

**Recommendations to increase customer conversion rates  
through website optimization and online marketing  
Case company: RCS Training Center**

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<p>The goal of this thesis is to establish effective online marketing strategy for a small B2C wellness studio. The commissioning company RCS Training Center wishes to attract more customers through their website and social media sites, such as Facebook and Instagram. This objective is justified by the popularity of the wellness and fitness niche online, which creates big market potential in the homeland and internationally. However, popularity also means high competition. A lack of experience in digital marketing and a rather small budget pose some challenges for the case company.</p> <p>The thesis starts with the overview of digital marketing introducing the main concepts. First, the definition of digital marketing is explained. Other main concepts include search engine optimization, search engine marketing, social media optimization, content marketing, and landing page optimization. The subject of digital marketing is quite broad, and it is changing continuously. This thesis focuses on understanding of the basics and the main advantages and challenges of digital marketing for a small business.</p> <p>During the writing of the thesis the author has been contacting the commission company regularly, consulting and recommending digital marketing tools. It was found that on this stage Google AdWords might not be beneficial for RCS Training Center due to the high competition and pricing of the ads. However, the chapter about Google AdWords is still included into the thesis for the future reference as business environment can change very fast. In the meantime, marketing activities that have been found to be effective are content marketing and social media optimization. They can be planned and executed by RCS Training Center.</p>	
<b>Keywords</b> Digital marketing, search engine optimization, content marketing, search engine marketing, landing page optimization	

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# **1 Introduction**

The first chapter will provide an overview of the project: its objectives, scope, and benefits for the stakeholders. The case company and the key concepts are being introduced.

## **1.1 Background**

Every day there are literally billions of online consumer searches worldwide. Consumers are actively looking for information online before making a decision. Therefore, it is highly beneficial for a business to have a strong presence in search engines.

Not only corporations with significant marketing budgets are able to tap into digitalization. For small and medium businesses online marketing brings numerous benefits. Search engines, such as Google, offer various tools that enable business owners to start cost-efficient and targeted marketing campaigns. What is more, search engines evolve with the changes in consumer behaviour and enable learning more about customers than ever before. Social media networks allow businesses to socialize, present and promote their products and services, and even to convert leads into the customers and make sales.

Case company owners realize the potential and importance of digital marketing. They are willing to update their website and strengthen their presence in social media platforms. Despite being very busy with their main jobs, they strive to integrate digital marketing activities into mundane business processes. The thesis' objective is to provide guidelines and help with implications and challenges that may occur.

The author became interested in the topic after taking Lasse Rouhiainen courses about digital marketing. The demand and need for digital marketing consultants for small and medium businesses is growing which makes the career path in this field highly attractive. Moreover, fast changing world of digital marketing provides continuous challenges and motivation to learn and improve.

## **1.2 Project objective, project tasks & overlay matrix**

This thesis aims to provide recommendations for optimization of the existing website of RCS Training Center for search engines, as well as guidelines for digital marketing activities in social media, in order to increase case customer conversion rate and improve communication channels.

The project tasks of the thesis are as follows:

PT1. Designing the theoretical framework.

PT2. Producing digital marketing plan.

PT3. Developing recommendations for website optimization for RCS Training Center (SEO) to improve their online presence.

PT4. Developing recommendations for digital marketing activities (SEM) to increase customer conversion rate.

PT5. Evaluating the learning process.

Table 1 below presents the theoretical framework, project management methods and outcomes for each project task.

Table 1. Overlay matrix

Project Tasks (PTs)	Theoretical Framework	Project Management Method	Outcome
PT1: Designing the theoretical framework	Digital marketing	Desktop study of the selected literature and online sources	Theoretical framework for the thesis
PT2: Producing digital marketing plan.	RACE Planning System	Interview with owners brainstorming customer research	Digital marketing plan
PT3: Developing recommendations for landing page and website optimization for RCS Training.	Search engine optimization Youtlity concept for content marketing Search engine marketing	Researching the latest trends for SEO, landing pages	SEO integrated in RCS Training marketing; optimized landing page
PT4: Developing recommendations for digital marketing activities	Search engine marketing; social media optimization	Researching the latest trends for paid online campaigns, social media trends	Creating an online ad using Google AdWords, Facebook ad, Instagram optimization
PT5. Evaluating the learning process.	Haaga-Helia thesis assessment criteria	Collecting feedback from the case company; own reflections	Competence and performance assessment; further recommendations for improvement

### **1.3 Project scope**

Digital marketing involves various activities to reach, gain and retain customers. This thesis focuses on a few digital marketing activities that include Google AdWords, Facebook advertising, promotion via Instagram, as parts of search engine optimization, search engine marketing, and social media optimization. The author does not provide the detailed recommendations on the technical side of website optimization.

Social media marketing and content marketing are closely connected. They present highly valuable components of digital marketing. Both concepts are included in digital marketing plan for RCS Training Center. The author suggests content ideas for Facebook and Instagram, as well as a 4-step social media marketing strategy. However, the author does not research and analyse the elements and impact of social media in detail in order to keep this thesis short.

### **1.4 Case company**

The case company is RCS Training Center. It is a small family business, which is run by a husband and wife, Sami and Daniela. It operates in the sector of wellbeing and nutrition.

The company was founded in 2010 in Finland. New facilities in Veikkola were open in August 2015. The main services include weight-loss program, personal-group training, and nutrition coaching. The secondary services are training for sport athletes, shaping, and trainings for martial arts students.

The main marketing activities of RCS Training Center involve newspaper ads, flyers, word-of-mouth, and Facebook posts. The biggest challenges for the company are to optimize their current website and keep updating it on the regular basis. Another challenge is to incorporate social media marketing into the mundane business activities. The main marketing goals are to acquire more customers and provide the best customer experience online and offline.

During this fiscal year (12 months, ends 04/2016), RCS Training Center has had 49 customers with different contract lengths (3-12 months, some even longer).

The goal is to attract the following number of customers:

- Personal training (Sami) - 10 customers
- Nutrition (Daniela) - 15-20 customers
- Group training (4-5 groups with 5-6 customers per group every 6 months) - 20-30 customers.

The strengths of RCS Training Center are professionalism (certified coaches), people skills, problem solving skills, personalized services, and own facilities. The weaknesses are lack of experience in digital marketing, lack of time, lack of people force, and a small budget for marketing purposes.

### **1.5 International aspect**

While the case company operates domestically in the moment, they are planning to develop some digital services (online coaching) to offer for customers in other countries. The owners of RCS Training Center speak Swedish fluently therefore the first country would be Sweden. Developing online marketing channels is a very important step for growing their business. Various social media platforms, paid advertising and other online marketing activities, allow finding and targeting customers in any geographical location, providing market opportunities for a small company located in a small town. Online webinars and coaching currently present a big trend in fitness and wellness industry.

Another reason for international aspect is research and analysis of the most advanced marketing tools, preferred by respected international authorities in digital marketing.

Finally yet importantly, general recommendations provided by the author can be applied to the marketing activities of the companies in this sector globally.

### **1.6 Benefits**

The stakeholders for this project consist of the company owners, its customers, and the author.

The key benefits for the company are as follows:

- Improved online presence and performance
- Increased competitiveness
- Deeper understanding of the customer needs
- Increased customer conversion rate
- Increased sales
- Cost-efficient digital marketing tools that can be analysed and adjusted according to customer needs.

The key benefits for the customers include:

- More information about the services to make a right decision
- Motivation for a healthy lifestyle
- Better experience from the RCS Training website
- Value offers and campaigns.

The key benefit for the author is an opportunity to deepen the theoretical knowledge of online marketing as well as getting valuable practical experience. As the author has a keen interest in online marketing, this project gives confidence and expertise to look for work in this field.

## 2 Main concepts

This chapter presents an overview of the key concepts included into the theoretical framework used for the thesis.

The broadest concept is a concept of digital marketing. It includes the intersection of three activities – search engine optimization (SEO), social media optimization (SMO), and search engine marketing (SEM). While it is possible to pursue every activity separately, their combination helps to achieve maximum efficiency for marketing objectives. In brief, SMO is applied for building the community on social media platforms; SEO is a process to make a website appear in top search results; SEM implies a creation of paid marketing campaigns. (Figure 1.)

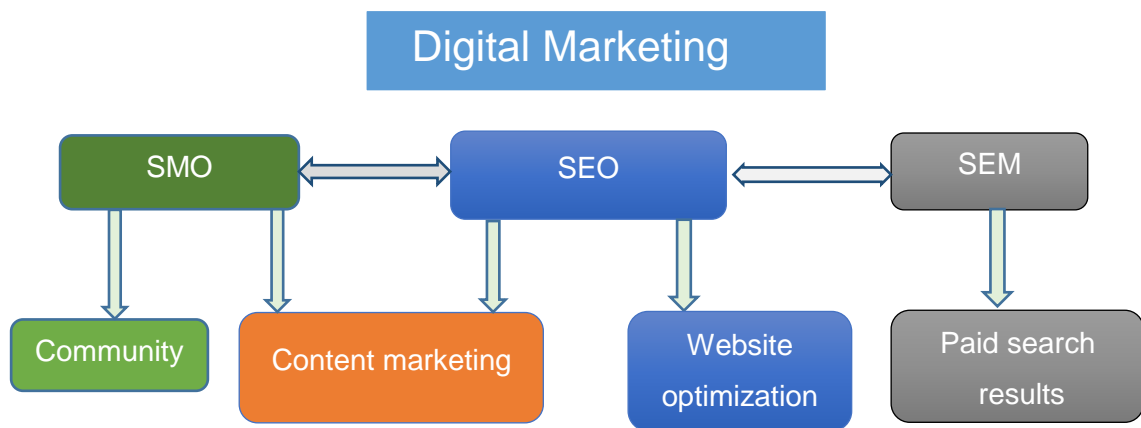


Figure 1. Theoretical framework

In this chapter, the above mentioned concepts will be described.

### 2.1 Digital marketing

Digital marketing is a process of marketing the products or services using digital channels to reach consumers. Digital marketing includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and any other form of digital media. (Financial Times 2016).

As a channel, digital marketing is growing very fast and for a reason. Online population in Finland is over 93%, which means almost total market penetration through digital marketing channels (Internet World Stats 2015). Another reason is the capacity of online marketing tools to target specific segments of the society and analyze the results (Ryan 2014, 331).

Alan Charlesworth defines three main objectives for digital marketing activities. First, it may significantly improve brand development of the organization. Second, it allows increasing the revenue. Last but certainly not least, efficient customer service and support. For the last objective it is important to mention that one in three users prefers to get customer service via social media rather than a website. This proves what a big role social media channel is playing in digital marketing. Organizations can pursue one, two or all three objectives depending on its type (profit or non-profit) and their goals. If an organization includes all three objectives in its digital strategy Alan Charlesworth recommends expressing a primary objective in percentage. For example, the above-mentioned objectives can be expressed as 5%-80%-15% with increase in revenue being the leading one. (Charlesworth 2014, 32-33.)

## **2.2 Search engine optimization (SEO)**

Just having a website is not enough. It should be found by customers and most importantly it should efficiently convert website's visitors into clients. To make a website appear high in search results, marketers use search engine optimization (SEO) and search engine marketing (SEM).

SEO is a process of preparing and optimising a website for the search engines. Such factors as content and design, among others, can be optimized to receive high search engine rankings. The key objective of SEO is to gain maximum visibility and traffic from organic search for that site, in other words, not paid results. (Wordstream 2010.)

What makes SEO such an important part of a marketing plan? Moran and Hunt (2009, 5) state that the searchers find the organic results trustworthy. Moreover, they correspond to the most relevant answers to what the searchers are looking for (Moran & Hunt 2009, 57.)

Another benefit of the organic search results is the quality of the visitors attracted to the website. Organic searchers are actively looking for related information, they are highly motivated. In contrast the searchers who are clicking on the banner ad still should be persuaded. (Moran & Hunt 2009, 62).

However, extremely high competition makes it more and more difficult to appear in the top organic search results, especially for a new website. It might require considerable efforts, financially as well, for content creation and technology on the website. Yet nobody can guarantee when these efforts bring its fruit. Therefore it may be quite a challenge for a small company. On the other hand, once good results have been achieved they will have a long-lasting effect.

What is it that determines the website's rank or its place in search results? Google software, for example, has over 200 different criteria. While Google does not reveal all of them, it has provided webmasters with the certain guidelines. Three big sections of Webmasters Guidelines include guidelines concerning technical issues; design and content; and overall quality. (Google 2016a.)

Google emphasizes the importance of the page download speed and its mobile usability. PageSpeed Insights, one of the Google tools for developers, allows checking up if a page has any technical issues that may decrease its download speed. (Google 2016b.)

Another important matter when planning website optimization is to avoid bad practices - so called "Blackhat SEO" or illicit techniques to get a better ranking. Buying the links or loading a page with irrelevant keywords can negatively affect the ranking, Google (Google 2016c) warns.

Legitimate SEO or "Whitehat SEO" focuses instead on optimizing a website for users not for search engines by creating high-quality content and adding relevant descriptive tags (Google 2016d.)

One of the free Google business tool, from which any company can benefit greatly, is Google My Business. This business listing presents company information on Google Search, Maps and Google+, so that a customer is able to find it from any device. (Google 2016d.) It is highly recommended that RCS Training Center provide relevant updated information on Google My Business, including a quality photo and a review.

### **2.3 Search engine marketing: Google AdWords (SEM)**

Along with organic search results, there are paid results. Search engine marketing (SEM) is the process of driving traffic to a website by purchasing ad placement on search engines.

Some of the most common terms also used to refer to SEM activities:

- Paid search ads
- Paid search advertising
- PPC (pay-per-click)
- CPC (cost-per-click)
- CPM (cost-per-impression).

The most popular paid search advertising opportunity is Google AdWords. Google has over 90% market share among search engines worldwide, including Finland (StatCounter Global Stats 2016).

Google AdWords enables an advertiser to set a budget, define keywords, and get their ad displayed to the users. The advertiser has to pay only when users are clicking on the ad. (Wikipedia 2016.) Google ads can be positioned in different places: Google Search and its partners; websites and mobile apps that belong to Google Display network. There is an option to choose geographic locations and languages for the ads campaigns which adds up to the precision of ads targeting. (Google 2016e.)

Utilizing Google AdWords has a few key benefits, such as ability to

- control the costs
- track the performance of the ads with Google Analytics
- update the ads when necessary.

Google Analytics also help understand customers' needs better for highly efficient advertising. Furthermore, Google paid placement is optimized for the searcher better than organic search results as the advertiser can purchase the exact keywords for the search query. Most importantly, Google AdWords targets online users that already have a need for a purchase or for a solution to their problem. This helps minimize advertising costs. Another big advantage of paid search advertising over organic reach is the speed with which an ad appears in paid search results - usually in a few hours. (Smart Insights.)

Google has created numerous videos with detailed information about their tools, easy tutorials and case studies targeted especially on small or medium businesses.

Yet the question that naturally interests every business owner most is how much an advertiser will pay if someone clicks on an ad (cost-per-click)? The ad's placement and its costs depend very much on advertiser's Quality Score which ranges from 1 to 10 with 1=bad and 10=good. Quality Score reflects how relevant and well targeted an ad is. Every time a user makes Google search, an advertiser's Quality Score is being updated.

Some points influencing Quality Score include:

- percentage of clicks on the ad
- how well the search terms and the ad correspond each other
- quality of the landing page.

Next element contributing to the ad's cost is a bid. Google AdWords is based on an auction where advertisers bid on the keywords in the user's search query. (Figure 2.)

Final cost-per-click is calculated from advertiser's Quality Score, Ad Rank of the next competitor and advertiser's own bid. The Ad Rank equals Quality Score multiplied by the bid. (Word-Stream 2016.) The ultimate goal of paid advertising is to get more sales than the amount spent on buying visitors.



Figure 2. Formula for the actual CPC (cost-per-click)

Maximum four ads can appear in top paid results (figure 3). In theory, the higher the position of the ad the more clicks advertiser can get. More clicks also mean higher overall costs of the campaign. The ads and their placement in paid results may change continuously with some advertisers leaving and new ones joining in. This requires a constant close look over the campaign.

While searching for “personal trainer in espoo”, the author has found out that fitness studio Fresh Fitness that appeared first in paid search results had the best quality score (figure 3). This means that CPC (cost-per-click) is less for Fresh Fitness than for other companies. However, the final total costs of the campaign is determined by all the received clicks.

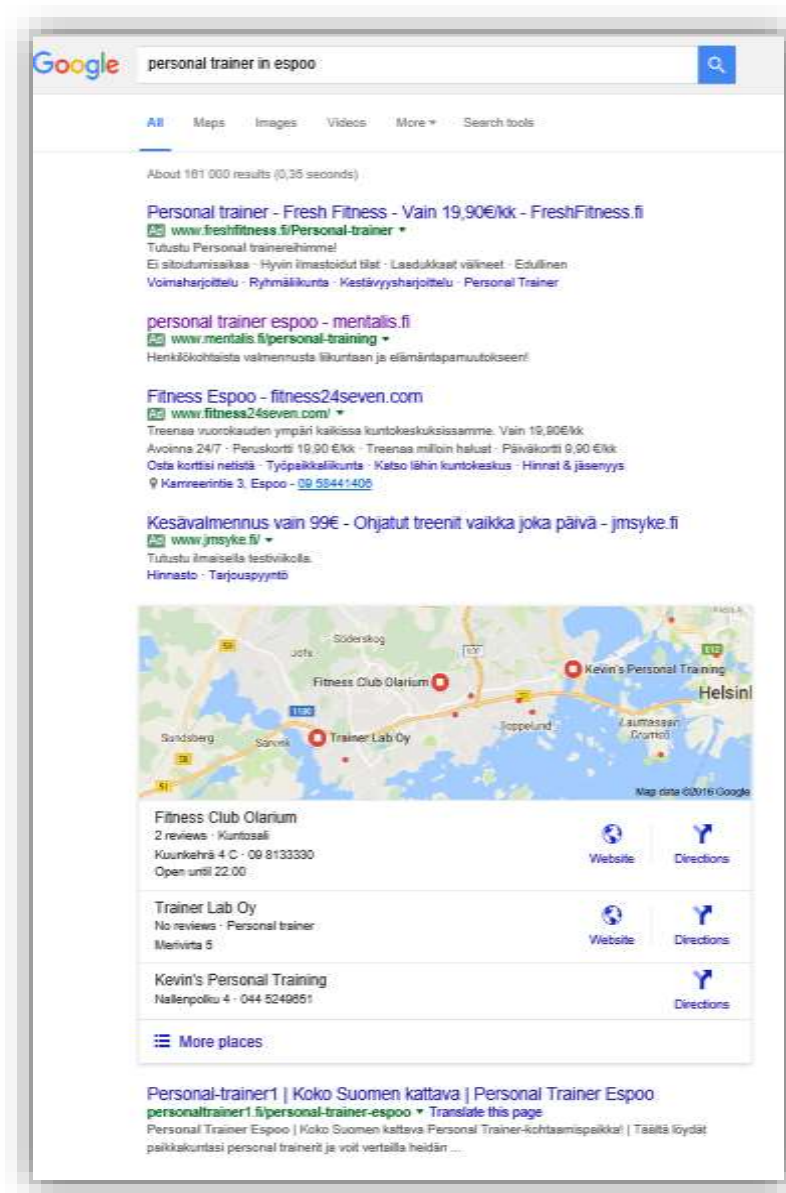


Figure 3. Paid search results in the top sponsored listings

“Personal trainer in espoo” are quite popular keywords, since altogether seven paid search results are presented on the first page (including three ads in the bottom of the page). Such high competition may mean higher costs for these keywords. (Figure 4.)

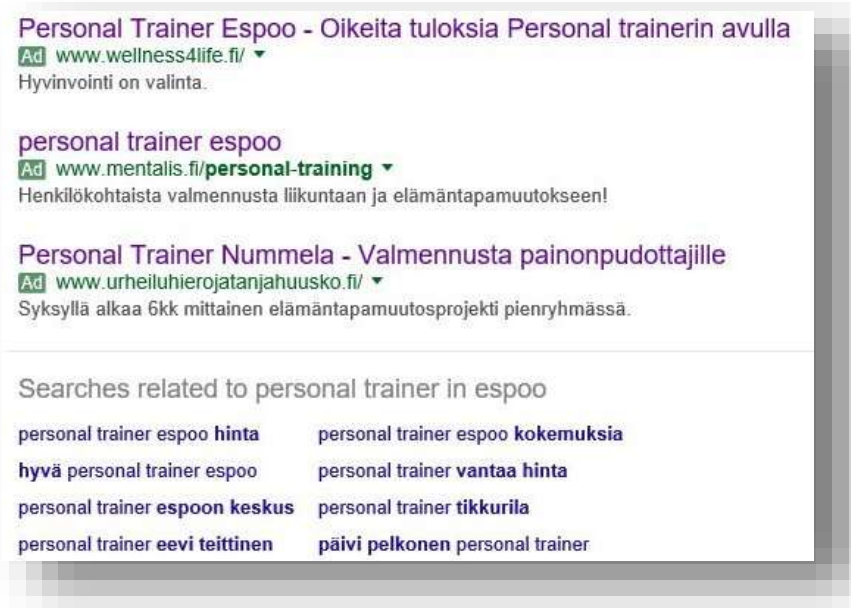


Figure 4. Paid search results and searches related to personal trainer in Espoo on the bottom of the first page

Paid search ads on the bottom of the page are typically less expensive. However, they get less clicks. Other important information on the bottom of the first page is “searches related to personal trainer in espoo” (figure 4). These keywords point out what else consumers are actively searching for. Advertisers may want to utilize some of these keywords for creation of a Google ad, as well as website optimization.

Measuring the success of Google AdWords campaign in achieving marketing goals is one of the most important tasks for advertisers.

Common goals that Google advertisers may pursue (Wishpond 2016) are as follows:

- Increase in website traffic
- Increased brand awareness
- Getting more sales and conversions.

To measure the website traffic can be done via CTR - click-through-rate. CTR is one of the most accurate key performance indicators (KPI's) showing how many people actually clicked on an ad and got to a landing page. Other KPI's include clicks, clicks per keyword, clicks vs. impressions, etc.

Measurement of brand awareness can be done via such KPI's as impressions, which show how many people viewed the ad; also CTR; as well as reach and frequency. The latter show how many people could see the ad, and how many times. Increased sales and conversations

is probably one of the key marketing goals. The top KPI's include conversion rate, landing page URL and cost per conversions. Conversion rate shows how many clicks are needed for a sale or conversion. Landing page URL enables to measure which landing page generates most conversions. A set of reports on Google AdWords can display the cost per conversions and their source in order to optimize the campaign. (Wishpond 2016).

It is strongly recommended to try Google AdWords only after a webpage and a landing page optimization. Only with this condition it may be effective and bring the desired results. Google AdWords is a highly effective tool but it takes time, practice, and investment.

Despite having so many benefits Google AdWords also has a few drawbacks. Most common drawbacks for small businesses include high competition, costs, and possibilities of click fraud. (Smart Insights.)

The process of creating a Google ad for RCS Training Center will be presented in the recommendation part of the Thesis.

## **2.4 Social media optimization (SMO)**

Social media optimization (SMO) makes part of essential digital marketing activities aimed to drive traffic to the website. It is closely related to social media marketing (SMM). SMM aims to spread brand awareness and promote certain services/products via social networks and applications. SMM is typically used for growing the audience on social media platforms, creating content and ads, and receiving customer feedback. (Techopedia.)

SMO implies two main activities. The first activity is building a network of people. The second one is to create appealing, sharable content which encourages people to spread the message and drives traffic to the website. (Charlesworth 2014, 297.) More about the importance of content in the chapter "Content Marketing".

Two most popular social media platforms in Finland are Facebook and Instagram. Nearly 40% of Finns are registered on Facebook as in June 2015 (SomeWorks 2015).

One of the biggest benefits of Facebook advertising is the amount of data that can be used to target the ideal customer including age, sex, location, interests, and behaviours.

Facebook offers a variety of advertising opportunities, for example, Click to Website adverts, Local Awareness adverts, Event Response adverts etc. (Facebook 2016.)

Instagram is the next most used social media site in Finland. It is a suitable platform to catch especially the attention of the female audience with topics such as fitness, beauty, food, and family among the most popular ones. There are 55 % of female users with nearly 40 % of all users in the age group 25-44 years old (NapoleonCat 2015).

In the moment, there are two ways to promote services on Instagram - via description in profile and via posts. The engagement with users is managed in comments and by direct messaging.

There is also a contact button for business pages. Contact button allows businesses using regular mail instead of Instagram direct message system; enables users to get directions to the business headquarters, and gives interesting analytics regarding the engagement with the followers (TechCrunch 2016).

## **2.5 Content marketing**

Content marketing is closely related to SEO, SEM, and social media marketing. Content marketing institute defines it as a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience and ultimately to drive profitable customer action (Content marketing institute 2016.)

The author of the Youtility concept, Jay Baer, is one of the biggest advocates of content marketing. He describes his own approach as marketing upside down. Instead of marketing that is needed by companies, Youtility concept is about marketing that is wanted by customers. Youtility is massively useful information, provided for free that creates long-term trust and kinship between your company and your customers. (Convince and convert 2016).

Neil Patel, a popular online marketing blogger, explains how SEO and content marketing are interconnected with each other: SEO has more technological approach, yet it requires quality content (content marketing) in order to make a website more searchable and appealing to users. Search engines, including Google, tend to revisit websites with fresh and good content more often and rank them better. (Kissmetrics Blog 2015.)

In his article "How To Create Better Content For Your Customers", Patel (Neilpatel 2015) outlines the importance and main challenges in content creation for B2C sector.

First, let us look at statistics: in 2015, nearly 80% B2C marketers had content marketing strategy with 27% having documented it. These numbers demonstrate the significance of content marketing.

However, content marketing is not easy. Three main challenges of successful content marketing for customer acquisition and retention are creating the variety, engaging with your target audience, and standing out from the crowd. This requires establishing a process of content creation.

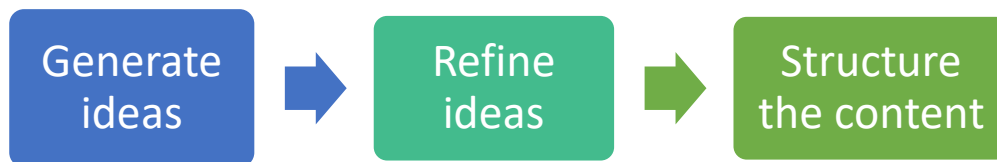


Figure 5. A simplified process of content creation

There are three steps in a simplified process of content creation. (Figure 5.) The first step is ideas generation. It can be done in a brainstorming session with limited time for better discipline. During brainstorming, main problems and objectives for content creation should be laid out. The second step is to refine the ideas, improve them with some small changes. Finally, ideas should be ranked in order of importance and planned for publishing. It is important to remember monitoring the performance of pieces of content by using key performance indicators and analyze the results.

In his article Neil Patel (Neilpatel 2015) also discusses main misconceptions about content marketing. Two main misconceptions are “content is for advertising” and “it is about your company/you”. Patel strongly recommends avoiding direct selling in content marketing. The correct strategy is to share information that helps improve lives of your target audience. Content marketing addresses customers’ needs, problems, desires, and challenges.

One way to address some mistakes in content marketing is to know and understand your target audience. The more specific is the portrait of the ideal customer, the easier it is to reach him or her. This can be done by following customers wherever they are, and social media platforms come handy. Instagram, for instance, allows finding ideal customers via different hashtags and communities and following them. A marketer learns to speak customers’ language and interact with them on individual level. Even as a group every customer is unique and should be addressed as “you”. Customers’ uniqueness also means different preferences for content format. Which is why the variety is extremely beneficial and content may include videos, articles, blog posts, visuals, infographics etc. (Neilpatel 2015).

The author will provide an example of content creation for RCS Training Center in the recommendations part.

## **2.6 Landing page optimization**

Whether visitors get to a webpage from finding it in organic search results, after clicking a PPC ad, or a link on a social media site, they do expect to find relevant information quickly. A specifically designed landing page can significantly increase a conversion rate. The closer the page corresponds user's needs, the more he or she is inclined to become a customer, in other words, to convert. The quality of a landing page is also one of the major factors affecting the Ad Rank for Google AdWords, as well as cost-per-click and a place in Google auction. If a landing page provides a great experience for users, Google will show it more often. (Google 2016f.)

There is a lot of information about landing pages online. The author has chosen the recommendations by Google, and some of the most respected digital marketing specialists. While these recommendations may seem rather simple and logical, a successful landing page still presents a challenge.

Some basic recommendations from Google for a positive experience from a landing page include:

- relevancy in the ad text and searched keywords
- useful information about promoted services or products
- credentials that prove company's expertise and create trustworthiness
- easy navigation on a page
- fast download speed of a page
- mobile-friendliness.

For instance, if we are searching for a personal trainer in Espoo the relevant landing page will be about personal training, not about group training.

Neil Patel and Sherice Jacob from Quick Sprout blog (Quick Sprout) point out that a landing page is a combination of convincing content that grabs user's attention, an unbeatable value proposition, and a simple design. They also emphasize that an ad-specific landing page has more relevant keywords that drive users to a site. To prove that this factor increases the conversion rate, they bring an example of Retailer California Closets who have tested the performance of an ad-specific page versus a generic one. The ad-specific landing page has 115% more submissions than the generic one.

That is why Patel and Jacob also call a mistake using a home page as a landing page. A home page typically gives an overview of a company and everything it has to offer, while a landing

page is concentrated on one topic. This narrow focus and simplicity do not distract visitor's attention from the main call to action. (Quick Sprout, chapter 1.)

Smith & Zook (2016, 542-544) advise to pay attention to the following three elements in landing page optimization.

The first element is credibility which can be proved by positive customer feedback, reviews, certificates, awards etc. The "About us" section ideally should include photos of the staff, contact information, and even a photo of the premises with a full address.

The second element is a clear online value proposition that describes possible benefits for a potential customer, what is different from competitors, better? A common practice is to include three main benefits - it is not too many, not too few.

The third element is a call to action (CTA), which can be intensified by an intensive to act immediately. The clear visibility of CTA button throughout a page is highly important. All the steps visitors are required to take, such as form filling, should be easy and fast.

Neil Patel and Sherice Jacob (Quick Sprout, chapter 2) tell about nine factors that can increase conversion rate from a landing page.

The first factor is a headline in the ad text and a landing page headline. Both should be consistent: the headline should include keywords from the user's query and lead to a relevant landing page. The example is a Google ad of Fresh Fitness, which displays the keywords "personal trainer" four times (figure 6).



Figure 6. Fresh Fitness' Google ad text

Fresh Fitness' ad then leads users to their landing page with information about personal trainers (figure 7).

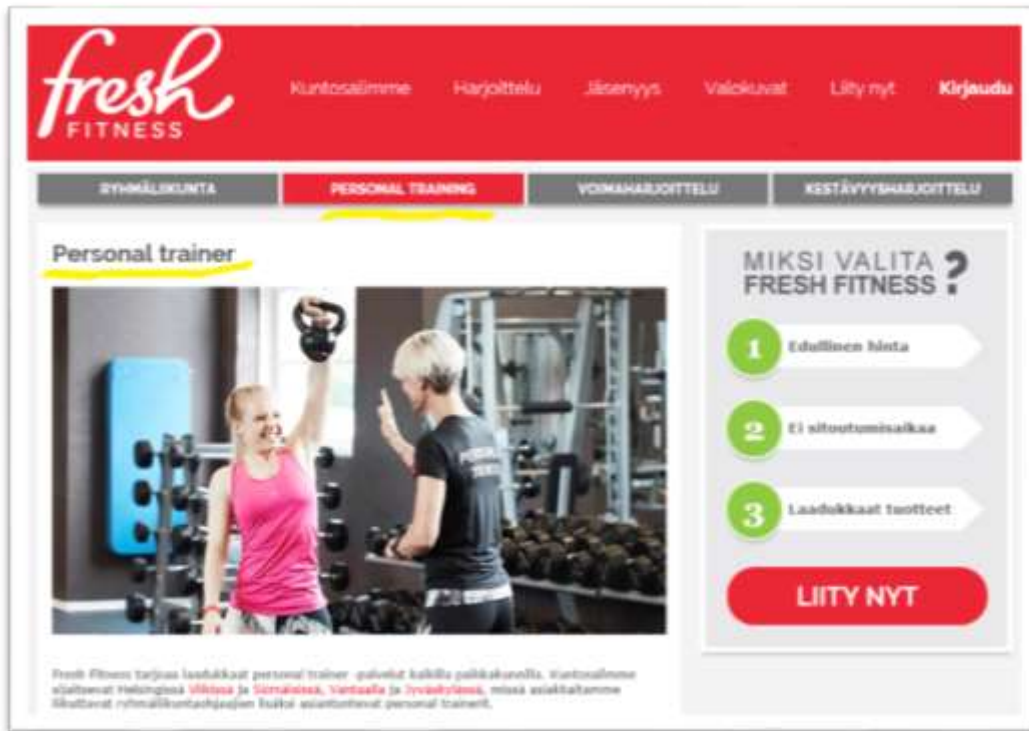


Figure 7. Fresh Fitness' landing page

The second factor is a secondary headline on a landing page. It aims to encourage visitors to continue reading by addressing their possible questions or doubts. The headline of Fresh Fitness' landing page tells about getting visible results fast with the help of a personal trainer, as well as highlights professionalism of their staff members (figure 8).

**Saavuta näkyviä tuloksia nopeammin personal trainerin avulla**  
 Fresh Fitnessin personal trainerit ovat koulutettuja ammattilaisia, jotka ovat erikoistuneet henkilökohtaiseen valmennukseen. He auttavat mielellään sinua saavuttamaan treenitavoitteesi. Henkilökohtaisilla valmentajilla on runsaasti tietoa ja kokemusta liikuntaharjoittelusta, minkä lisäksi he motivoivat ja kannustavat sinua parhaaseen suoritukseen. Löydät personal trainereidemme tarkan koulutuksen ja työkokemuksen jokaisen kuntosalin sivuilta.

Figure 8. Fresh Fitness secondary headline on the landing page

The third factor is perfect grammar. It makes a page look trustworthy and credible.

The fourth factor includes testimonials, awards, certificates etc. to demonstrate expertise and credibility. This is a powerful element and it should not be neglected.

The fifth factor, one of the most important ones for efficient conversion, is a strong call to action. It is good to mention that verbs like “get”, “join”, “download” seem to convert better than weaker verbs like “try”.

The sixth factor has a visual part: call to action buttons should be easy to notice. Ideally, they should have a distinctive color to stand out on the page.

The seventh factor includes links to other sites or one’s own pages. However, links should not distract visitors from the main call-to-action.

The eighth factor is another visual part. It implies placing images and videos to explain services and/or products which help strengthen the message and convince visitors to take action.

Finally yet importantly, the ninth factor is fitting the message within the first one third of the screen so that visitors do not have to scroll down.

However, even if all the above-mentioned factors and elements are in place on a landing page, the final results still cannot be predicted 100%. Which is why, it is advised to carry out A/B testing of landing pages. During A/B testing, two or more landing pages can be compared in terms of conversion. Tested pages should have the same amount of visitors and be similar except one element, which can be a different placement of a call to action, different images, headlines etc. (Unbounce.)

Google AdWords expert Perry Marshall (Marshall 2016) gives his insight into the most significant elements for a landing page. The draft of a landing page for RCS Training Center is created largely from his recommendations, taking into consideration the other ones previously mentioned in this chapter.

The first element is a header. It should be relatively narrow and placed at the very top of a website. The header includes a logo (far left) and a call-to-action (far right). It is important to give to potential clients a reason to call. For example, “Call Now for a Free Consultation.”

The second element is a video or an image. They can be situated under or above the main headline, on the left side of the page. Their purpose is to give the best first impression to clients. The image can be a picture of business owners or the staff smiling; or the one that demonstrates benefits for clients. The video should be relatively short - about 1 minute.

The third element is a headline/subheadline. The headline is extremely important since it determines whether website visitors continue to read or leave the page.

Perry Marshall recommends the following template for the headline:

*Would You Like to ... (Insert Benefit 1, Benefit 2, Benefit 3)*

*If the answer is "YES," then call us now for your free consultation and learn...*

Here is one example for a title loan company:

*Would You Like Fast Cash in 15 Minutes or Less With No Credit Check at the Lowest Rates in Las Vegas AND You Keep Your Car?*

*If the answer is "YES," then call us now at (888) 555-5555, or come visit us at (location address).*

This template is efficient because it puts potential clients into "yes" mood. They feel encouraged to take an action. Then they discover the biggest benefits they can get from your services.

The fourth element is the body copy/bullet points. This section is found under the headline. Its purpose is to describe a value proposition in more detail. Most visitors are likely to look through the page quickly. Thus, it is better to use short paragraphs and bullet points (3-5 bullet points is enough) and focus on main benefits.

The fifth element is a contact form. For those visitors who do not want to call, there is a contact form. It should include a call to action and a reason to submit the information (name, email address, phone number, field for comments). Instead of using a common "Send" button, it is a good idea to make an action/benefit related button, for example, "Book Free Meeting".

The sixth element is a "proof zone". Visitors need a proof that they can trust you. It can be done by providing testimonials from clients, ideally with a photo. These testimonials should be specific and support the main benefits of the services.

The example of a weak testimonial:

*"These guys are great. I'm really happy with them." -- Joe*

The example of a good testimonial:

*"Following my car accident three years ago, I'd experienced nearly constant chronic back pain. I tried physical therapy, pain meds, and a few natural remedies, and nothing helped. I visited*

*Dr. Smith after a friend recommended her, and I'm glad I did. After six visits, I'm moving better than I have in years and am virtually pain free!" -- Joe Williams, Seattle, WA*

Another way to show the credibility is to include special recognition, awards, well-known logos.

The seventh element is another call to action. At the bottom of the page, call-to-action is repeated so that visitors do not need to look for it again.

The eighth element contains tiny links at the bottom of the landing page. Most marketers agree that a landing page should focus on one thing and have no links to other pages. However, according to Google's rules, advertisers have to put links to a privacy policy, terms and conditions, and a contact page. These links can be in a very small font so that they do not distract visitors too much.

The ninth element may include other links. Yet it is controversial whether to include links to social media sites. This can be a subject for A/B testing of a landing page.

## **2.7 Summary of the main concepts.**

With the development of online marketing concepts and tools are being updated and developed continuously. Just a few years ago, search engine optimization was one of the most important concepts in online marketing as many businesses, large and small, have started running a website. The website should be found by potential clients either organically or via ads. Search engine optimization (SEO) is tightly connected to content marketing as online visitors are looking for information and content online. The focus of content marketing should be on interests and needs of the ideal customer.

Visitors can also find out about a website via paid search results. In some cases, it is less time consuming and even less expensive to use search engine marketing - paid advertising with Google AdWords being the leader in pay-per-click campaigns. However, SEO always has a longer-lasting effect.

Once visitors click on a link in search results they go to a landing page. Landing page has a goal of converting visitors into customers or making visitors to perform some desired actions, such as a downloading a file in exchange for an email, for example. Certainly, there is no point to use paid advertising or invest into SEO if a landing page is not optimized enough. Respectively, there is no point to optimize a landing page if it is too hard to find. Both activities should be done simultaneously.

Another way to promote business online is in social media websites. With more and more people using social media sites on a daily basis there is a great opportunity for businesses to promote themselves, connect with their target audience and even make sales there. Facebook and Instagram as well as other platforms and mobile applications are developing different tools to make it easier for businesses to market themselves and measure the effectiveness of their marketing efforts. Some businesses even start to rely on social media presence exclusively. However, the competition for audience's attention is getting more and more intense with more businesses joining in. At the same time consumers' attention span is getting shorter, making it challenging to produce quality content and get noticed. This is another reason why content marketing has such a big value for digital marketing in general.

Digital marketing is partly a trial-and-error process that requires constant analysing why certain marketing activities work or not. Consequently, it is a process of continuous improvement and optimizing the results. Moreover, digital marketing strategy sets goals, put tactics into action and brings the results. Finally, it is important to have a digital marketing strategy that enables all marketing activities to be organized effectively.

### 3 RACE planning system for digital marketing strategy

This chapter explains the RACE planning system for digital marketing strategy. Recommendations for RCS Training Center digital marketing activities have been developed using RACE.

RACE planning system is a simple framework which allows strategic management of online marketing for small and large businesses alike. It was created by Smart Insights Ltd. in 2010. Since then it has been updated a few times. RACE acronym stands for key marketing activities: reach, act, convert, and engage with target audience. This system offers a structured practical approach to a digital marketing strategy, which simplifies planning, measuring, and reporting the results. Application of RACE framework enables continuous review and improvements of digital marketing strategy. Yet another beneficial feature is a possibility to integrate RACE planning system with traditional offline marketing. (Smart Insights 2015.) Often digital marketing efforts fail because one or a few steps missing. It is important to plan and execute all the steps to get maximum benefit.

Every step of RACE planning system corresponds to a certain stage in buyer behavior and involves various touchpoints, such as search engines, social media, email contacts, offline communication etc. (figure 9).

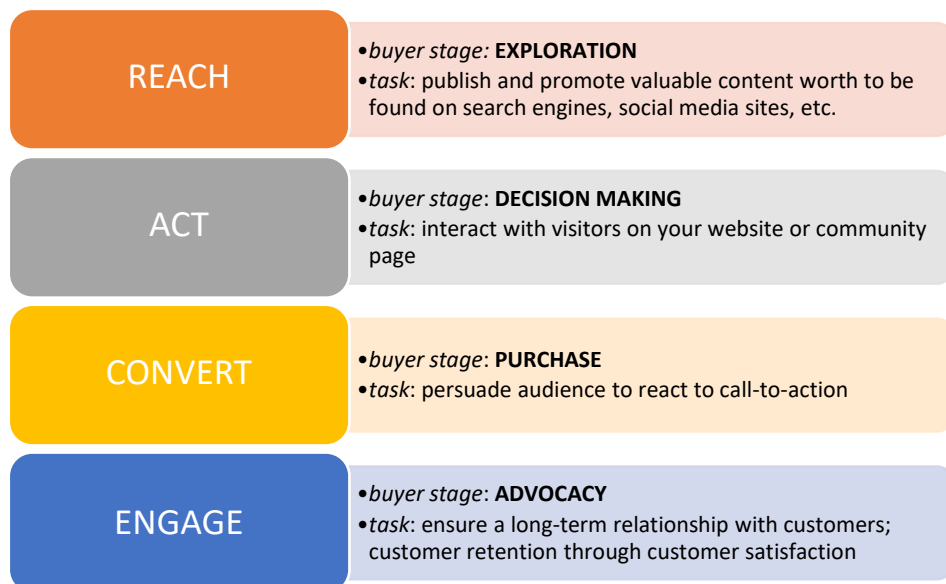


Figure 9. Four steps of RACE framework in accordance to the customer lifecycle

The main concepts which have been described in chapter 2 can be assigned to each of the steps.

The first step REACH means bringing traffic to the website and social media pages. For RCS Training Center it can be done via social media marketing and Google AdWords.

Steps of ACT and CONVERT encourage visitors to take actions and are done via landing page and website optimization.

ENGAGE step helps develop close relationship with target audience; it involves such activities as content marketing and customer support.

Search engine optimization is not considered in detail in this thesis. Presumably the website traffic can be improved via all other provided tactics.

Finally, it is crucial to measure relevant key performance indicators (KPIs) for every step in RACE system (figure 10). This can be fulfilled by using reports in Google Analytics and different tools for social media management.

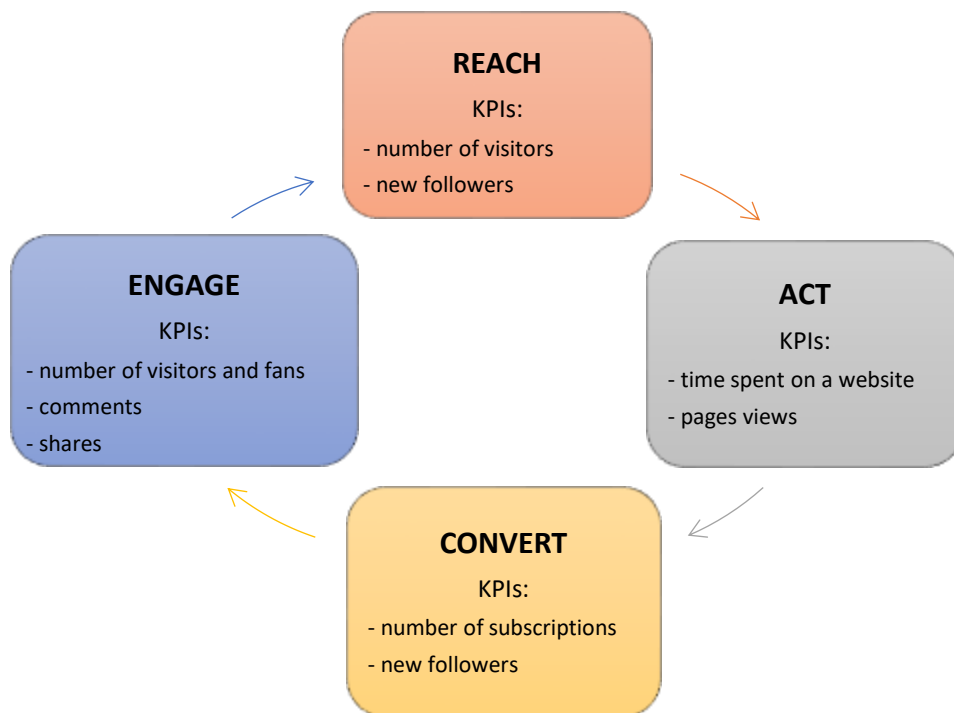


Figure 10. RACE key performance indicators

Regular measurement of KPIs helps evaluate effectiveness of digital marketing strategy, analyse some mistakes and carry out the improvements.

Based on RACE framework, the author suggests the following strategy for RCS Training Center. It starts with landing page and website optimization which corresponds REACH, ACT and CONVERT steps. This is very important because a landing page can be promoted on RCS Training Center social media sites. Next, the author describes a process of setting up Google AdWords with the goal to draw more traffic to the landing page. Google advertising also makes part of a REACH step. Finally, the author recommends social media marketing activities on Facebook and Instagram which can fulfil all four steps of RACE framework, and particularly the ENGAGE one.

## **4 Digital marketing strategy for RCS Training Center**

This chapter provides recommendations for digital marketing of RCS Training Center based on the theory of landing page optimization described in 2.6. Ideally all suggested ideas should be applied simultaneously.

### **4.1 Landing page and website optimization**

Regardless the marketing channel (search engines, social media platforms etc.) without a relevant landing page all marketing efforts will be in vain and may cause extra costs. Therefore optimizing the website and a landing page should be one of the priorities in the digital marketing strategy.

The author has used original pictures and extracts from the RCS Training Center website and its Facebook page (figure 11). Some of the main drawbacks on the current website is an absence of call to action. The author suggests placing three calls to action - one on the top, one of the bottom, and a contact form for those who prefer to write, not call. The question underneath the image that says "Would you like to lose weight and improve your health?" encourages visitors to take an action. There is an incentive for it - a free consultation.

Another important attribute, customer's testimonials, appears with a picture, name, age, and a positive feedback from a client why the services have helped, as advised by Perry Marshall (Marshall 2016).

The suggested landing page can also serve as a draft for all the other pages. Naturally the body copy and the bullet points are required to be different according to the aim of the page. Various images and/or videos can be added on the pages about the trainers and the facilities. The elements on the very top, logos of partners, testimonials, other links, and especially calls to action appear on every page of the website.

As it is only a draft the author would recommend to use high quality pictures, preferably own pictures, since it creates trustworthiness. However the pictures should not decrease the download speed of the pages.

Regular updates of the website may come from the blog posts, updates on social media sites, updates in offers, and announcements. It is recommended to incorporate Instagram feed into the website for a visual effect.



Call Now for  
a Free Consultation  
Puh. 045 319 7219

## MEIDÄN KANSSAMME SINÄ ONNISTUT



**Haluatko pudottaa painoasi pysyvästi ja lisätä fyysistä hyvinvointia?**

Jos sinun vastauksesi on "KYLLÄ", soita meille nyt **puh. 045 319 7219!**

Saat ilmaisen konsultaation!

Tai tule vierailemaan **RCS Training Center, Lapinkyläntie 191, Veikkola.**

- ✓ Tehokasta yksilövalmennusta
- ✓ Treenaa hyvässä ryhmähengessä
- ✓ Ravintovalmennus

### YHTEISTYÖSSÄ

TRAINER YOU

REVOLUTION

Extensio

Ereps  
European Register of Exercise Professionals  
PERSONAL TRAINER

VARAA ILMAINEN  
TAPAAMINEN

Nimi  
Email  
Phone  
Kommentit

*"93,7 % asiakkaistamme ovat saavuttaneet tavoitteensa"*



*I gained weight after I changed my workplace, and have tried different programmes and diet but nothing helped. I visited Sami and Daniela at RCS Training Center after a friend recommended them, and I'm glad I did. I lost 10 kilos and keep my weight off for over a year now. I look and feel great. Thank you!*

*- Daria Bogdanova, 35 yo*

LINKS to privacy policy, terms of conditions, etc.

Call Now for  
a Free Consultation  
Puh. 045 319

Figure 11. Landing page draft for RCS Training Center

## 4.2 Google AdWords

Once the landing page is optimized the promotion of the services via Google AdWords can be started. The campaign is set on Google AdWords page (Google 2016g). The process is very simple. It consists of a few steps. (Figure 12.) It is necessary to determine a budget, target audience, and keywords. With the budget of 10 euros per day, for example, we can get over 23 clicks and more than 3000 impressions. The headline for the ad can be either specific – such as “Personal Training Paketit”, or contain key search words like “Personal Training Espoo”.

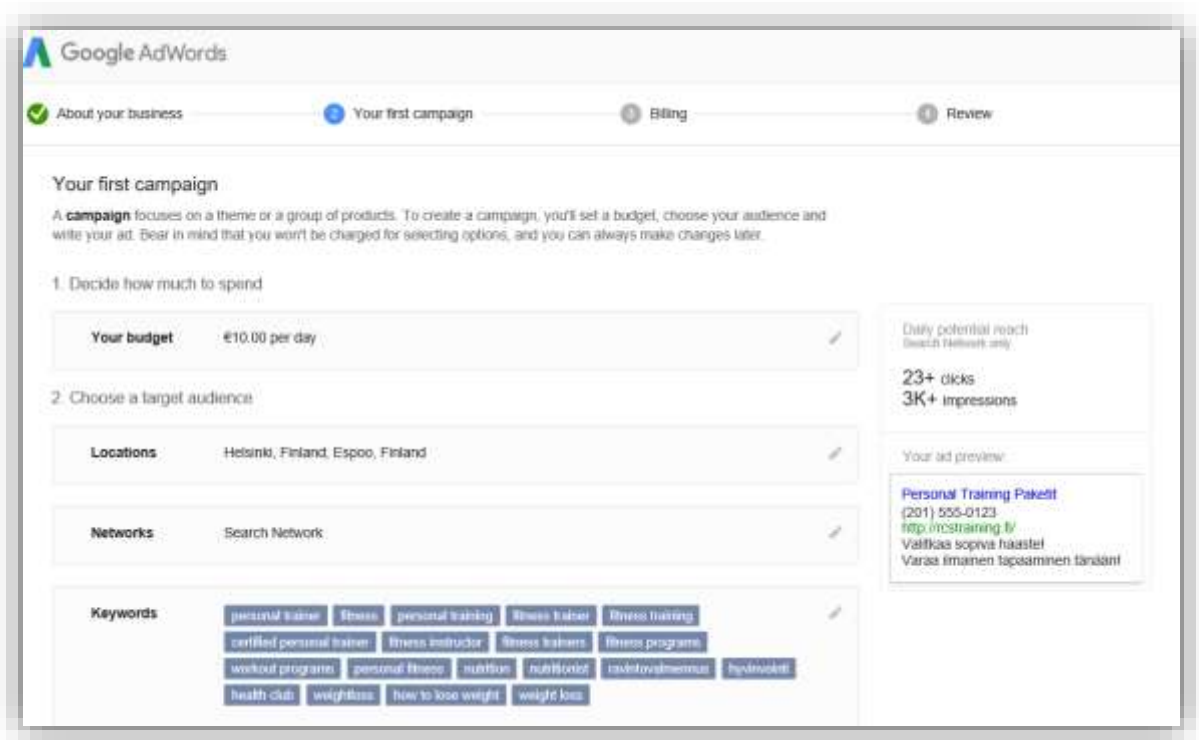


Figure 12. Setting Google AdWords

The text of the ad should include a compelling offer, a call to action and/or sale terms (figure 13). It is recommended to see what kind of ads the competitors are doing and try to differentiate from them. Typically a price and sale terms as well as something “for free” attract visitors to click an ad.

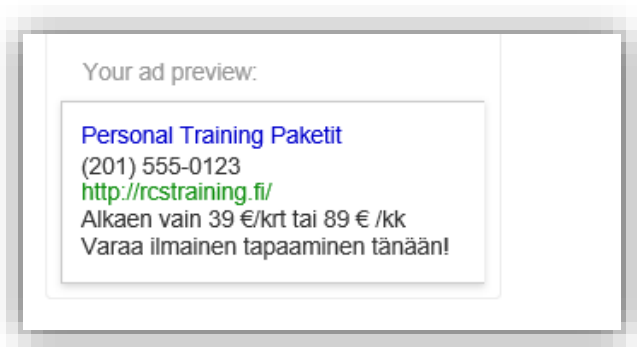


Figure 13. The text for a Google ad

Finally, it is important to remember to measure the success of the campaign. Recommended KPI's are click-through-rate, cost per conversions and conversion rate. Based on these KPI's a Google ad should be updated and optimized.

### **4.3 Facebook for marketing RCS Training Center services.**

Another way to reach and engage with target audience, both are respective steps in RACE system, is to use social media. RCS Training Center has been present on Facebook since 2011. However, the growth of followers and the engagement rates are quite low.

For growth of likes, it can be recommended to run contests or giveaways. The goal is to encourage followers to like the page and have them tag their friends and repost the contest on their own feed. For example, RCS Training Center can post about an upcoming training session and offer two free places. The requirements of participation in the giveaway are to tag a friend with whom one would like to attend the session, like RCS Training FB page and repost on one's own Facebook page. The visibility of such post can be increased via a repost in some popular Facebook community, Facebook advertising, or a combination of both.

However, the page likes do not guarantee that followers get the updates from RCS Training Center to their news feed, unless they also like at least a few other posts. This happens due to a new Facebook algorithm. Consequently, it is important to post various useful and engaging content on the page regularly and do not forget to encourage the audience to like and comment the posts. The same practice applies to Instagram as well.

The examples of the posts for RCS Training Center:

- Short videos (15-30 sec), educational and/or entertaining that people would be likely sharing with friends. They can be reposts from other sources or their own videos (from the training session, nutrition tips, in the facilities, outside, behind the scene). It is important to include a short comment and a question for the audience. Preferably a direct yes/no question since they are psychologically easier to answer.
- Various life hacks that can solve the problems of the target audience.
- News about the upcoming events. It is recommended to focus on one event at a time and keep reminding about this event regularly emphasizing that only a few places are left. Free events can be also advertised on Facebook to the target audience (taking into account age, sex, location, occupation, interests etc.) Free events is a good way to gather the leads that can be turned into the customers.

- Personal branding posts about their own development and achievements to showcase the expertise.
- Description on their services in more detail in the form of a story. Storytelling is one of the biggest trends in marketing and is very efficient way to deliver information sympathetically. For instance, some people might not know what exactly a nutrition coach does and what this kind of service includes.
- Motivational posts with quotes are typically popular in social media.
- Entertaining posts but not too often. People come to social media sites to get positive emotions and be entertained therefore it is a good idea to provide these emotions.
- As for engagement rate, there should be a possibility for the target audience to ask questions and get an answer publicly. RCS Training Center can announce a weekly rubric “Ask a nutrition coach” or “Ask a personal trainer”. This allows to understand the needs of the target audience, enables to improve the services and helps create trust and connection with clients.
- Testimonials can appear in the reviews section and in certain cases also in the news feed if, for instance, there is a picture “before” and “after”.

How often each post’s type should appear on RCS Training news feed can be measured by analysing the metrics - likes and comments. The ideal posting time (when most of the target audience is online) should be considered as well.

When it is ensured that the page is interesting for the target audience the promotion of the services can be started, which requires an investment into Facebook advertising. As a base for the ad the author has used the original commercial post by RCS Training Center. On the positive side, there is a specific offer and an attractive image in this post. However, it has too much text which can be a reason why potential clients may skip them on the news feed. (Figure 14.)



Figure 14. Facebook post made by RCS Training Center

Using the information from this post the author created an example of a Facebook Ad. The first step is to describe target audience including such information as location, age, language, and interests. It is important to be as specific as possible. Facebook has instruments that show if the description becomes too broad. A number of people that the ad can potentially reach is also shown. This number should be neither too big, nor too small. (Figure 15.) In addition, the gender of the target audience can be chosen if the offered nutrition coaching is targeted for women or men exclusively. The ad can be modified at any point.

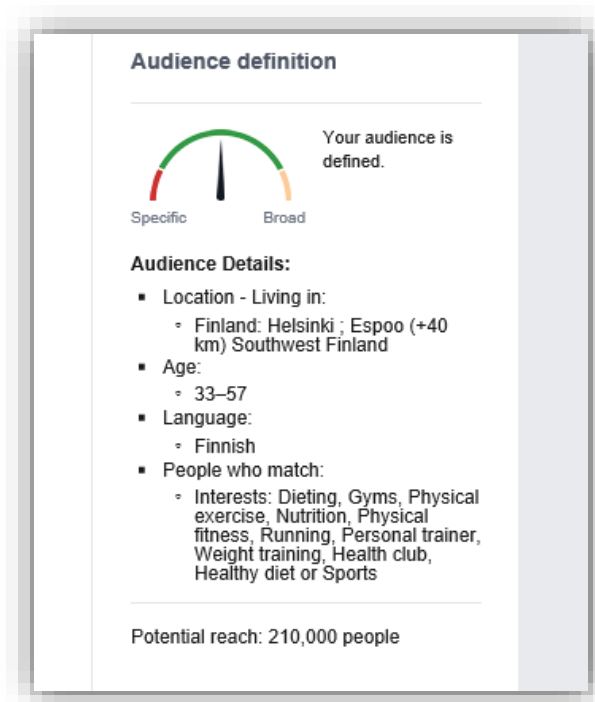


Figure 15. Description of target audience for Facebook ad

Once the target audience is described, we can set a budget and schedule for the campaign. (Figure 16.)

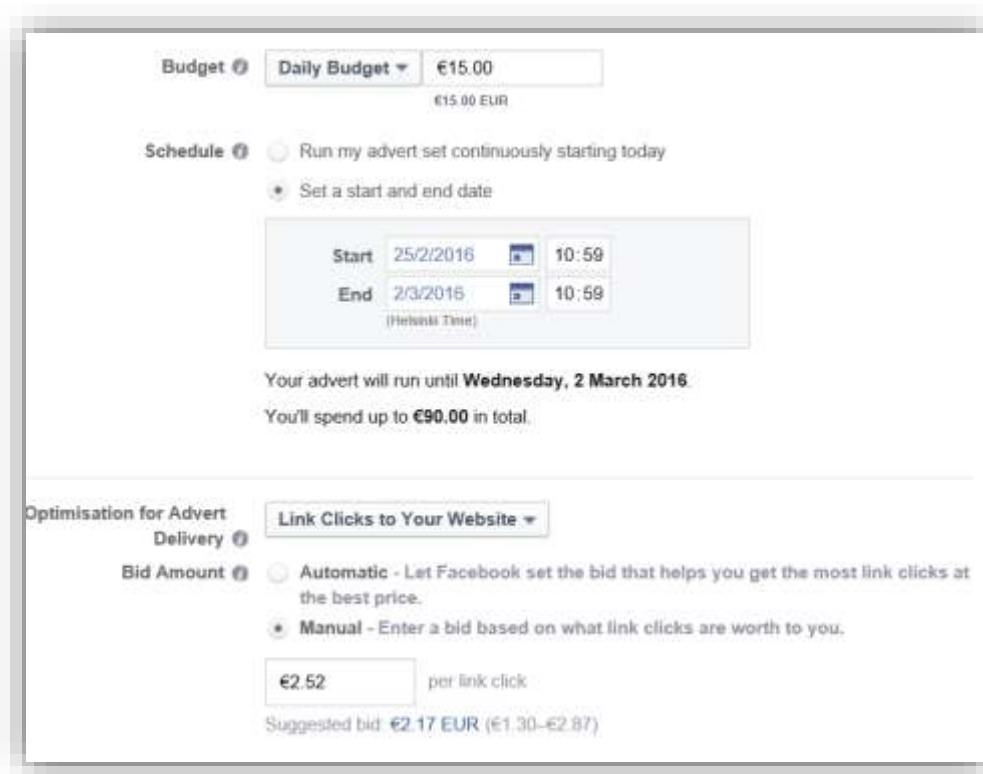


Figure 16. Setting budget and schedule for a Facebook ad

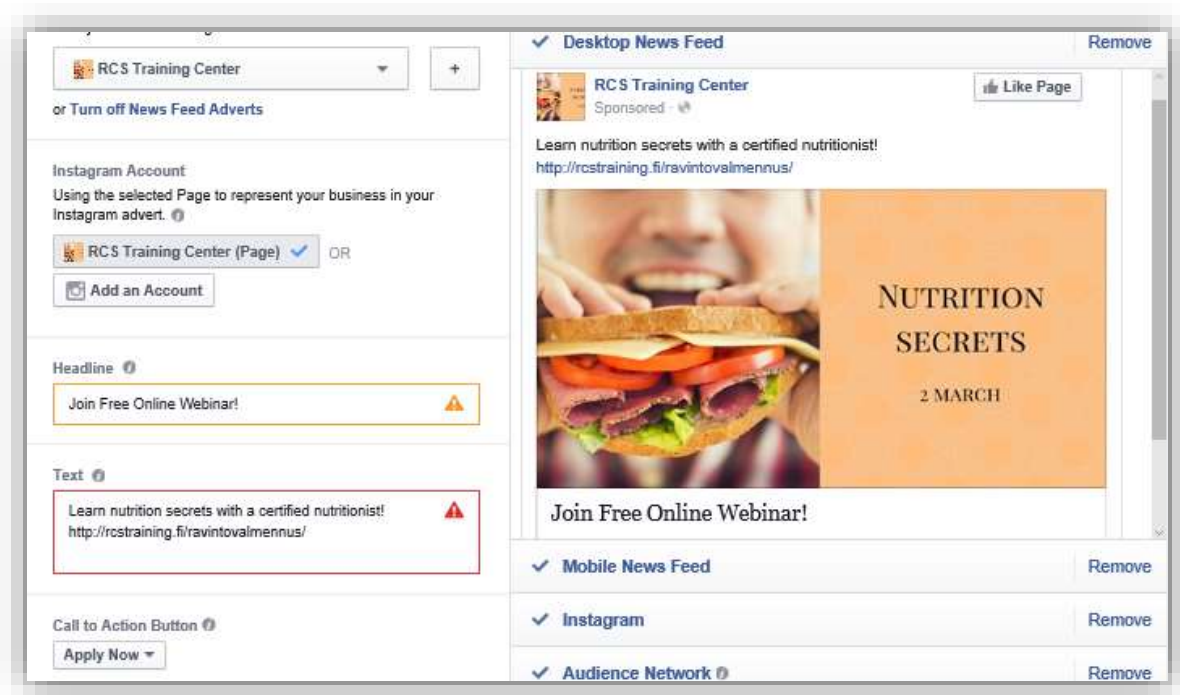


Figure 17. The final look of a sponsored post

The Facebook sponsored post looks bright and attractive. It features a human face, which is found to be one of the most engaging images for FB posts. There is not too much text but an intriguing headline and a date. Furthermore, it has a clear proposition, a link to a landing page, and call to action. (Figure 17.)

#### 4.4 Instagram as part of social media optimization

Instagram has become a great marketing tool for creating business portfolio and personal branding. To get the maximum from this visual social media platform RCS Training Center is advised to apply the following steps.

The very first step is to establish the goals. The ultimate goal is to sell services. This requires trust and connection with potential customers. Content showing off the internal culture, customer success stories, description of the services, valuable, helpful tips, and demonstration of expertise, all help to connect with the audience.

The first thing customers see on Instagram account is a profile. It should tell straightaway what the page is about, contact information and contain some call to action.

Profile for RCS Training Center should stand out, attract potential customers and describe its services in a clear and compelling way.

Suggested profile description looks as follows:

👉 YOUR GUIDE TO A HEALTHY LIFE (=subject)

👤👤👤👤 Sami&Daniela (=who)

👤 Personal trainer & Nutrition coach (=services)

👤👤 Coaching since ... (=expertise)

✉️ Contact information, such as email, WHATSAPP etc. (=how to contact)

\*FOLLOW\* rcstraining.fi (=call to action) (\*this can be changed according to the situation)

For visual effect, it is advisable to use different Emoji and Caps Lock because they make the description noticeable. It is also possible to include an offer into description, such as a free consultation, for example. Finally, it is worth checking out how the profile looks on different devices.

Once the profile is in order, it is time to fill the account with valuable content. Content strategy may answer the following questions:

- what kind of topics to write about
- how often and what best time for posting is
- visual aspect
- what kind of posts should contain a commercial intent.

Content strategy is an ongoing process. It should be updated regularly based on KPIs (most viewed posts, likes, comments, most active time etc.). It is recommended to create at least 3 posts altogether for consistency and avoidance of a situation when there is nothing to post. It can be useful to stock pictures for possible posts and write down the ideas.

Business owners should understand the main problems and interests of the target audience for content strategy. Only that will ensure that content will resonate with potential customers. For example, women and men have very different interests. The former can be interested in family time, children, beauty tips, time management, diet tips, wellness, problem zones, whereas the latter would be interested in muscle training, martial arts, nutrition for body mass etc. The key to success is to know the target audience needs.

The main goal is to balance posts' variety and consistency, mixing up 2-3 topics, for example:

- twice a week nutrition posts
- twice a week exercise posts
- twice a week miscellaneous posts (personal branding)
- once a week a posts with commercial intent (topic nutrition or exercise)
- short videos (if possible).

Posts can be scheduled automatically via Hubspot app, for instance, which is a free tool for managing social media. Regular posting enables to build a solid profile and grow the audience

steadily. It is recommended to post once a day to show the commitment. Best time for posting should be decided based on statistics.

Research for new content can be done by scanning related forums, other blog posts, using Google search, and best of all asking the followers to suggest the topics. In addition, it is advisable to follow the trends and include the actualities - topics broadly discussed in the media. The topics of articles that have a lot of comments and shares in social media is also a very good start for writing one's own posts. One way to do it is to deepen a subject. For example, if a post with a header "5 ways to get a six pack" is popular, one can create a more detailed post with a header "10 best ways to get a six pack fast".

Clear bright pictures are naturally "a must" for a successful Instagram account. If the picture is not appealing it can put potential audience off. Two simple ways to improve quality of the pictures is to take them with good lightning whenever possible and follow the rule of thirds to create the right aesthetics for the images. Furthermore, there are many good apps for editing pictures and adding some special effects to them.

Some easy to use and useful mobile applications are as follows:

- "Snapseed" - the best app for editing
- "Over" for adding text, change size of the pictures
- "VSCO" - editing app
- "Text on Picture" for adding text, fonts, ready words
- "Cover" for adding text, filters.

Another tool for creating Instagram posts is [canva.com](https://www.canva.com). It is free to use with one's own pictures or with a small fee for using their stock. Canva allows making quality design posts with great fonts and templates.

RCS Training Center can create visual consistency, which can be part of branding, by editing photos similarly, using the same filter, topic, fonts. For logical consistency they can choose one topic for 3 posts and tell different pieces of information about it. If, for instance, the topic is nutrition the first image can be ingredients for a healthy recipe (useful information); the second - the image of a fully cooked dish; the third - a person eating/cooking and information on RCS Training Center services for nutrition coaching with a clear call-to-action and of course, a link to a relevant landing page in profile description.

A post with a commercial intent should appear not often, about every fourth or fifth post. Instagram users can be put off by too many ads.

Analysing the number of new followers, likes and comments will help to find out and understand the needs and preferences of the target audience. Analysis can be carried out by using build-in analytics available for business accounts.

Just like in case of Facebook the engagement with the audience should be one of the priorities. Asking questions, opinions, feedback, liking and commenting on posts of others is a part of being Instagram community. From the marketing perspective it allows understanding the target customers better, connect to them and attract new audience to the account. If there are not many comments to the posts in the very beginning it is possible to ask friends to write a few comments to get a conversation going.

One of the posts of RCS Training Center says, “Green monster, what a great afternoon snack! It will keep you going for the rest of the day” (Figure 18). This post provides a good healthy tip, however it is not particularly engaging. To engage with the audience one might ask “Try it and tell us what you think!” or ask others about their favourite snacks and recipes, and even repost some good tip. A direct yes/no question as it has been mentioned in the Facebook chapter is also recommended to use.



Figure 18. Instagram post of RCS Training Center

To improve the feed and bring maximum value and readability to the posts, it is recommended to use text over the pictures using just a few fonts for consistency. Text description over pictures allows easy browsing through the topics and gives a clear idea about the whole account. (Figure 19.)



Figure 19. Example of an Instagram post for RCS Training Center based on one of their posts

The description of the post:

*Green monster, what a great afternoon snack! It will keep you going for the rest of the day 🍌*

*You need*

- ✓ *Pineapple*
- ✓ *Fresh ginger*
- ✓ *Fresh parsley*
- ✓ *Avocado*
- ✓ *Banana*
- ✓ *Lemon*

*Add all ingredients into a blender and blend on the highest speed until super smooth.*

*Do you like it? / What is your favourite post-work out treat? (=engagement)*

The hashtags to the post should be added in the second comment right after the actual posting. This way they do not distract from the description but still help to make a post searchable. Emoji can be added to the recipe description for visual effect. The most often used hashtags can be saved in a separate document and copy pasted into a post to save time.

In a similar manner, all the posts can be created with a catchy description and clear useful information.

## **5 Conclusions**

In this chapter, the key outcomes of the project are described. Some recommendations for future development are given to the commissioning company. The project is evaluated. To conclude, the author reflects on her own learning.

### **5.1 Key outcomes**

Research of the theoretical framework has revealed the complexity and interconnectedness of digital marketing activities. The variety of online marketing tools, activities and platforms keeps growing so that business owners can choose the ones that suit them best. Some of them are more complex and expensive, some may be free but require a considerable amount of time and practice. In any case digital marketing needs a strategic approach. The RACE planning system has been introduced in this thesis in order to help the commissioning company set goals and measure the results strategically. RACE planning system also gives an overview of necessary tasks and main KPI's for these tasks.

However, the strategic approach and planning do not change the importance of being flexible and proactive. Digital marketing trends and tools, algorithms of search engines and social networks, trends in consumer behaviour should be followed up continuously. Some key factors which remain significant include content creation and engagement with the audience. The demand for content is high while its quality, usability and uniqueness play a major role. The engagement with the audience ensures that content can be shared and relationships with customers can be built. For the commissioning company this thesis contains introduction into digital marketing, overview of some appropriate tactics, and practical suggestions for improvement.

### **5.2 Project Evaluation and Recommendations**

The goal of this thesis is to provide RCS Training Center with recommendations to increase customer conversion rates through website optimization and online marketing activities. The outcome is a set of recommendations and guidelines which includes a draft of a landing page, a new structure for a website, ideas for content creation, and social media optimization. The author has continuously contacted the commissioning company during the whole project both online and offline to discuss project tasks. RCS Training Center has already started to implement some of these recommendations and intend to update their website and start a blog in the nearest future. As a key recommendation, the author suggests measuring KPI's regularly and adjusting their strategy on a continuous basis. Gathering feedback from the customers

and engaging with the audience also should become one of the priorities of their strategy. Moreover, integration of online and offline marketing should take place including social media information on the business cards and encouraging customers to connect on social networks. This can be done efficiently during the events and meetings. Also actively asking customers for feedback and topics that interest them most can be very beneficial for content creation. Based on the KPI's measurement creation of content and campaigns should be optimized for ideal target audience. Finally, when it comes to social media one should aim to be authentic and avoid direct advertising. Instead, it is recommended to interact with the audience and display the ability to solve their problems better than competitors.

### **5.3 Reflections on own learning**

Prior to starting this thesis I have just completed the courses on online marketing by Lasse Rouhiainen. I got inspired and strived to learn more about this subject. The first challenge was to find the right sources of information and decide on the focus of the project. Despite the abundance of material, it was crucial to evaluate its relevancy and usability since the world of online marketing is changing very fast. Fortunately, I have found respected and original authors on topics of SEO, SMM, content marketing, and landing page optimization.

Overview of the main theoretical concepts has allowed me to deepen my knowledge in online marketing considerably. However, the most interesting is the practical implementation of this knowledge: understanding the elements of a successful landing page and creating its draft, approaching social media marketing strategically, researching the most popular topics for content, choosing handy applications and tools, designing a Google Ad and a sponsored Facebook post.

Working with the commissioning company has been a very pleasant experience. I have greatly enjoyed my role of a digital marketing consultant during the project. I feel motivated and confident to pursue a career in this field upon completion of this thesis.

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## Attachments

Attachment 1. 4-step social media strategy (Lasse Rouhiainen 2015).

Social media strategy that consists of four steps: research, content, interaction/promotion, and measurement. Based on the interview with RCS Training Center.

### RESEARCH

#### *Your ideal client:*

First ideal client is Anna - "a slimmer". 70-80% of customers belong to this sector.

Main characteristics:

- Age 35
- 2 children
- Working
- Very busy and possibly stressed
- Need to lose about 15 kg (left after giving birth)
- Already has tried to lose weight by using different diets, crash diets
- Believes that she knows what to do but does not have time and motivation
- Is strict to herself
- Does not exercise actively; prefers aerobics
- Does not want to go the gym
- Eats too little
- Eats a lot of sweets/chocolate and has mood swings
- Wants 3-6 months coaching
- Wants to train efficiently, cannot dedicate a lot of time to sports

Second ideal client - "goal-oriented, a challenger". 20-30% of customers.

Main characteristics:

- Age 30-50
- Male or female
- Wants to get back in shape
- Wants to prepare to some competition
- Wants to get support in some kind of sport
- Rather interested in physical training
- Also needs some nutrition coaching
- Wants very intensive trainings, to challenge oneself

***Your product/offer:*** Personal and group training, nutrition coaching

***Ideal social media site:*** Facebook and Instagram

**Your competition:** Other Revolution concept trainers, private gyms

## CONTENT

Facebook content:

- Information on programs/packages, events (videos, pictures); including short description of the course, main benefits, price, date, call to action.
- Campaigns, contests, challenges
- Customer surveys
- Inspirational and motivational posts
- Answering customer questions and complaints

Ideal customer 1 - "a slimmer" is interested in such topics as follows:

- How to lose weight successfully?
- Intensive trainings, trainings for different body parts
- Useful tips on nutrition, cooking - healthy snacks, comfort-food, healthy eating
- Expert view on diets, well-being
- Beauty tips, fitness tips, relaxation, fitness "myths"
- Exercise for the whole family
- Posts include an attractive headline, main benefits - bullet points

Ideal customer 2 - "a challenger" is interested in:

- Intensive training and tips
- How to increase physical strength, stamina
- Stretching
- Tips on nutrition
- Fluid balance
- Preparation for competition
- Healthy eating habits
- Sports equipment etc.

Instagram photos: Wellbeing and Lifestyle

- Inspirational pictures
- Motivational pictures
- RCS Training Center facilities
- Clients' pictures before and after
- Pictures/videos from the trainings
- Pictures with recipes
- Family kind of pictures
- Reposts of clients' pictures on relevant topics

It is recommended to choose a specific channel for each ideal client. For example, Instagram and Facebook can be channels for the first ideal client, while blog posts on the website for the second. Channels as well as topics for the target audience should be tested.

## **INTERACTION / PROMOTION**

Social media platforms:

- Engage with the audience, encourage them to like and share your posts
- Talking to the audience in more personalized friendly tone, rather informal than formal
- Providing useful valid information
- Collecting feedback and suggestions from customers
- Promoting offline - advertising your social media networks to the customers and friends
- Collaborating with bloggers and active Instagram users - ask for permission to use their post/picture/video in your feed and give them credit.

## **MEASUREMENT**

- Sales
- Leads
- New interactions
- New followers
- Comments
- Likes
- Facebook Insights
- Instagram Insights