

Abstract

The high availability of the internet has enabled the rise of a new type of company that covers large areas with its offerings through e-commerce without the costs of physical stores and other distribution points. This environment benefits small, digitally adept companies that can quickly expand. However, these companies face challenges, especially in Europe, due to limited budgets and internal team capacities. They grapple with the question of whether and to what extent their marketing strategy should be adapted linguistically and culturally to maximize results. The aim of this thesis is to audit the marketing strategy of Novritsch Trading GmbH and determine whether and to what extent the company should localize its marketing communications across key markets. As part of the research, test email campaigns and campaigns on Meta's social media platforms were conducted, and purchasing behaviour in various countries was analysed using Google Analytics 4. The results showed that the localization of email communication positively affects open rates and CTR in several European countries. Similarly, paid campaigns also recorded a positive impact. Based on these findings and data analysis from Google Analytics 4, it was recommended to tailor the company's marketing strategy to the specific needs of customers in individual countries.