

# **Digital Marketing Strategy with the Help of Web Analytics**

## **Case study: Best Western Plus Hotel Haaga**

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<p>This is a research-based thesis that was made for Best Western Plus Hotel Haaga, located in Helsinki. The hotel is on the market for quite a long time, but their digital marketing might need some improvement. The goal of the thesis was to improve existing digital marketing strategy by giving suggestions, based on web analytics, that the company could use for marketing and development of the brand.</p> <p>Digital marketing is a modern developing field in advertising. Everything is going online, and this is what digital marketing is about. By establishing a successful digital marketing strategy, any company will create leads, turn them into customers, and make new customers loyal. How to create a successful strategy in digital marketing, what to pay attention to and how to stay updated in the fast developing technologies world will be answered by this thesis.</p> <p>The thesis will consist of 3 major parts: theoretical layout, research and conclusions. Theoretical framework of this thesis includes the definition of digital marketing, newest trends in this industry, description of social media marketing, search engine optimisation marketing, content marketing, email marketing, and mobile marketing. Moreover, the SOSTAC strategy, which was created by P.Smith and which will be used in the research part, is elaborated on. Also, the modern web analytics will be represented. The theory will be gathered from literature and online resources.</p> <p>The research part is the execution of the SOSTAC strategy and the actual use of web analytics, represented in the theory part. On the basis of these, suggestions on how to improve current digital marketing will be given. In addition, it includes objectives, tactics, actions and control methods.</p> <p>The outcome of this thesis is definition of digital marketing and its channels, research on digital marketing strategy called SOSTAC, created by P.Smith, description of web analytics and their role, analysis of current digital marketing situation in Best Western Plus Hotel Haaga, execution of the digital marketing SOSTAC strategy, and, as the result, suggestions on what actions the hotel should take in future. For example, creating more educational and entertaining content will add value and attract new customers. Being curious about customers by asking questions will engage them and, thus, make them loyal. The main source of analysis is modern online tools - web analytics.</p>	
<p><b>Keywords</b> Digital marketing, social media marketing, search engine optimisation, content marketing, email marketing, mobile marketing, web analytics</p>	

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# **1. Introduction**

According to the Statistic Portal, tourism industry is one of the biggest industries in the world. The total economic contribution (direct, indirect and induced) is nearly 7.6 trillion U.S. dollars in 2014. The direct economic impact of the industry, including accommodation, transportation, entertainment and attractions, was approximately 2.36 trillion U.S. dollars that year. (Statistics portal 2016.)

With this volume, hotels are in great demand. Entrepreneurs all over the world are aware of that. In any city, town or village a hotel can be found. Will it be a luxurious 5-star penthouse or a bed in a shared room of a hostel? That is the issue of personal choice. Nevertheless, both are easily available.

As the industry is constantly expanding, the need for advertising is high. The whole science of marketing devoted itself to the methods of attracting customers and selling products and services to greater audiences. And the marketing methods are expanding as well. In the modern world, almost everything can be done without leaving home or office. This is mostly due to digital marketing, which is the main subject of the current thesis.

## **1.1. Objectives of the research**

The current study is devoted to the Best Western Plus Hotel Haaga, located in Helsinki, Finland. The hotel was chosen by the author due to its presence in one of the topics in MyNet. The topic was devoted to spa, but turned out to be taken by other students. The teacher mentioned that there was a new yoga room to be opened soon in the hotel, so the thesis can be written about it. But since the research is devoted to digital marketing, it was decided to focus on the hotel in general. The hotel is not a commissioner. The research will be based on online analytical tools, called web analytics, which are becoming highly popular.

The main objectives are: to understand what digital marketing is, how web analytics can be used for a successful digital marketing strategy, and to suggest new effective marketing techniques for the Hotel.

In order to come to final conclusions, I will have to find answers to a number of questions, such as: what are the modern trends in digital marketing, what channels digital marketing has and how to execute a digital marketing strategy.

In order to reach the objectives, SWOT analysis of the Best Western Plus Hotel Haaga will be made, interview with the CEO of the hotel will be conducted, and the research part will be analysed by a digital marketing representative of the hotel. As the result, suggestions on how to improve digital marketing strategy will be provided.

## **1.2. Description of the Best Western Plus Hotel Haaga**

The Best Western Plus Hotel Haaga is located in the capital of Finland, Helsinki, in Haaga, which is 15 minutes drive from the centre and approximately 22 min train ride from the Vantaa Airport. According to the hotel's official webpage, it has 122 rooms fully equipped for a very comfortable stay. For example, the rooms have air-conditioning, private bathrooms, LCD-television and pay-tv, radio, phones, minibars, ironing service and deposit boxes (Hotel Haaga 2016.)

The premises of the hotel also include a restaurant that offers organic and local food; different party rooms and meeting rooms, including a 240-seat auditorium; a Day Spa and beauty salon; sports facilities, sauna and swimming pool. Gym, aqua gymnastics and yoga room, which were opened in 2016.

## **1.3. The structure of the study**

The current study will consist of seven major parts. First, theory layout will be provided in chapters 2 to 5. It will focus on the definition of digital marketing and all its channels, newest trends in the digital marketing will be found. Web analytical tools and their role in digital marketing will be described. The most famous and effective digital marketing strategy, created by P.Smith, will be elaborated on.

The theory will be followed by the research. This part will be based on the P.Smith's strategy, which will be fully executed with the help of web analytics, SWOT analysis and interview with the CEO of the hotel. In the end, suggestions on improvement will be offered, and the feedback from the marketing department of the hotel will be given. Then conclusions will be described. References can be found in the end.

The methods of the current thesis are the following. In order to provide the thesis with the proper theoretical layout Desktop Research and Online Desktop Research methods will be used. With their help, I will gather information about digital marketing and its channels, SOSTAC strategy and web analytics that will be used later on in the research part. Moreover, interview with the CEO, Mrs Päivi Laine, will be conducted. It will reveal general information about the current situation in the Best Western Plus Hotel Haaga, that is being rebranded at the moment of writing the thesis. In the end, written feedback will be received from the Digital Marketing representative of the hotel.

## **2. Digital Marketing**

According to the definition, given by SAS, digital marketing is a way to promote products or services, via electronic media, e.i. channels that allow to analyse marketing campaigns and understand their success in real time. (Sas 2017.)

It is essential that a company is paying enough attention to the digital marketing planning and controlling because nowadays digital media is spreading the messages immediately, anytime and anywhere, where people have access to the Internet. And not only people know what you want them to know, but more importantly, what others have to say about a brand or product. People are more likely to believe other customer's opinions, rather than classic promotions where happy people are acting when using the product. People want brands they can trust, companies that know them, communications that are personalised and relevant, and offers tailored to their needs and preferences. This all can be successfully provided to them by a well structured and thought out digital marketing strategy.

### **2.1. Digital marketing In the modern world**

In order to be an up-to-date business and keep the interest of the customers, it is very important to understand what is going on outside the business. Here is a list of trends, that will help any business in creating a new marketing strategy. Mr D. Chaffey described the most modern of them in his article "The 14 top rated digital marketing techniques for 2017 according to Smart Insights readers".

The first very important trend is mobile usage. People nowadays tend to look for information not from a desktop, but from mobile devices (smartphones, tablets, etc). This means, that when a company is posting any type of content, employees have to check how it looks and loads on every sort of device, not only from a computer. Moreover, according to statistics, 67% of users purchase from a mobile device.

The second one is content marketing. Instead of focusing on trying to sell something, companies should provide value to potential and existing clients. Added value will raise the company over competitors, and clients will perceive it as a trustworthy one. More about this will be described in the next sector of the thesis.

The third one is data-driven marketing. Modern people tend to trust and rely on precise data and statistics. So instead of paying too much attention to creativity, think more about time and relevancy, and accuracy of the content.

Next trend is social media. According to statistics, social media brings the majority of new clients, so if the objective is to increase brand awareness, social media platform optimisation should be number1 action. Moreover, the popularity of video content is growing. More about video marketing will be described later.

Organic search is number one source, no matter how widely social media is spread. People mostly search for information in Google or Youtube or other search engines. Search engine optimisation will bring success, and well-thought implementation of it will lead to the high ranking. More about it will be also described in the next chapter.

Only 1-3% of people buy anything when they visit a webpage for the first time. That is why we need to keep in contact with those who haven't bought yet. The best way to do it is e-mail marketing because 65% of consumers are inclined to purchase after receiving a good e-mail (which will be most likely opened via a mobile device).

One more important feature is the lack of patience with the speed of page loading. People have become very impatient, and they do everything in faster pace. This means, that a company should always check the loading speed of the pages and content. Usually, if a page doesn't open within some time, people just leave it, and turn to next one (competitor's page)

And finally, personalisation. People are already used to see their names in the newsletters, so companies should come up with something more special to catch people's attention. (Chaffey 15 April 2017.)

## **2.2. Digital marketing SOSTAC model**

In order to apply all the trends that we now know about, we should have a model of how to build the digital marketing so that it would benefit our business. Paul R. Smith has created a very clear and useful strategy for digital marketing. The strategy is called SOSTAC which is an abbreviation and it includes the aspects, described below.

S stands for Situation. It means that, just as every analysis, we start with what is going on right now with the business. This is very similar to SWOT. For example, we should give answers to the following questions: how the business is doing in general, has it taken any actions in digital marketing previously, and which of them were successful and not; who are our competitors, and what marketing strategy do they follow. So the situation analysis will contain customers and competitors analysis, market trends analysis, resources analysis and analysis of KPI's.

Customers' analysis (here we need to answer the questions like who is our ideal client, why would one need our products, and how is one going to use them?). Here we have to segment our potential clients by gender, age, occupation, income, education, if we can.

Market trends analysis (is very important, because the trends are constantly changing).

Resources analysis (we have to figure out who and how is going to implement the plan into actions, if a company has a full-time permanent employee, or if the services will be outsourced).

KPI's analysis (=Key Performance Indicators, meaning the results of previous digital marketing strategy: how many visits did we get to the main web page, how much revenue did digital marketing bring, etc)

Market trends, competitors' and customers' analyses are considered the most important.

Then we have O, which means Objectives. Clear goals are essential for future success of the whole strategy. Researchers have decided business objectives into 5 groups, or 5 S's: Sell (customer acquisition and retention), Serve (customer satisfaction), Sizzle (customer surprise, or added value), Speak (customers engagement), Save (gaining quantified efficiency).

Second S stands for Strategy, which means that we have to decide how we are going to achieve the goals. After analysing the current situation and goals, we have to come up with a general plan of why and how reaching our ideal client.

Next, we are moving towards T, which is Tactics. This implies how exactly we are going to achieve the objectives. We should come up with what content we are going to post, where we are posting it and how do we communicate with the clients who will get interested and have questions.

A = Actions. At this point, we should give specific assignments: who does what, and when. What will be the responsibilities of employees, what processes we will be going through, whether it's going to be a person from within or outside of the company.

And finally, there is C which is Control. In the end, we are measuring several things: we use web analytics to see conversion rate optimisation (percent of people who bought something from us comparing to the total amount of people who visited our page), analyse out social media platforms engagement, amount of visits and ranking, and we check customers' reviews. Then the employee should report and new actions will be taken. The point of the final stage is to check which of the objectives were successfully implemented (Prsmith 2017.)



### 3. Digital marketing channels

Digital marketing channels are the tools that a company will use in order to share information and promote the products. Nowadays there are several channels that a company may choose in order to reach its target audience. Here is Figure 1 representing the most modern digital marketing channels, according to S. Jacob (Jacob 20 January 2017.)



*Figure 1: Digital Marketing channels*

In the next sections, I will describe each of them.

#### 3.1. Content marketing

According to Content Marketing Institute, content marketing is a strategic approach aimed at creating and distributing valuable, relevant, and consistent content in order to attract and retain targeted audience, and, thus, to drive profitable customer action. Nowadays marketing is impossible without great content (Content Marketing Institute 2017.)

A well-thought content will increase brand awareness and, consequently sales. In order to gain success, a company should take into account the following aspects, which were described by Z. Bulygo in his blog at [kissmetrics.com](http://kissmetrics.com). Headlines (they should include the essential and relevant keywords because they will lead customers from a search engine to the company). According to statistics, the most powerful headlines are: How to....; headlines containing odd numbers (11 ways to lose weight); headlines which mention the ideal buyer (9 tips for home-buyers in Helsinki), headlines containing words: Mistakes or Errors, and power words, such as Incredible, strange, unique or secret; and headlines containing questions. General rules also include, that a headline should be under 65 characters, contain from 2 to 6 words, should not have words with multiple meanings.

The content should help your customers in any way (for example, How to - articles or videos: "How to use this machine"). What emotions will this content cause (the most pow-

erful emotions are joy and anger)? Any successful content should arise curiosity. Negatives are usually attractive (for example, "Never buy these shoes"). Content should be specific (devoted to one particular product, service or place).

Content creation process should involve all the employees (for example, a restaurant can create a video about how the chef is cooking some special meal, and somebody in the kitchen can record it and post on Facebook).

The quality of content should be high (there are many applications that help to improve image quality). Any content should be promoted (it is not enough just to post something, because there is a lot of content nowadays). Here Paid Advertisement can help, especially for start-up companies that do not have many fans or followers yet. After content is posted, results should be measured (with web analytics or just by asking the customers about where they found out about this promotion) (Bulygo 20 October 2012.)

### **3.1.1. Types of content**

There are 4 categories of content. It is recommended, that a company posts at least one piece of content every day so that customers stay interested and curious. Moreover, usually, customers like to get the company better in order to start trusting it. According to the statistics, a person tends to purchase after having looked for 10-12 pieces of content.

The first category is Educational. This type of content includes tutorials, tutorial articles or videos, reports, guides, info graphics, press releases, demo videos and ebooks. This category is the easiest to create, and still very beneficial for the company's image. Examples of it can be: 7 mistakes in your yoga practice; or How to keep fit during weekdays. This category is a rational one.

Next type of content is Entertaining. This is an emotional category, and, consequently, it gets more attention from customers or viewers. But it takes more time and effort to create, and it should be well prepared and planned. For example, different competitions are very popular, games, vlogs and branded videos belong to this category.

Inspirational content is the third type. This category is also an emotional one. Such content as celebrity endorsement, reviews from other customers, community forums, testimonials belongs to this type.

The last, but not least is Convincing type. This type of content will be searched by a customer right before the buying decision. Examples of it can be: checklists (easy to create, and very influential), webinars, calculations (when all the prices are being summed up), price lists, case studies, interactive demos, ratings and product features.

Usually, people tend to buy due to emotions and back up the buying decision due to rationalising. If a company posts 1 or 2 types of content from each category, a purchase of this product or service, that is being described, is highly probable. (Briesies 13 May 2016.)

### **3.2. SEO marketing and Keywords optimisation**

SEO stands for Search engine optimisation, and according to Webopedia, it is a methodology of strategies, techniques and tactics used to increase the number of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (Google, Bing, Yahoo and others) (Webopedia 2017.) In other words, it is the simple activity of ensuring a website can be found in search engines for words and phrases relevant to what the site is offering. In many respects it's a quality control for websites (Redevolution 2017.)

Since the main purpose of every company is to get clients, it has to be visible for them. And since most people are searching for information via search engines (like Google), every company should aim at appearing on the first or second page in Google Search by given words. For example, if a person does not know that Best Western Plus Hotel Haaga exists, (s)he would open Google Search and type something like: Spa Hotel Helsinki. At the moment, Best Western Plus Hotel Haaga is on the third page. In order to appear on page 1 or 2, the company has to think of the following: content, titles and keywords in the content (the words that people will type when searching for information in Google; they have to be relevant to the content that a company posts), backlinks (references from social media platforms). Additional parameters could be: user experience (Google knows how much time people are spending on the web pages and if they return back to the search results because they were not satisfied), quality of the content (that it is fresh and still relevant), social signals (how many links from social media a company received to its website), site speed, people's engagement (shows how many people visited company's social media, how many times they clicked Like or Share, how many purchased something), mobile optimisation (if the content is clear when seen on a smartphone screen). Moreover, Google analyses mistakes in the text, and they will make the rating go down (Patel 19 February 2015.)

As mentioned above, one of the most important factors that are affecting Google ranking is the keywords. Keyword optimisation is the act of researching, analysing and selecting the best keywords to target to drive qualified traffic from search engines to your website (Lyons 11 April 2017.) Keyword search optimisation is a crucial step in search engine marketing, for both paid and organic search. If you do a bad job at selecting your target keywords, all your subsequent efforts will be in vain. Ongoing keyword optimisation is necessary to keep uncovering new keyword opportunities. By continuously performing keyword analysis and expanding your database of keywords, your site traffic, leads and sales will continue to grow. The optimisation should target the most searched and less

competitive keywords (Lyons 11 April 2017.) Exploring the potential of the keywords in the given industry will be done by web analytics in the research part of the current thesis.

Consequently, it all comes down to content marketing and keywords optimisation, because if the posted content is valuable and it can be found easily by the relevant keywords, all the other aspects will be included.

### **3.3. E-mail marketing**

Email marketing is a form of direct marketing that uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In the broadest sense, every email sent to a potential or current customer could be considered email marketing. Emails and newsletters are a very important tool because if a person gives his or her e-mail, this means that (s)he trusts the company and very interested in its products. Company's e-mail list is even more valuable than the amount of followers and fans on Facebook. Moreover, it's a cost-effective way to promote products or services in a personalised way, and it's a comfortable way to send feedback surveys, which will help to get to know the customer and figure out what content (s)he would be interested in next. (Hollier 5 September 2011.)

In order to conduct a successful email marketing, a company should think about the aspects described below.

Creation of valuable content, and thinking of how to put it together (a piece of content should be devoted to 1 topic/subject and be very clear, subject has to fit into one line, include Call to action, for example, company's phone number or link to the web page). Do not just send e-mails to people, because most of the time they will arrive at a spam box. Special companies are doing professional e-mails that are appearing in the Incoming box. Also, send a sample to your own e-mail, and see how it looks on different devices.

Spam analysis should be used as well. Send different content to different target audiences and think of timing (according to statistics, most of the people are checking e-mails in the morning, before work). Personalise (include person's or company's name, and create new ideas of how to become closer to customers). Include images or videos into content.

Create pre-written e-mails (if there is a new campaign, product or service is soon introduced or released, people will probably be asking Who, what, where and How, so it is beneficial to create a welcoming e-mail, a few detailed description e-mails and thank-you email). Track, analyse and take new actions if needed (any company should check 3 things: how many people have opened their e-mails, how many - have clicked on the links, and how many emails returned undelivered) (Hollier 5 September 2011.)

### **3.4. Mobile marketing**

As stated on marketo.com, mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps, for example, WhatsApp (Marketo 2017.) Since the usage of mobile devices is growing around the world, this marketing channel is highly recommendable for modern businesses.

The application allows a very fast, easy and free of charge conversation; it can reply phone calls and SMS in some cases; it works with all mobile platforms, it is preferred by consumers; people tend to read all messages, sent via WhatsApp. According to statistics, people tend to buy after receiving information via WhatsApp; content includes also short videos and images, pre-written messages and emoticons. (Marketo 2017.)

### **3.5. Social media marketing**

Without a doubt, this marketing channel is a necessity for any modern business. According to Journal of Business Research, social media marketing is the use of social media platforms and websites to promote a product or service. Benefits from a successful social media strategy will include increased exposure to audience; consequently, increased traffic (because through social media people will get to our main website); knowing our customers and competitors more closely; easier and faster communication not only with customers, but also with other employees; promotion (even paid advertisement will cost cheaper than creating a short ad on TV). (Felix, Rauschanabel & Hinsch 2017, 119.)

In this thesis I will concentrate on a social media platform, that will be more beneficial for my case study, which is: Facebook.

#### **3.5.1. Facebook**

According to statistics, Facebook had 1.6 billion monthly active users in 2016 (Stanley 2016.) This number tells us, how important our presence in it is. In order to create a successful Facebook strategy, we should find and analyse competitors, post relevant content, promote the content, analyse which content was getting most likes and shares with the help of Insights, and create similar type of content. (LePage 4 August 2016)

Creating powerful content on Facebook is essential. When doing so, we should concentrate on a few things. Think of headlines and use hashtags(#) (the rules of good headings were described in the previous chapter). When posting a piece of content that consists of text, always attach an image to it. If sharing a Youtube video, always put the link to it in the title, because Youtube is a Facebook's competitor, and it doesn't show the video in the Newsfeed. Or upload the video straight to Facebook.

Creating added value (do not post only facts and numbers, share something more personal or something that causes emotions, especially laughter). Best format for pictures or images is 800x800 pix. Post pictures of smiling happy people, especially the clients. Ask questions and give a multiple choice answer option. Sometimes post quotes of influential people, related to your industry. Create a short video with lots of changing actions, in vertical format (so that it is seen on mobile devices), and attach a short description (max. 80 characters). Since Facebook videos are muted, unless a person switches sound on, create subtitles or text in the video, so that if a person has no opportunity to listen, one can read. Take advantage of Live-videos, which are becoming very popular. (Peters 9 June 2016.)

## **4. Web analytics**

Web analytics is a way of analysing the amount and behaviour of visitors on a web page. Web analytics is a part of customer relationship management analytics, or CRM analytics. (SearchCRM 2017.) In the current thesis, the following web analytics will be used: Likealyzer, Similarweb, Ubersuggest.io, Moz, Buzzsumo, Google Trends and Pingdom.

### **4.1. Likalyzer**

It is free of charge analytics tool that helps to measure and analyse the effectiveness of Facebook Page performance. It will offer comprehensive reviews and tips to improve interaction with current and potential clients, provide the way to promote a social campaign in a beneficial way, monitor and compare your Facebook page with competitors'. (Likealyzer, 2017.)

### **4.2. Similarweb**

It is a partly free tool, which shows global and local ranking of the official web page, where the visitors to the page are coming from (traffic source), engagement rate (including the tendency and average time spent on the web page), traffic by country (including tendency), traffic sources, referrals and the source of referrals, the percent of social media platforms as a traffic source, web pages where the advertisement is active, what type of content they are posting, what categories of interest people are interested when searching for the analysed web page. In addition, the site suggests competitors. (Similarweb 2017)

### **4.3. Moz, Buzzsumo and Google Trends**

These tools are used to analyse keywords. This type of analysis is helpful when it comes to posting content. The tools will give an idea of what related keywords are being searched by people, and, consequently, what content might be posted as an answer to the search.

In addition, Moz has an extra feature, that is analysing the opportunity and potential of the keywords. These are helpful in order to understand if the chosen keywords are going to be popular in the nearest future.

Also, Google Trends is showing the interest within a period of time, which is helpful in order to understand when is better to post certain content, and when to advertise certain services. Buzzsumo shows how many likes, shares and comments a piece of content got in social media.

#### **4.4. Pingdom**

According to the latest research, people are becoming very impatient when it comes to searching for information on the Internet. That is why it is important to know how fast a page is loading from a desktop, and especially from a mobile device. Pingdom is needed for this. The maximum recommended time is 4 seconds. (Pingdom, 2017)



## **5. Research**

The main purposes of the current chapter are to analyse current situation in digital marketing of the Best Western Plus Hotel Haaga, to set up goals for future in this field, and to give actual suggestions about fulfilling the goals. In order to analyse the current situation and set up future goals, online desktop research method will be used and SOSTAC model by P.Smith will be presented as a template, and an interview with the CEO of the hotel, Mrs Päivi Laine, will be conducted. In order to give recommendations on how to fulfil the goals, I will conduct a survey on all existing digital marketing channels, basing on the knowledge, gained during working on the theoretical framework and by using mentioned web analytics. In the end, the research part and the list of suggested actions will be given to the digital marketing representative of the Hotel, and the feedback will be reflected in the thesis. The methods of this chapter will be online desktop research, interview and feedback.

### **5.1. SOSTAC model execution**

Digital Marketing model has been well described by Paul Smith, and it is called SOSTAC. The model includes such aspects as: current situation analysis, setting up objectives for future, choosing a relevant strategy on how to fulfil them, figuring out actual actions and control (Prsmith 2017.) For the chosen company, the model will be executed in the following chapters.

#### **5.1.1. Current situation analysis**

As every analysis, it is logical to start a research with what is going on right now in the company This is what P.Smith is suggesting as well. The first S in his SOSTAC model stands for Situation. As I have found from the official webpage, currently Best Western Plus Hotel Haaga is a 3-star hotel, located within 6km from the centre (Hotel Haaga 2017.)

In order to deepen the knowledge about digital marketing in the hotel, a personal interview with the CEO, Mrs Päivi Laine, was conducted. According to Mrs Laine, the hotel has one employee, who is responsible for the most of the digital marketing. The person is mostly doing the keywords optimisation and social media marketing. Some of the other employees can post content on the official page or social media profile of the hotel, for example Managers of the departments. Mrs Laine sometimes posts content in social media, and she mostly uses her private profile. On the hotel profile on Facebook she posts content devoted to events or once a month to announcement of the Employee of the Month reward. The main reasons for the current actions is that, being a part of a hotel chain, most of the marketing is being done by the brand and it would be too costly to hire extra personnel for editing content. (Laine 29 April 2017.)

The hotel is being rebranded at the moment of writing the thesis. This means that much, including digital marketing strategy, will face changes. Moreover, the new name of the hotel will be Hotel Haaga Central Park. As the process of rebranding has started, they are planning to start using Travel Click booking tool and involve email and mobile marketing to the digital marketing strategy. (Laine 29 April 2017.) In the current thesis, the name Best Western Plus Hotel Haaga is being used since it is the actual name at the moment of finishing working on the research part.

The additional aspect of the situational analysis is SWOT. Table 2 is providing us with its 4 parts: strengths, weaknesses, opportunities and threats. The information for the analysis was taken from the official webpage of the hotel and reflects the author's thoughts and feedback, provided by the Marketing Planner of the Hotel, Mrs Anni Järvenpää. The template was taken from freeswotanalysis.com where Marriott sample SWOT analysis is made. (Freeswotanalysis 2017.)

Table 1: SWOT analysis of the Best Western Plus Hotel Haaga

<b>Strengths</b>	<ul style="list-style-type: none"> <li>• Variety of offers</li> <li>• Peaceful location</li> <li>• Cheaper prices</li> <li>• Well-known brand</li> <li>• Knowing customer needs</li> <li>• Technical support</li> <li>• Much experience</li> <li>• Brand reputation</li> </ul>	<ul style="list-style-type: none"> <li>• Location</li> <li>• Not enough attention to modern marketing</li> <li>• Not enough customers engagement</li> </ul>	<b>Weaknesses</b>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>• Emerging markets</li> <li>• Digital marketing</li> <li>• Social media marketing</li> <li>• Customers engagement</li> <li>• Innovation in customer service</li> <li>• Events and conferences business</li> </ul>	<ul style="list-style-type: none"> <li>• Other brands offering similar services</li> <li>• Competition on price points</li> <li>• Stagnated growth</li> </ul>	<b>Threats</b>

As we can see, Hotel Haaga belongs to a well-known hotel chain, and it is a recognised and trustworthy brand. It is situated 15-20 min. from centre by bus, and the location has positive and negative effects at the same time. On the one hand, it is situated in a peaceful environment, close to nature, where guests can enjoy calmness and remoteness from hustle of the central area, and there are no competitors in the neighbourhood. On the other hand, tourists, who come for a shorter period of time, might be confused or unwilling to use public transport.

Analysing the results from Trivago.fi, I was able to conclude, that the hotel has much to offer for cheaper prices and it is highly technological, but not enough attention to modern marketing might attract customers to competitors (Trivago 2017.) Especially if they lower prices, or offer special discounts. In order to keep up with business, modern marketing

techniques should be introduced; more attention to social media could help to attract new customers, posting targeted content will help to keep the loyal customers; customers satisfaction level and engagement should be improved.

### 5.1.2. Customers analysis

Since the subject of the current study is a hotel which provides quite many services, including conferences, events, meetings, spa, aqua gymnastics, yoga room, gym and a restaurant, I have tried to figure out who would be the ideal customer.

M. Smith and L. Puczko provided us with the research of L. Nolen (2012) who analysed customers preferring wellness and health services and products as well as the reasons for that. Marketing segmentation in the gym industry was profoundly analysed by Fitness-ForWeightLoss (Fitness for Weightloss 2012.) The results are presented in Table 2.

Table 2: Customers segmentation in wellness industry by M. Smith & L. Plczko

Activities	Main reasons	Marketing Segment
Swimming pools, saunas, fitness	Physical, relaxation, fun	Active visitors, couples, younger visitors (aged 18-30) and families with children
Yoga and meditation	Physical, mental, spiritual	Mainly professional women between 25 and 55 years old
Gym	Feel better about them, look better, lose weight	51-49% are men and women relatively, age varies between 25 and 54, average age of a visitor is 40 years old

From this table, I was able to create images of ideal customers.

First one would be a a single person from Finland, between 30 and 60+ years old, with higher education as a background, working in a modern successful company. (S)he prefers active sports, indoor and outdoor, and way of life in general. She is also interested in yoga as a way to relax after work. He would prefer gym. (S)he is likely to be on a business trip to Helsinki.

Second would be a local or foreign couple around 35 years old without children, who work quite a lot, and like Spa treatments and massages, sauna and middle active sports outdoors (walking, nordic walking, jogging, etc).

And third could be a family with children from Finland or abroad. Parents are around 40-50 years old, they and the children like to be outdoors skiing together. Sometimes mother needs time for herself, so she prefers yoga, while father is in the gym, and children are taking the swimming classes.

### 5.1.3. Competitors analysis

Best Western Plus Hotel Haaga is a unique hotel. Therefore, it has a 3-star rating, it is providing quite many services of high quality and comparatively low prices, due to some of the services offered by students. That is why it was very difficult to determine its competitors. For the current thesis, hotel Crowne Plaza was chosen, due to its location and similar services to Best Western Plus Hotel Haaga. They both are situated further away from the centre of Helsinki, have a Day Spa and sports facilities.

The analysis was conducted considering the following aspects: official webpage and Facebook profile performance. In Table 3, presented below, situational analysis of the official webpages of the chosen hotel and its competitor is presented. The analysis was made with the help of web analytics Similarweb.com and Pingdom.

Table 3: Webpage analysis of Hotel Haaga and Crowne Plaza made by similarweb.com

Aspect for comparison	Hotel Haaga	Hotel Crowne Plaza
Global rank (all sites in the world)	4.434.357 (rising tendency)	2.776 (rising)
Rank by country (compared to all other sites in the leading country)	Finland - 38.891 (rising tendency)	USA - 985 (rising)
Category rank (travelling, accommodation)	43.865 (rising tendency)	13
Amount of visits from desktop and mobile (last 6 months)	4.20K (declining tendency)	13.8M (declining)
Average visit duration	00:00:28	00:04:00
Pages per visit	1.43	4.05
Bounce rate	34%	51%
Traffic by country	Finland - 71% Egypt - 8% UK - 5% Russia - 4% Spain - 6%	USA - 59% UK - 8% China - 5% Canada - 3% Japan - 3% (not full list)

Aspect for comparison	Hotel Haaga	Hotel Crowne Plaza
Traffic sources (from desktop)	Search - 83% Direct - 8,5% Referrals - 8,5%	Search - 34% Direct - 32% Referrals - 27% Mail - 5% Social - 2%
Loading time (in seconds)	9.5	2.7

As we see from the table, Best Western Plus Hotel Haaga is oriented on local people. The hotel is quite popular. This is proved by the number of total visits to their website in December 2016, which was 4,20K, but the amount has a declining tendency. The majority of the visits were made from Finland. The number of visits is quite high, but the amount of time people are spending on the web page is relatively low, and the number of visited pages tells us that people are mostly booking a room or checking what is included in the room rate. Majority of people are looking for it from search engines, and its social media strategy does not bring any traffic. In addition, the webpage is being loaded very slowly, since recommended time is maximum 4 seconds.

Hotel Crowne Plaza Helsinki is, on the contrary, quite internationally oriented. The number of visits is high, and its brought by all possible means, which proves that it is doing marketing effectively. The bigger amount of visited pages tells us that visitors are checking for more information than just booking rooms. The ranking in the accommodation industry shows that the brand is very popular. Moreover, the page is loading very fast.

#### 5.1.4. Facebook profile analysis

As Facebook is the most used social media platform, I would recommend paying more attention to the content there. In the next paragraphs, I will try to analyse the current Facebook performance of the chosen company, and suggest what could be improved.

As the first step of the analysis, I have checked for likealyzer.com, which is a web analytics that gives ranking and recommendations about Facebook profiles. The comparison with the Crowne Plaza Helsinki is represented in Table 4.

Table 4. Facebook analysis by likealyzer.com.

Aspect for comparison	Hotel Haaga	Crowne Plaza Helsinki
Rank (out of 100) / place	59 / 33	69 / 119
Pages Liked	10	0
Likes	3708	1313
Likes Growth (%)	2.3	3.7

Aspect for comparison	Hotel Haaga	Crowne Plaza Helsinki
PTAT (people mentions)	56	55
Engagement rate (%)	1.5	4.2
Posts per day	0.5	0.3
Likes, Comments, Shares / post	12	52
Types of posts	Images - 75% Video - 4% Text/links - 21%	Images - 42% Text - 58%
Timing	Way off	Way off
Length of posts	100 - 500 characters (good)	100 - 500 characters (good)
Curiosity	Not enough	Not enough
Who can post on Timeline	Everyone (good)	Everyone (good)
Posts by fans (last month)	None	None
Comments and recommendations	<ul style="list-style-type: none"> <li>• Create more engaging posts, by asking questions;</li> <li>• Post content more often (people respond mostly to the photos, posted between 6-9 pm);</li> <li>• Encourage your fans to ask you questions;</li> <li>• Create a campaign to gain more likes.</li> </ul>	<ul style="list-style-type: none"> <li>• Start using hashtags;</li> <li>• Post content more often (people respond mostly on the links posted between 6-9 am);</li> <li>• Like other pages and communicate with them;</li> <li>• Encourage your fans to ask you questions;</li> <li>• Ask questions to encourage fans;</li> <li>• Create a campaign to gain more likes.</li> </ul>

The second step was the analysis of the Facebook profiles from a visitor's point of view. The following abstracts will provide the analysis.

When finding a company profile in Facebook, or any other social media, the first what we see is cover photo and profile photo. Consequently, they make our first impression, which one of the most important things, especially if we do not know the company. With the permission from the CEO, I took a screenshot of hotel's Facebook profile and cover photos (Laine 29 April 2017.) This is how they look:

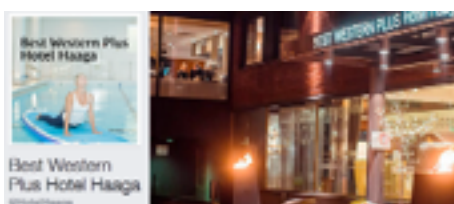


Figure 2: Screenshot of Facebook profile and Cover Photo of the Hotel

As we can see, the profile picture has a reference to aqua gymnastics, which is quite confusing, because in the company information there is no mention about the sports facilities and pool.

Next step in getting to know the company, is reading a short description. When checking it, I have noticed, that, in the About section, there is a short description without a mention of Spa services, gym, yoga studio and aqua gymnastics. All the information is provided in the Finnish language.

Then I have checked how the content looks. 3 types of content are present: photos and images, videos and text.

A. With the permission from Mrs Laine, I randomly chose hotel's Facebook profile pictures to create a collage in order to demonstrate how some of the images look now:



Figure 3: My own collage made of the recently posted pictures

B. At the moment on Facebook there are 4 videos:

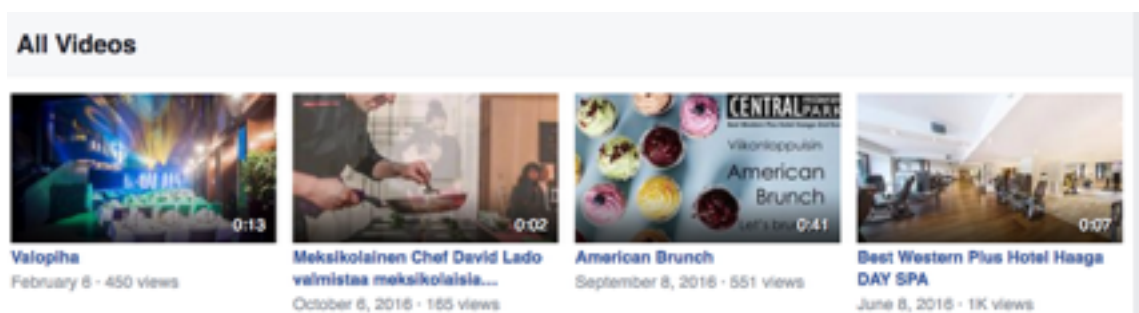


Figure 4: Screenshot of the videos posted on Facebook page of the Hotel

C. The text content is mostly reflecting some information about what is going on in the Hotel, for example, presenting new employees or offering discounts.

All in all, the content could be more engaging. The pieces of content do not get many likes, shares or comments.

### **5.1.5. Email Marketing analysis**

I started to analyse Best Western Plus Hotel Haaga from the perspective of e-mail marketing and noticed that the hotel just recently started to provide the opportunity to become a member, sign up for newsletters, get bonus points, or to receive information about discounts by e-mail. I have subscribed more than a month prior to writing this chapter, and I have not received any newsletters yet.

According to the CEO, the rebranding will effect the email marketing in a way that people will soon start to receive welcoming emails and newsletters (Laine 29 April 2017.)

### **5.1.6. SEO marketing analysis and keywords research**

In order to be ranked high by Google Search and appear on the first page, a company has to come up with a successful SEO marketing. At the moment the Best Western Plus Hotel Haaga appears on page 3 by typing Spa Hotel Helsinki. So that the Hotel would be able to move to page 2, some valuable content has to appear. Then the content will be engaging people to respond, to share it, to visit web page and, thus, get higher ranking in the search engines.

In order to figure out what content people are interested in, I used Moz keyword explorer, Buzzsumo and Google Trends. By typing Spa Hotel in Google Trends, I found out that the searches were going up before the 14th February, Midsummer and middle of August. The results about Related issues revealed, that Trivago and Groupon were the most searched sites, and the top related keyword was Secret Escapes. According to Moz, the potential of the words Spa Hotel is very high, and the top relative searches were Hotel Spa Packages, Weekend Spas near me, Local hotel with Spa and Hotel Spa Shower Head.

Then I have used Buzzsumo to find out the top searches according to keywords. First, I have searched for word combination Restaurant Helsinki, and the top searched materials were: article on blabbermouth.net about Avenged Sevenfold performing at Helsinki Rock Cafe, a soon-to-be-built library in Helsinki, with a cinema, restaurants and sauna, a n article about Finnish designer Joanna Laajisto who designed the decor for OX restaurant in Helsinki, an article about soon opening of the Caverna in Helsinki (by visitfinland.com), ranking of Best Vegetarian restaurants in Helsinki (article by helsinkitop10.com) where the author simply suggests one meal to taste at the ranked restaurants and their addresses, and a review of restaurant Juuri by two Swedish bloggers on blog.wearenodes.com, where they are sharing the experiences and pictures from the place and food. Also, articles about tasting tours with lists of top places offering typical Finnish food are quite popular. A very interesting result was an article by Olivia Blair on independent.co.uk about a new restaurant in Helsinki, Take-in, that does not offer anything but staff, place and beverages. This restaurant is targeted to single people, who order food from Wolt and just wait



for it in this restaurant while enjoying a drink. When the pre ordered food arrives, it is being served to the guests.

One of the top results about restaurant in Helsinki was Finnish cuisine. In order to attract foreign customers, I have made a search for key words Finnish cuisine on Buzzsumo, and I have discovered, that the top ranked results were:

- A. Finnish food in Helsinki: traditional cuisine (article by globejourneys.com). The article tells about lohikeitto, karjalan piirakka, Fried Baltic herring, Lihapyörökät meatballs, etc. and showing pictures of them;
- B. 10 Finnish delicacies (video on Youtube which is showing pictures of traditional Finnish meals and their names in Finnish, like grillimakkara, kalalakukko, cinnamon buns, etc)
- C. Simply Scandinavian: Travelling through time with Finnish cuisine and nature (article on ebooknetworking.net which briefly describes the book with the same title) The hotel also provides opportunities for yoga and aqua gymnastics classes, so I made also another search for those keywords, and this is the results.

Since the Best Western Plus Hotel Haaga is mostly targeted on Finnish people, I have made a few searches in Finnish, for example, Ruoka Helsinki. The results mostly showed ratings and rankings of top restaurants by Tripadvisor, Lounaat.info, Ravintolamaailma.fi, helsinkithisweek.com, Tableonline.fi and Eat.fi.

By typing Yoga Benefits, it turned out that interest is quite high, and the rise is seen during summer months. By typing Yoga Classes I found out that the interest was at the top at the beginning of January. The related keywords showed interest in hot and aerial yoga, and yoga near me.

When I typed Gym, the interest was similar: rising in the beginning of January and by the middle-end of summer and dropping at the end of the year. The most popular relative keywords were: Gym motivation, gym near me, gym aesthetics and personal training.

Since of the big business part of the Hotel is conferences, meetings and events, I made search on keywords Best auditorium Helsinki in Google Search. Here Best Western Plus Hotel Haaga appeared in the 3rd place in the search, which shows a very high ranking.

#### **5.1.7. Objectives, strategy, tactics and actions**

According to SOSTAC model, after analysing the current situation, we should figure out the objectives, or a certain direction, towards which we are heading. In order to reach the objectives, a strategy should be chosen. It should be based on company's strengths and be narrowed by the opportunities. And then tactics and actions should be decided on (Pr-smith 2017.) As the hotel is going through the rebranding, there will be changes in the dig-

ital marketing, but its hard to predict what and when exactly everything will be done, that is why I will try to give suggestions, that are cost effective and useful for future life of the hotel.

When it comes to actions, a few challenges may appear. They can be caused by lack of knowledge or resources. Current thesis will suggest the objectives and offer tactics, majority of which will not demand additional employees, and will provide theoretical explanations why they were chosen. The overview is presented in Table 5.

Table 5. Overview of digital marketing objectives, strategy, tactics, actions and results.

Objectives	Strategy	Tactics&Actions	Results
Optimisation and planning		Creation of Editorial Calendar	All the advertisements and content are well planned in advance and posted when we want
Customer education, brand awareness	Content marketing, keywords optimisation	<ul style="list-style-type: none"> <li>• Promote Spa packages before 14th February, at midsummer and middle of August for for couples;</li> <li>• Post pictures of the restaurant meals from the menu;</li> <li>• Create an infographic about yoga benefits, post it during summer months, and, if possible, give discounts for members in January for business travellers;</li> <li>• Create a video about aerial yoga classes and gym, and promote it at the beginning of January for business travellers;</li> <li>• Create promotional content on Secretescapes.com</li> </ul>	Added value, thus, more new and loyal customers

Objectives	Strategy	Tactics&Actions	Results
Increase brand awareness and customer engagement	social media marketing	<ul style="list-style-type: none"> <li>• Post content at least 3 times a week;</li> <li>• Change the profile picture to the logo, and create a collage as the cover photo;</li> <li>• Add information to About section about restaurant and sports facilities; translate it into English;</li> <li>• Respond to comments and questions within shorter period of time;</li> <li>• Ask questions in the comment section;</li> <li>• Encourage customers and employees to post content;</li> <li>• Add a competition or quiz (entertaining content) and reward the winner</li> </ul>	More leads and new customers, higher satisfaction level
Increase ranking in Google Search	SEO marketing	<ul style="list-style-type: none"> <li>• Order a local newspaper to write an article about the restaurant; especially mention vegetarian options; post a link on social media;</li> <li>• Add a blog from a restaurant side (providing advice on healthy eating and new vegetarian receipts) and sports facilities side (telling about new kinds of sports, personal experience of trainers on how to start a weight loss program, for example);</li> <li>• Invite influential people (celebrities or bloggers) to the restaurant and Spa so that they would mention it in their social media and blogs;</li> </ul>	Appearing on the 2nd page in Google search (by search Spa Hotel Helsinki)

Objectives	Strategy	Tactics&Actions	Results
Improving interaction with existing and potential customers	Email marketing	<ul style="list-style-type: none"> <li>• Create personalised emails;</li> <li>• When sending a promotional content, ask one or 2 questions about the customer;</li> <li>• Use powerful words (as Secret and Only for you) on the subject, to attract attention. Also, attach images, do not send only text.</li> <li>• Use Respondable (a tool that helps with spelling and grammar) to create better texts;</li> <li>• Create triggered e-mails;</li> <li>• Mention how to unsubscribe;</li> <li>• Use specialised companies for emails (like MailChimp)</li> <li>• Test deliverability and how the content looks on desktop and mobile devices;</li> </ul>	More loyal customers
	Mobile marketing	<ul style="list-style-type: none"> <li>• The employee should have a separate phone number to log in to WhatsApp;</li> <li>• Mention specific working hours (do not answer at night);</li> <li>• Promote the WhatsApp opportunity in all social media and website;</li> <li>• Do not post files in PDF or Word formats (if they are essential, send links to Drop-box);</li> <li>• Keep the pictures simple and videos short;</li> <li>• Create pre-written messages: hello message, information about services and products, and thank-you message;</li> <li>• use emoticons;</li> <li>• Use Broadcast to create groups of customers, but keep them small;</li> <li>• Mention how to unsubscribe and that the information will not be used by anybody else</li> </ul>	Better interaction with existing customers, higher satisfaction level

As we see, social media platforms are beneficial to increase the brand awareness and for better communication with the customers. In order to succeed in social media marketing,

the company should be aware of content marketing tactics. It will lead to higher ranking in the search engines, thus, more customers will appear and sales will increase in amount (Felix, Rauschanabel & Hinsch 2017, 120.) Mrs Laine said that she understands the importance of digital marketing for modern business, and the hotel is interested in some improvement of the current strategy (Laine 29 April 2017.) The full list of suggested content and actions will be provided in Appendix 2.

#### **5.1.8. Control**

In order to know if we are doing well and the objectives are met, there has to be controlling actions. There are different ways to gather information. For example:

- Keeping a track of conversion rate optimisation
- Web analytics ([www.similarweb.com](http://www.similarweb.com)), Insights and Hootsuite
- Making surveys about user experience reviews with GoogleDrive Forms, sent by e-mail;
- Reporting.

With the help of AWebber, email marketing success can be estimated. For example, it shows open rate (how many people have opened the e-mail); click-through rate (CTR): how many people have clicked on the links; bounces (how many e-mails returned undelivered).

## **6. Conclusions and Reflections**

This chapter will provide an overview of the thesis, suggestions list, evaluation, reflection on learning and discussion of the benefits. The topic of the thesis comes from the author's interest in marketing, and digital marketing as its modern means. The chosen company agreed to estimate how well web analytics were used and how correctly the results were analysed.

The main purposes of current thesis was to define digital marketing, to describe its channels, to give a layout of how digital marketing strategy works, to provide the list of web analytics and their role, to analyse the digital marketing tactics that take place in Best Western Plus Hotel Haaga at the moment, and, as the result, to give suggestions on how to improve the current digital marketing strategy. In addition, SWOT analysis of the hotel was made.

The outcome of the thesis is the research on current marketing strategy by means of web analytics and suggestions on how to improve it in order to increase the brand awareness, add value for existing customers, bring new ones and, thus, benefit the sales level and company in general. The chosen company has an opportunity to fulfil the recommended actions, but the CEO of the hotel and Marketing Planner will decide, which of them will be or will not be used.

The general recommendations for the future digital marketing strategy are: to answer and react faster in social media when people are communicating with the company; to post valuable content more often; to make the Facebook page more appealing by adding content from the restaurant and sports sides and involving the employees and customers to the marketing processes. For better communication, Twitter would be a good tool. Making the official web page more diverse and interesting would help to attract new customers and keep the existing ones. It could be done by adding more pictures, using brighter colours, promoting the restaurant and sports facilities more evidently, offering special discounts to the loyal customers, and using email marketing for it. In future, mobile marketing will have to take place, since people are more and more using mobile devices.

### **6.1. Feedback**

The research part was analysed by the hotel's Marketing Planner, Anni Järvenpää, who is as well a CEO of Point Box Ltd.

Mrs Järvenpää starts with a missing point in the SWOT analysis, which is a big part of the business, apart from accommodation. She is talking about conferences, meetings and events (Järvenpää 8 May 2017.) She mentioned that this is one of the biggest segments,

thus, future opportunities for the Hotel. Apart from that she is quite satisfied with the SWOT in the thesis.

The Marketing Planner continues with the ideal customers images. She mentions couples without children, both local and from abroad, and business travellers. In addition, the best marketing segment is LOHAS. The word and concept was brought by Conscious Media (founders of the LOHAS Journal) in 1999, who described LOHAS as a type of consumers who actively seek out healthier and more sustainable lifestyle, product and service options; and also the market for the products and services they buy (Lohas 2017.) A separate sector would be conferences and events planners in Helsinki area. (Järvenpää 8 May 2017.)

The feedback was followed by current digital marketing analysis, and, first, she mentions Social Media Marketing. According to the hotel's Marketing Planner, very successful marketing campaigns were made by Facebook Business Manager, which were devoted to Valentine's Day, Mother's Day and some other holidays, that is why they are not shown in the Newsfeed. Generally, she thinks that social media is a supporting tool, not the main one. It is difficult to get people to like or share content there, especially on the business pages. She agrees that posting more content would be beneficial, but not more often than once a week, otherwise the focus of the work is not relevant. Mrs Järvenpää considers Instagram a very important media for hotels and restaurants, and LinkedIn because it is a recruiting channel, communication and sponsored content for B2B customers (conferences, events, corporate accommodation deals). Due to rebranding and upcoming holidays, there will be new content posted soon both on Facebook and Instagram, including photos of staff, food and services (Järvenpää 8 May 2017.)

Then Mrs Järvenpää commented on the Email Marketing. According to the Marketing Planner, the subscription should be done via Suomalaiset Kylpylät, where all spa hotels in Finland are gathered up, at spa.fi. She gives her professional opinion, that the newsletters should be sent every 3-4 weeks in order not to overload customers with unwanted information and so that the letters wouldn't arrive to Spam-box. The Marketing Planner points out that, due to the rebranding, the new reservation system will allow to collect emails and send newsletters to the subscribers. (Järvenpää 8 May 2017.)

Whilst many researches think that SEO marketing is important, the Marketing Planner in Best Western Plus Hotel Haaga doubts that. The reason for that would be the existence and common use of modern free booking systems, where most of the customers look for accommodation, instead of using search engines. She says that content and customers' reviews there are very important. Mrs Järvenpää also mentioned that for hotel industry it is more important to take actions in SEM (search engine marketing). (Järvenpää 8 May 2017.) The main difference between SEO and SEM is that the latest is mostly done via

paid advertisement, when SEO includes both paid and unpaid marketing methods. Also she notes that the main influencers to find the hotel are not wellness activities nor restaurants. The reason for that is wellness activities are not sold by the hotel and the restaurant is mainly designed for hotel guests' breakfast and dinner). The main attributes to be found in Finland are "conference, meetings, events, auditorium" etc.

Speaking about the suggested actions for the future digital marketing strategy, Mrs Järvenpää mentions that she is willing to try celebrity endorsement, but it will depend on the price. She explains that due to rebranding much new will be done concerning to SEO and SEM marketing, especially for the conferences and events customer segments. In addition, the Marketing Planner notes that they have tried to use Twitter, but the account was shut down due to prioritising of the work. The suggested mobile marketing and writing a blog would not be options for the near future, because the first one is not the channel in the strategy, and the second one would not be time effective.

Concerning the used web analytics, Mrs Järvenpää questions the results of the 3rd party analytics tools. She mentions that they are using their own statistics which include Google analytics, Google Adwords, Facebook, LinkedIn, newsletter tool, etc. That is why she has never used the web analytics which were used in the current thesis.

## **6.2. Process and challenges**

The process began with choosing the topic and case company. At first, the focus was on general marketing, but after a while, the author found digital marketing more modern and interesting, so the topic was narrowed towards it. The Digital Marketing course by L.Rouhiainen was taken online, where the author got familiar with the online web analytics, some which were chosen for doing the research and were the base for giving suggestions. Additional information was gathered by visiting the company's website, Facebook page and those of the competitor's, also by signing up for their newsletters.

The process was not trouble-free. Some challenges were caused by the fact that the hotel is outsourcing quite many services, which brought some confusion of how to analyse the suggested tactics. Moreover, the topic itself is very modern, that is why the research on it is constantly in process, and keep changing. Same is happening with the chosen online web analytics: some of them were expanding the possible options, while others were limiting the free versions toward paid ones, which led to elimination of some, that would have been very useful.

Also, probably as every student, I had problems with staying focused and sticking to the plan within the time phases, but the help and recommendations from the supervisor helped to overcome those.



### **6.3. Reflection on learning**

The thesis writing was a very beneficial process. Digital marketing was not one of the compulsory subjects, but it is a modern and fast growing topic, that is why it was not only educational but also interesting, topic to cover on. I am an active user of social media now, and I am planning on doing online business in future, that is why the gained knowledge will be also beneficial for life in general.

The broadness of the topic was bringing some confusions and overload with information from time to time. But I am quite satisfied with the result. The given suggestions are very close to real life and they are precise enough to be fulfilled straight away. I did not include the website reconstruction to the work, because I have no background from the graphic design, even though I would recommend the hotel to use brighter colours.

The process taught me a lot, and I am happy that I could find this very interesting topic and be able to elaborate on it for a well-known hotel brand.

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## Appendices

### Appendix 1. The use of social media in 2016



(by <http://growing-social-media.com/social-media-facts-and-statistics-for-2016/>)

## Appendix 2. Full list of recommendations, based on the research

Aspect		Recommendation
Official web page	General issues	Increase the loading speed; choose brighter colours; bring more focus to the restaurant and sports facilities; add focus to the newsletters;
Content marketing	Educational	<b>Infographics</b> of trainings: weekly schedule in order to keep fit; article about 11 benefits of swimming for people with joints injuries; Tutorial <b>videos</b> of How to do yoga (and aqua gymnastics) for beginners; 7 mistakes in the weight loss plan; How to do yoga for stretching after power training, <b>Articles</b> about the restaurant (its history and main idea, some receipts, especially of the vegetarian options); How to eat healthy during a busy working week, How to wake up fresh with yoga practice, How to lose weight with aqua gymnastics.
	Entertaining	<b>Quizzes</b> about who knows more about yoga; multiple choose questions about benefits of swimming; <b>Competitions</b> on Who writes the last comment naming meals in our menu without repeating the previous ones, gets 20% discount for it; Put a comment about Best employee that you encountered in our hotel; a series of funny episodes with the employees of the hotel; promise a reward for the winner; <b>Pictures</b> of what is going on in the hotel or restaurant right now (can be done by the employees in the kitchen and restaurant); <b>Live video</b> or video collage from some event devoted to a holiday, for example, Halloween;
	Inspiring	<b>Celebrity</b> endorsement, by inviting Jutta Gustavsberg as a guest lecturer about gym training and healthy eating, and making series of articles about it. A <b>video collage</b> of a transformation (before and after a weight loss programme) of a guest of the hotel.
	Convincing	<b>Pictures</b> of the rooms, restaurant menu, full list of services and beauty products with prices; A <b>video</b> presentation of Spa services (treatments and products), <b>Discount</b> spa packages before 14th Feb, midsummer, end of August;
Social media marketing	Facebook page	In the <b>About</b> section, adding information about Spa services and sports facilities to Facebook page; translate info into English, or even Russian; Adding <b>pictures</b> with happy customers; photo collages; adding hotel logo as a profile picture; <b>Content</b> marketing, <b>Reply</b> faster to questions and comments; <b>ask</b> questions (in the beginning for short posts, in the end of long posts); think of <b>headlines</b> (add odd numbers; use power adjectives); <b>post</b> content at least 3 times a week,
	Other social media platforms	Appear on <b>Twitter</b> for better and faster communication with the customers,

Aspect		Recommendation
<b>SEO marketing</b>	Key words optimisation, site speed	Pay attention to <b>headlines</b> ; <b>content</b> marketing; check how the content looks on <b>mobile</b> after posting it;
<b>Email marketing</b>	Newsletters, Secret Escapes	Add a focus to the opportunity for <b>newsletters</b> ; send a newsletter at least <b>once a week</b> ; <b>target</b> and segment the audience; <b>personalise</b> the letters; triggered emails; think of <b>timing</b> ; create short <b>surveys</b> to get a clue of future content; use <b>Responsible</b> for better texts; advertise the offers via <a href="http://secretescapes.com">secretescapes.com</a> ; mention how to <b>unsubscribe</b> ,
<b>Mobile marketing</b>	WhatsApp	Promote the option as a free and comfortable; answer and communicate only during <b>working hours</b> ; do not use PDF or Word; keep content <b>short and simple</b> ; create <b>pre-written</b> messages; use <b>emoticons</b> ; keep <b>groups small</b>