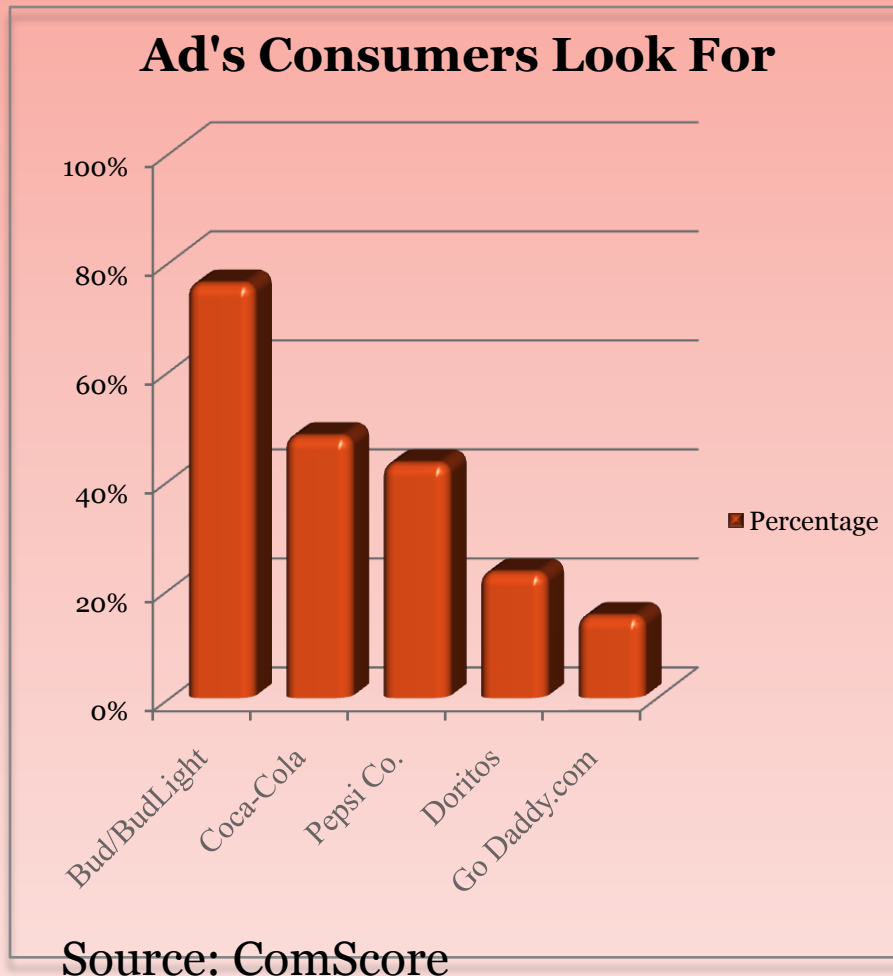
## Connecting to Consumers

- Another way to attract viewers on the Internet, Coca-Cola came up with a campaign called My Coke Rewards. My Coke Rewards launched first in 2006, currently growing bigger.
- My Coke Rewards features a way to connect to the consumers. On the caps of bottles carries a code where then consumers go online to enter the code to gain points. With over 500 ways to spend the points.
- Sprite and Coke/Coke Zero currently doing a campaign for reward points by texting the code for example 844778(Thirst) for Coke/Coke Zero and 777483(Sprite). New screen savers for the phone, songs, pictures, ringtones, cheat codes and emotions. (Coke Rewards) This helps boost up the sales of the Internet marketing globally.

# Coca-Cola Use On The Internet

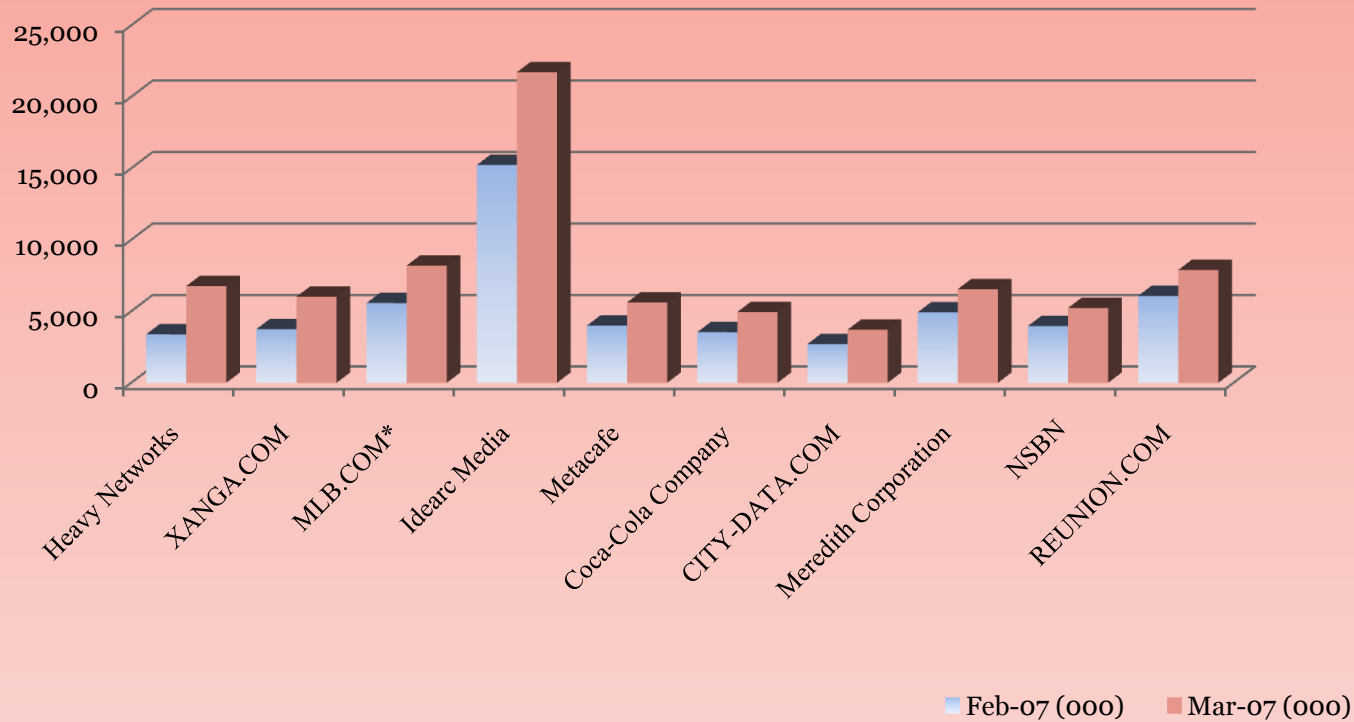
- “Coca-Cola will run a social media campaign which three brand ambassadors will spend the next year traveling the world and documenting their trip on the Web.” (Happiness)
- The people will travel to over 200 countries around the world to find out “What makes people happy?” This campaign located online at Expedition206.com for viewers to follow and blog, blog posts seen on Tweets, YouTube or on Flickr. “The Coca-Cola brand is trying to build on online momentum, said Petro Kacur.” (Happiness)
- This can be a way for Coca-Cola to be interactive with the consumers. This campaign begins January 1, 2010 and ends the following year stopping at all different locations. “The happiness theme is tied into the “open happiness” campaign launched in January. The concept of Coke making people happy. The effort included online video, social media and TV.” (Happiness)

# Coca-Cola Use On The Internet



- Internet marketing is becoming more a main source to find out information, during the Super Bowl 41 percent go online during the game. Internet users during TV specials and events become more popular throughout the year.
- A survey last year in January 2009, where company advertisements shown on the TV asked the consumer/viewers which advertisement pops out.

## Top Gaining Properties



Coca-Cola Company's Internet Visitors range between 3,500 to 5,000 in February and March.



# Following Coca-Cola's Use In Internet Marketing

- Companies should follow Coca-Cola in the internet advertising. Coca-Cola has shown that their company status has rocketed. Products produced and new products come invented.
- Pepsi also uses Internet marketing through Facebook, MySpace, Twitter, and YouTube. Pepsi another growing company and competitor in the Internet Marketing media finding new ways to attract viewers.
- Companies should follow these successful companies. Companies will be more successful in the business industry. Companies can learn from Coca-Cola's and Pepsi's experiences and learn from their mistakes. Companies can come up with new ideas to becoming better advertisers and marketers.
- Other companies should follow Coca-Cola's use of Internet Marketing to better the company and keep up with technology.