

Content Marketing Plan for Logistics Company

Case: NetLogistic JVM Oy

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| <p>This project aim is to create a Content Marketing Strategy for a Finnish logistics company. The aim of the thesis is to develop an action plan that will help the commissioning company increase sales and gain new customers.</p> <p>The commissioner for the study is NetLogistic JVM Oy. The Company specializes in handling trade of transit and export shipments to Russia and CIS-countries via Finland. The company does not have huge resources to run large campaign, but is looking for ways to reach new clientele, thus this thesis was commissioned.</p> <p>The theoretical framework was designed to support the action plan and provide author and the commissioner with the understanding of content creation and distribution. The theoretical part consists includes general marketing theories and covers inbound, lifecycle and content marketing. Also, main social media channels, styles of writing, various tools and technics, frequency, costs are covered within the theoretical framework.</p> <p>The author decided on benchmarking as one of the research methods in order to get insight of well-done content marketing within the industry. The goal of benchmarking was to evaluate appealing and shareable content for a logistics company.</p> <p>The plan was made based on theory and research and the strategy is deliver in a handbook form. By adopting the suggested action plan commissioner company will gain the practices and abilities to start successful content marketing and attract right clients.</p> | |
| Keywords Content marketing, strategy, social media. | |

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1 Introduction

In today's world, the digitalization is taking over traditional marketing communication. Traditional marketing is becoming less and less effective as the time goes further. Businesses companies are in the internet creating own web-sites, blogs, social media channels to expand their business and make a value for the clientele. 88% of B2B business use content marketing in their marketing strategies. Content is at the heart of modern marketing strategies. In the past ten years, the web has transformed buying behavior of consumers. Couple of years ago a potential client would have call your office to get all information of any kind related to your business activities. Today, clientele go online, check out web-site of the companies, sing up to newsletters or social media feeds to find out more and follow the newsfeed in the future. Thus, nowadays, effective and successful marketing is all about creating high quality content and sharing this across the Internet. (Mccoy 2016)

1.1 Purpose and Objectives of the Study

An overall purpose for this study is to gather information about what kind of changes should be done by the case company NetLogistic JVM Oy in content marketing strategy in order to improve brand image and attract new clients. The author of the thesis wants to get wider perspective of the logistics industry and gain understanding of well-made and implemented content marketing. The final result to be achieved is to provide with a handful of recommendation and make a content marketing plan for the case company. The author hopes that the results from this research will not only benefit NetLogistic JVM Oy straight away but aid the case company with marketing in the future.

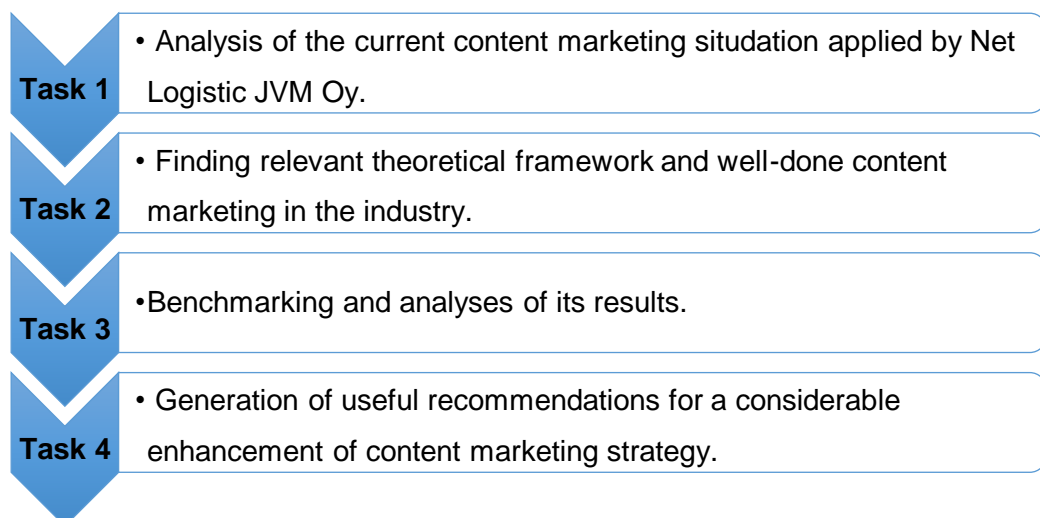


Figure 1. Main tasks for this Study (made by the author 2017)

2 Background to NetLogistic JVM Oy

This thesis is written for a commissioner: NetLogistic JVM Oy. The company was established in 2001 and is providing international logistics services. The Company specializes in handling trade of transit and export shipments to Russia and CIS-countries via Finland. The product range includes air, sea, road and railroad transports, as well as terminal and forwarding services, which are tailor-made on a case-by-case basis to meet the clients' needs. (NetLogistic JVM Oy 2017)

Before recent aggravation of political and economic relationships between Finland and Russian Federation, the main customer base was formed by Russian companies for which NetLogistic JVM Oy provided its services of export shipments. Many Russian clients were using storage capacities offered by NetLogistic JVM Oy. After imposition of sanctions by European Union and Russian, many Russian clients were forced to decline their business activities. This was the reason why NetLogistic has lost plenty of its clients. Currently, business operations of the company are concentrated only on storage services provided to various Finnish companies.

NetLogistic as a small business with limited resources wants to gain more knowledge about what different marketing ways exist nowadays and how to benefit the most from them to get more visibility. Therefore, the author of this thesis is trying to find out how great the impact of content marketing is on the customers, what is the appealing and shareable content for a logistics company, and is creating action plan that describes how to get started with the content creating and distribution.

2.1 SWOT analyses of the current content strategy

SWOT analysis is a process that identifies an organization's strengths, weaknesses, opportunities and threats. (Valentin 2001) Author used SWOT matrix as a tool to analyze current content marketing situation in the case company. Positive and negative aspects of the company's marketing actions are characterized by strengths and weaknesses. Opportunities and theaters represent industry environment that the case company is not able to affect directly but should pursue to convert threats into opportunities. The Table 1 below demonstrates the core observations for each part of the analysis.

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|--|--|
| <p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Web-site in Finnish and English; | <p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Poor content on the webpage; • No Russian language on the web - page; • No presence in social media; • Lack of experience in managing website and social media accounts. |
| <p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Interest in company's products and services. | <p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Competitors in the logistics industry; • Tense political and economic situation between Finland and Russia. |

Table 1. SWOT analyses of the current content marketing (made by the author 2017)

2.1.1 Strengths

The positive aspect is that company's web-page provide information both in Finnish and English. It is important for the business because NetLogistic work close together with different international companies and customers.

2.1.2 Weaknesses

Concerning content marketing weaknesses, the website of NetLogistic does not provide all necessary content. When opening the webpage there is a message saying you need the latest version of Adobe Flash Player to proceed to the website. The problem is that this technical error appear randomly and even if the computer already has the latest version of Adobe Flash Player. The design itself is quite primitive. There is no proper full list of services that company provides and no prices available. Also, there is limited information about the warehouses and no pictures of them. The contact page is messy and contain outdated information.



Figure 1. NetLogistic JVM oy website (NetLogistic JVM Oy 2017)

The lack of Russian version of the web-site is a big omission as well. Company specializes in handling trade of transit and export shipments to Russia via Finland. Lack of translation into Russian means that Russian clientele can struggle with getting even basic information from the web-site. As for the presence in social media channels, NetLogistic does not have any social media account. The only access to the company is through the web-page. The growing competition in the industry force logistic companies to have social media accounts to increase awareness. Also, currently there is no person in the company who possesses necessary skills to run website and social media accounts.

2.1.3 Opportunities and Threats

With the correct approach to content marketing and social media NetLogistic can increase popularity, improve brand awareness and gain new loyal customers. The threat that NetLogistic may face is the pressure of the competitors in the industry. For instance, there are plenty of companies in Finland offering same kind of services and who gained a strong reputation in social media.

3 Theoretical framework

The theoretical framework is a core of the thesis that created a foundation for a well-done study. Theoretical framework of this very theses includes mostly marketing theories and topics concerning marketing. The topics will mainly include information on general marketing theories which will help to get understanding about content creation and distribution. The framework also creates a basis for the empirical part of the study. The knowledge and findings gathered from the theoretical part will be applied in the whole research process.

3.1 Marketing

Marketing is defined as the “activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”. (American Marketing Association 2013) Professor Philip Kotler explained marketing as “meeting the needs of your customer at a profit.” (Kotler, What is Marketing? 2017) Marketing is everything business do to reach new customers and maintain a good relationship with them.

The marketing’s earlier mission was described by Philip Kotler as “to sell any and all of the company’s products to anyone and everyone”. (Kotler, What is the mission of marketing? 2017) Later nowadays a retired Professor of Marketing from Harvard Business School Theodore Levitt emphasised that the difference between selling and marketing does exist. According to Professor Levitt: “Selling merely concerns itself with the tricks and techniques of getting the customers to exchange their cash for the company’s products, it does not bother about the value satisfaction that the exchange is all about. On the contrary, marketing views the entire business as consisting of a tightly integrated effort to discover, create, arouse ad satisfy customer needs”. (MARKETING91 2016)

Overall, the mission of marketing is to create the need for the product or service.

Marketing is an important factor for a business because the heart of a business success lies in its marketing. Marketing helps accomplish multiple goals, from gaining a social following to increasing market share. Marketing is creating, communicating, capturing and sustaining value for an organization. Marketing creates values for businesses by better understanding the needs of its customers. Also, marketing provides innovative products or services for the customers. The value can be shared through various channels as well as through the branding strategy of a business. By building an effective customer-centric organization as well as trusting relationship with the customers a business can keep

operating and potentiate growth of value in the future. (Kotler and Armstrong, Principles of Marketing 2010)

3.2 Inbound Marketing

While marketers compete in getting attention of customers in outbound marketing, marketers who follow the inbound marketing make the company easy to be found and deliver possible customers straight to you. Unlike the old outbound marketing methods like buying ads, generating dozens of leads, finding email lists, inbound marketing focuses on creating quality content that brings people toward your company and product, where they naturally want to be. (HubSpot 2017) Effective utilization of inbound marketing can bring numerous benefits, some of which are increase of brand awareness and visibility, creating of social media shares and inbound links, and itself inbound marketing is cost effective and long lasting when compared to traditional marketing. (Marketo 2017)



Figure 2. The inbound methodology. HubSpot 2016

On the top of the figure are illustrated the path of four actions (Attract, Convert, Close, Delight) which the company need to take to ensure to be first found by a stranger who is far from being a customer but who later will become a visitor, after visitor will grow to a contact and only then become a loyal customer. Below the actions are listed multiple tools companies should use to attain those actions. (HubSpot 2017)

The very first action (Attract) shows that the content created by blogs, SEO, pages, social publishing manages to attract the right people. Right personas in this context means ideal customers or buyer personas. The personas are the people for whom the business is built. (HubSpot 2017)

The second action (Convert) shows how by collecting contact information the company can transform the visitors into leads. By gathering contacts company ensure for itself that it will enable personalization of the up coming content. The main point is to give

something back when the visitor gives their contact information. This can be achieved by downloadable content like eBooks or whitepapers. (HubSpot 2017)

When you have attained the right visitors, changed them into leads you need to transform them in actual customers (Close stage). With this activity can help for example such tools as Customer Relationship Management (CRM), closed-loop reporting, email campaigns, (HubSpot 2017)

The last stage (Delight) is to maintain relationship with customers, engage with them and bring delight to them. Tools which can help to delight customers are surveys, social monitoring, smart text, smart calls-to-action. (HubSpot 2017)

3.3 Search Engine Optimization

Search Engine Optimization (SEO) is the science of increasing traffic to a website by helping it rank higher in organic (non-paid) search results in search engines such as Google, Yahoo!, Bing. Shortly, SEO serves to increase your visibility in search results and increase the traffic and number of visitors to a web page. With the help of SEO it is possible to forward visitors not only to a main page of the website and but also to other specific pages like concrete blog post. Most of the search engines provide lists of the most used search words to help people to plan Search Engine optimization. (Davis 2006)

SEO comes close with Content Marketing since their common goal is to attract more visitors to a web page. It is popular believe that even though SEO and Content Marketing share same goal they are not very related. But while SEO demands content, Content Marketing is basically content. Content Marketing has a great impact on SEO by increasing the number of content. This makes SEO and Content Marketing very close to each other.

Google is the most used Search engine in Finland (has more than 90% of Search Engine market share in Finland (StatCounter 2017) and about 80% global Search engine market share (Statista Inc. 2017), plus more than 30% Search engine market share in Russia (Krokhmalyuk 2015). In addition, Google is flexible in the possibilities for Search Engine optimization. Google. Inc. created a guide called "Search Engine Optimization Starter Guide" where are detailed instructions about how to do it well. (Support Google 2017)Therefore, it is rational for NetLogistic to concentrate it's resources to Google only.

3.4 Content Marketing

Content marketing can be defined as a part of Inbound Marketing which idea is to generate sales leads by various tools of Content Marketing. Content Marketing Institute (Content Marketing Institute 2017) gives Content marketing the following definition: “Content marketing is 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.” Shortly, content marketing consistently creates and curates right content to change or enhance buyer’s behaviour. Content marketing is providing your target audience and existing customers with slogans, campaigns, tweets, Facebook posts and blogs simultaneously. When following company’s objectives and goals, content marketing can bring plenty of advantages. For instance, it increases visibility of the brand, positions business as an expert in the specific industry, generates traffic to the website and improves lead generation, improves SEO. Itself content marketing is considered cost saving. (Murph 2016)

The importance of content marketing is enhancing year by year. Even in B2B where finding the interesting and relevant content for marketing is often hard, 89% of B2B organizations use content marketing and 85% of responded B2B organizations believe that good content marketing is the main reason of the increased success, and majority is going to produce even more content. (Content Marketing Institute 2017)

There is plenty of overlap between social media marketing (SMM) and content marketing. Social media marketing definitions mainly cover the idea that social media marketing is company’s marketing activities that are conducted with a use of social media channels. (Investopedia LLC. 2017) Cambridge Dictionary defines social media marketing as “methods for advertising products, services, or brands using the internet, by attracting the interest of groups of people who discuss them, make suggestions about them, etc. online”. (Cambridge University Press 2017). SMM is also interpreted as the creation of relationships using online resources for the purpose of selling or purchasing products. (Bixler 2016) Plenty of content marketing activities are taking place on social media and marketers use social media to get their messages across the audience. Still, SMM and content marketing are two distinct entities with different focal points. While for content marketing the centre of activities is a brand website the focus of the marketing activities in SMM is located in social media networks (Facebook, Twitter, Google+, etc.). Both SMM and content marketing usually serves for multiple purposes but social media marketing mainly focuses on two objectives. First one is increasing brand awareness by generating discussions and activities around the brand. Secondly, social media channels are used as

platforms for building a direct dialogue with customers. As for the content marketing, it tends to focus more on demand generation. As good content brings new possible customers to a company's site or web-page, company can develop a relationship with these prospects. Type of content is also usually different for SMM from content marketing. On social platforms marketers publish short messages around 100 characters, run contests or quizzes. On the other hand, is used much longer and bigger types of content. Companies can publish blog posts, infographics, videos, etc. Toby Murdock, co-founder and CEO of Kapost, is also proposing the concept that content marketing can be the new way of conducting SMM as in it's a more developed version of it. Overall, it is important to remember that that content marketing is a special way of making marketing in social media channels and aims is to create interesting content that will attract customers or make them act in the desired way. (Murdock 2012)

3.4.1 Content Marketing process

Content Marketing Institute has a long-lasting experience of helping marketers to develop strong and effective content marketing tactics. Content Marketing Institute has developed the strategy creating framework (Figure 2 below) which includes important parts of creating a valuable and functioning content marketing process. This framework consists of 5 core elements that are necessary for building successful content marketing operations. (Rose 2016)



Figure 3. The CMI Content marketing framework. (Content Marketing Institute 2016)

- **Purpose and Goals:** identification of the reasons why the content is created and what kind of value it will provide.
- **Audience:** successful content marketing provides many values to subscribed audience. A person becomes a subscriber when he/she willingly provides personal data in exchange for the promise of valuable and useful content in the future.

- **Story:** you need a unique idea that will monetize the subscribed audience that will gather around and create customer communities.
- **Process:** good content marketing need an operational plan (better documented) that describe how team will function as a organized media department, not as a group with an endless campaign-driven marketing thinking.
- **Measurement:** decisions on how the performance will be gauged and future efforts will be optimized.

(Content Marketing Institute 2016)

3.4.2 Content strategy

Content strategy can be defined as a core part of the whole content marketing phenomenon. Content strategy plans for the creation, publication, and governance of useful, usable content. (Halvorson and Rach 2012)

Good content obtains the following peculiarities (Halvorson and Rach 2012):

1. Appropriate – the content should fully accomplish the goals both the company and the user. Good quality content is well thought out in style and structure, delivery method of it is well-planned.
2. Useful - the content should be specific and helpful without purposeless and distractive features and help users to meet their needs.
3. Clear – the content should be understandable by people and be easily usable.
4. Consistent –good quality content keeps the overall consistency in style and messages.
5. Concise–having too much content is distracting. The big amount of various content does not at all guarantee quality and good results. People only read between 20% to 28% of a post therefore the recommended length of the text is about 100 characters or preferably even less. (Nielsen 2008)

Content strategy should correspond business goals. The goals of Netlogistic JVM Oy are as followed:

- Increase awareness by creating social media accounts, constantly sharing interesting and pulling content to create trust and relationships with followers;
- Create new leads and generate sales.
- Enhance engagement;

Strategy requires a division of responsibilities. That would mean that NetLogistic JVM Oy should decide on responsibilities within the team for creating content and put one person in charge who decides what to publish, where the content will go and at what time. This person also needs to know the whole operations of the company very well.

The challenge commissioner company facing is lack of necessary skills of supervising a website and managing social media channels. It was already decided to find an IT company that will make changes and improvements with the website. However, NetLogistic JVM Oy will need to find a specialist who will be responsible for content, website and social medias or another solution is to train one of the employees and put in charge.

3.4.3 Distribution of the content

In order to succeed content marketing requires an easy-to-use webpage which is linked to social media channels.

The commissioner company is to redesign the webpage. It is recommended to include a newsroom or a blog page on a web-site to work as the content hub. Commissioner company decided to include news page on the website even though blog posts usually require certain amount of characters (preferably not less than 100-150 characters). It is not easy to find relevant topics constantly, so it is a challenge for logistics company to provide permanent newsfeed with long and interesting texts. Therefore, content on the web-site will be not very reached and realised not often. Mostly, it will be latest news about NetLogistic JVM Oy and news about logistic industry in general. As for social media, social media content is the most popular content marketing tactic used by B2B. Therefore, it was decided to add social media links on the website. All changes and improvements of the webpage will be descried in detail further. (Content Marketing Institute 2016)

On challenge that the author and the commissioner are facing is that current web-page is available in 2 languages and it is already discussed that updated web-page will be in 3 languages: Finnish, English, Russian. The ideal situation is when posts on the web-site are translated into all languages available on the web-page. But it is challenging from technological point of view as well as from employee's capabilities. Most of the staff can speak all 3 languages but language proficiency depends. As English is considered to be international language the newsfeed will be available only while using English version of the web-site. When creating social media accounts and posting on social media it is better to fill in the information in English as well. However, it is possible to add short translations into other languages.

Social media channels are the other important part of the process of making content marketing successful. The average social media user maintains five accounts. (Link Humans 2015) 33% of millennials identify social media as a preferred way of communication with businesses. (MarketingSherpa, LLC 2015) For now, NetLogistic JVM Oy is not using any social media channel. Further will be described the channels which are beneficial and useful for the commissioner, their characteristics and advantages. Gaining knowledge about the differences of the various social media channels and general behavior on social media is important to make marketing work through these channels successful.

There is a believe that social media marketing is not relevant for business to business companies. But more than 90% of B2B marketers use social media. 95 % logistic companies claim that use of social media networks increased the visibility of the company. (Lee 2014) The average number of used social media channels is 6. Due to limited resources and it was decided to concentrate on 2 social medias. The chosen 2 social media channels are one of the most popular social media networks. Presence and production of content in social media help to increase search engine ranks. In other words, the more presence and more active company is in social media, the more chances it will appear on the first page of search engine when a person using key words while trying to find any kind of information. The first social media is LinkedIn. Content Marketing Institute found that 71% of marketers rated LinkedIn as the most effective B2B social media platform. (Content Marketing Institute 2017) Besides, LinkedIn in total has 467 million active users. Facebook is used by 76% B2B marketers to distribute content. Plus, Facebook poses 1,86 billion monthly active users. (Smith 2017)

Even through social medias are relatively new aspects of our lives there are certain principles of social media. Knowledge of that principles can guide companies in social

media. According to Pew Research Centre, younger people better adopt social medias.90% of young adults—ages 18 to 29—use social media (compared to just 35% of those over age 65). Social media as a concept is based on visibility and sharing content, and customers really care what is currently going on within the company. As social networks are still relatively new phenomenon there are no generally accepted norms of behaviour. The way people act online depends on their backgrounds and values. There is a tendency that the more activity users show on the internet the more likely they are present in many various social medias. Often influencers have influencers in their lists of friends. (Pick 2016)

There is a strong connection between the act of social sharing and psychology. Understanding the psychology behind human motivations provide insight into how to target your audience. The following basic human needs introduce in 1940-x by Abraham Maslow create a framework for social media existence:

1. *Safety*. Security of all aspects of human life like body, finance, morality, health, etc.
2. *Love*. Humans need to feel sense of belonging and acceptance. People need to be in touch with the loved ones or search for a new love.
3. *Esteem*. The one needs to share the achievements and get approved by others.
4. *Self-expression* and realization. Need to express own interests and doings.

(Rothman 2012)

These needs create a so-called Maslow's Hierarchy of Human Needs and Social Media that Fulfill Them.



Figure 4. Maslow's Hierarchy of Human Needs and Social Media that Fulfill Them. (Visually Inc. 2012)

As illustrated on the Figure 4 above, aside from physiological needs, which are fulfilled on a physical level, social media are providing all the other stages of Maslow's Hierarchy of Needs. For example, LinkedIn where users can find jobs and networks, and therefore provide themselves work, income and healthy leaving, fulfill safety needs. Another example, Facebook where people gain relationships in the form of acquaintances, friends, lovers or family help people to feel belonged and love. The new hierarchy of needs connected to social media illustrates that social networks are nowadays a dominating factor of people's lives. Whether humans use it to keep in touch with old friends or share thoughts social media make lives more fulfilled. Thus, there are great opportunities for business to fulfil different needs of social media users.

LinkedIn

LinkedIn is the most popular online social network among professionals all over the world. The web-site was officially launched in 2003 and by now has over 460 millions of registered users. LinkedIn's mission is to "connect the world's professionals to make them more productive and professional". Every second two new professionals are becoming new members of LinkedIn. Nowadays, LinkedIn is the biggest professional network in the world. The idea of LinkedIn is to give people and businesses the opportunity to discover new professionals all over the world, make deals online, follow various new on different business fields, get insights on how to grow as a professional. The idea of LinkedIn itself made this social network the first and unique. (LinkedIn Corporation 2017)

There are reasons why LinkedIn is the most significant social media channel for businesses all over the world. It offers companies and professionals following advantages:

1. *Free of charge.* LinkedIn's basic membership is free and every person/company is able to create an account. This is often more than enough because basic account offers enough for professionals.
2. *Growing network.* As mentioned before, LinkedIn has over 460 million users and around 100 million monthly active users. Among registered people there are CEOs and upper level managers. There are plenty of qualified leads you can reach via LinkedIn. Also, user can join different groups in LinkedIn and share information to other members or find potential contact.
3. *Good search engine.* LinkedIn's search engine offers multiple ways to search in a field. The one can use as name, location, title or just a keyword. That helps to make sure you reach the right target audience.
4. Increases visibility and brand awareness. Establishing a trustworthy impression of your company is important nowadays and on LinkedIn it is relatively easy to do just by contributing.

(Shorey 2016)

Unlike other social media channels like Facebook and Twitter that are relaxed and liberal LinkedIn is strictly professional, therefore it is essential to understand the etiquette of LinkedIn. This professional network is meant for colleagues and the idea is not to get as many connections, but to concentrate on the quality of leads. It is recommended to add only people whom you actually met but not add every single person registered in LinkedIn. Adding unknown people as connections can be considered as careless and unprofessional. Profile page should have professional attitude starting from the profile picture and ending with fulfilled information. Same rule applies both to personal and company profile. (Taber 2014)

Finding new prospects in LinkedIn is easier than in any other social media channels since all users are active and are searching for the same – business partners. As shown in figure LinkedIn is the most effective network for finding leads. (Knyszewski 2015)

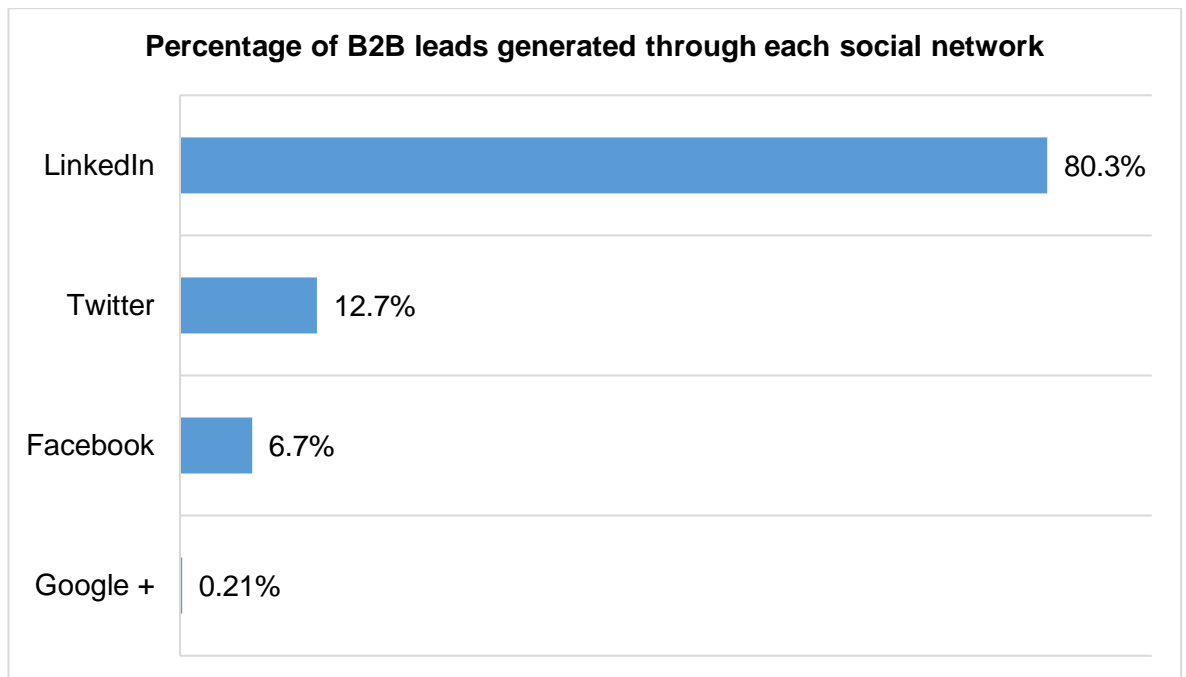


Figure 5. Percentage of B2B leads generated through each social network (made by the author 2017)

The one negative fact about LinkedIn is that since autumn 2016 this professional social network is officially blocked by Russian authorities. Roskomnadzor (Federal Service for Supervision in the Sphere of Telecom, Information Technologies and Mass Communications) issued a short statement informing that the Moscow District Court made a decision to block LinkedIn because of violation, violating a law instituted in Russia requiring all online sites to store personal data on national servers. This makes the access to LinkedIn challenging for Russian users. However, there are many ways which help users in Russia get access to LinkedIn. For example, it is still possible to log in on mobile app or change home browser settings. Therefore, Russian users did not lose opportunity to use LinkedIn social network. Finland and many other countries have no troubles with using LinkedIn. (BBC 2016)

Facebook

Facebook is one of the most popular internet websites in the world. As for the winter 2015, Facebook had more than 1.59 billion global monthly active users. In general, 79% of internet users use Facebook. There are around 2,6 million active Finnish users and approximately 21,7 million active Russian on Facebook. Facebook is most popular among millennials (20-35 years-old). Almost 60% of millennials check Facebook at least once a day to get news and information, 30% login several times a day and 14% of millennials check Facebook constantly. (eMarketer Inc 2015) Generally, three-quarters of Facebook users (76%) use this social media on a daily basis. Moreover, statistics of Pew Research

Centers how the tendency of people getting latest news mostly from social media like Facebook. Even though social medias exist for helping people to keep in touch with others, the significance of getting information and being entertained grows. (Greenwood, Perrin and Duggan 2016)

Advantages of Facebook for companies:

1. *Opportunity to share information about the business.* It is relatively easy to create a business page on Facebook and fill in all useful information regarding the company. Customers are provided with all necessary information and can contact the company directly on the Facebook page.
2. *Increase of visibility and brand awareness.* Presence in social media supports visibility of a brand.
3. *Increase of user traffic to the webpage.* This can be done by adding a link to the website on the Facebook page.
4. *Fast customer support.* The business can respond quickly to inquiries and resolve problems fast.

(Waqar 2014)

3.4.4 Content creation

Content marketing style and frequency

Good content is not only interesting to the public but also makes people act. There many forms of content marketing that can help the business to achieve its goals.

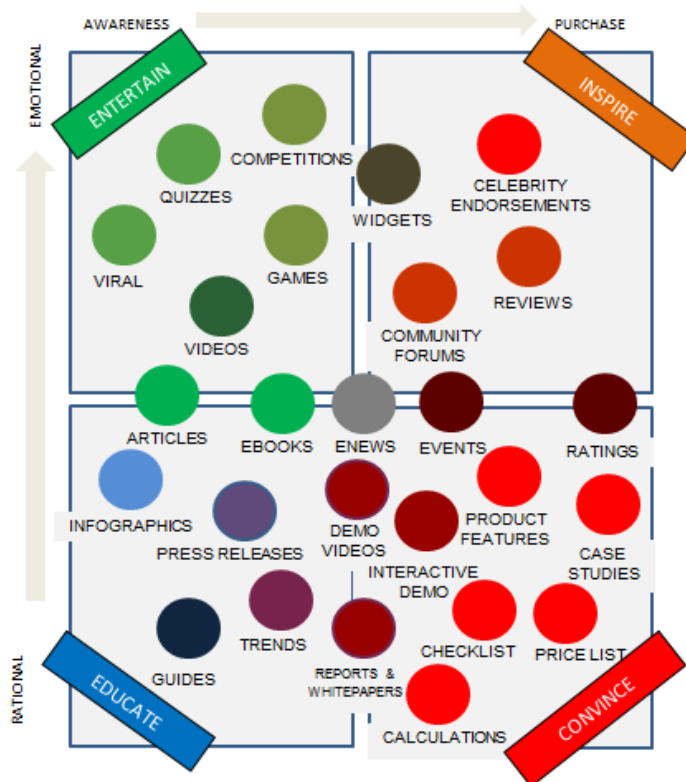


Figure 6. Content Marketing Planning (Smart Insights Ltd. 2015)

Figure above illustrates different types of content for different purposes. If the goal of the company is to entertain people it can run competitions or organize quizzes. If the purpose is to inspire to get people more familiar with the business then the company can publish reviews, widgets or even use celebrity endorsements. The various types of content are suitable at the different stages of the purchasing process. For example, reviews are suitable for the at the end of the purchasing process. Reviews help to convince the potential buyers to buy the product when the customer has already decided to make the purchase but still need. However, it is important to remember that not all types of content suit for all companies. It is also important to realize that at different steps of the purchasing process the content should appeal to either the rational side or the emotional side of the buyer.

Netlogistic JVM Oy as a B2B company follow formal and traditional way of communication. However, on social media way of messaging is not often too official. It is important to make sure texts are easy to read and are understood by the audience. Content should be primarily created for users. It makes sense not to use too much unfamiliar terms or numerous unnecessary keywords not to mislead your readers. On the other side, it is necessary to use words that are searched online often and linked to company's SEO. Finding balance is necessary. Testing on practise is the best way to see what is appropriate and what does not work.

Good content also needs good timing. The frequency of publications has a simple formula – the more is published the better it is for the business. A study by HubSpot proves that B2B companies that publish more than 16 blog posts per month receive 3.5 times the amount of the traffic as companies that publish 0-4 posts in the same period. Big corporations possess whole teams responsible for content creating and distribution. Big companies are able to publish content multiple times a day. As for NetLogistic, the commissioner's team is small and resources are limited, therefore the frequency of publishing content cannot be high. CEO is going to write and share thoughts on different topics related to the industry. It is planned to have about 2 publications within the month. It may seem as a very small number. However, for a B2B company operating in the logistic industry 2 publications per month is a big number. Besides post on the website activity on social media is required (commenting, replying, liking, reposting). (Kolowich 2015)

No perfect answer exists to the question when better to post on social media channels. There are many factors like region, industry, type of content, etc. that influence timing. HubSpot analysed data from various sources and found out that professionals tend to use LinkedIn during the working days, during business hours, early in the morning before the work starts, and just after the workday ends. Generally speaking, LinkedIn is used all the time. But the best times are during business week and working hours. People are most active on Tuesdays from 10:00–11:00 am., and on other weekdays from 7:30–8:30 am., at 12:00 pm., and from 5:00–6:00 pm. The best time to post on Facebook is weekdays during the second part of the day but not later than 8 pm. (HubSpot 2016)

Topics for content

The variation of topics for Logistics company may seem quite limited. The industry is very specific, business oriented and usually does not contain much entertainment. However, the aim is to make people interested about the company itself and the things which company find interesting and valuable. Therefore, it was decided to broaden range of articles and do not cover only industry related news but also other various information.

Topics offered by the author are divided into 2 categories: External and Internal. In general, monthly publications can be anything industry related that staff might find interesting.

External topics are the ones which are not directly related to NetLogistic JVM Oy. It can be anything like news about breakthrough in transportation, information about the event related to logistic industry, statistics, etc. These types of publications are very important to create and share with company's audience and pull people towards the company. As for

internal topics, it is easier to come up with because they concentrate on everyday activities and basically can be used to promote company and its services.

External topics

News, experts' opinions, tendencies, information about events/conferences in logistic industry, statistics or research results on business/logistics/transportation.

Internal topics

Behind office senses, information about latest updates, information about services.

Tools

As discussed in section 3.3 Inbound Marketing, various tools can be used to target different kinds of customers at different stages of their customer life span. Blog post (in our case newsfeed) is an easy way to create content. Everything published in newsfeed should be promoted on social media to attract people to the webpages. It is important to add users the ability to share on social media other pages as well. That will provide people the opportunity to spread the word about the company or even leave a short review.

Content marketing activities include a large number of tasks. For a large corporation, it is same difficult as for a small company to create and distribute content, keep track of every activity in the hectic business world. To help company's find and share content various automation programs were created and are available nowadays. Due to the great variety of automation platforms and variety of features they offer it is hard to recommend which one to choose. Depending on budget and needs one should decide which program will be the most useful. Most of the programs offer a free of charge trial period and it is recommended to test few programs. Most popular platforms are: HootSuite, Marketing.ai, Buffer.

Budget

In general, content marketing expenditures can be set down almost to non-existent (if not to include staff costs). However, it is true that with less budget most often less is accomplished. Content Marketing Institute found out that at the moment companies spend

on average 29% of marketing budget on content marketing. (Content Marketing Institute 2017)

NetLogistic's web-page will need several improvements which mean that there will be certain expenses. As for other content marketing activities, most of them like creating visuals or articles will not require money investments since content marketing activities can be done with existing tools and programs.

3.4.5 Measuring performance

Measuring process provides the opportunity to properly evaluate efficiency of the done activities. Collecting data on likes, shares and conversation rates is also essential for finding out what type of content works for the audience. Successful content marketing meets and corresponds business goals, the final points which are wished to be reached. It is not only enough to create presence on social media but also to build a community around the organization. To see whether the company is doing good in content marketing or not it is good to use targets or even better Key Performance Indicators (KPI). KPI' are types of performance measurement. KPIs evaluate the success of an organization or of a activity in which it engages.

NetLogistic's content marketing goals were presented in section 3.5.2 Content strategy. The table below shows the KPI's based on the these goals. Commissioner company will need to decide targets (numbers they are aiming to reach) per month or within the year. When evaluating the results with increasing of engagement it is no appropriate to start measure the result straight after the start since there are no social media accounts yet. When accounts will be created, and start to operate it is time to start to measure their performance.

| Goals and KPI's | Target | June | July | August | September | October | November | December |
|------------------------------------|--------|------|------|--------|-----------|---------|----------|----------|
| Increase awareness | | | | | | | | |
| Number of followers | | | | | | | | |
| Number of publications | | | | | | | | |
| Views on publications on SoMe | | | | | | | | |
| Views on publications on home page | | | | | | | | |
| Boost sales | | | | | | | | |
| Home page visits | | | | | | | | |
| Clicks | | | | | | | | |
| New leads in database | | | | | | | | |
| Enhancing engagement | | | | | | | | |
| Number of new followers | | | | | | | | |
| Number of shares | | | | | | | | |
| Number of comments | | | | | | | | |
| Number of likes | | | | | | | | |

Table 1. Measuring performance (made by the author 2017)

4 Benchmarking

Benchmarking is a “strategy tool used to compare the performance of the business processes and products with the best performances of other companies inside and outside the industry”. Benchmarking is one of the most widely used tools of all the business strategy tools. The objective of benchmarking is to understand the current position of organisation in relation to best practice and to identify areas and means of performance improvement. Basically, benchmarking process means looking outwards to examine how others achieve their performance levels and to see what processes they use. Lessons learned from a benchmarking help to improve performance in key areas of the business. By comparing content marketing activities of industry leaders and good content marketing of other organizations it is possible to get insights on what can be changed and improved to attract target audiences. Well-done benchmarking can bring many benefits to the organization like innovative ideas, new insights to operations and processes, decrease of costs. On the other hand, is may be challenging to find benchmarkees and identify suitable practises. (Jurevicius 2014)

Benchmarking can be applied to any business activity, industry to meet one’s needs. The diagram below by Jurevicius summarizes the types and approaches of benchmarking.

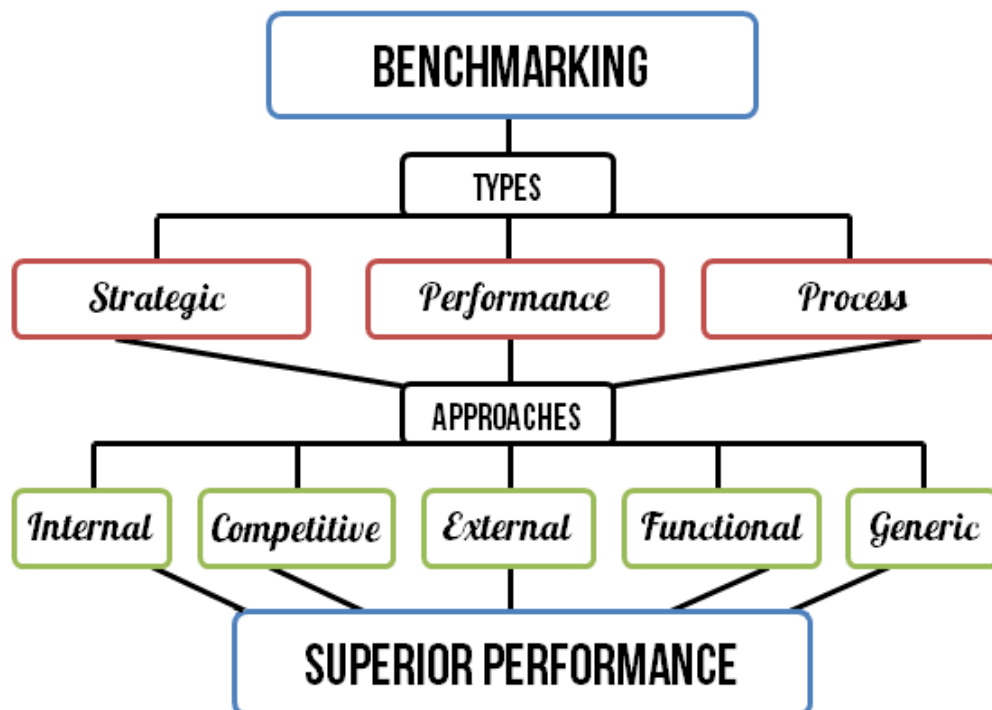


Figure 7. Types and approaches of benchmarking. (Jurevicius 2014)

Process benchmarking is the most suitable when benchmarking content marketing since the goal of this type is to look at other companies engaging in similar activities and find out the best practices. External or competitive approach helps to compare the content marketing processes to competitors within the industry and learn from good examples of content marketing of other industries. (Jurevicius 2014)

4.1 Benchmarking process

In 2010 by Shah and Kleine benchmarking was introduced as 5 step process:

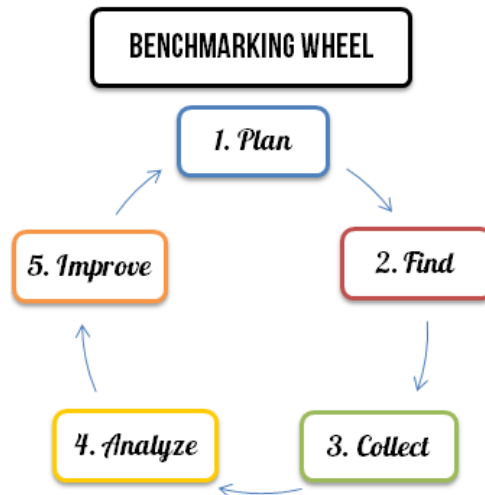


Figure 8. Benchmarking wheel. (Jurevicius 2014)

First, a plan team should be selected and a plan created. The company need to decide what to benchmark and assign metrics. In the next step, you identify whom to benchmark and from where you will collect the information. Then, the one should determine data collection method(s) and gather the data. After collecting the information, you analyse gathered materials and develop action plan with recommendations. The final step is to implement all the changes. (Jurevicius 2014)

4.1.1 What to benchmark and the metrics

To see a picture content marketing activities for benchmarking the goal is to analyze web pages and social media channels of companies. To understand what are the best practices businesses are using in content marketing the author picked up following metrics:

Web Page:

- General appearance, features, easy to browse and read;
- Diversity of content;
- Availability of newsfeed and frequency of publications;
- Linkage to social media.

Social Media:

- Channels used;
- Amount of followers;
- Level of activity;
- Frequency of publications;
- Approach (professional or less formal).

4.1.2 Benchmarking companies

Three selected companies for benchmarking are operating in logistic industry. The first selected company for Benchmarking is Avind International Oy. Avind International Oy is the direct competitor of commissioner company. Avind possesses almost the same opportunities and resources as the commissioner company, therefore the interest is to investigate what kind and what quality of content company of the same size and capabilities provides to people. Second company is SA-TU Logistics, a logistics service company, bigger competitor with greater resources. The idea is to find out what bigger logistics company with better resources is doing in the area of content marketing. Third company to benchmark is Cerasis, a top North American third party logistics company offering logistics solutions with a focus on LTL freight management, and the content marketing expert within the industry.

Avind International Oy

Avind International Oy is a direct competitor of the commissioner company. Avind has been present in logistics business since 1998. The very first good feature of the web-page is its availability in Russian language besides Finnish one. In general, web-site is not complicated and is easy to operate. Although, website appearance is not pulling and there is no appealing content to read or watch. Story of the company is very short and doesn't tell the audience about the experiences and capabilities of the company. The newsfeed or a blog is not added to the web-page. Basically, on the website is presented information about the services and contacts. (Avind International Oy 2017)



Figure 9. Avind international Oy home page (Avind International Oy 2017)



Figure 10. Avind international Oy home page (Avind International Oy 2017)

Page with all contact information provides a contact form for general inquiries.

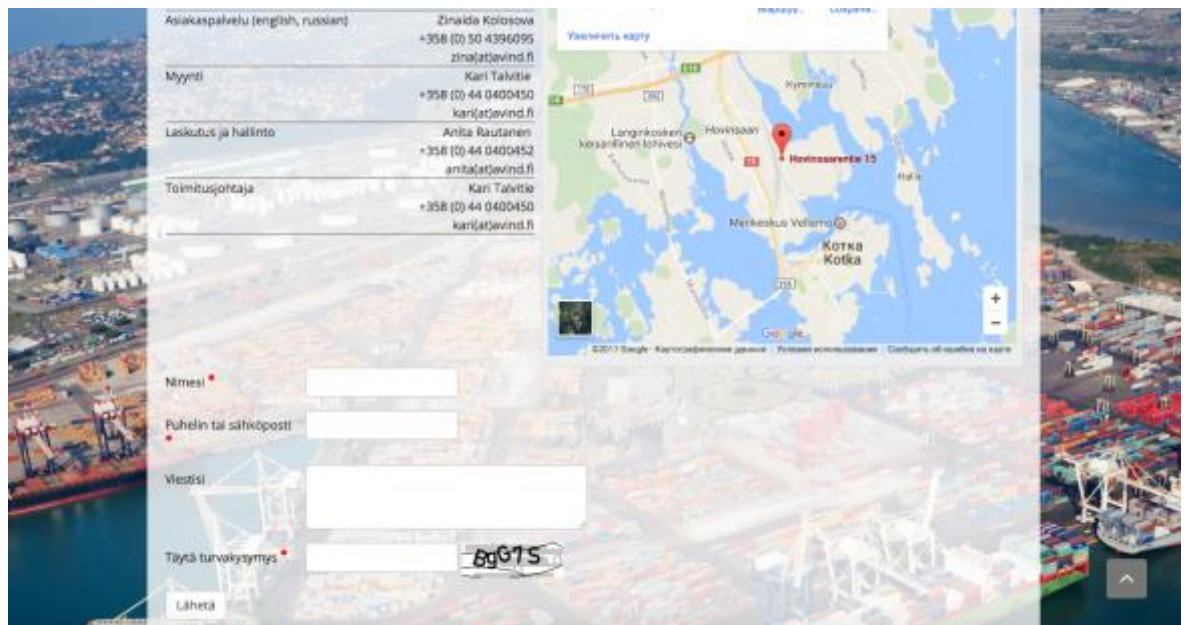


Figure 11. Avind International Oy contact page (Avind International Oy 2017)

As for social media, at the home page Avind placed the Facebook “like” and “share” buttons, however it is not possible to company’s Facebook profile directly through the web-site. The one have to find it separately through web-search platform or Facebook search engine. The profile is not active, there are no recent posts or interaction with the audience. The last post was made during June 2013. Therefore, only 34 people “liked” the page. (Facebook Inc. (a) 2017a) Avind also has LinkedIn account which is not available on web-page as well as company’s Facebook profile. The LinkedIn profile has no activity or interaction at all, therefore there are only 2 followers which is basically nothing. (LinkedIn Corporation (b) 2017b) Both social media accounts are fulfilled with texts in English language. Overall, social media activity is poor and social media accounts does not help the company to spread a word about it or stand out from a crowd.

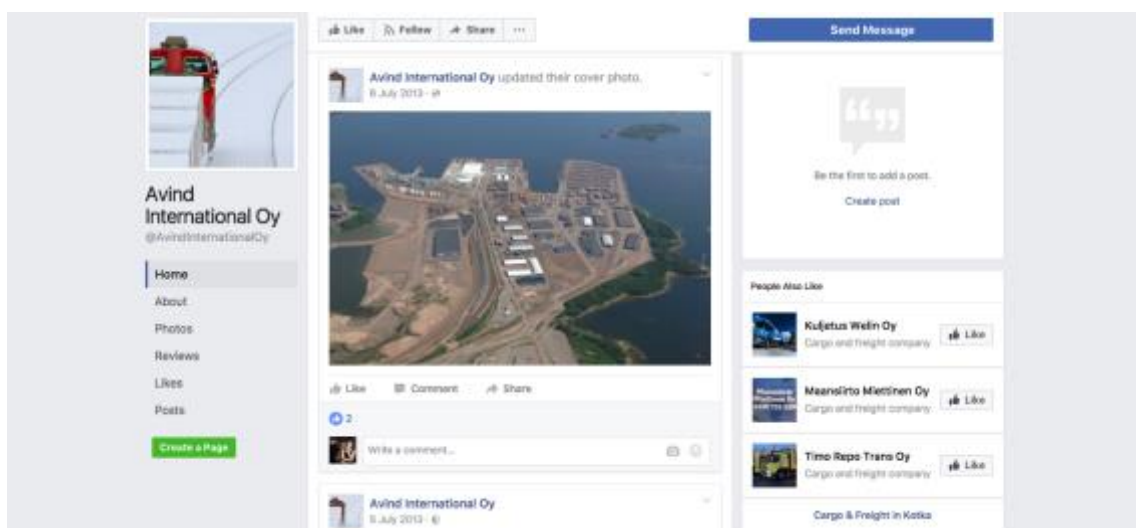


Figure 12. Avind International Oy Facebook page (Facebook Inc. (a) 2017a)

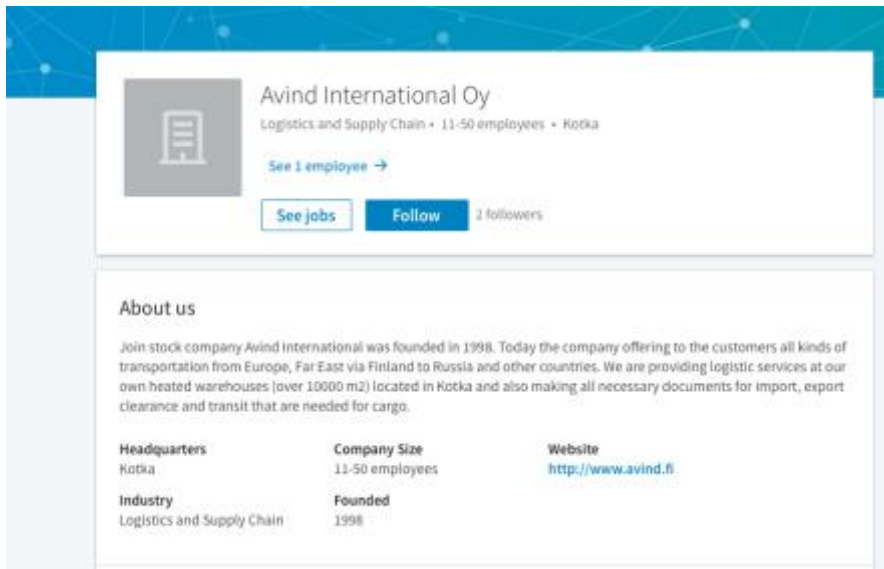


Figure 13. Avind International Oy LinkedIn profile (LinkedIn Corporation (b) 2017b)

SA-TU Logistics

SA-TU Logistics is a logistics service company operating in Finland. Founded in 1984, company possess rich experience in cargo handling services and domestic transportation. The web-page of the company easy-to-read and operate page where is presented information about company's services and newsfeed. Newsfeed consists of general news related to logistics industry, information about company's activities and up-coming events. Frequency of the posts is not active. From 2015 to 2017 were made about 20 posts. All pages and all content on the website are available in 3 languages: English, Finnish and Russian. All these provides the audience the opportunity to get to know company and its activities better. At the home page there is a bare which allow website visitor to share thoughts about Sa-Tu logistics to various social media accounts or send a message about the company via email. Overall, content is not pulling or engaging but is more factual and informative. (Sa-Tu Logistics Oy 2017a)

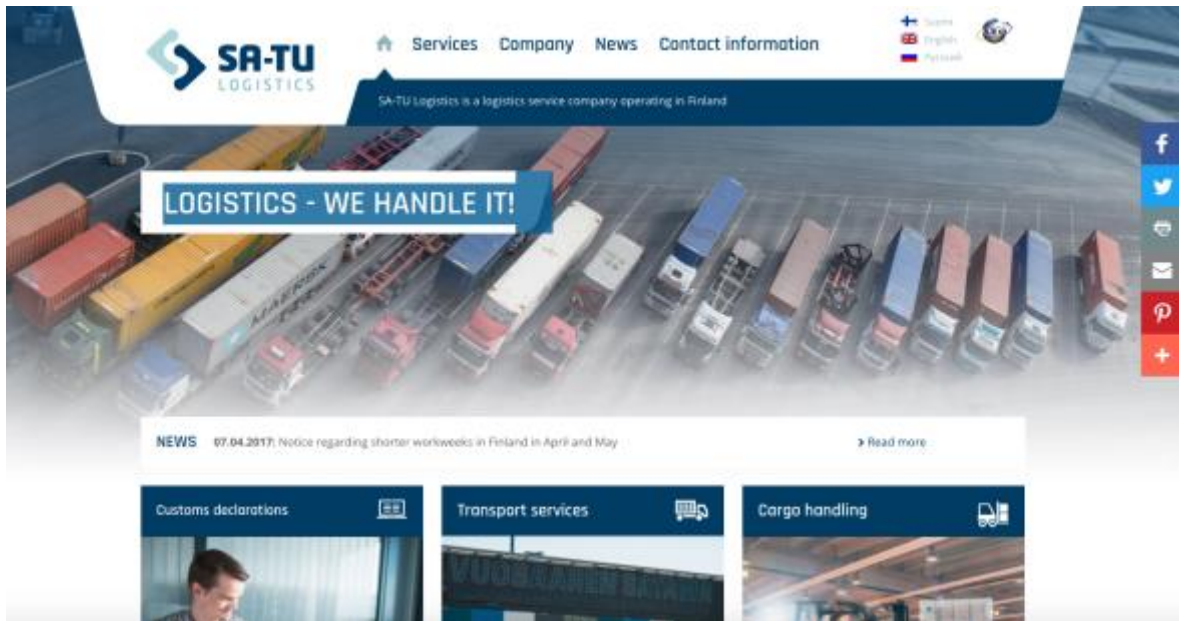


Figure 14. Sa-Tu Logistics website's home page (Sa-Tu Logistics Oy 2017a)

Page with contacts is diverse and planned in a way that depending on your inquiry you can contact the direct person. Emails of the personnel are not provided but there are general email addresses of different departments where customers can write their inquiries.

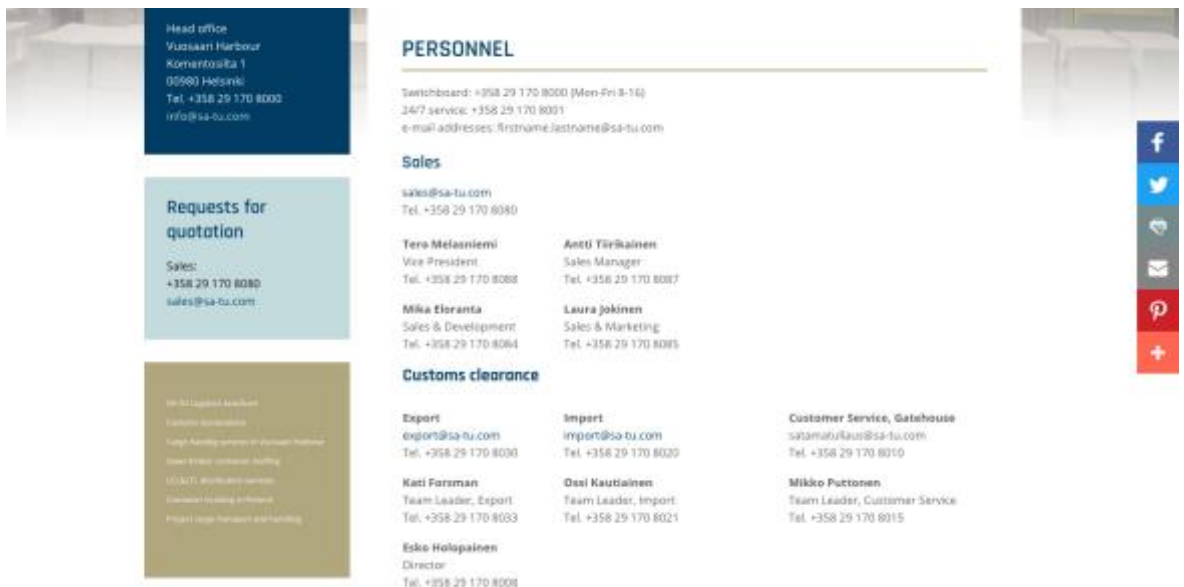


Figure 15. Sa-Tu Logistics contact page (Sa-Tu Logistics Oy 2017b)

| Transport | | |
|---|--|--|
| Groupage transport domestic@sa-tu.com Container & special transport trucking@sa-tu.com Tel. +358 29 170 8050 | | |
| Pauli Huuhtanen Director Tel. +358 29 170 8051 | Jarkko Keränen Transport Coordinator Container & special transport Tel. +358 29 170 8053 | Fanny Widbom Transport Coordinator Container & special transport Team Leader, Groupage transport Tel. +358 29 170 8056 |
| Päivi Kuutschin Customer Service Groupage transport Tel. +358 29 170 8058 | | |
| Cargo Handling | | |
| Groupage terminal & warehouse LCL: whimport@sa-tu.com or whexport@sa-tu.com EU Groupage: groupage@sa-tu.com Warehouse: whwarehouse@sa-tu.com Opening hours Mon-Fri 08-18 Terminal office 08-17 Tel. +358 29 170 8060 | | Cargo terminal cargoterminal@sa-tu.com Opening hours Mon-Fri 08-16 Tel. 029 170 8060 |
| Päivi Kyllönen Director Tel. +358 29 170 8061 | Olli Juutinen Terminal Manager Groupage Terminal and Warehouse Tel. +358 29 170 8069 | Pauli Forssell Terminal Manager Cargo Terminal Tel. +358 29 170 8066 |

Figure 16. Sa-Tu Logistics contact page (continue) (Sa-Tu Logistics Oy 2017b)

Sa-Tu Logistics' LinkedIn profile is not abounded and can be accessed directly through the webpage. Information about the company is provided again in 3 languages. As for the content, Sa-Tu Logistics posts about different things: everything from vacancy announcements in Sa-Tu logistics and ending up with congratulations with the latest holiday. All posts are done in English language and follow more informal way of communication than formal. Approximately there are 2 posts per month. The account is followed by 260 followers, however the engagement and interaction is not very active, in general there are few likes under posts but no discussions. (LinkedIn Corporation 2017c)

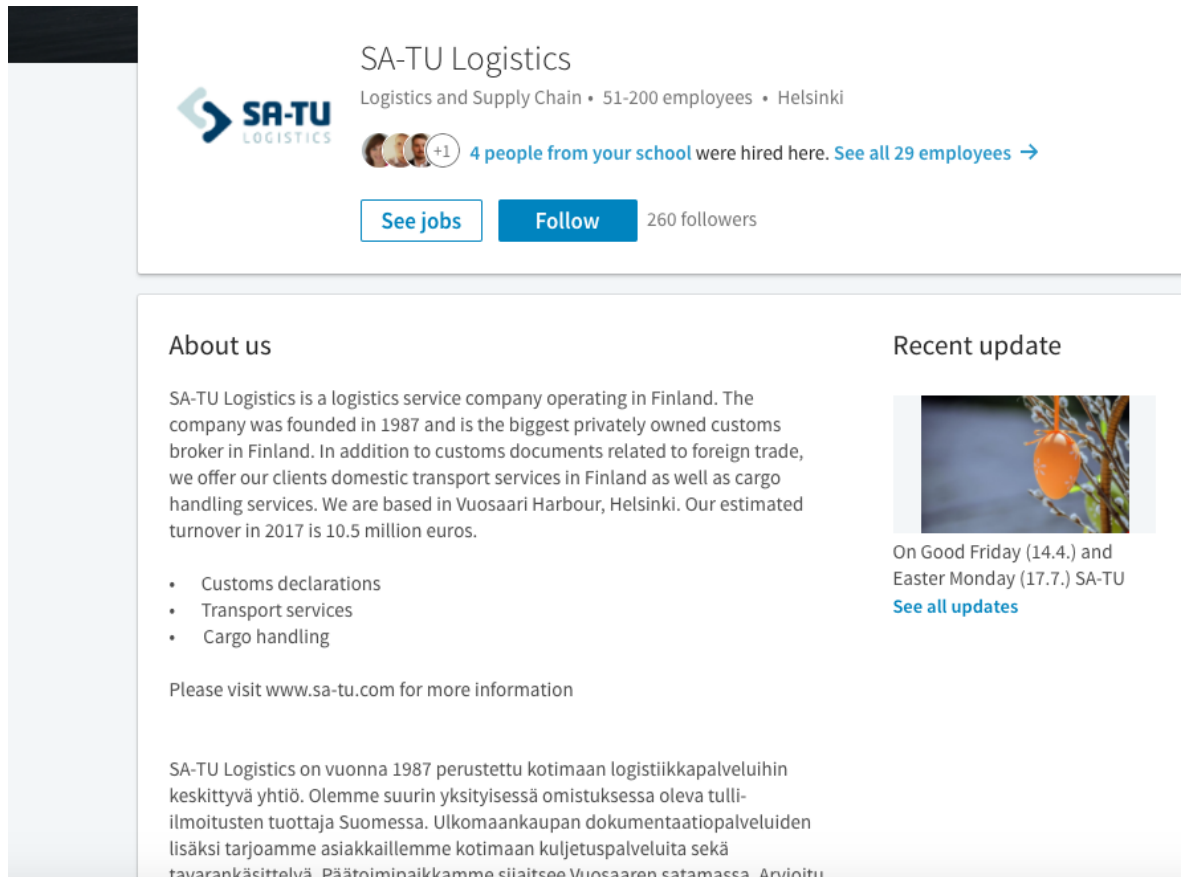


Figure 17. Sa-Tu Logistics LinkedIn profile (LinkedIn Corporation 2017c)

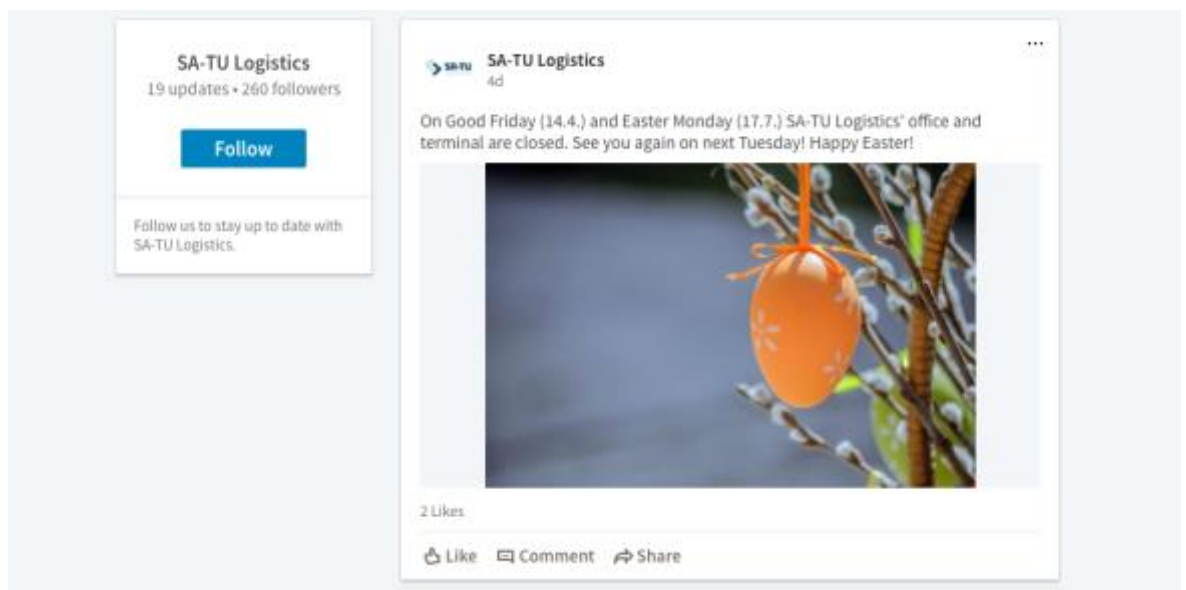


Figure 18. Sa-Tu Logistics LinkedIn profile (LinkedIn Corporation 2017c)

Link to Company's Facebook account is not available on the website. Visitor need to find it himself using web search engine or Facebook search engine. In general, content is the same as in the newsfeed and LinkedIn account: there are job offers and various announcements. Frequency is better on Facebook, posts does not come every day but

there are posts 3-5 times a month. There are no hashtags inside posts. Important factor is that company is very prepositive at their Facebook page. That would mean people can message Sa-Tu Logistics on Facebook and quickly get answers. The difference with LinkedIn page is that Facebook account is managed mostly in Finnish. Audience is not active, there are no discussions going on, only few likes under posts. There are 61 likes and 62 people follow Sa-Tu Logistics on Facebook. (Facebook Inc. 2017b)

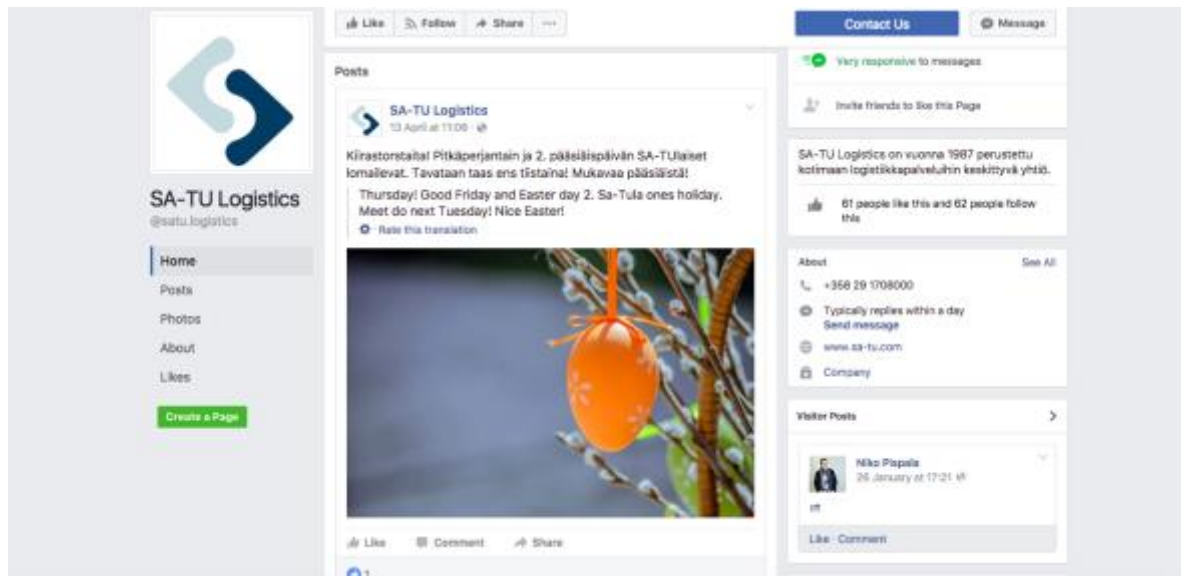


Figure 19. Sa-Tu Logistics Facebook account (Facebook Inc. 2017b)

Sa-Tu logistics is also managing Twitter account. Twitter is an online news and social networking service where users post and interact with messages restricted to 140 characters (letters, numbers or signs). (Twitter Inc. 2017a) According to Twitter's research 73% of people start to like business more after following and 69% of respondents made a purchase from a company after starting follow it on Twitter. (Twitter Inc. 2016b) The idea of Twitter is to constantly post various thoughts and initiate discussions. On Twitter Sa-Tu logistics is also quite passive. Company does post and re-tweet (shares someone else's materials) but posts come too seldom for this social media channel. Since 2011 less than 100 posts were made by Sa-Tu Logistics. There are also almost no hashtags in the posts. Company follows only 15 users and is followed by almost 80 people. The account is managed in Finnish although there are sometimes materials in English. (Twitter Inc. 2017c)



Figure 20. Sa-Tu Logistics Twitter account (Twitter Inc. 2017c)

Overall, social media channels of Sa-Tu Logistics create some brand awareness, however the general activity in social media is low and it doesn't follow inbound marketing principles.

Cerasis

Cerasis was founded 20 years ago and currently is a top North American third party logistics company. Cerasis offers various services: LTL freight management, truckload freight broker services, small package services, and end to end LTL eCommerce freight shipping solutions. On the homepage of Cerasis's the visitor can find a lot of information but the page is not messy and it is easy to navigate at the main page of the website. The first page includes parts such as "about", "blog", "resources", "careers" and many more links to other informative pages. Links to the all social media platforms of the company are competently located at the top of the page. When you go to any other page social media platforms can be found not only at the top but also on the right of the webpage. Also, some social networks has separate section where you can see the timeline and posts (Cerasis Inc. 2017a)

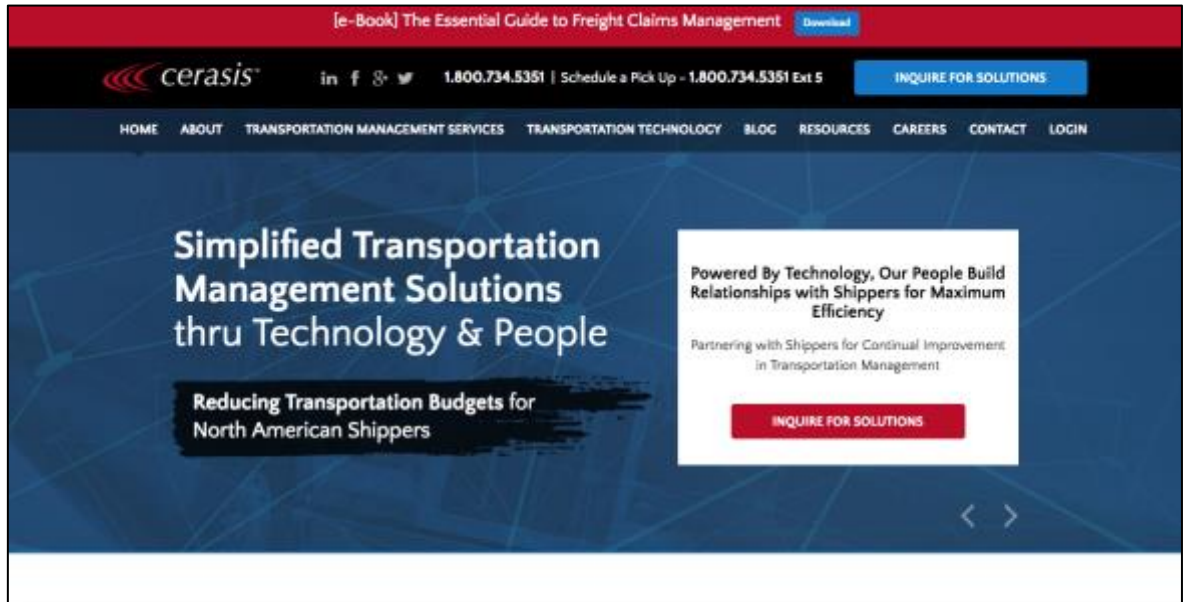


Figure 21. Cerasis homepage (Cerasis Inc. 2017a)



Figure 22. Cerasis blog page (Cerasis Inc. 2017b)

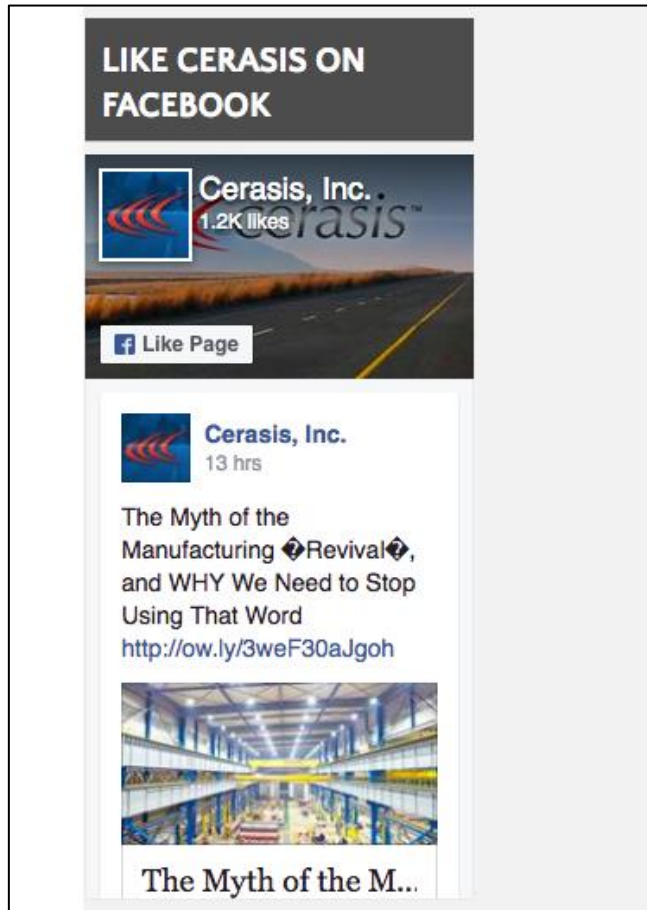


Figure 23. Facebook profile view at the website (Cerasis Inc. 2017b)

The website's appearance is engaging and there is a lot of catching content to read or watch on different webpages. For example, in blog Cerasis post articles related to transportation and logistics industry. Blog posts are divided into many categories and website visitor can browse content categories. Even though topics usually cover technology and business related things, style of writing is informal and writers try to avoid too many terms and difficult concepts. Reader can leave a comment or share the article to various social medias like Facebook, LinkedIn, Twitter, Google+, etc. Even though there are not many comments under articles there are usually many shares to social networks. For example, the last article published on 17 April 2017 has 21 shares. Every article among 9 last have at least 60 shares. Most of the people share content to their LinkedIn accounts. At the right bottom corner there is a button "subscribe" which allow to set up email notifications about new blog posts or news from Cerasis. Frequency of publications is very high, articles come out almost every day.

TMS Automation | Why Automation in a TMS Begets More Efficiency

TMS // Adam Robinson // April 17, 2017 // no comments



Transportation management systems (TMSs) have become among the top discussed subjects in mainstream media and across the internet. TMSs give shippers unparalleled access to information within their organization and better rates than previously possible. Earlier this year, we looked into some of the **top trends** pushing the TMS train forward, and safety and

SEARCH OUR BLOG

GO

GET SOCIAL WITH CERASIS



GET STARTED WITH CERASIS

Contact to Inquire About Our Services

Request a TMS Demo

Ask a General Question

Call Us

Email Us

Subscribe!

Figure 24. Cerasis blog post (Cerasis Inc. 2017c)

Content can be found not only at the related pages but there are also short links all over the website.

FEATURED VIDEO

DOWNLOAD WHITE PAPERS

- [WHITE PAPER] Conquering Manufacturing Floor Pain Points | Your Essential Guide
- [WHITE PAPER] E-Commerce Logistics: The Rise Of Multi-Channel Supply Chains
- [WHITE PAPER] The Ultimate Guide to Transportation Reverse

Subscribe!

Figure 25. Links to content (Cerasis Inc. 2017a)

Also, in the “resources” page website visitor can download different appealing content like e-books or watch seminars.



Figure 26. Cerasis Resources page (Cerasis Inc. 2017d)

Contact page has a form for general inquiries, several email addresses (depending on the issue) and different contact numbers for various questions.

Figure 27. Cerasis contact page (Cerasis Inc. 2017e)

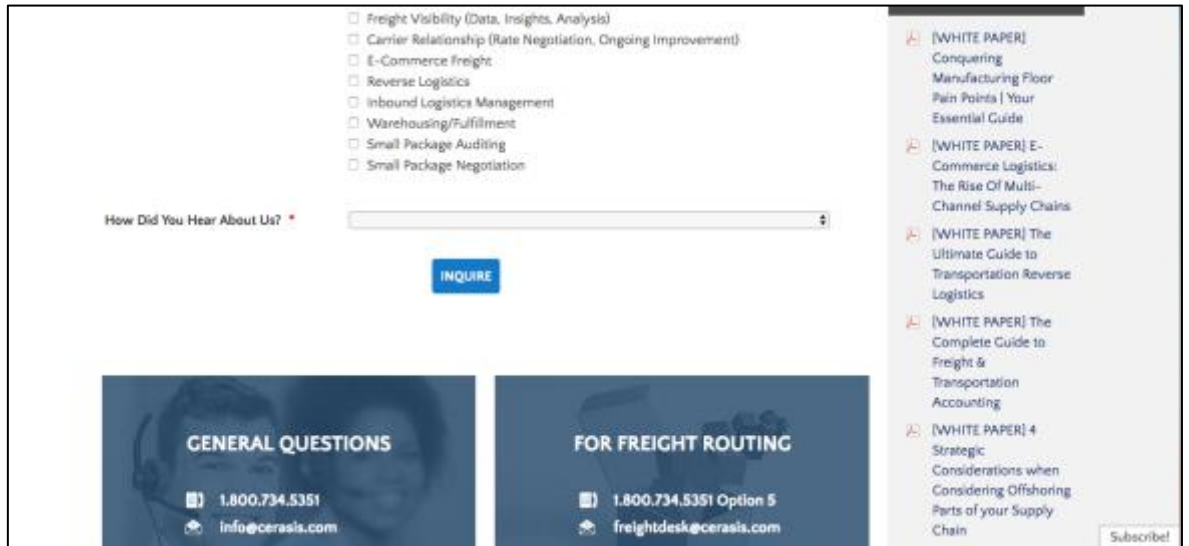


Figure 28. Cerasis contact page (continue) (Cerasis Inc. 2017e)

LinkedIn account of Cerasis has more than 2,400 followers. (LinkedIn Corporation 2017d) Posting frequency is several times a day. Many of the posts are links to the articles on website. Posts are adjusted for LinkedIn newsfeed.

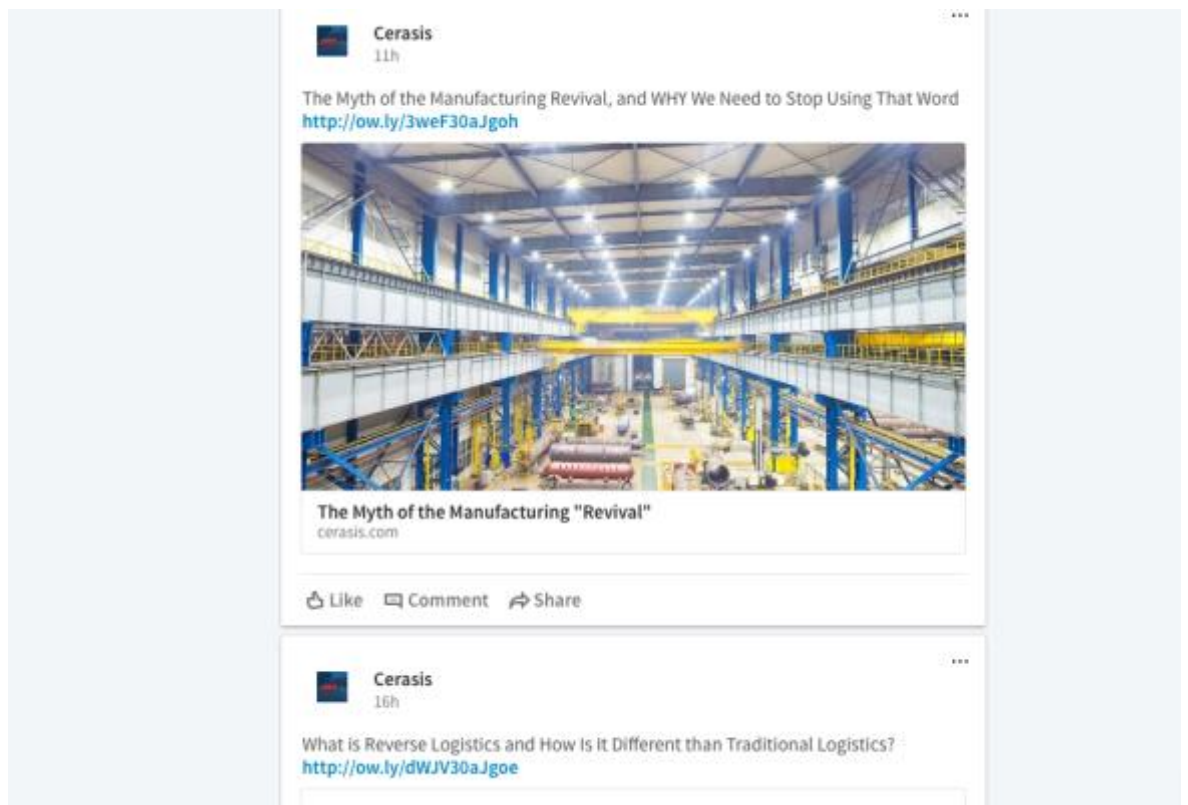


Figure 29. Cerasis posts in LinkedIn (LinkedIn Corporation 2017d)

Cerasis has roundly 1,300 likes on Facebook and about 1,300 followers (Facebook Inc. 2017c). Facebook profile of Cerasis is full and include all up-to-date information. Company

typically replies to Facebook messages within a day. Posts are adjusted for Facebook newsfeed. Cerasis post normally several times a day. The company again share mostly links to their blog posts.



Figure 30. Cerasis Facebook page and post (Facebook Inc. 2017c)

Cerasis is also present in other social networks like Twitter, Google+, YouTube, etc.



Figure 31. Cerasis social networks bar (Cerasis Inc. 2017b)

4.1.3 Analyses and improvements

While one benchmarked company is the direct competitor two others differ from the NetLogistic JVM Oy in many ways: the sizes of the companies, budgets, resources, specification of services. Even though commissioner company and benchmarked

companies come from the same field of business the way of conduction content marketing differs depending on the resources and possibilities. With the resources the commissioner company has it is challenging to be as active in social media channels as benchmarked companies.

Based on the benchmarking and the stated Key Performance Indicators author offers following practices that are worth to implement:

- Make web-site and its content pulling, include more information about the company and it's services;
- Blog or newsfeed is needed. Blog post get shares and increase awareness about the company;
- Style of writing does not have to be formal, informal language is more understandable by the audience and get appreciation;
- Links to social media accounts should be easily accessible. More visible links to the accounts are the more people will find and follow them;
- Social media channels should be constantly used, otherwise there will be no audience following them;
- The same content can be shared trough all social medias of the business, but it is important to set the content specifically for each social network;
- As English is considered as an international language, it is more practical to complete social media accounts in this language;
- No need to try to cover all social media channels, company should concentrate on the ones which can be most beneficial.

Findings will be used for the final results of this thesis.

5 Recommendations

5.1 General recommendations

Overall, the most important aspect for B2B company is a webpage. Webpage is the main source of information for customers. For this reason, website should be informative and easy-to-operate for a webpage visitors. Social media is an auxiliary channel for spreading a word about the company.

Webpage development

Webpage of the commissioner company requires several improvements.

1. In general, webpage design should be developed and more pages added. For now, there 3 pages and the website: home page, services and contacts. To enhance attractiveness and interaction the author of the thesis suggests to dilute the content on the website by adding more pages and sub-pages.

“Home” page can be whatever design and filling. Most often it is a link page to all other pages that include most important information like contacts, social media channels, latest news, etc.

“About” page will be a description of the company, its mission, experiences and key figures. It is good to point out strengths that make company distinguished. For example, that services are provided in 3 languages.

“Services” page should be more informative. To make this section more usable and easy-to-operate it is preferably to abandon long and general description and create a list of survives with detailed description for each one. For example, one of the service that NetLogistic JVM Oy is offering is warehousing, and this kind of service gets a detailed description (where are the warehouses, how big they are, what equipment and services are offered at warehouses, etc.) Same for other services.

“News” page will be a blog of the company where it will share insights about its activities and other interesting issues. Resources of the commissioner company are limited, thus frequency of publishing posts will not be high. The idea is to have 2 posts per month. One will be internal kind and more advertising style of the company activities and services. Author of the thesis suggests to start this kind of

posts from general introduction about of the issue and then proceed with the information connected to the commissioner company. For example, when writing about warehouse services describe first general principles of warehouses and then proceed to what NetLogistic JVM Oy can offer to clients. Second monthly post will be informative and be more educative style.

“Contact” page should inform page visitors with whom and how they can communicate. Contact form is essential because it provides customers an option. Different people prefer different way of communication and the more possible ways of communication the company offers (phone number, email, contact form) the better are the chances of communication to start. Moreover, web contact form provides the opportunity to see the statistics of how many people visited your contact page and how many of them filled out the form. (Weiss 2016) Currently NetLogistic JVM Oy does not provide employee emails and customers has no opportunity to get in touch with the company online. Hence, contact form will be a good solution to ensure customers are able to leave a message in written form. Since logistic services are very specific and details are important, it is advisable to put contact information or contact page for general inquires at “About” and “Services” pages, so the customer will have an opportunity to quickly get in touch if any question arise.

2. Links to the blog can be everywhere around the web-site.
3. Main pages should be available in 3 languages: Finnish, English and Russian. Act of translating website into different languages increase traffic significantly. Also, there is Russian clientele for whom availability in native language will be a plus.
4. Include links to social media accounts. Preferably not only from the “Home” page but also make them available on any other pages as well. This arrangement will increase the visibility of social media accounts and make them connected to the website. While LinkedIn is a professional platform which where content is more business oriented, Facebook is designed for fun and entertaining. Posting humoristic and educating content will work with Facebook. Humor can be also industry related e.g. GIFs with logistics fails or video with funny moments from warehouse.

Social Media

Social media accounts are coming close with content marketing and help business to build good brand business. Social media is still a relatively new aspect in our lives. Changes in trends for social media happen rapidly. The main principle is to be constantly active on social media.

LinkedIn

LinkedIn offers many possibilities for the companies concerning content marketing. LinkedIn offers a unique publishing platform which is an ideal forum to share knowledge and experiences in your job, and develop professional leads. There are certain guidelines tips that will help using LinkedIn:

- Posts are public and can be shared. Every time post is published everyone in your network get a notification. This is a great opportunity to attract attention and enhance professional image.
- It is essential to remember that LinkedIn is designed for professionals thus it is advisable not to post misleading materials with threatening, hateful or discriminatory themes.
- LinkedIn is mostly used while business hours, therefore posts should appear during special hours when industry is operating. Publishing too often (several times a day) is considered spamming on LinkedIn. It is recommended to limit updates to once a day maximum.
- It is better to avoid pitching of products and services. Selling oriented content is considered pushing.

(LinkedIn Corporation 2017e)

Facebook

Facebook is the most popular Social Media nowadays and its not only designed to communicate with friends online but it also provides businesses many opportunities to grow their recognition. When using Facebook for content marketing it is important to keep in mind that certain aspects exist that can help to make content marketing activities more successful:

- Keep the target audience in mind and keep it interested and engaged with industry information.
- Posts should be regular and consistent in order gain trust in your experiences and professionalism.

- Being active is important. Participate in conversations, ask questions and respond to inquiries.
- Facebook is designed for entertainment and many users use it to seek humour. Remember to post something fun occasionally.

(Facebook Inc. 2017d)

Search Engine Optimization

Include keywords to increase traffic on a website. Google Keyword Planner can help to review keywords ideas. Also, long-tail keywords are easier to rank and they drive more traffic than shorter keywords. Keywords should be present everywhere: in the titles of the page, body texts and even in the URL link of the website. Social media profiles should be filled in, presence in social media also increase ranking in search engine. (Google Inc. 2010)

Finding necessary competences

The web page is to be moderated by an IT company which is going to be chosen later. Before the webpage is ready social media accounts are going to be created. Due to the lack of expertise in content marketing commissioner company need to compensate it.

There are several ways how NetLogistic JVM Oy can solve this matter:

- Get training for one of the employees. It can be a paid consultation with a professional or self-education through available online knowledge.
- Hire an intern on un-paid basis who will help with managing website and social media channels. It is up to a company to offer a training also in logistics operations and customer service.
- Company can hire an expert who will take care of all content marketing activities.

It is a commissioner party who decided what variant is the most appropriate and affordable. Before the solution will be found the company is ready to start and operate with the skills and knowledge employees currently have. CEO and Sales director are going to be share content marketing responsibilities before the decision about future help will be made.

5.2 Action plan

Action Plans can be simply described as lists of all the tasks that you need to finish to meet objectives. Action plans are useful because they provide a framework of how the

project will be completed efficiently and ensure that key steps will not be missed. All the steps of action plan should consider following activities:

- Deciding what are the tasks and what actions will take place;
- Delegating tasks;
- Deciding on timeline and deadlines;
- Identifying what resources will be needed.

(Mind Tools 2017)

SMART is an acronym that you can use to guide your goal setting. It was first introduced in November 1981 issue of Management Review. To make sure your goals are clear and reachable, each one should be:

- Specific (simple, sensible, significant).
- Measurable (meaningful, motivating).
- Achievable (agreed, attainable).
- Relevant (reasonable, realistic and resourced, results-based).
- Time bound (time-based, time limited, time/cost limited, timely, time-sensitive).

(Mind Tools 2017b)

Author of the thesis created SMART action plan which present steps that should be taken before actual content marketing activities start.

| Goal | S Specific | M Measurable | A Attainable | R Realistic/Relevant | T Tangible |
|--|---|---|---|--|---|
| Task | Description of tasks (what, why, how, who) | How will be evaluated | Resources to achieve | Is the goal worthwhile? | Time frames |
| Defining whole content marketing process | Understanding of necessary processes. | Understanding Key Performance Indicators. | Who has competences in marketing? | What needed to be done to improve content marketing? | Setting schedules. |
| Deciding on responsibilities | Who will be in charge? What are other responsibilities and who will help with them? | How much time will be spend a week/month? | What strenghts and skills employees already have? Which ones should be developeped? | How the roles will help content marketing? | Deadline. |
| Deciding on schedule | When everything should be ready to start production of content? | When start measuring? | Defining roles and deadlines. | Is it possible to follow and be on time? | Ensure everyone knows the timeline and deadlines. |
| Finalizing new website | General appearance and newsfeed. | Is everything planned included? | Which IT company will do? | Is everything planned done? | Deadline. |
| SEO | Keywords and else optimization. | To be decided. | Special tools to help find keywords. | | Together with website. |
| Social media | Who is in charge? | How much time will be spend a week/month? | What are the current skills of employees and what is nedeed to be developes? | How it will help content marketing? | Deadline. |
| Measuring | According to Key Performance Indicators. | According to Key Performance Indicators. | Table with Key Performance Indicators. | | To be decided. |
| Other long-term content projects | To be decided. | To be decided. | To be decided. | To be decided. | To be decided. |

Table 2. SMART action plan (made by the author 2017)

5.3 Action platform

The author of the thesis created a platform as a final product to ease marketing activities and make them more structured and organized for personnel. Platform is summarizing content creating theories and findings of the thesis. SMART analyses begins the plan and notes about topics, useful tools and social medias continue it. Also, Action platform introduces a weekly calendar for each month. In the calendar tasks are described, it is also viewed how much time actions will take and who is the responsible person. Starting from Autumn each month has a general theme for a blog posts. Author also narrowed themes to specific topics. They are hidden in the notes of blog posts cells. In case writing person or social media person lack inspiration there is short list of sources where the one can get some ideas. At the end there is Key Performance Indicators table to help to evaluate company's activities.

| Calendar | | | | | | |
|--|----------------------|-----------------|--------|----------------------|--------|--|
| June, July, August | | | | | | |
| June | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | |
| Deciding on overall strategy | CEO + Sales Director | | | | | |
| Finding IT company to change website | | CEO + Secretary | | | | |
| Discussion about the webpage with IT company | | | | CEO + Sales Director | | |

Figure 32. Part of Content Marketing action plan for Netlogistic JVM Oy (made by the author)

6 Discussion

This study offers information and tools for commissioner company to start with content marketing activities. NetLogistic JVM Oy can start planning and conducting content creation and its distribution. Company got a detailed guideline describing what actions should take place to increase brand awareness.

6.1 Commissioner's opinion

NetLogistic JVM Oy had a real need of basic content marketing theories and plan of activities how to start content marketing that they did not take into consideration many years.

When sharing the results with company representatives they were glad to get the action plan with details and useful tools. Even though planes and circumstances of the commissioner's resources experienced changes during thesis writing commissioner company promised to use thesis findings because everyone found them useful and valuable. Many facts and findings of the thesis were surmising

6.2 Evaluation of own learning

This thesis was a learning journey for the author full of new discovers. This study helped to understand self-abilities. The author grew as a professional and learned better about planning, scheduling, self-motivation, understood the importance of keeping promises and learned to meet expectations. Author also learned to be flexible in planning and thinking. The realization that aiming towards perfection can be stressful for the one's mind was also a valuable finding. Writing this thesis helped the author to expand knowledge about content marketing theories. The author learned that content marketing is a complicated phenomenon with lot of details which requires understanding of human minds and behaviour, social medias and Internet in general. This study gave a valuable practical ability to work in content marketing area.

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Appendix

Appendix 1. Excel file: Content Marketing Action Plan for NetLogistic JVM Oy

Content action plan

Главная Вставка Разметка страниц Формулы Данные Рецензирование Вид

Общий доступ

Вставить

Calibri (книжн.) 12 A+ A-

Перенос текста

Общий

Использовать форматирование Форматировать как таблицу Ссылки вставки Вставить

Удалить

Стили ячеек

Формат

Сортировка и фильтр

T2

A B C D E F G H I J K L M N O P Q R

Action plan

Steps to consider before start with Content Marketing activities

| Goal | S | M | A | R | T |
|---|---|---|---|--|---|
| Specific | Measurable | Attainable | Realistic/Relevant | Timable | |
| Task | Description of task (what, why, how, who) | How will be evaluated | Resources to achieve | Is the goal worthwhile? | Time frames |
| Defining what content marketing process | Understanding of necessary processes | Understanding Key Performance Indicators | Who has competences in marketing? | What needed to be done to improve content marketing? | Setting schedules |
| Deciding on responsibilities | Who will be in charge? What are other responsibilities and who will help with them? | How much time will be spend a week/month? | What strengths and skills employees already have? Which ones should be developed? | How the roles will help content marketing? | Deadline |
| Deciding on schedule | When everything should be ready to start production of content? | What start measuring? | Setting roles and deadlines | Is it possible to follow and be on time? | Ensures everyone knows the timeline and deadlines |
| Fixing new website | General appearance and new/refresh | Is everything planned included? | Which IT company will do? | Is everything planned done? | Deadline |
| SEO | Keywords and also optimization | To be decided | Special tools to help find keywords | | Together with website |
| Social media | Who is in charge? | How much time will be spend a week/month? | What are the current skills of employees and what is needed to be developed? | How it will help content marketing? | Deadline |
| Measuring | According to Key Performance Indicators | According to Key Performance Indicators | Table with Key Performance Indicators | | To be decided |

Content Marketing Plan Full SMART Tools Competitors June-August Sep-Nov Dec KPI +

Terveus

Content action plan

Главная Вставка Разметка страниц Формулы Данные Рецензирование Вид

Общий доступ

Вставить

Calibri (книжн.) 12 A+ A-

Перенос текста

Общий

Использовать форматирование Форматировать как таблицу Ссылки вставки Вставить

Удалить

Стили ячеек

Формат

Сортировка и фильтр

T2

A B C D E F G H I J K L M N O P Q R

Other long-term content projects

To be decided

To be decided

To be decided

To be decided

To be decided

To be decided

Tools

| | | | | | |
|---------------|--|--|--|--|--|
| Blog posts | | | | | |
| Articles | | | | | |
| Videos | | | | | |
| Info Graphics | | | | | |
| Resumes | | | | | |

Topics

| | Internal | External |
|--------------------|----------|---------------|
| Behind the scenes | | Industry |
| About the services | | Business |
| Latest news | | Announcements |

Sources

| |
|---------------------|
| Industry Leaders |
| Content Strategists |
| Experts |
| Business Insider |
| SEO |

Social Media

| | Selfie | Like | Edgemo | Self-expression and realization |
|-----------------------|--|--|---|--|
| Social media evidence | Selfie. Security of all aspects of human life like body, finance, morality, health, etc. | Like. Humans need to feel sense of belonging and acceptance. People need to be in touch with the world once or search for a new one. | Edgemo. The one needs to share the achievements and get approved by others. | Self-expression and realization. Need to express own interests and things. |
| LinkedIn | Professional (formal) | Fill in all information: description, contacts, location, etc. | Be active, respond to questions and participate in discussions | Post during business hours |
| Facebook | Informal | | | Post during second part of the day |

Tools for managing social media: HootSuite, Marketing 4, Buffer

Competitors

Webpage:

Other industry content marketing and social media experts

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