

# **Social media marketing of a sport event – Project EBTC 2015 at Pickala Golf**

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<p>This is a project type thesis about the social media marketing of European Boys' Team Championship 2015, which was held at Pickala Golf Club on July 2015. The tournament is held annually in one of the participating countries. The purpose of this thesis project is to create a marketing plan for social media to promote the tournament and implementing it into practice. In addition to that, the progression of the tournament is reported and discussed based on the results. At the end of the thesis, the thesis process and the learning outcomes of the project are discussed.</p> <p>The theoretical part of this thesis consists of theories and definitions of marketing, social media and social media marketing. In addition, two social media platforms, Facebook and Instagram, are presented as platforms. Statistics on their prominence among social media platform are presented to justify their use as the primary channels of the marketing project.</p> <p>The Implementation part of this thesis consists of the work that was done during the tournament period and the written report of the planning and implementation of the plan into practice. In the planning phase, goals of 400 likes and positive feedback from tournament staff and participants were set, followed by an action plan on how to reach these goals. In the implementation of the product, a large amount of visual materials was captured, edited and shared on the chosen channels.</p> <p>In modern day marketing, the transition from traditional medias to Internet social media has shaped the field of marketing in more ways than just as a change of an outlet. The audience expects to be engaged and feel welcome to participate in the conversation, rather than being rendered to being passive listeners of the marketing message. This has given the most competent marketers an advantage over their peers. Mastering marketing in social media allows marketers to impact the target market in a more profound way than traditional marketing does on an emotional level. Emotional involvement is one of the largest factors guiding the customers' decision making. In addition, marketing in social media can be very cost efficient if done right.</p> <p>The results of the thesis are discussed based on the goals set and the overall development of the project. The page fell short of the 400 likes by 93 likers. Regardless of that, the positive feedback and quality of work, along with the tangible evidence of success with over 12000 people reached in the day of the final, suggest that this project was successful in its purpose. The social media marketing project enhanced visibility of the event in a very cost-efficient way.</p>	
<b>Keywords</b> Social media, Marketing, Facebook, Facebook metrics, Event	

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# 1 Introduction

This thesis is about social media marketing for European Boys' Team Championship 2015 event, which was held in Pickala Golf in June 2015. The task given by the commissioning party, Pickala Golf Club Ry, was creating a social media community pages for the event, in which the competitors, organizers and other people with interest toward the event can share and consume content of the event. The purpose of the task was to generate interest toward the event and to document it for those who participated in it.

The objective of this thesis is to look into the opportunities provided by social media platforms for modern day marketers to promote their event or other products. The research will be followed by designing a plan for the marketing of the event in social media, executing the plan and reporting the progression of the execution of the marketing plan. Lastly, the results and learning during this process will be discussed.

The theoretical framework of this thesis consists of marketing, social media, social media platforms and measuring tools for the effectiveness of the aforementioned. The definition of marketing is presented along with a theory of the marketing process. The theoretical framework for marketing is largely based on concepts of Armstrong, Kotler, Harker & Brennan (2009). The concepts on marketing consist of defining marketing and presenting the marketing process.

Social media is presented as a phenomenon and marketing tool. The definition of social media, social media as a marketing tool and the effectiveness of social media marketing are discussed. The effectiveness of marketing in social media is discussed from both financial and effectiveness points of view to explain why marketers should incorporate it to their marketing plans. The main social media platform used for this thesis project is Facebook. Facebook is presented as a platform and a marketing tool based on its prominence within social media users. Instagram is presented shortly, as it is the secondary social media platform used in this thesis project.

This thesis is product type thesis, which means that the creation of the social media channels and management of them during the project period is an integral part of this project. The produced product can be found in the appendixes of this thesis in the form of screen captions of the community pages.

The second chapter of this paper will discuss the marketing theories and definitions. The third chapter presents social media and social media platforms. The fourth chapter

explains the planning and implementation divided into phases. The results, development ideas and learning outcomes will be discussed in the 5<sup>th</sup> chapter.

## **2 Marketing**

To start the theory part of this thesis, the following key concepts are to be explained, definition of marketing, aspects of marketing and social media, and the elements of the selected interfaces (Facebook & Instagram). In the upcoming sub-chapters these topics will be presented and discussed focusing on the existing theories and other available information from external sources, along with personal and experience in this field and previous studies. The implementation will be discussed in the empirical part later based on the presented theories, concepts and tools.

### **2.1 Definition of Marketing**

In this subchapter two definitions of marketing are presented. These definitions came up during the research on the topic. There are multiple definitions and publications on this topic (Grönroos, 1989). Based on them, a new simplified definition will be presented for the purpose of this thesis, without contorting the definition excessively to suit this project.

“Marketing is a social and managerial process by which individuals and organisations obtain what they need and want through creating and exchanging value with others” (Armstrong, Kotler, Harker & Brennan, 2009, 7).

The above definition clearly states the purpose of marketing, and captures the key of all business activity, creation of value. Without the perception of added value, there is nothing to charge for and the marketing efforts can be considered a failure.

A definition from the American marketing association states that: “Marketing is 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, 2016) Similar to the previous definition, the one by AMA is centred around value, which is created and shared through communication on various channels for the benefit of others and the marketer itself.

For the purposes of this thesis, the definition of marketing will be simplified to the following form; Marketing is the actions, infrastructure and content of the marketer, which the audience is able to perceive to form a perception of value. This definition is derived from the aforementioned definitions.

### **2.2 The marketing process**

In this subchapter on marketing process a theory regarding the general actions of the marketing process, and the order of those actions will be presented.

In the five-step model (Figure 1) of the marketing process (Armstrong;Kotler;Harker;& Brennan, 2009, 7), the first four steps aim to create value for the customers and build the customer relationships, to reap the benefits from the customers later in the last step.

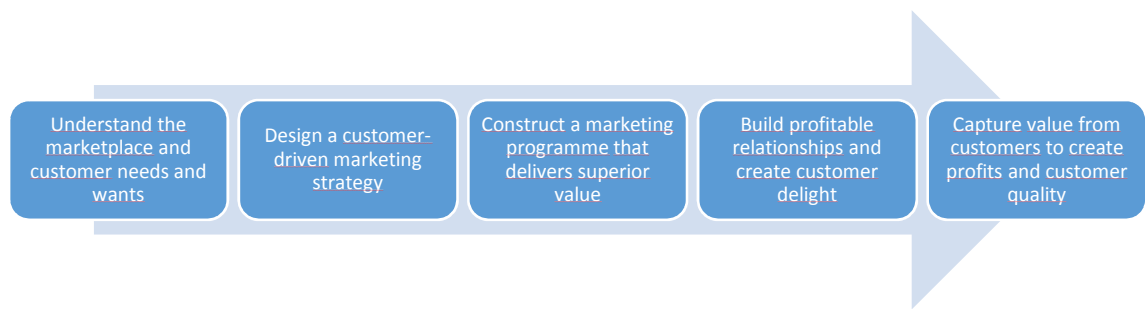


Figure 1 – The marketing process

The first step is about understanding the customers as thorough as possible, the question being; what do our customers need, and what do they want to satisfy that need with? An example of a hungry person needing food but wanting a big mac meal describes this step well, as the needs and wants are different, based on the availability of products to buy on the market. (Armstrong;Kotler;Harker;& Brennan, 2009, 8).

The second step of this model concentrates on designing a strategy, which is based on the understanding that has been acquired in the first step through customer research. This understanding of the marketplace, and the customers is done so that the marketer is able to segment the marketplace into smaller entities, from which to select the market segments it wants to target. Once the target segment(s) has been selected, the value proposition, in other words, the benefit the marketer promises to deliver to the customer, should be decided based on the needs and wants of that specific segment, the target market. (Armstrong;Kotler;Harker;& Brennan, 2009, 8).

In the third step the marketers job is to construct a marketing program that will provide the customers with the value which it was intended to. In order to achieve this, the marketer should consider their marketing mix, often defined with the 4 P's of marketing; product, price, place and promotion. The four P's are a great tool to use in any marketing plan, as they help the marketer forecast the decision making of the customers. In this thesis the definitions of Armstrong, Kotler, Harker & Brennan (2009) for the 4P's are utilized.





Figure 2 – The 4 P's, adapted from Armstrong, Kotler, Harker & Brennan (2009)

Product, refers to the items or services which the marketer is offering to the customers. The product should aim to fulfill the needs and wants of the customers as efficiently as possible, which means that all unnecessary elements that do not add value should be stripped.

Price is the amount of currency the marketer asks for the product. Pricing can be difficult at times, as only a small decrease in price can attract massively increased amounts of customers, and vice versa.

Place refers to the channels on which the product is available to the customers. The selected channels should be chosen carefully to reach the target customer segment effectively.

Promotion, the marketing message which is aimed to lure the customers towards the buying decision on the marketer's product instead of the competitors' ones. In the social media marketing campaign that is the subject of this thesis, the focus will be in the promotion of the marketing mix.

The 4 P's always work together and should not be looked at individually in a vacuum but always as a whole, as they are integrated to each other in the marketing mix. If the customer likes a product but perceives it as not being worth the price, he will not buy it. Or if the channel which it is promoted on is foreign to him, he will be unaware of its existence

and will not know about the product to be able to form an opinion on it and it will again be left on the shelf.

The fourth step, building customer satisfaction and delight depends on the customers perceived performance in relation to the expectations built in the earlier steps. If the customer deems the product to be of superior value compared to the competitors', the customer will remain loyal to the company and continue as their customer. All of the previous steps aim to achieve customer loyalty.

The four previous steps lead us to the last step, capturing value from the customers for profit and customer quality, the purpose of which is to turn the successes of the first four into value for the company from the customers. The transaction of value between the company and the customers materializes in this step, as the first four steps all deal with providing value to the customers, for them to later repay that value in step five. What that value is depends on the goal of the marketing action, whether it is monetary value or enhanced relationship, visibility or recognition does not matter. The goal of the marketing process is to create the type of value which the marketer deems the most important for that specific project.

### **3 Social media**

The previous chapter defined the basic principles of marketing. This chapter of this thesis will first explain what is social media, what type of social media platforms exist and present the Social Media platforms used in this project in more detail. In this chapter, social media as a phenomenon, platform and a marketing tool are to be explained. Second, the selected social media outlets, Facebook & Instagram, will be briefly discussed.

#### **3.1 Defining social media**

Now that some basic principles of marketing have been presented, in this subchapter social media will be defined and a few examples of the most important social media platforms will be discussed. Last, Facebook and Instagram as platforms will be presented.

There are many definitions of social media, one which goes as follows: “Social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information.” (Nations, 2017). This definition is easy to understand as it is simple but still manages to capture the nature of what is social media in the world today.

Another definition goes as follows: “Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creating and exchange of User Generated Content.” (Kaplan & Haenlein, 2010). As these two definitions have the same idea behind them, it is safe to assume that social media has been defined reliably and according to the consensus in academia for the purposes of this paper.

#### **3.2 Reasons to market in social media**

Marketing in social media has exploded in the last decade. This has happened because of two reasons, it is both effective and affordable. These two reasons drive the trend which is marketing efforts directed increasingly on to social media platforms and away from traditional marketing channels. This however does not mean that traditional platforms do not still have their use and value. First, we will discuss the cost effectiveness, and later the other factors why to choose social media for marketing purposes.

Cost per mille (CPM), is the amount of money used to get a thousand impressions through a marketing campaign. It is calculated by adding all the costs of making an advertising campaign and dividing it by 1 per 1000 people reached. For example, if one

spends ten thousand (10.000) euros and the campaign reaches five hundred thousand (500.000) people, the CPM rating would be 20€.

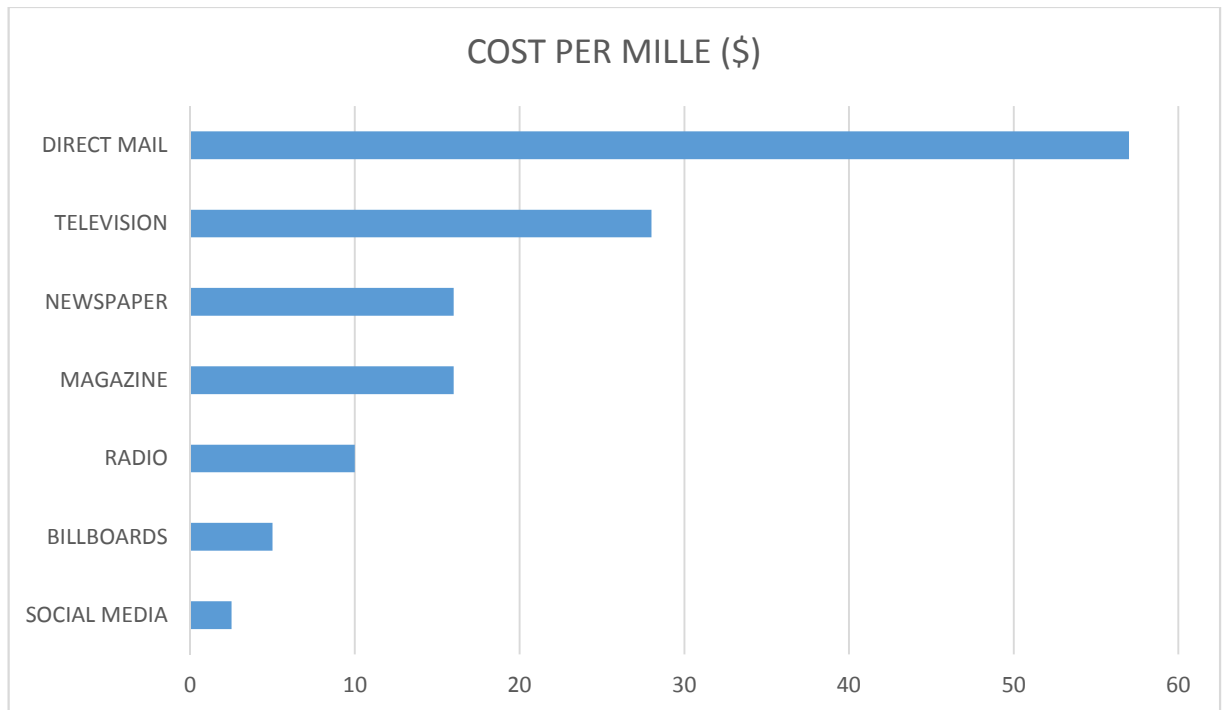


Figure 3. CPM for different media channels (Lyfemarketing, 2017).

In the above figure the different media channels are compared on their effectiveness based on CPM. As the graph displays, there is a large variation between the different channels and their cost effectiveness, and social media comes on top by a landslide. With this being said, there are also other benefits to using social media marketing compared to traditional marketing.

The reasons to use social media for marketing goes way deeper than just cost effectiveness. The potential of community which businesses can tap on social media is one of the key elements why it is so effective. This is due to the reason that people don't believe brands (Hausman, 2017). Because social media is a two-way platform, the community decides through discussion and testimonials whether the marketing claim is truthful. They provide essentially a word of mouth approval, or disapproval available for the global community which could not have been shared prior to the age of social media.

Word of mouth "marketing" has been around from the beginning of mankind, and it has probably always been the most influential form of marketing. When a friend or family

member recommends a product or service. In fact, according to global trust in advertising report from 2015, 83% of the surveyed more or less trust the opinions from people they know regarding products or services, and 66% trust ones given by other consumers online (The Nielsen company, 2017). This is one of the main reasons why social media has such an influence on the consumers, the advertising is earned through positive customer encounters, which are then shared with the community.

### 3.3 Facebook

Facebook has become a large part of everyday life in modern societies. The success it has had since its launch to the public (other than students) back in 2006 has been remarkable, with over 1,86 billion active users monthly and 1,23 billion daily on average (Facebook Inc., 2017). It is currently the market leader for all social media sites in terms of both reach and scope (Statista, 2017).

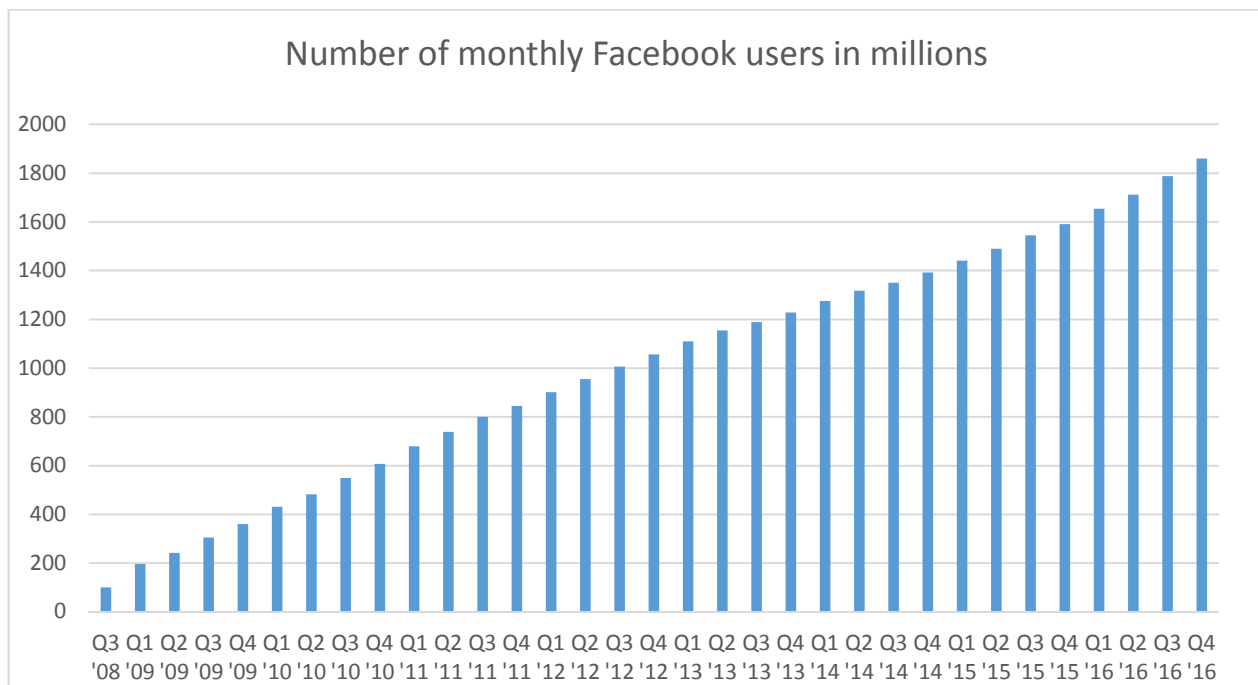


Figure 4. Number of monthly Facebook users in millions (Statista, 2017).

The figure above demonstrates how Facebook has grown over the past 9 years and continues to do so with no end in sight.

#### 3.3.1 Facebook marketing

As Facebook is the leader in terms of users of all social media outlets, it is natural that it is also very prominent marketing channel for all types of businesses and interest groups. The volume of people one is able to reach through Facebook with correctly targeted

marketing compared to traditional marketing channels dollar to dollar is impressive. In fact, according to Lyfemarketing (2017), social media sites such as Facebook are by far the most low-cost option for marketing in terms of CPM, as demonstrated in figure 3.

Because Facebook has established itself as the most prominent social media network, it is no wonder marketers focus their attention towards it. In fact, according to a survey, 93% of marketers claim to use Facebook when asked which social media networks they use to market their business (Statista, 2017), which makes it the clear-cut leader according to the study.

### **3.3.2 Facebook metrics**

As with any marketing action, measuring the effectiveness is the key to success. Without the knowledge of how to quantify one's success or failure, marketers are running like headless chickens hoping that something good is coming out of their investment in marketing with no tools to learn what is working and what is not. Here I will present some key metrics, which Facebook provides marketers to follow the effects of their marketing actions. By analysing them, they can assess whether they are doing things right, or is there a change needed to be done.

First, likes will be discussed. Likes are vital in achieving success in marketing on Facebook. If one does not have any likes on a Facebook page, there is no audience for one's page. Every like one gets exposes the page to all the connections of the account which liked the it. The more likes one gets, the more people can be reached with each post made. Reaching people is the most important thing for any marketing action, if the audience cannot find the marketers message, they do not know it exists, and thus, are not influenced by it. Even the cleverest marketing campaign is useless, if it does not reach the target audience.

Second important Facebook metric is reach. As mentioned earlier, reaching people with one's marketing message to attract them towards one's page or other product, is the primary goal of any marketing action. To reach people in Facebook, one needs to convince a user to like it, or pay for the page to be visible for potential likers. When someone likes a page or a post, it is shown to the connections of the account who liked it. Then potentially some of them like it too, and again it is shown to the connections of that account, creating a snowball effect.

### 3.4 Instagram

Instagram, is a social media networked based solely on visual material. In Instagram one can only post pictures and videos, along with commentary on the aforementioned. The photo sharing app has found its success by having easy to use mobile app, which has helped transition social media from PC's to mobile devices.

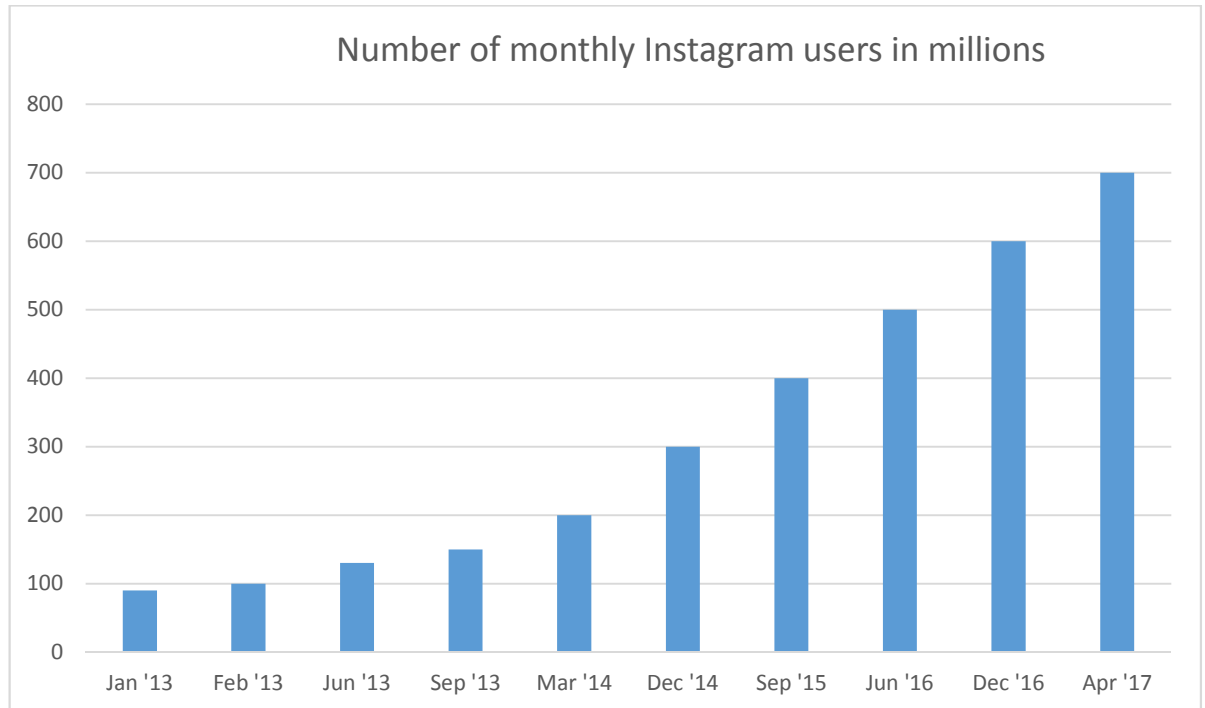


Figure 5. Number of monthly Instagram users (Statista, 2017).

In Figure 5 above, the growth rate of Instagram between January 2013 and April 2017 is being displayed. The popularity of Instagram is especially high among youth. According to (Statista, 2017), in the US market 59% of Instagram users belong to the age group between 18-29. Globally the 41% of Instagram users are 24 years old or younger (Statista, 2017).

## **4 The planning and execution of marketing EBTC 2015 in social media**

The object of this thesis is to create a marketing plan based on the theories which were discussed in the theory part of this thesis, in addition to my own experience and judgment based on available resources and other influencing factors and then execute said plan. In this part of the thesis I will explain how and why I did things as I did, based on the theoretical framework of this thesis. The results and analysis of the results of this project will be presented on the discussion chapter of this thesis.

The task given to me by Pickala Golf Club Ry was to create a social media outlet in which the players, organizers and other parties, such as fans, could share their experiences and follow the progression of the competition. As I pondered the task given to me, I decided to utilize Facebook and Instagram, two of the most popular social media platforms in the market, to ensure that the channels used are relevant and efficient in reaching the target market.

Once the platforms were chosen, it was time to create a plan how to use them. The purpose of these pages was to be informative and engaging during the event, as well as document the event for the participants to look back on. The latter condition for the pages, set by Pickala Golf made the task more difficult, as I had to document, in this case photograph and film, so many players and events that one man was just not enough to do everything as planned, which will be discussed further in chapter 4.2.

As in any project, setting goals is the key to success, or at least the evaluation of success or failure, since without a goal there's nothing to reflect the outcome of the efforts on. I decided to set a main goal that is simple and easy to measure; get at least 400 followers on the Facebook page. Secondary goal was to get good feedback on the pages from the followers and tournament organizers, which as a goal is a bit vague and hard to judge definitely as success or failure. That being said, it is less arbitrary than the 400 followers, as there was not much to base the potential follower count on other than an educated guess, based on the meetings with the tournament organizers. If the organizing party will be happy with my work, I would say the project to have been a success.

### **4.1 Creation of the marketing plan**

The start point of the social media marketing in the event was to determine the actions needed to be carried out in each stage of the competition. The order of actions to start the project which made most sense to me was to create the pages and accounts as quickly as



possible and check that it looked good and was ready to be published, before I could move on to promoting the event and the pages.

I got to be involved in this project a month before the event was set to begin, so I had to be quick in my decision making and execution to get everything done in a timely fashion.

The plan was to divide the project in to three (3) phases:

1. Pre-tournament
2. Tournament
3. Post-tournament

The actions of these phases, which I will present for each phase separately in the following paragraphs, were designed to work towards the overall goal of the social media marketing actions, as well as the goals of the event overall.

In addition to the action plan, I had to figure out the equipment I would need to execute the planned actions. These will be presented in a subchapter after the phases of the tournament.

#### **4.1.1 Pre-Tournament**

To begin the process of creating these marketing channels to be used during the tournament, the pages for the chosen channels will have to be created and made appealing to the target audience. I decided that visual materials will be the key element of these pages at an early stage, as that was the request of the Pickala Golf Club Ry representatives also, in addition to the fact that most popular social media pages are based on the sharing of visual content. The blueprint for successful page was easy to identify based on my experience and studies of social media marketing, and marketing in general.

The actions to be done during the pre-tournament phase would be to:

1. Creating the pages
2. Gather and upload visual materials, such as pictures and/or videos of the venue.
3. Writing a description for both pages to help the target audience understand what the pages are about.
4. Gather the tools necessary for me to effectively and effortlessly create new content quickly during the tournament.
5. Promote the page on channels that will reach people interested in events such as this one, golf in general and directly to the participants and their supporting staff.

By completing at least these five actions, I figured that I would have a good chance to have the tools necessary to reach the goals set for this marketing project.

### **4.1.2 Tournament**

During the tournament, I decided it was best to focus on the events of the tournament, so that the people interested in it could follow the progression live on the Instagram and Facebook pages. The idea was to have the live scoring embedded to the Facebook page, so that it would always show up on the top of the page, for it would be easy to locate, in addition to uploading videos and pictures on Instagram and Facebook from the course as the competition is on. The Instagram content is to be posted “live”, so when some contestant sinks a putt for birdie which I happen to be around to record, the recording of it would be posted on Instagram immediately. Live in this case, means with a delay of around one minute, due to the fact that I would not have a better tool for live broadcasting. The idea is that highlights would be posted on Instagram immediately after I manage to capture them on camera to give the audience the sense of being in the middle of the action wherever they might be.

In addition to the unedited material uploaded as they are taken from the course, I decided it would serve a purpose to post longer recaps of the competition at the end of each day of competition to summarize the events. The idea was that these posts would work as a storyline of the event, from which it would be easy to follow the progression of the competition each day from a few posts, for those who do not have time to follow the page on a regular basis during the day.

These uploads would let everyone who have subscribed to the channel to follow the progression of the event in much more comprehensive way than just checking the scoreboard every now and then. The recordings of successes and failures on the course would have a face and emotion attached to the scores and that should make the storylines more intriguing and add value to the tournament experience.

### **4.1.3 Post-tournament**

In the last phase of the marketing plan, the time after the tournament has finished, I decided that there does not need to be a great deal of actions to do or activity on the pages. However, some relevant material I felt had to be shared on the page, such as thanking everyone who made the tournament a great experience for the players and fans alike and concluding the tournament by congratulating the participants for their play.

#### 4.1.4 Equipment

To execute everything planned in each stage of the tournament, I would need certain items to create and share the content. First, I'm going to present a list of equipment, followed by explanation why these items are needed for the job and how I will acquire them.

1. Smartphone/tablet with access to internet and Instagram (iOS or Android)
  2. Laptop PC
  3. Wireless USB modem
  4. Camera
  5. Video camera
  6. Mode of transport (Golf cart)
- 
1. To use Instagram effectively, a smartphone with the original Instagram app is essential, due to the impracticality of using a third-party app to access their service via PC. At the time of the tournament, the app was only available for android and iOS platforms, so my windows phone would not do. I requested a phone or tablet with internet connection to use during the tournament from Pickala Golf, and my request was granted.
  2. To edit pictures and videos, I would need a laptop to use during the tournament. On top of this the Facebook posts would be mostly or entirely produced using my laptop, so that I could use only the edited material, instead of posting them raw from the smart devices in Facebook. This is because I wanted to differentiate the two platforms (Instagram & Facebook) in that Instagram would have raw material instantly, and Facebook more refined posts and pictures with comprehensive look on the progression of the tournament and its side events. The laptop I would use during the tournament is my personal laptop.
  3. A wireless USB-modem would be needed for the PC so that I would not have to go back to the club building to create Facebook posts whenever I needed to. Instead, with the portable internet connection I could just stay in my golf cart and do my work there and be back to taking pictures and videos faster, giving me more time to capture material of the tournament. I requested this from Pickala Golf and my request was granted.
  4. To capture the event, I would be needing a camera to take photos with. I had a SLR-camera borrowed from my father to use during the tournament.

5. A video camera I was not able to acquire, but as I would have a professional photographer working with me for three days during the tournament who would bring one. I decided that the video material from these days would have to do, and for the rest of the tournament we would go with still pictures.
6. To move efficiently on the course, would need a golf cart for the duration of the tournament as my working station. The cart was provided to me by Pickala Golf to use.

With these tools, I figured that I could collect and distribute enough material, in a rapid enough pace to hold the interest of the followers and add value to their tournament experience.

## **4.2 Execution of the marketing plan**

In this chapter of this thesis, I will describe the actions taken to execute the plan, the problems which might have prevented me from doing so and the adaptations needed to be made to fulfil the goals set for this project.

First, I'm going to talk about the execution of pre-tournament, followed by a description of actions done in the tournament phase and finally the post-tournament phase.

### **4.2.1 Pre-tournament**

In the pre-tournament, my focus was to create the pages and make sure there is some general material for the people who see it to gain interest towards the event from. I received some existing pictures of the courses and other facilities located in Pickala Golf from a representative of Pickala Golf Club Ry, to use in Facebook and Instagram for promotional purposes, which I edited and uploaded to the page to make it look appealing. In addition to uploading the visual materials, I had to write descriptions for the pages and the content, to clarify the purpose of the pages to the visiting users.

When I was done creating the pages, I had to raise awareness of the pages and the event. We decided in one of our early meetings that one of the best ways to do so, was to promote the page on other pages related to the event, such as the Facebook pages of Pickala Golf and the Finnish Golf Union, which already had stellar audiences, to attract them to also follow our new page created for this event. In addition to this, we decided to send the team leaders of the countries participating in the event a request to inform the players and staff of their teams to follow our social media pages, as they were to be our primary information channel during the tournament.

On top of marketing the pages on other social media pages, I sent the information about the pages to all the team leaders of the participating countries to share with their team. This was done to get the players to also follow the page, and thus making it spread, as their followers would see that they are following the page and that might bring in more followers.

The next action in of the plan at the pre-tournament phase was to start posting content of the course, the tournament schedules and hype the tournament up once we had enough followers to post to. My strategy to engage the followers to also share content was to utilise a competition to incentivize follower activity. The format chosen was that all of those who posted material on Instagram or Facebook would have a chance to be drawn as the two lucky winners of Pickala Golf belts. Originally when I discussed about the competition with the organizers, the idea was to have one belt and one Samsung mobile phone as the prizes, but due to lack of resources the phone had to be dropped and replaced with another belt on the prize pool.

#### **4.2.2 Tournament**

This section of the execution part of the thesis will be divided into actions done in a daily basis, so that the reader will have a clear idea of what was done, why it was done and when it was done. I will also state the amount of followers for each day in the headline, so that the effectiveness of the actions can be easily followed.

Unfortunately, some big parts of my plan had to be cancelled, as I learned that I would not have the USB-Modem at my disposal during the tournament, nor the Android smartphone after all. These were major setbacks, as I counted on those to be able to produce the “live-ish” materials for Instagram. As I learned these delimitations on such a short notice, I did not have a backup plan, or the time to create one, so the only choice I could see was to abort the Instagram plans and other posts from the course. On top of that, due to my lack of technical know-how, which I was unable to attain, the live scoring was not embedded into the Facebook page. Instead a link to live-scoring site was included in the description of the page.

The elimination of the chance to post materials instantly from the course shifted my focus from quantity to quality. As I would only be able to post from the clubhouse where I had internet connection, I was to try and get the best quality content of the competition on the field. Then I would drive to the clubhouse, edit the materials as quickly as I could and post a recap of the events thus far, and rush back to the course to record the competition. Below I will present the short diary I kept during the event of what was done during the

tournament. The diary for each day is one paragraph long, followed another with my analysis of what I learned from that day.

#### Diary of the event

Day 1, July 5<sup>th</sup>, Sunday, 1<sup>st</sup> practice-rounds, 165 followers.

The first practice day of the tournament started with team Finland teeing off first. I decided that I would follow them for a couple of holes, as a major part of our audience were Finnish. As it was the first day and just practice, my focus was on getting a lot of pictures from the course, so I would at least have a few decent ones to share on both Instagram and Facebook.

As I did not have much experience of photographing, the key learning from this day was finding the right angles to take pictures from and how lighting affects the shots. Golf being an outside sport added some difficulty in getting quality photographs, but I think by the end of the day I started to get the hang of how to get decent shots of the players and the course.

Day 2, July 6<sup>th</sup>, Monday, 2<sup>nd</sup> practice-rounds, 179 followers.

Another day of practice and the day of the opening ceremony of the tournament. This day was the first day I had the professional photographer, specialized in golf photography, with me going around the course and later co-editing the content to be published. A lot of stuff going today and I was constantly tied to gathering material to be published on our event page.

Having the photographer was helpful and taught me a great deal of how to shoot videos and what type of photos we should take. Later on the day, he also taught me how to use certain photo editors to make the material look more appealing, and how the parameters should be set to create good photos of golf specifically.

Day 3, July 7<sup>th</sup>, Tuesday, opening day of the tournament, stroke play, 205 followers.

The opening day of the tournament, everything ready to go as players are set to enter the field. I again had the luxury of having the professional photographer with me. We decided to have him taking pictures and myself taking videos. Together we managed to make a pretty decent video of the action during the opening day and some excellent pictures to add to our page.

The addition of the video element to the tournament pages really enhanced the material shared on the page and added to the tournament experience. The photographer helped me a great deal on finding good angles to shoot videos and how to make the video appealing with the resources that we had on our toolbox. The key learning for me today was again photo editing along with photo editing.

Day 4, July 8<sup>th</sup>. Wednesday, 2<sup>nd</sup> day of the tournament, final day of stroke play, 229 followers.

With the competition well under way, we spent most of the day with the photographer gathering more material to post later. We had the same roles as the previous day, me shooting videos and him taking pictures. The day was rather grey and rainy, making things more difficult for us and the players. Despite the weather, we managed to get enough material for another video and some wonderful pictures to share on our page.

During our editing sessions, I started to really get the hang of how to edit the pictures and videos, to make them attractive for our followers. At this point my development from day one started to become evident, and I managed to edit the materials more effectively time- and quality-wise using the teachings of the photographer.

Day 5, July 9<sup>th</sup>, Thursday, 3<sup>rd</sup> day of the tournament, match play, 252 followers.

The opening day of match play would be the last day of the tournament with the photographer present, so I had to make sure we would get the most material possible to share during the day, as later I would have to manage by myself. We made our usual rounds at the course shooting videos and taking pictures and took a few breaks at the clubhouse to edit and share them on our tournament page.

This day I wanted to really keep an eye on the photographer so I could replicate what he was doing to the best of my ability for the following last two days of the tournament. How he would position himself to find the perfect angles for golf shots and how to edit the pictures based on the weather conditions when we would be at the clubhouse editing the materials. At the end of the day he helped me set up the editing tools for my PC, so I could continue to do the work on my own, to achieve the same quality as we did with his.

Day 6, July 10<sup>th</sup>, Friday, 4<sup>th</sup> day of the tournament, match play semi-finals, 265 followers.

The tournament has reached the semi-final phase, which made my job a lot easier, due to there being less groups on the field at once to photograph. Unfortunately, the

photographer is gone for the rest of the tournament, along with the video camera. Despite that, I managed to get some great photos of the action and managed to create good content to be posted during the day for our followers.

As I had to do all of the work myself with lesser equipment than previously, I had to work extra-hard on getting enough material of the action to post on the pages. Having to edit all the materials on my own, I could really perceive my development with the photo editing tools based on the end result of today, versus the published materials from the first practice day.

Day 7, July 11<sup>th</sup>, Saturday, 5<sup>th</sup> day of the tournament, match play finals, 286 followers.

The final day of the tournament showed us the worst of summer in Finland. The play had to be stopped due to a lightning storm and heavy rain, which albeit unlucky for everyone else, allowed me to capture the great tournament spirit at the clubhouse where all the teams would take shelter from the storm. This gave me additional time to edit and post the material without compromising the time spent on the course. At the end of the day, the Germans rose to the occasion and took the championship home. In the evening, there was the award ceremony at the Tapiola Garden, where the winners were presented with the trophy. Luckily, we had a professional photographer at the ceremony to record the happening to share on our page the following day.

This day was not so much about learning, as it was of showcasing my development during this project. With my learning of photographing and photo editing, even with lesser equipment especially in the quality of the camera used I managed to get material to post which did not deteriorate that much from the quality of the days with the professional photographer and equipment.

#### **4.2.3 Post tournament**

After the tournament was over, there was not much to be done, as I stated in the planning section of this thesis. The actions planned to be done, polishing the page and thanking the players, fans and tournament staff for making the event great was pretty much the only planned actions for this time. On top of these, the winners of the prizes for the active participation competition had to be drawn. I decided that I would give the community a month, starting from the end of the tournament, to share their own material of the tournament before drawing the winners. The winners were announced on the 12<sup>th</sup> of August and congratulated accordingly.



### 4.3 Summary

To end this chapter, I will summarize the planning and execution of the project. The summary revolves around the differences in the planning and execution to conclude the reasons behind the planned and executed actions. This summary will be divided in the same three phases as the planning and implementation. First, a table where planned and performed actions are marked will be presented, after which the differences will be discussed.

Table 1. Planned actions and performed actions.

	Planned actions	Performed actions
<b>Pre-Tournament</b>		
Creating the pages	x	x
Gather and upload materials	x	x
Gather the necessary tools	x	
Promote the page	x	x
Launch participation competition	x	x
<b>Tournament</b>		
Embedded Live scoring	x	
Recaps with visual materials on FB	x	x
Instant content sharing on IG	x	
Gather material on the course & club	x	x
Edit and publish videos and pictures	x	x
Upload Visual materials on IG	x	x
<b>Post tournament</b>		
Thanking the participant and fans	x	x
Drawing & contacting winners of competition	x	x

The table above displays a list of actions planned to be done during the project versus the performed actions. For the most part as displayed, the planned actions were also performed. Due to budget reasons however, some were not completed.

The difference in pre-tournament phase was gathering the necessary tools. The tools which would have enabled the sharing of content from the course were originally granted for me to use during the project, but as the tournament began I was informed that they could not provide them after all. These tools were the USB-modem for the lap top and the smartphone to use Instagram with. Without them, especially the smartphone, the Instagram page was not utilised to its potential during the project and its role was reduced to being an alternative channel for the audience to find the visual materials.

During the tournament, the two actions planned but not executed were the instant content sharing on Instagram and embedding live scoring into the Facebook page. The reasons for the underutilisation of Instagram were explained previously, and the decision to not embed the live scoring into the Facebook page was due to my lack of technical know-how. At the start of the tournament I made the decision that adding a link to the live-scoring site would be sufficient for the purposes of this project.

Overall, the idea behind the plan stayed intact, with the mentioned limitations due to lack of resources. To conclude this summary, the actions described in this chapter were performed to the best of my ability.

## 5 Result and discussion

In this part of the thesis, the results of the study are presented, their meaning is discussed and the successes and failures evaluated, followed by a conclusion. Finally, the thesis process and my own learning during this project is evaluated. In the following subchapter, the results of the project will be presented, analysed and discussed. will look at the numeric indicators of success, and later the more subjective metrics.

### 5.1 Likes & Reach – The results

To begin this section of this thesis, let's revisit one of the goals set for this project, which was to acquire 400 likes for the page. This sets the parameters from which to assess if the page was successful, and if it had gained the popularity which was deemed it would have the potential to attract. With a Junior non-commercial event like this, it was evident it wouldn't garner that much attention outside the community, but 400 seemed like a decent and attainable number of people, considering that there were 96 players participating in the tournament who potentially have friends and family also interested in the event.

First, we are going to look on likes. When the page was launched, I started off by inviting all the players to like the page, as one of the goals for the event was to create memorabilia for them of the tournament to look back to when the tournament was over. As it turned out, they were group who participated most actively on the posts in the page.

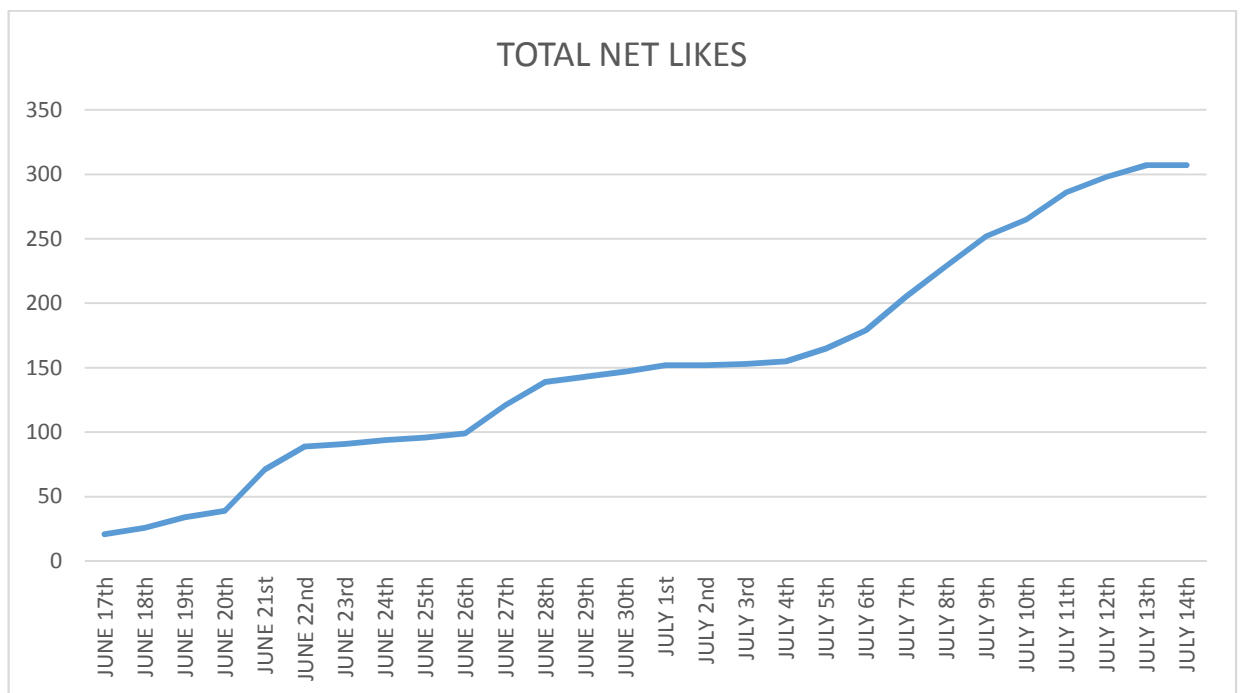


Figure 6. Total net likes of the Facebook page.

In the Figure 6 above, we can see the development of the likes on the page from the day it was set up, until two days after the tournament. The two time-periods where the likes grew most rapidly, were the first week the page was online and the week the tournament was held. This shows that when we had something to post on the page, people gained more interest in it, which came as no surprise. By the end of this time, we had gained 307 likes for the page.

Second, we're going to discuss about the reach of the page. As mentioned earlier, to reach people we need likes. Likes then translates into more people reached, who might become new likers, who then bring us more reach on following posts. The relationship between likes and reach is what makes each like and share so valuable.

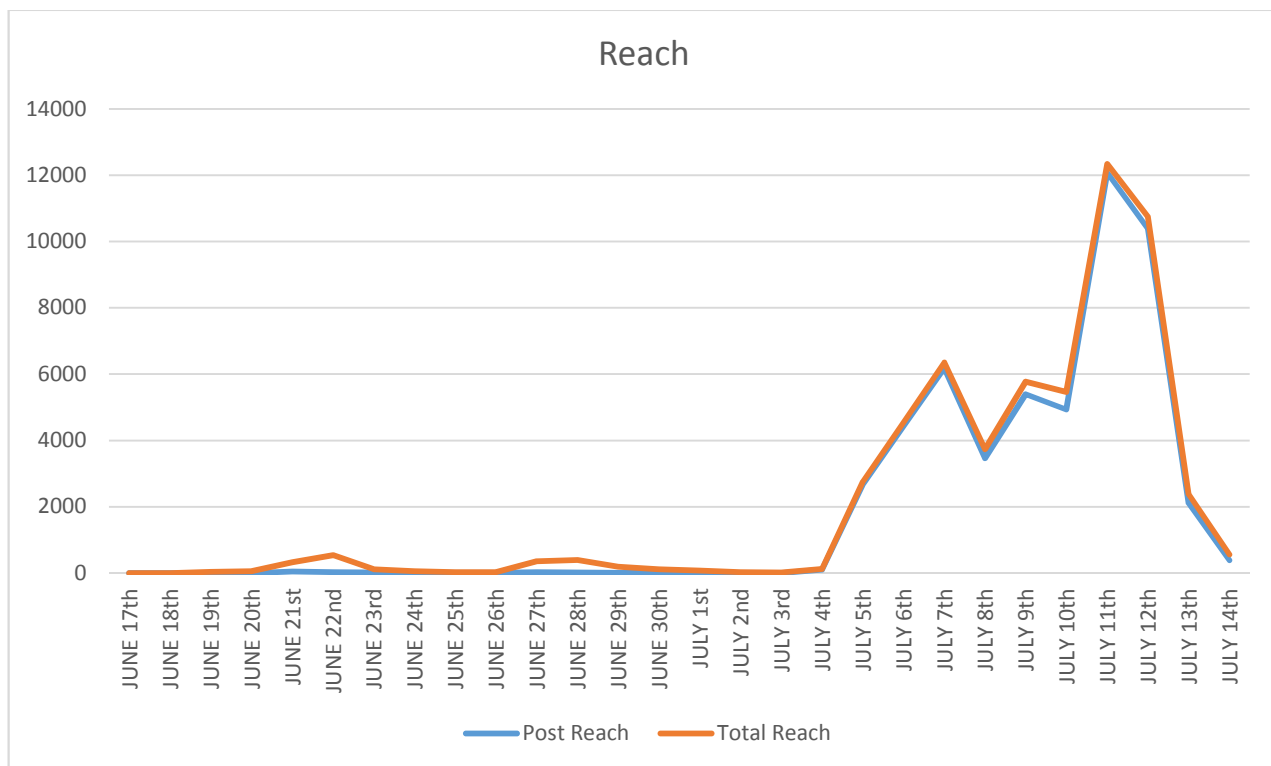


Figure 7. Post & total reach during the project.

In figure 6 above, the post and total reach are being displayed. As we can see, there is almost no difference between the post reach and total reach of the page each day. This is due to the fact that we did not get people to participate on the discussion as much as we would have liked to, which means the only posts that could be reached by our audience were the ones posted by me on the page. For me this was a bit of a let-down, as one of my goals for the page was for it to be vibrant with a lot of member participation, instead of a one-way reporting channel. Nonetheless, the number of people reached especially during the tournament period was at the very least decent, with our highest count coming at the final day of the tournament with 12342 people reached.

Considering that this tournament was not even thought to be something that the public would take too much interest in, being a golf tournament for youth. The tournament was of good but not the highest level of competition, I think that reaching five digits is an accomplishment not to be frowned upon. In fact, during the tournament period starting from the 1<sup>st</sup> practice day 5<sup>th</sup> of July and the day after end of the tournament 12<sup>th</sup> of July, the page averaged a reach of over 6400 people daily.

## **5.2 Evaluation by the commissioning party**

The success of this project for me personally depended largely on the feedback I would receive from the commissioning party and the people participating in the event either as players, fans of tournament staff members. The most concrete evidence of success regarding the opinions on my work during this project is in the form of the work certificate received from Pickala Golf Club Ry at the end of my work placement. Freely translated from Finnish it states that: "Tom performed his duties excellently and participated actively in designing and creating a successful event. The work got thanks from the Finnish Golf Association and from the guests across Europe."

Based on the received feedback on the success of this project, the project as a whole can be determined to have been successful. Even though the 400 likes for the page were not quite reached, overall the positive feedback across the audience indicates that the marketing was effective and added to the event experience.

## **5.3 My Thesis process and learning**

The thesis process for me started with the Seminar course in spring 2015. There we created the thesis plans and went through the various aspects of the thesis process and requirements for the thesis from academical aspects. We also had to participate in three thesis presentations of other students, which I did.

After the seminar course, it was time to find a subject, as I had not done that during the course yet. I decided that the right thing for me was to do the thesis on my last work placement as a product type thesis rather than a research type, as I figured that the process would come easier to me if there was a tangible project to report on. In spring 2015, I got chosen to be part of the EBTC 2015 event as the head social media marketing, which was a great fit for me, as I had studied communication management for my specialisation studies as an exchange student in Brussels at Erasmus Hogeschool Brussel.

After I got the work placement, it was time to start planning the social media marketing for the event. With the time before the tournament being quite limited, I decided that I must start working on the project as soon as possible and gather the knowledge as I was creating the plans. I managed to do sufficient research on the topic, but with more time to use, I could have gotten more theoretical background to support my decisions beforehand. That being said, as I had to start working for the actual product, I had to cut some corners in the beginning and do more research after the project to fill the holes and update the acquired source for more recent ones later. This was especially true because of the time it took in the end for me to complete this thesis report.

Looking back at this thesis process there are a many things which I could have done better, especially regarding the written part of this thesis. I think during my time working for the event for Pickala Golf Club Ry, I think I performed well. Of course, there was room left for improvement, but as a first timer, working largely alone on multimedia project such as this one, my work was decent in my own opinion. The work also got thanks from the Finnish golf association and the guests from across Europe.

As for it comes to my learning during this thesis process, I think most of my learning came from the professional photographer in the aspects of creating appealing multimedia content. Finding the right angles and lighting and the use of the editorial tools was something that I improved upon during the project. Nonetheless, the work on this paper also gave me a lot of new tools to utilise later in life. Perseverance, finding trustworthy sources and creating a social media channel for an audience other than my personal acquaintances, were all something which I improved upon or learned entirely new skills with. I also improved on my Microsoft Office skills during this project, as I had not previously done a thesis project of this size and importance.

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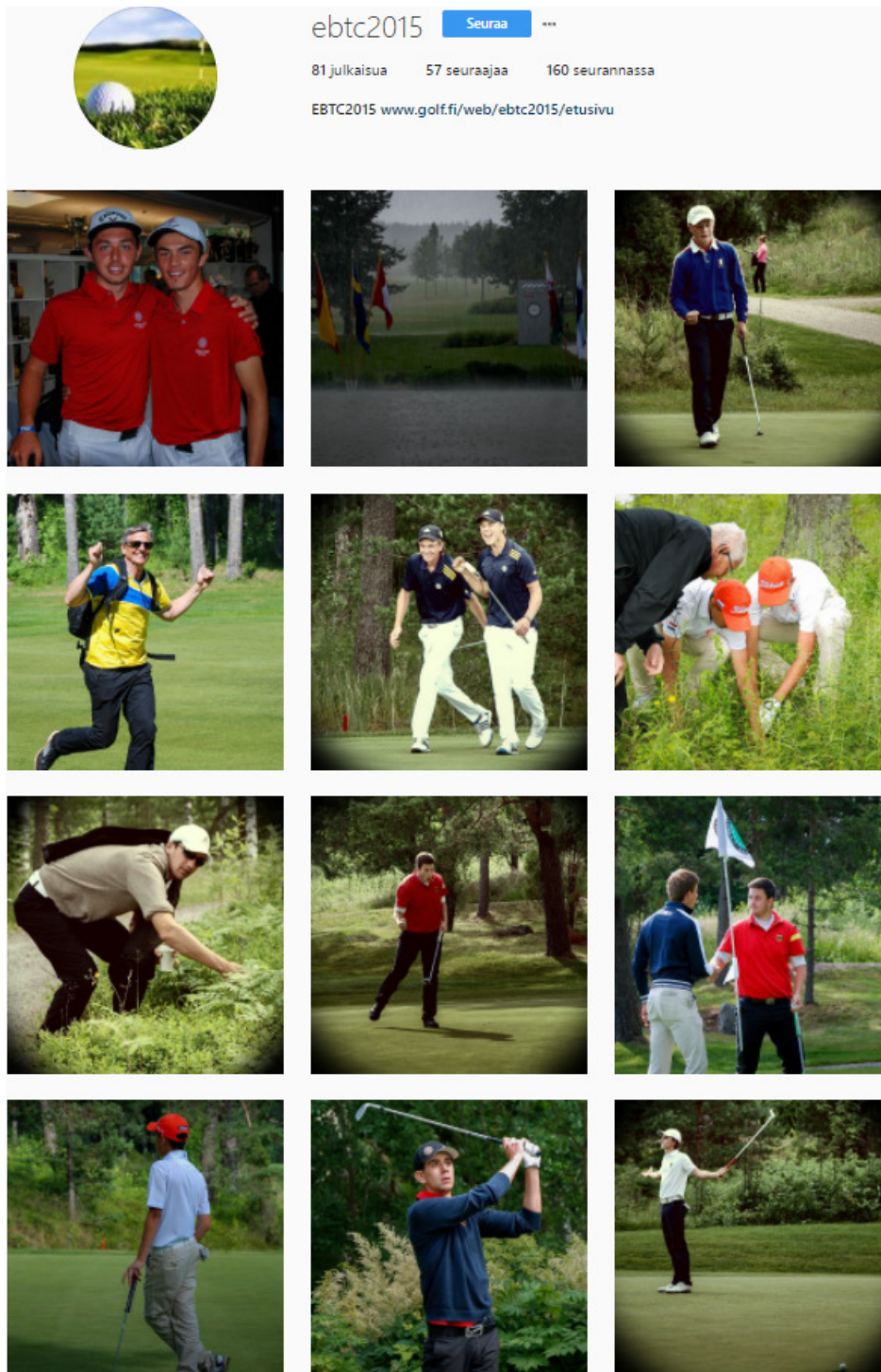
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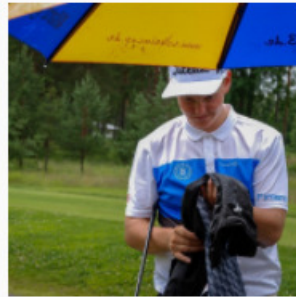
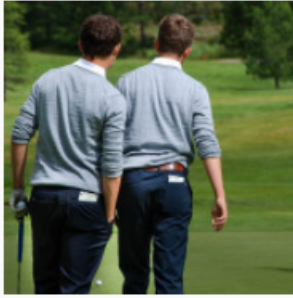


# Appendices

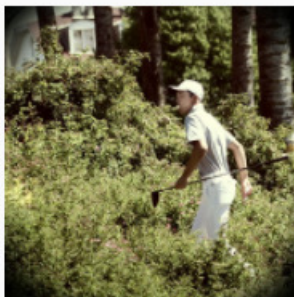
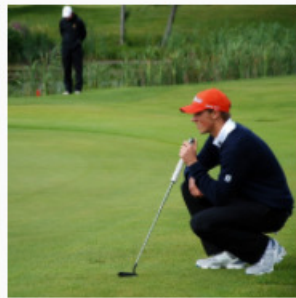
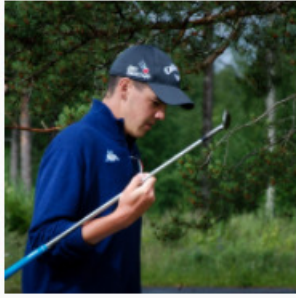
## Appendix 1. Photo caption of the Instagram page



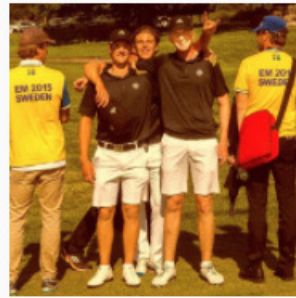
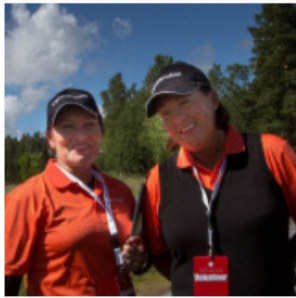
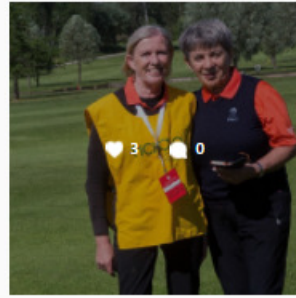
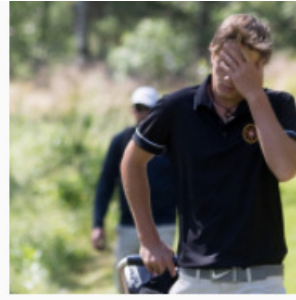
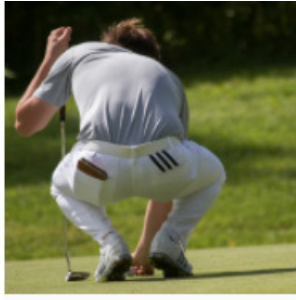
Appendix 2. Photo caption of the Instagram page



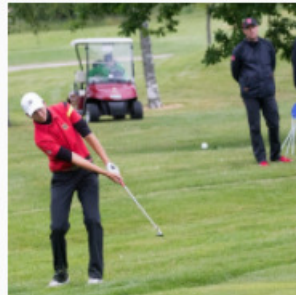
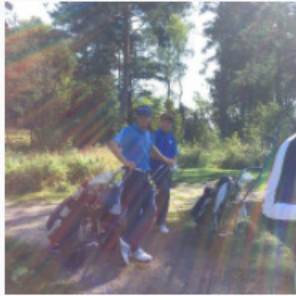
Appendix 3. Photo caption of the Instagram page



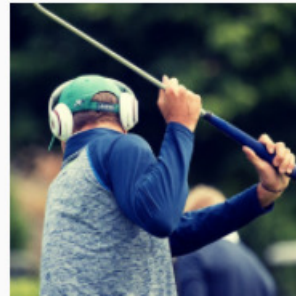
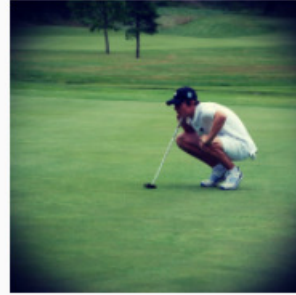
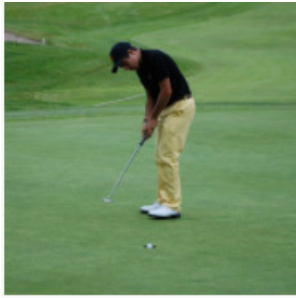
Appendix 4. Photo caption of the Instagram page



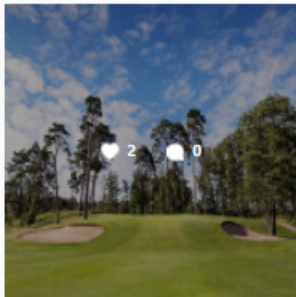
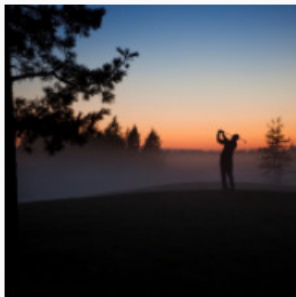
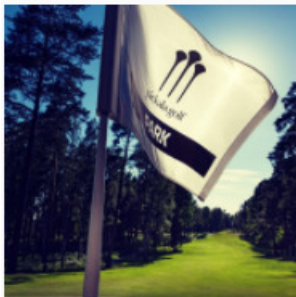
Appendix 5. Photo caption of the Instagram page



Appendix 6. Photo caption of the Instagram page



Appendix 7. Photo caption of the Instagram page



## Appendix 8. Photo captions of two posts on the Facebook page

 **European Boys' Team Championship 2015 at Pickala Golf** added 3 new photos.  
Published by Tom Marttinen [?] · 12 July 2015 · 🌐


After the final the teams headed to the Tapiola Garden for the award ceremony, where the Germans received the Jean-Louis Dupont Trophy!

Congratulations to the European champions team Germany, and also team Sweden and Norway for taking home some hardware as well.

Thanks everybody for making this tournament one to remember!...  
[See more](#)



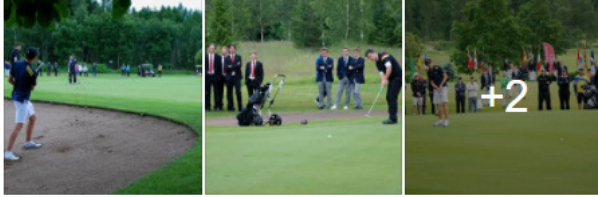

2,313 people reached [Boost post](#)

 **European Boys' Team Championship 2015 at Pickala Golf** added 5 new photos.  
Published by Tom Marttinen [?] · 11 July 2015 · 🌐

The Germans are the champions!

It all came down to Maximilian Schmitt and Marcus Svensson to battle out the winner, as the other match-ups' finished and the final was tied at 3-3.

The winner was determined in the 5th playoff hole, as Schmitt placed his ball 2 meters from the hole from around 155 meters and Svensson his in the bunker. Svensson was unable to save par and conceded the hole to start the party for team Germany. What a match to end this tournament!... [See more](#)



15,214 people reached [Boost post](#)



## Appendix 9. Photo captions of two posts on the Facebook page

 European Boys' Team Championship 2015 at Pickala Golf added 11 new photos.  
Published by Tom Marttinen [?] · 11 July 2015 ·

Norway takes home the bronze medals as they beat the Netherlands in a tight contest 4-3. Congratulations team Norway!

The decisive moments of the final between Sweden and Germany are on right now as Sweden has the lead in two of the 5 single match-ups giving them a 4-3 edge in total.

Follow the finals @ <http://www.golf.fi/web/ebtc2015/livescoring...>



560 people reached

Boost post

 European Boys' Team Championship 2015 at Pickala Golf added 6 new photos.  
Published by Tom Marttinen [?] · 11 July 2015 ·

The play had to be stopped as a lightning storm hit Pickala golf. The buzz at the restaurant rose to a new high, as players and staff gathered in the restaurant to wait for the storm to move on.



1,316 people reached

Boost post

## Appendix 10. Photo captions of two posts on the Facebook page

 **European Boys' Team Championship 2015 at Pickala**  
Golf added 8 new photos.  
Published by Tom Martinen [?] · 11 July 2015 ·

Sweden is victorious in both of the foursome match-up's!  
The Germans had no answer to the Swede's magnificent play and will have to chase the Swede's in the afternoon's single matches from a 2-0 deficit.  
The match for bronze between Norway and the Netherlands is tied at 1-1 after the foursomes, as Kristoffer Reitan & Elias Hustad Birkeland defeat Pierre Junior Verlaar & Stan Kraai. Mike Toorop & Dario Antonisso beat Norway's Viktor Hovland & Tomas Helgo to tie the match.



1,938 people reached

Boost post

 **European Boys' Team Championship 2015 at Pickala**  
Golf added 9 new photos.  
Published by Tom Martinen [?] · 11 July 2015 ·

The Final between Sweded and Germany has begun!  
The play for the Jean-Louis Dupont trophy has started with two foursome match-up's.  
After the first 9-holes Sweden's Tim Widing & Marcus Svensson are 2 up against Michael Hirmer & Yannick Schytz.  
In the other match-up, Joacim Åhlund & Felix Pålson vs. Thomas Rosenmyller & Mark Hammer the Swede's also hold a 2 hole advantage....  
See more



1,714 people reached

Boost post

## Appendix 11. Photo captions of a post and a video posted on the Facebook page

 **European Boys' Team Championship 2015 at Pickala Golf** added 14 new photos.  
Published by Tom Martinen [?] · 10 July 2015 · 

The Norwegians were unable to turn things around, as Sweden took all but one (which was halved) of the single match-ups, final score Sweden 5.5-1.5 Norway.

The other Semifinal was a little bit more exciting, when Germany defeated the Netherlands 4-3. The semifinal was decided in the last match-up, as Mark Hammer beat Mike Toorop by a 3 hole edge with one hole left

Congratulations to the finalists Germany and Sweden!



1,670 people reached

[Boost post](#)

 **European Boys' Team Championship 2015 at Pickala Golf**  
Published by Tom Martinen [?] · 9 July 2015 · 

Highlights from Thursdays match play, we saw some magnificent shots today



2,427 people reached

[Boost post](#)

748 Views

 Like  Comment  Share 

 Renate Schütz, Marcus Svensson and 5 others

## Appendix 12. Photo caption of a post on the Facebook page



European Boys' Team Championship 2015 at Pickala  
Golf added 8 new photos.

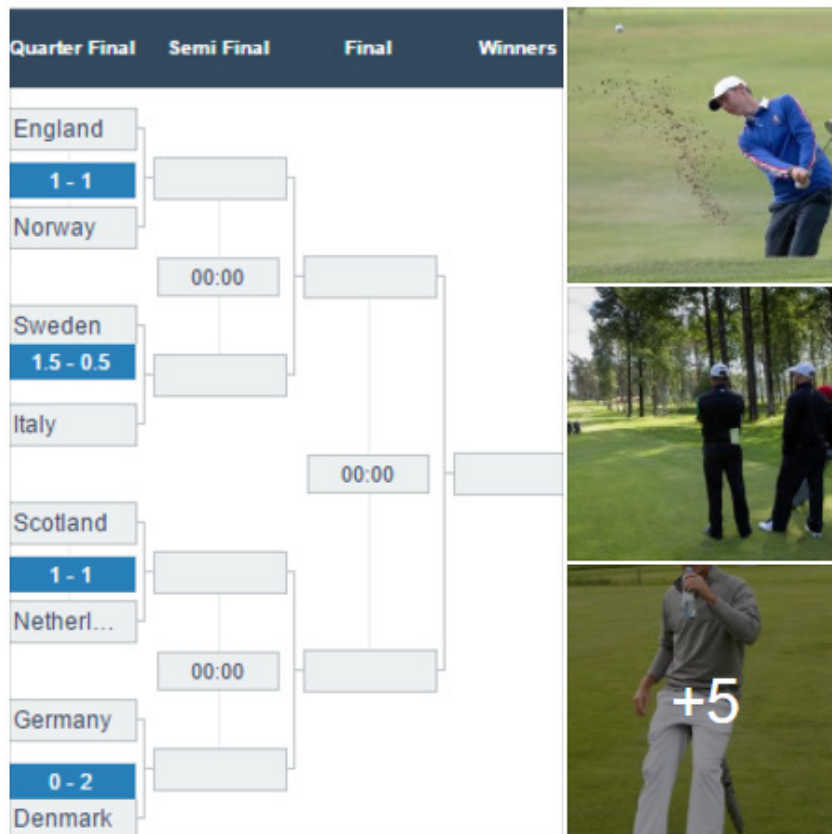
Published by Tom Martinen [?] · 9 July 2015 ·

Match play started with foursomes! College coaches have arrived in large numbers to see the top young players of Europe and they have put their skills on full display

Singles are heading to the course right now.

Follow live scoring @ <http://www.golfbox.dk/livescoring/tour/...>

golfari.fi © Kai Kilappa



1,038 people reached

Boost post

### **Appendix 13. Links to the tournament pages and videos**

<https://www.facebook.com/EBTC2015/>

<https://www.instagram.com/ebtc2015/>

Videos on Facebook:

<https://www.facebook.com/EBTC2015/videos/781922811924613/>

<https://www.facebook.com/EBTC2015/videos/782387325211495/>

<https://www.facebook.com/EBTC2015/videos/782561871860707/>

<https://www.facebook.com/EBTC2015/videos/782914238492137/>