Sanni Rönkkö

GUIDE TO SOCIAL MEDIA MANAGEMENT - CASE CUBUS

International Trade

2018

GUIDE TO SOCIAL MEDIA MANAGEMENT – CASE CUBUS

Rönkkö, Sanni
Satakunnan ammattikorkeakoulu
Kansainvälisen kaupan koulutusohjelma
Huhtikuu 2018
Ohjaaja: Blue, Riitta
Sivumäärä: 53
Liitteitä: 3

_____

Tämän opinnäytetyön tarkoitus oli luoda opas sosiaalisen median hallinnoimiseen case yritykseen. Se toteutettiin, sillä tarve yhtenäiseen ohjeistukseen sosiaalisen median markkinointiin huomattiin paikallista sosiaalista mediaa hallinnoidessa. Yrityksellä on useita paikallisia sosiaalisen median tilejä, ja huomattiin etteivät kaikki toimi brändin eduksi. Syyn tähän oletettiin olevan tiedonpuute.

Tutkimus toteutettiin kvalitatiivisena tapaustutkimuksena. Tutkimukseen sisältyi haastattelun lisäksi aiheen tarkastelu yrityksessä työskennellessä. Valittuja työntekijöitä haastateltiin vuoden 2018 alussa. Haastattelu toteutettiin teemahaastatteluna ja valittu toteutusmenetelmä oli WhatsApp -keskustelu. Haastattelussa oli 8 vastaajaa ja se osoittautui menestyksekkääksi, sillä kerättyä dataa oli paljon ja vastaukset olivat relevantteja tutkittavaan aiheeseen. Kerätty data analysoitiin haastattelussa käytettyjen teemojen avulla.

Tutkimuksen tutkimuskysymyksiin saatiin vastaukset ja niiden pohjalta luotiin opas sosiaalisen median hallintaan. Tutkimuksesta saatiin tulokseksi myös kehitysehdotuksia yritykselle edelleen kehittää paikallisen sosiaalisen median hallintaa sekä työntekijöiden sitoutumista ja motivaatiota paikallisten tilien ylläpitoa kohtaan.

GUIDE TO SOCIAL MEDIA MANAGEMENT – CASE CUBUS

_____

The purpose of this thesis was to create a guide to local social media managers in the case company. It was conducted as the need for unified instructions and a guide for social media marketing was noticed during the management of local social media. There are multiple local accounts in the company and it was noticed that not all of them work in the favor of the brand. The main reason behind it was thought to be the lack of information and knowledge.

The research was implemented as a qualitative case-study. The research included inspection of the matter inside the company along with the interview. Selected employees were interviewed in the beginning of the year 2018. The interview was conducted as a theme interview and it was implemented using WhatsApp as a platform. There were 8 respondents to the interview and it was proven successful as the amount of data was large and the answers were relevant. The data was analyzed according to the themes that were used in the interview.

The research questions of this thesis were answered and the outcome of it was the guide to social media management. Some improvement suggestions to the company were found out during the study, to further improve the local social media management and the commitment and motivation of the employees managing the local accounts.

CONTENTS

1 INTRODUCTION

Social media marketing plays a big role in marketing world today. As it is important that all the marketing of the company follows a mutual style to strengthen the brand, it is important to have unified guidelines and clear objectives for all the marketing, especially when there are multiple people managing the different channels of it. As the social media is the playground of the consumers, the managers of the social media accounts should know how to work as a brand ambassador, without causing havoc in the world of social media. As anything can go viral, all the contents uploaded to the social media accounts should be in favor of the company and the brand.

This thesis studies what should the local social media managers know to be able to provide the company's brand image the support that the local accounts are meant for. The information and conclusions gathered will be utilized in the implementation of the guide to social media management for the local accounts. The guide will include information on how and what to upload to the social media, in the style of the company and following the values and objectives of it.

With the information this thesis will provide, the employees of the company that manage the local social media accounts will be able to manage them in a way that will strengthen the brand image. It will also help the employer to know what could be done to increase the motivation and commitment of the employees towards the task what is social media management.

2 BACKGROUND OF THE STUDY

2.1 Purpose and Objective of the Study

The purpose of this study is to create a tool for local social media managers in Cubus, to help them in their work. The tool is a guide which will include an orientation to the basics of marketing and social media marketing and some technical instructions to the management of the social media platforms. The need for the guide can be seen in the current situation of the social media presence of the local Cubus Stores as the quality is very uneven between different accounts. The purpose is to strengthen the brand of Cubus by getting the local social media accounts to follow mutual style. If the accounts can be acknowledged by the consumers to be part of a bigger whole, it will in turn strengthen the brand of the company, as social media presence is an important part of the marketing of the company. It is important that the individual accounts can be clearly associated to the company that they are promoting, to create positive visibility to the company. (Kotler, Armstrong, Harris & Piercy, 2017. 144-146, 233, 243-252.)

The objective of this study is to create the Guide to Social Media Management. This guide will be beneficial to both the employer and the employees, as it will make the management of the social media accounts easier, faster and more unified in style. It will be implemented according to the values of the company and it will reflect the culture inside the company.

The research questions of this study are; What should be known when doing social media marketing? What should the local social media manager know? What kind of things does the company emphasize in its marketing and what does it require from the social media manager? Along with answering these questions, this study will include a practical task of creating the Guide.

2.2   Theoretical Framework

Basics of Marketing	
Business Mindness	Basics of Marketing

Basics of Social Media Marketing	
Adaptation of Basics of Marketing to Social Media Marketing	Facebook, Instagram

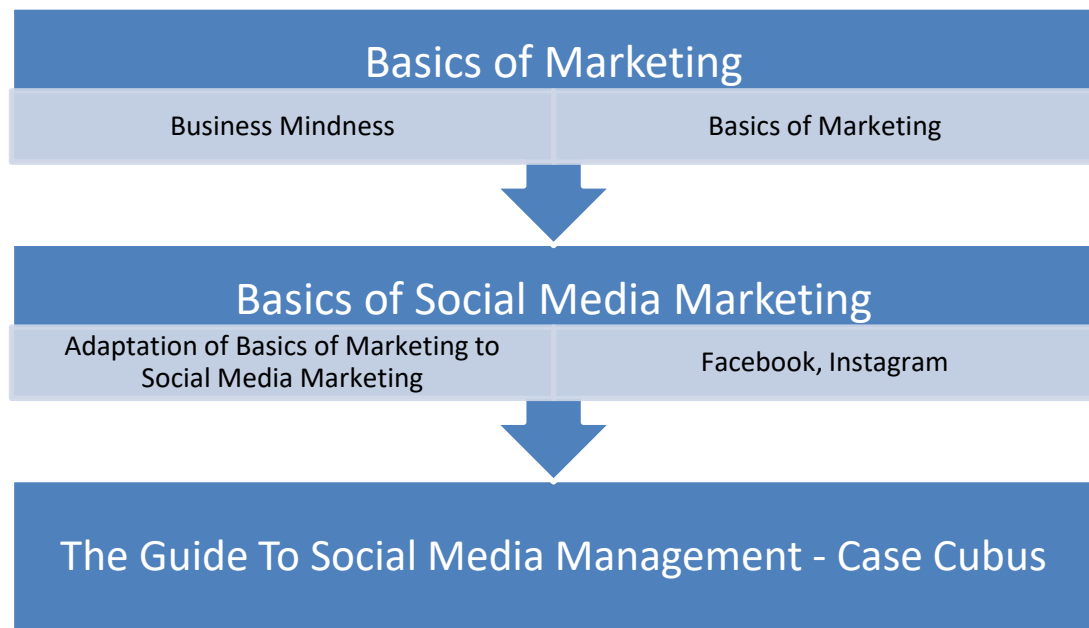**The Guide To Social Media Management - Case Cubus**

Figure 1. Theoretical Framework

The theoretical framework (Figure 1.) is formed to support the structure of this thesis, it follows the main concepts of the theoretical part to demonstrate the connection between chosen theories.

As seen on the Figure 1., the first main chapter of theory is the Basics of Marketing. That main chapter is divided to two subchapters as the basis for all business and marketing is the business mindedness, for the employees to create profit for the company. The thesis will start by considering what makes employees business minded. After that, some basic concepts of marketing are gone through, to understand what is the minimum someone should know when starting marketing. The next main chapter is the Basics of Social Media Marketing, divided to two main ideas, adaptation of basics of marketing to social media marketing and the little more technical part of the chosen two social medias. Basics of marketing will be adapted to the social media marketing to understand how are these concepts related and how can they help the local social media managers. Ultimately, there will be some considerations to the technical matters and individual characteristics of the two currently used social medias in Cubus.

2.3 Case company overview – Cubus

Cubus is one of the largest fashion chains in Scandinavia with 330 stores and operating in five different countries; Norway, Sweden, Finland, Poland and Germany. It offers medium priced clothing, cosmetics and accessories for men, women and children. The target group for Cubus is 20-50-year-old women and men who buy clothing for themselves and for their children. Cubus is a fashion chain for the whole family and provides all the basic clothing together with the latest key fashion items. (Website of Cubus, 2018.)

Cubus is a subsidiary company of Varner. Varner is a family owned company, currently led by the second and third generation of the Varner family; Petter, Marius and Joakim Varner. It was founded in 1962 by Frank Varner, as he opened the very first store in Oslo with the name "Frank Varner". As this store took off, Frank Varner opened multiple other stores around Norway, and in 1967 a store was launched under the name Dressmann. As the stores were increasingly successful, the company sought out for new possibilities and in the year 1989 Varner bought owner's share of over 90 percent of the Jonas Øglænd AS, which included the Norway's largest textile retail chain Cubus. (Website of Varner, 2018.)

The values of the company come from Varner and are the same in the concept stores of it. The values are; Business Minded, Passion, Make it easy, Friendship, Happiness and Responsible. These values show in all the actions of the company and they are visible in the daily work of all the employees in the company. (Website of Varner, 2018.)

Varner and along that, also Cubus, pays great attention to the sustainability of their acts. In Cubus the materials in the clothing are increasingly being chosen according to the sustainability of the materials and some of the clothing have earned the valued Scandinavian Swan Label. The cotton used in the clothing is BCI-certified, which is a certification of sustainably produced cotton. Cubus also supports Unicef to provide better possibilities to the children of the world. (Website of Cubus, 2018.)

3 BASICS OF MARKETING

3.1 Business Mindedness

Marketing is always based on creating value to the company. As a Social Media Manager, one must remember that it is firstly just that; marketing. Its goal is to make profit and bring more sales and customers to the company and promote its products and brand. In Cubus, the Social Media Managers don't necessarily have any kind of commercial or business education and hence it seems that not all of them remember the first and foremost goal of the Social Media posting that they are doing. To improve the understanding of the commercial purposes of the Social Media Management, one must first understand what are the factors that steers good marketing professionals to profit-based decisions.

Motivation and commitment can be perceived as some of the most important factors for all employees to succeed in their work. Good motivation drives the employee to use their own time and effort to get better results. Commitment carries out when motivation is down, committed employee doesn't want to let good employer down even when they might not find the motivation for the current task themselves. (Kimpakorn & Tocquer, 2010. 378-388; Nohria, Groysberg & Lee, 2008. 78-84.) According to Harvard Business Review, Employee Motivation (Nohria, Groysberg & Lee, 2008. 78-84.) employees feel motivated when they can have a sense of belonging to the work community and feel that the employer cares for them. In the article is described four factors that influence employee's motivation;

1. The Drive to Acquire

People have an inbuild need to collect fortune. In motivation, this translates to compensation on ones' efforts, for example in bonuses on job well done, but it can also be immaterial like a raise. Employees need to feel that their work is appreciated when they are doing well and they gain motivation to do better when they see others get better compensations on their efforts.

2. The Drive to Bond

People have the need to bond to others close to them. It's important that the employees feel that they are a part of community at work and feel that they can trust their colleagues. Good atmosphere is important for employees to feel welcome at work. The working culture should be nurtured to be as such that everyone helps each other. When the employees care for each other employees get a sense of belonging which in turn creates commitment towards the workplace. If this sense of belonging can be extended to a larger scale, perhaps the whole company, the employee might feel committed to the whole company.

3. The Drive to Comprehend

People have the need to make sense of the world around them. Employees must be given tasks that challenge them enough, too easy tasks make the employee bored and that leads to changing workplace. Everyone needs to feel that they matter, the employee should know the importance of their contribution to the company.

4. The Drive to Defend

People need to have fair and just environment to feel safe. Employees need to know the basis on which rewards and raises are given to feel secure. Employer should be able to justify the decisions so that the employees can trust that those are made on right basis.

If all the four is fulfilled the employees can feel motivated, committed and secure at their work, which in turn drives them to work harder to get better results. (Nohria, Groysberg & Lee, 2008. 78-84.)

In his book *Good Business* Csikszentmihalyi describes motivation towards tasks and ones' job as "flow". To achieve "flow" in an organization there are some things for the employer to consider. Firstly, the employer should not think the employees only to make the most amount of money, since that way it might be that the employees full potential is left unused. If the employee doesn't get to utilize their full potential they might get bored and dull, which in turn means lesser achievements in their work. The tasks for the employees must be challenging enough to satisfy the need to feel meaningful. If the task is challenging enough, the person can concentrate on that so much

that they'll achieve "flow" in their doing. "Flow" is described to be the mindset in which person concentrates fully on the task at hand and feel absolute satisfaction on doing it, as they feel as if they merge in to the task itself and lost all track of outside world. Csikszentmihalyi also mentions the importance of good communication in organization. Communication is a key in all the situations involving more than one person. Regarding the reaching of the flow the most important ones are the communication in task handing and on the feedback. The employee must understand the task well enough to be able to do it and to know what they are supposed to achieve. The knowledge of the desired result helps the employee to set the goal for themselves and feel that they are contributing to the firm as they are finished with the task. As the task is finished it is important to get feedback on the job so that the employee can feel confident on their work, or to know on which areas they should still improve. (Csikszentmihalyi, 2007. 51-54, 128-141, 145-152.)

If the employee is committed and motivated to the job they are more willing to gather new information and use their own initial to become better in their tasks. To be able to be successful at any task one must have a deep knowledge on the subject at hand. If the employee doesn't have the background studies to support their knowledge, it might take more than the introduction that the employer can provide. To be truly successful, one must be interested on the subject to gather information also on their own. (Csikszentmihalyi, 2007. 128-141; Kimpakorn & Tocquer, 2010. 378-388; Nohria, Groysberg & Lee, 2008. 78-84.)

Commercial awareness and business mindedness are not just about understanding marketing, it takes interest and understanding of the world around you. To be business minded, one must follow so many aspects affecting the strategies one must use to gain the full potential of the marketing. This takes motivation and commitment towards the company since following current trends, world happenings and situation, following sales and marketing success, is very time consuming, but when adopted as a lifestyle and genuine interest towards the subjects, it comes naturally. As Social Media provides a platform for marketing that can react to current events very fast, must the Social Media Manager be on track on what is happening. For example, if there is a notch in Gross Profit values, the Social Media Manager could post content with high Gross Profit value to increase the sales of that product and thus affecting the sales in real

time. (Kimpakorn & Tocquer, 2010. 378-388; Kotler, Armstrong, Harris & Piercy, 2017. 504-505.)

The employees must understand the brand that the company has they are working for. The employees, especially in the service sector companies, are the ambassadors of the company and the brand. That is why it is important that they have the knowledge and understanding of the values and the objectives of the company. The mere understanding of these values and objectives of the company is not necessarily enough for the employee to be "the face of the brand", again it takes commitment from the employee. The employee must also be committed to the brand and its values. If the values are relatable and close to the employees' heart it is easier to commit to the common goals that are set for all the company's employees and for the brand. They must feel like they are a part of the brand to be able to feel like they are contributing to the brand itself, if the employee is able to identify themselves as a part of the brand, they are more willing to spend extra time and effort to gain the goals set for it. When the employee has the motivation, commitment and knowledge, they can also be business minded. (Csikszentmihalyi, 2007. 136-141; Kotler, Armstrong, Harris & Piercy, 2017. 145, 252; Nohria, Groysberg & Lee, 2008. 78-84)

3.2 Basic concepts of marketing

As established in the previous chapter, employees need knowledge to succeed in their tasks, so what is it that a marketer should, at the minimum, know when starting their task?

"Marketing – The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return." (Kotler, Armstrong, Harris & Piercy, 2017. 5). Marketing is the foundation of customer relationships that is created to get sales for the company. It is done to gain interest from potential customers and to keep existing ones. With marketing, company can give information of their products and services to attract customers to choose their company. It is also done to strengthen the brand to create a strong image of the company's product or services for the customers. With a strong brand company can gain a lot of

attention and customer loyalty. Take Coca-Cola for an instance, almost everyone knows it and recognizes the red and white logo of theirs.

To know how to make consumers become our customers, one must first understand the consumer behavior and the factors affecting the purchasing decision. Consumer behavior varies depending on the consumers *cultural, social, personal and psychological factors*. (Kotler, Armstrong, Harris & Piercy, 2017. 140-153.)

Culture is something that is mainly learned, so one's cultural background is largely defined by the surroundings that one is brought up in. Depending on the culture, consumers may find different things important to them and thus be more willing to pay more for products that reflects certain lifestyle and decisions. For example, if a person is a part of a culture that cherishes health, they might be more willing to pay for healthier options instead of the cheapest. Inside cultures there are subcultures. Subcultures can be for example, religion, hobbies, interests and opinions. Consumer can spend noticeable amounts of money for their hobbies and interests, take horseback riding for example, in addition for purchasing the lessons for riding, many of the consumers are willing to pay for better equipment for it. In a culture where safety is valued, rider can choose the more expensive helmet and other safety gear. (Kotler, Armstrong, Harris & Piercy, 2017. 140-142.)

Social class is a part of cultural factors, it is something that the social scientists have been studying very much. It is a structure in a society that is based on the income, occupation, education and wealth of an individuals. These can be found in every society and it can be used to understand the factors that affect the buying decision of the consumers within these classes. Inside social classes people tend to go for similar products and choose the same brands. Social classes are divided to seven different parts;

- Upper Upper Class

Inherited wealth, social elite.

- Lower Upper Class

Extraordinary abilities provide possibility to high income.

- Upper Middle Class

High education and income little over average.

- Middle Class

Average income, collected by work and education.

- Working Class

Income gathered by work, depends on family and relatives in times of need.

- Upper Lower Class

Right above poverty line, get by with government assistance.

- Lower Class

Under poverty line, try to get by with government assistance and spend the bare minimum.

(Jobber & Lancaster, 2012. 103-104; Kotler, Armstrong, Harris & Piercy, 2017. 143.)

Social factors affecting consumer behavior are the social networks and the groups the individuals are a part of, their families and their role inside these. For example, families pay an important role in purchasing decisions, if a family has used a certain product of a certain brand for a long time, it is very likely that when their children move to live on their own, they will choose the same brand for it is familiar. In social networks and groups people share their opinions on their favorite brands and products and that's why marketers should pay attention that their reputation is good, so their product will be praised in these situations. Roles and status inside groups also affect the way others view their suggestions on products and brands that they are using. (Jobber & Lancaster, 2012. 102-104; Kotler, Armstrong, Harris & Piercy, 2017. 144-147.)

Personal factors are age, lifecycle stage, occupation, economic situation, lifestyle, personality and self-concept. People need and want different things in different situations in their lifetime. For example, for a child, a back-pack for school might be the biggest and most meaningful purchase at the time, when instead an adult with a steady income might be thinking purchasing a home. Lifestyle is also an important factor since regardless of the income level, person might want to live either spending or sparing their money. Some people seek for satisfaction here and now, when others seek for the comfort and safety that lifesavings provide. (Jobber & Lancaster, 2012. 101-102; Kotler, Armstrong, Harris & Piercy, 2017. 147-150.)

Psychological factors are often described using Maslow's hierarchy of needs. (Figure 2.) This can be used to understand the motivators that rise the need for the customer to buy certain things at certain times. The pyramid model of Maslow's hierarchy of needs is to interpret as such that at the bottom are the most basic needs that needs to be satisfied first. As the parts of the pyramid are fulfilled the motivation for the new needs go up along the pyramid. For example, as the need of Ego is second from the top, the products fulfilling these needs comes only after one has already gained such stability in their life that they have a roof over their head, possibly a family or other community to refer to and a steady income to provide for them. Products to fulfill the need of ego can be for example brand products to implicate the status the person has gained. (Maslow, 1943. 370-396.)
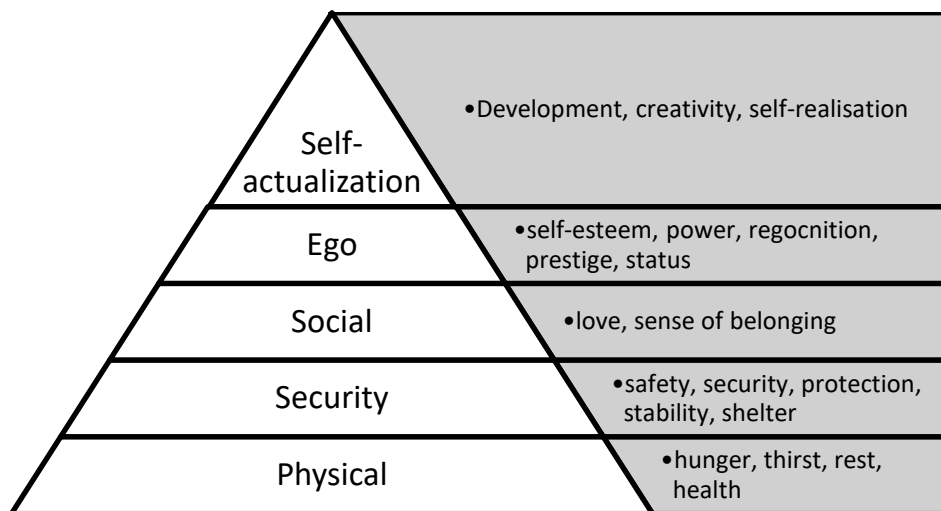
Figure 2. Maslow's Hierarchy of Needs (Maslow, 1943. 370-396.)

The purchase decision can be divided to 5 different stages. (Figure 3.) Consumers purchase decision making starts with the need. The need means the situation in which a consumer gets the feeling that they must buy something new. The need can be very basic, in which the purchasing decision can be very automated process in which the consumer doesn't recognize going through all the steps of decision making. The more valuable the product or service is, the more distinctive the decision-making processes steps are. (Blythe, 2012. 50-55; Jobber & Lancaster, 2012. 93-97; Kotler, Armstrong, Harris & Piercy, 2017. 155-158.)

Let us take smart phone buying process for an example, the need may arise as an old one brakes, becomes old or doesn't any more reflect the persons social status. After the consumer has recognized the need for new phone, starts the information gathering, this might mean simply that they seek out to their peers to see what phones are they using and then choose that kind of phone. It can also mean a larger scale information gathering in which the consumer finds information from shops, internet and other sources. (Kotler, Armstrong, Harris & Piercy, 2017. 155-158.)

When they have a set of possible phones to purchase they evaluate the features each alternative can provide and which fulfills the consumers' needs the best. The features in this sense doesn't mean only the phone that has the best camera or the biggest memory, but also the price-quality ratio compared to the consumers own economic situation. After evaluating the alternatives comes the selection of the preferred brand and product, the purchase decision is made. (Blythe, 2012. 50-55; Jobber & Lancaster, 2012. 93-97; Kotler, Armstrong, Harris & Piercy, 2017. 155-158.)

The decision process is not over yet, after the purchase itself comes the post-purchase evaluation. In this part consumer evaluates how does the expectations of the product meet the reality of the performance of the product. If they match, the customer is satisfied and it is even better if the expectations are exceeded. Even if the buyers' expectations are met, after almost every bigger buying decision the consumer feels the feeling of cognitive dissonance, which means the conflict that is created when the decision is made, the evaluating of the features left unbought. (Blythe, 2012. 50-55; Jobber & Lancaster, 2012. 93-97; Kotler, Armstrong, Harris & Piercy, 2017. 155-158; Sharifi & Esfidani, 2013. 556-560.)

The cognitive dissonance and the feeling of inner conflict is even bigger when the product does not meet the expectations, this can be characterized as buyers' remorse. If the customer is not able to justify the purchase after the decision is made, it drives them to regret the purchase which in turn creates a negative image of the company and the brand to the customer. To avoid this, marketer should always promise only what the product can achieve, overly hyped products rarely bring customer satisfaction and that leads to negative image for the brand. Marketer should always remember that bad word of mouth always reaches more audience than a good one. (Blythe, 2012. 50-55;

Jobber & Lancaster, 2012. 93-97; Kotler, Armstrong, Harris & Piercy, 2017. 155-158; Sharifi & Esfidani, 2013. 556-560.)

In the occurrence of buyers' remorse, consumers rarely express their dissatisfaction to the company itself, but rather expresses them in their own social groups and social networks. Therefore, companies should provide customers an easy way to give feedback and offer possibilities to avoid or correct the cognitive dissonance. The possible ways to do this are customer service, which can help with the product usage and the possible problems with it, and a possibility for refund or change of the product, according to the possibilities and the customers viewed blame on the company. (Blythe, 2012. 50-55; Jobber & Lancaster, 2012. 93-97; Kotler, Armstrong, Harris & Piercy, 2017. 155-158; Sharifi & Esfidani, 2013. 556-560.)

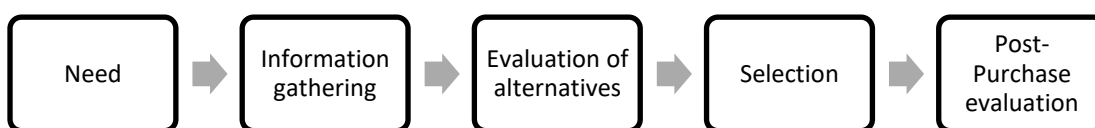| Need	→	Information gathering	→	Evaluation of alternatives	→	Selection	→	Post-Purchase evaluation

Figure 3. Purchase Decision Process (Blythe, 2012. 50-55; Jobber & Lancaster, 2012. 93-97; Kotler, Armstrong, Harris & Piercy, 2017. 155-158; Sharifi & Esfidani, 2013. 556-560.)

Company should choose and recognize their target customers. The markets can be divided in smaller sections of certain consumer behavior and needs which can be addressed to with specifically chosen marketing mix, this is called market segmentation. For most companies', it is best to choose a market segment to which they are going to sell their products to, and address their marketing to that segment, which is called target marketing. As there are multiple different factors affecting the consumer behavior, it is difficult to try and sell for everyone, better way is to focus on certain group and be very good at that. When the company has been able to recognize and choose the segment they want and can best serve, they should try to understand their target customers. Many companies implement customer surveys and market researches to truly understand the motivation drivers of their customers. In a smaller scale, one can get acquainted with the theory of the factors affecting the consumer behavior and try and understand the demographics of their target customers. (Kotler, Armstrong, Harris & Piercy, 2017. 194, 203.)

To acquire new customers and maintain the current relationships with customers, company must choose their marketing mix. The marketing mix is adapted to meet the needs of the companies' target customers so that it serves best to those from whom the company most likely gets value back. The marketing mix consists of 4 P's, or more, it is a theory or a theoretical framework very commonly used in marketing. It consists of **P**roduct, **P**rice, **P**lace and **P**romotion. When the customer recognizes a need, the company has something to offer, Product. Price is matched to the value of the product and to the perceptions of the consumers without forgetting the competence in the markets. Place means the positioning of the company's products, promotion and its availability, for whom do we want to sell and how can they hear about it and find it? After the chosen positioning, company has their target customers, to whom they can start to Promote. All the 4P's should be in balance with each other. For example, Promotion should create realistic expectations towards the Product, it should be aimed at the target customers (Place) and should create value for both the customers and the company (Price). (Constantinides, 2006. 408-429; Kotler, Armstrong, Harris & Piercy, 2017. 13.)

Marketer must understand and be engaged to the brand they are promoting. "Brand - a name, term, sign, symbol or design, or a combination of these, that identifies the products or services of one seller or group of sellers and differentiates them from those of competitors" (Kotler, Armstrong, Harris & Piercy, 2017. 233). As a marketer, one is acting as a Brand Ambassador, so they must be aware of and be devoted to the values, goals and promises that the brand has. Strong brand builds bigger market share and customer loyalty, if the customers know the brand and can trust on its quality they choose it more easily. Brand loyalty makes the purchase decision easier for the customer as it eases the decision-making process, eliminating some of the cognitive dissonance experienced during decision making. This in turn creates value for the company as customers loyal to your brand not only comes to purchase more, but also gives out positive word-of-mouth to their social group. Positive brand image brings more customers and strengthens the customer loyalty. Brand requires some characteristics to be recognized by the customers, it can be, for example, a logo, name, color, slogan. After the brand is made recognizable it should be made visible, the promotion targeted to the target customers but also gaining visibility by creating a positive buzz around the brand. As much of the conversations about the brands are gone through inside

consumers social groups, must the companies pay close attention to also other aspects of promotion than just advertising. For example, Social Media attendance is very important to the company, not only for the visibility, but also to create more positive associations with the brand. If the employees are devoted to the brand and agree with its values, they can be brand ambassadors and be a part of creating the positive buzz around the company. (Kotler, Armstrong, Harris & Piercy, 2017. 145, 233, 243-253.)

Responsibility and ethics of marketing are also a thing to be considered. As the marketer acts as an ambassador for the brand and the company, they must be sure that they are reflecting same values in their marketing as the company has set for its brand. Marketer cannot reflect their own views and opinions in their advertising, but rather concentrate on the building of a positive image for the brand. Such subjects to avoid are for example, racism, extremism of any kind, terrorism, violence, drug-abuse and alcohol over-consumption, these are not to be encouraged in any way in marketing. The marketer should promote social responsibility, be objective and impartial in all the actions that can be associated to the company and the brand. (Kirlash, Yelizarov, Kulish & Mel'nikova, 2016. 65-66; Kotler, Armstrong, Harris & Piercy, 2017. 610-613.)

4   SOCIAL MEDIA MARKETING

4.1   What it is and what it is used for

Social Media is still a quite new phenomenon, as internet was released for commercial use at the 1990's, it provided a possibility for a new kind of media to rise. Internet now provided endless different possibilities to communication, with e-mail, own internet pages and blogs, it reached almost everyone's interest and so began the era of online networking. There were multiple different versions of social media platforms before the take-off of Facebook, the only one to be considered to any competition in the early years of Facebook was MySpace (founded 2003). It was popular among young people, but never gained the big public's interest. The competence of MySpace ended around 2009 as Facebook took over. After Facebooks emerge there has been many other social media platforms, some of them have come and gone, but the most popular one's have millions of users monthly. Currently the most popular social medias are Facebook, Instagram, LinkedIn, Pinterest, Twitter and Tumblr. (Laudon & Traver, 2017. 467, 687; Treadaway & Smith, 2012. 5-12; Van Dijck, 2013. 5-8.)

Facebook's number of users has been growing at an incredible rate for its whole existence, reaching 100 million users in 2008 and 2 billion users on June 2017. (Chaykowski, 2017; Juslén, 2013. 19.) As Facebook has so many users it's also very potential place for marketing, and it gained marketers interest already in 2006. Facebook launched a marketing system at November 2007, providing companies an easier way to make themselves distinct and promote their brand. It took-off almost immediately and it was soon clear that Google had got their first real potential competitor. (Juslén, 2013. 18.)

Social media marketing is currently so popular that almost every brand and company has their own presence in multiple platforms, or at least they should. It is a cost-effective way to gain huge visibility and engagement to the brand as there are so many users daily going through their newsfeeds. When successful, social media campaigning can conclude to increase in sales revenues. It provides a platform to create customer rela-

tionships and maintain the existing ones. Word-of-mouth is considered highly effective way to create positive image around the brand, and social media provides a platform for the consumers to share their experiences of brand to incredible high number of peers. The more the brand is discussed in the social media the more buzz it creates around it. The companies' objective is to keep this buzz positive. (Kotler, Armstrong, Harris & Piercy, 2017. 144-146, 511-514; Laudon & Traver, 2017. 687-689.)

4.2 Adaptation of Basics of Marketing to Social Media Marketing

As established in the earlier chapter, "Basics of Marketing", understanding the consumer behavior is one of the key aspects of affecting one's target customers. This is true also on Social Media marketing. To create content to attract ones' target customers to engage to the brands social media, one must understand the need drivers for that specific group. For example, if a company sells adequately priced women's and children's clothes in stores and online, their target audience are middle class women, children and parents. (Jobber & Lancaster, 2012. 92-104; Kotler, Armstrong, Harris & Piercy, 2017. 140-153.) If we go back to the theory of 4P's, we now have established Product, in this case clothes, Price, middle priced and Place, online and physical stores. Now we should match the Promotion to the other three. To be able to do that, consumer behavior should be analyzed. (Constantinides, 2006. 408-429; Kotler, Armstrong, Harris & Piercy, 2017. 13.)

Cultural factors should be assessed separately on each country the clothes are available, as some key influencers to the culture can change drastically between even the geographically closest countries. (Kotler, Armstrong, Harris & Piercy, 2017. 140.) Social class has already been established to be Middle Class, so there's already something known about the target customers, they are educated people with average income. (Jobber & Lancaster, 2012. 103; Kotler, Armstrong, Harris & Piercy, 2017. 143.) In this the marketer can follow the current trends inside the social class to know and predict what to promote. Personal factors can also provide some information with simple deduction, as one of the target customers are parents, one can assume that they are middle-aged with steady income and are looking for clothes both for themselves and to the children. With this data, the Maslow's Hierarchy of needs can be used, if middle

class mothers are taken for an example, one can assume that the three lowest segments of the pyramid (Figure 2.) has been satisfied, as steady average income most probably means that their physical and security needs are fulfilled, and having children and family provides for the need for love. (Maslow, 1943. 370-396.) This is a desirable target audience for the clothes company as the next need in the hierarchy is Ego, which is the need for self-esteem, power, recognition, prestige and status, which is exactly what a fashion store can provide.

Now that one can understand the consumer behavior of the target customers, it's possible to use this data to personalize the contents to match the target customers. As the needs of the customer are known, marketer can start to appeal to those needs. For example, if the target customer is the middle-class mother, the uploaded content to social media can include captures which appeals to the need of Ego and takes the personal factors (life-cycle state in this case) into account; "These jeans are both comfortable and looks amazing on everybody!", "These super cute children's jeans are flexible for your toddler to move and gives them the look of a winner!".

Social Media Platforms provide an excellent opportunity to manage the purchase decision steps. Need recognition being the first of them, promotion can approach this step in a few ways. (Blythe, 2012. 50; Jobber & Lancaster, 2012. 93; Kotler, Armstrong, Harris & Piercy, 2017. 155.) Probably everyone knows the feeling when seeing a good advertisement, one can suddenly get an unexplainable urge to get the product, even though there has never been a need for it before. That is because the advertisement has created the need. In Social Media marketing, the contents can be created as such that it'll gain the consumers interest and create a need, for example, marketer can follow the current trends and react to those. In clothing business this could be, for example, parents getting worried for their children wearing ankle-length pants and socks, leaving their ankles unprotected from the cold, marketer can react to that and post contents including different solutions to staying trendy and warm; socks, stockings, longer pants etcetera. That way customers can see your post and have the urge to come buy the socks that was promoted. The need can be created also by promoting new products with attractive photos and captions that appeal to the customers views. The need can be created also by promoting new products with high volume, make the product so seen that the customer gets the feeling that this is a must have. Valuable

sources for creating a need are also bloggers and celebrities using the company's products. If there is someone the consumers think are the kind of people that reflects their ambitions and views, their choices of products affect the customers own preferences. These are called opinion leaders, "Opinion leader – A person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts social influence on others." (Kotler, Armstrong, Harris & Piercy, 2017. 144.)

The next steps are the research of alternatives and evaluation of alternatives at which point it is important to have information available for the customer. (Blythe, 2012. 50; Jobber & Lancaster, 2012. 93; Kotler, Armstrong, Harris & Piercy, 2017. 155.) Social Media manager should be on track what is bought currently so that they can offer information on their alternatives on their social media platforms, as those are the best way for quick reactions to current trends that can change very fast. For example, in autumn, when the weathers are getting colder, the clothes marketer could promote jackets, scarfs, mittens and headwear. That way, when the customer feels the need for new warm clothes, they can see the company's alternatives quickly from their Social Media and see the buzz around them, whether those are popular or not.

After the purchase decision the consumer goes through post-purchase evaluation. (Blythe, 2012. 50-55; Jobber & Lancaster, 2012. 93-97; Kotler, Armstrong, Harris & Piercy, 2017. 155-158; Sharifi & Esfidani, 2013. 556-560.) Social Media provides an excellent platform for the companies to manage their part of this step, by providing an easy way to communicate with the company. As one of the most important part for a company to help consumers deal with cognitive dissonance is the conversation with the consumer, the social media provides very good possibilities for that. Marketer in social media is integrated to the consumers own social networks, and that is why the communication between consumer and company is easier to start. The consumers rarely express their feelings straight to the company itself, but the company can react to the feedback seen on social media, initiating the conversation to correct the customers cognitive dissonance. To avoid the buyer's remorse in the first place a marketer must remember to match the promises of the product to the reality, so when uploading content to social media, marketer should remember to make sure not to over "hype" the product to be sure that the consumer knows what to expect and might be pleasantly surprised. (Blythe, 2012. 50-55; Jobber & Lancaster, 2012. 93-97; Kotler, Armstrong,

Harris & Piercy, 2017. 155-158; Sharifi & Esfidani, 2013. 556-560.) For example, if the company sells variety of jeans, the cheapest one's being very bad at keeping color, but feels amazing when wearing, the marketer should concentrate on the good qualities of the jeans. The caption can include mentions of the price and the comfort of the jeans, but should not mention the color, as if the caption includes a mention of good color durability, the customer will be very disappointed when the color wears of sooner than they were expecting. This creates negative associations with the brand and they most probably won't come and buy the better-quality jeans which keep the color better, even the company has those to offer.

Social Media marketing needs a brand to be distinct from the crowd. Just like in all of marketing, in social media marketing brand building is very important. Consumers newsfeeds are full of posts and advertisements and many of the users go through them without any larger concern for specific posts. Therefore, it is important that the brand is recognizable in the shortest glance so the customer knows what brand to search for if the advertisement caught their attention in the slightest. Brand can be strengthened in social media with the same tools than in general; clear recognizable logo, memorable name, slogan, certain colors, sounds and style. (Kotler, Armstrong, Harris & Piercy, 2017. 145, 233, 243-253.) The social media manager should always create content to strengthen the brand, for example, it is possible for a clothes store local social media manager to lose perspective on the objective of the posting to social media and the news feed is easily filled with selfies and promoting pictures of only clothes that they personally like.

Social Media manager should be motivated to be able to follow current trends, company sales and the general marketing strategy and campaigns, to be able to react to those. Social media provides an excellent opportunity to follow what's happening and what people are talking about. As a social media manager, it would be good idea to integrate oneself to the target audiences preferred areas in social media. This can be done by following famous people, opinion leaders and joining groups. The groups in Facebook are a big deal nowadays and a lot of word-of-mouth/word-to-many is shared there. It is valuable information for the company to know what is being spoken about their brand in social media, and they can use employees to act as a brand ambassador in social networks. (Kotler, Armstrong, Harris & Piercy, 2017. 144-145.) Social media

provides possibilities to react to changes quickly and that is why the social media manager should be aware of the content that can create value for the company.

Social Media Manager should understand and be committed to the values of the company to be a brand ambassador. As a social media manager is always representing the brand in the posts made with the company's social media accounts, the marketer should be aware of the objectives the company has and the values it's representing. It is important that even though the contents can sometimes be a little more casual than other advertisements, they should always stay objective and loyal to the brands message. (Csikszentmihalyi, 2007. 136-141; Kotler, Armstrong, Harris & Piercy, 2017. 145, 252; Nohria, Groysberg & Lee, 2008. 78-84.)

Social media provides multiple stepping stones, legal, ethical and technical. Just like marketing in general, social media marketing also requires the marketer to make sure to keep the contents on a socially acceptable level. Along with the emerge of internet and social media, there has come new ethical and legal issues. As internet provides a platform for sharing ideas, thought's and contents unlimitedly, it has also provided a platform for intellectual property rights violations. (Laudon & Traver, 2017. 534-536, 568.) As a social media manager, one must be certain that they have the right to share certain contents to avoid violating the copyrights. When sharing contents from others, one must be certain that it is allowed by the original creator of the content and give the credits to the one that those belong.

According to Laudon & Traver in E-commerce, business, technology and society (2017), there are five steps in social marketing process (Figure 4.). It starts with fan acquisition, creating a visibility with advertisements, once the page has gained visibility it's time to create engagement. Engagement in social media means following, liking, sharing and commenting on contents and pages. Engagement creates amplification, once there is the positive buzz going on around the brands social media, it starts to reach multiple different people through the initial follower, liker, sharer and commenter. As people have multiple Facebook friends, every time they engage to contents, several others see the original content, thus creating more visibility to the brand. After the visibility and engagement has been started, there's an online community around ones' brand. This community should be nurtured to make sure that the conversation

around the brand stays positive and gets more followers and buzz. This strengthens the brand and ultimately result in increase in sales. (Laudon & Traver, 2017. 468-470.)

Fan acquisition	→	Engagement	→	Amplification	→	Community	→	Brand Strenght (sales)

Figure 4. Social Marketing Process (Laudon & Traver, 2017. 469.)

As the influence of social media marketing to sales and brand value is hard to measure with traditional marketing success indicators, there has been several different suggestions on how to measure the success of it. Some of the social media platforms has created or is about to create additional features, such as shop now buttons, to their sites to help the social media advertisement to directly increase sales. (Laudon & Traver, 2017. 470.) In his book Social Media Metrics (2010) Sterne lists hundred different indicators to measure the success of social media marketing. Even though there are multiple different ways to measure the success of the social media marketing, it is not practical to start using all of them to know whether the marketing is working. The simplest indicators are the amount of buzz around your brand in the social networks, the engagement to the sites, increase in sales and lowering of the costs. As social media marketing is relatively cheap compared to the visibility it can gain, it can conclude to concrete lowering of the costs of marketing. (Sterne, 2010. XX-XXVii.)

4.3 Facebook

Facebook was founded in 2004 by Mark Zuckerberg in a dorm room in Harvard Campus. It was originally aimed to the students at Harvard but as it gained popularity it was opened for other schools also. At the year 2006 Facebook was opened to everyone with e-mail address and soon after that it had gained 12 million users around the world. As Facebook was gaining popularity, also companies started to show interest towards it as a marketing platform, and at the end of 2007 Facebook answered the companies interest with creating its own marketing tool. That created a whole new possibility for marketing and provided Google its first potential competitor in internet advertising. Social Media Marketing was born. (Juslén, 2013. 17-19.)

When starting Facebook marketing, the company should establish their own Facebook pages. To be able to do that one must first have their own personal Facebook profile. That can be done by going to website: https://www.facebook.com/pages/create, or pressing the small down-pointing arrow at the top-right corner of Facebook pages and pressing "Create a Page". After that one must choose page type for the page from the options; Local Business or a place, Company, Organization or Institution, Brand or Product, Artist, Band or Public Figure, Entertainment, Cause or Community. Then choose a category from the list, this should be as close as possible to describe the pages one is establishing. Name the page and press Get Started. The page needs a profile picture and a cover picture, preferably ones that makes the brand recognizable. Facebook has advanced tools for marketing and it will guide the establishing of the pages step by step. (Website of Facebook, 2018.)

Creating visibility and engagement in Facebook can be done in multiple different ways. After establishing the pages for the brand or company, one can invite friends to follow and like the page. The more individuals like the page or engage to the contents in any way, the more visibility it gains. Posts should include social calls to action, such as, "Like our Facebook Page", "Share", "Comment" and "Tag your friends", this can help to increase the engagement to the page and to the brand. Contests are also one good way to gain visibility and create engagement, promising a possibility for a benefit from an action can motivate the viewers to engage and share the contents more, in hope of a reward. (Laudon & Traver, 2017. 470-475; Treadaway & Smith, 2012. 127.)

Facebook provides a platform for sharing different medias, one can add text, pictures and videos. The page itself should be very recognizable to promote the brand in question. The profile picture and the cover picture should reflect the brand and its values. The contents of the posts should be relatable and show real people using the products as the social media marketing is based on the word-of-mouth marketing. The contents should be planned carefully, even though there is a possibility to react to sudden changes. As it is not wise to post just about anything, it is important that the contents are always justified to be done to increase the sales and visibility. For example, it's good to promote any campaigns and offers there might be, so the followers can see it on their own news feed. A good deal can create a need for the consumer which in turn will create revenues for the company. The products should be always presented in a

best possible way, without making promises it can't keep up. (Website of Facebook, 2018; Laudon & Traver, 2018. 470-478.)

There is no simple answer to how often contents should be uploaded to the social media, as this varies by the product, brand, company and the campaign. Some products and campaigns can gain interest several times, when some stop generating engagement soon after the launch. The numbers tell when to stop. If the post doesn't gain engagement anymore, it is time to change the message. (Treadaway & Smith, 2012. 164.) Too many posts can also be irritating, as there are so many advertisements all over, all the time, the social media manager should know when to stop. There should be frequent posts to stay visible in the social networks playground, but if there are too much, consumers start to get irritated and will stop following the pages. When the posts don't get likes and shares anymore, there has been too much.

Facebook provides multiple different ways to follow the success of ones' posts. It's possible to see the amount of engagement the posts have created from the statistics Facebook marketing tools provide. The statistics can be seen by going to the page and opening the tab "Insights", or by downloading an application called Pages Manager. (Website of Facebook, 2018.) The amount of sales generated to the online stores by clicking through Facebook pages is easy to see, as one can see the analytics from the website, from where the webpage users have found it and how many of them have bought something. (Laudon & Traver, 2017. 477.) Social Media doesn't only increase the sales on the online shop, but it can also invite the consumers to the physical shops. As the positive buzz around the brand increases and the word-of-mouth reaches more and more people, it's a given that more people are thinking of that brand when the need arises. The social media marketer can also encourage the followers to come to the physical shops by adding contents on exclusive deal on physical shops only.

4.4 Instagram

Instagram was founded in 2010 by Kevin Systrom and Mike Krieger in San Francisco. It was an instant hit as in only hours thousands had downloaded it. As it was hugely

popular, with approximately 30 million users after only little under two years of existence, Facebook bought Instagram with $1 billion. Facebook was the one to firstly introduce marketing options to Instagram by adding "natural looking" advertisements. As they started to work and gain likes Facebook implemented a marketing tool similar to Facebook for Instagram. (Bruner, 2016; Rakos, 2014; Sengupta, Perlroth & Wortham, 2012.)

To set up Instagram pages one needs a smartphone to be able to download the application. It can be found in App Store, Google Play and Windows Phone Store. One can sign in by creating a new profile or sign in using Facebook profile. At this point it would be wise to sign in using the Facebook profile so the connecting of the brand pages is easier. After the profile is created, by pressing settings and choosing "Switch to Business Account" the account changes to business mode and it's possible to add some information relevant to business purposes, for example, phone number and business hours. Instagram account should be connected to the Facebook pages to make sure the consumers can find both pages, Instagram also requires the content uploader to be the admin at the connected Facebook brand page, to be able to create Promoting posts. (Website of Instagram, 2018.)

Creating visibility in Instagram happens best by using hashtags, a set of keywords for the potential customer to find the contents relevant to their interests. Visibility can also be gained by following other pages relevant to the subject. Like Facebook, also Instagram pages can benefit from contests, followers can join by liking, commenting, tagging friends or sharing the photo on their own pages with the brand pages tag.

As Instagram is a photo sharing platform, the contents are highly visual. The social media manager should pay attention to the visual attractiveness of the contents. There are few different things to consider when posting content to Instagram, the attractiveness of the photos, but also the overall look of the page. Instagram shows three pictures side by side, so it is possible to create coherent look for the page by using color themes or other ways to make the pictures match to each other. Instagram also offers a possibility to create Instagram stories which are videos that can be viewed for a limited time, this is an excellent way to create content including real-time information. The

consumers can contact the company's Instagram also with Direct Messages, which are similar to the Facebook's Private messages. (Website of Instagram, 2018.)

To make the brand standout from all the other pictures, the marketer should choose a style for the content to be recognizable. The brand should be distinguishable in all the posts so that the consumer can take one glance at the content and know which brand it is promoting. The social media marketer can add own pictures and videos, but also find existing contents from other sources, if done so, one must be certain that they have the permission to use that content to avoid property right violations.

As Facebook owns Instagram, the statistic options to see the engagement level of posts are quite similar. Some indicators to the success of the pages are the number of followers, likes and the number of times the page has been tagged. (Website of Instagram, 2018.)

5 RESEARCH METHODS AND IMPLEMENTATION OF THE STUDY

5.1 Research methods

Qualitative research method is generally considered to mean a research which provides non-numeric information based on interviews and other non-statistical information gathering. It is implemented to gather information on the way that the subjects interpret phenomena's, to understand the matter as comprehensively as possible. Interviews are a crucial part of qualitative research and provides non-numeric information that can be analyzed in different ways. It provides possibility to inspect the matter at hand in a fashion that gives wider perspective to it. (Hirsjärvi, Remes & Sajavaara 2009, 135-166; Saunders, Lewis & Thornhill 2007, 145-146.)

Case-study provides possibility to inspect the matter "from the inside", as the researcher has experience on the company and the matter at hand. It is possible to adapt one's own experiences to the study and to be able to understand the issues on the matter on deeper level. However, there is a danger that the researchers own opinions can affect the results of the study. Case-study is created as the researcher notices a need for improvement and that way can be of concrete use for the company. (Saaranen-Kauppinen & Puusniekka, 2006.)

Theme-interview is a semi-structured interview method, with carefully chosen individuals. The subject is divided to main themes and the interview is implemented by introducing the themes one by one to the interviewees. This provides a possibility for the interviewees to answer with their own words without the interviewer leading the interviewees to any certain direction. There can be some supporting questions to get the conversation to return to the original subject, to improve the validity of the research. As this method does not include strict question form that must be followed word to word, rather a framework for the conversation, it can also be categorized as semi-structured interview. Semi-structured interview means interview method that includes subjects that are same to everyone, but not a strict question form that follows the same order for all. (Hirsjärvi & Hurme, 2001. 47-48.)

Reliability in qualitative research refers to whether the research can be done again with same results, is the research repeatable. To be certain that the results of the research are reliable, the study should be formed in a way that when repeated, it would give same results. There are some factors that can affect the results, without diminishing the reliability of the research, time for example. In qualitative research the repeatability of the research is very sensitive to the changes of the world around the subjects. When measured opinions or amount of knowledge on some matter, they might change by time, thus eliminating the possibility to repeat the research with the same results. However, the reliability of the original research does not diminish if the research were made to measure time related phenomenon's, and would have been repeatable at the same time by another researcher. Reliability of the research can also be measured by the findings of the analysis done by the researcher. As the opinions of the researchers can affect the way they analyze the data, there should be evaluation whether another researcher can come to same conclusions on the same data. (Hirsjärvi & Hurme 2008, 186; Saaranen-Kauppinen & Puusniekka, 2006; Saunders, Lewis & Thornhill, 2007, 149.)

Validity in qualitative research refers to whether the research studies the actual matter that it was meant to. The research questions and the setting for the research should be valid for the study it was meant for. If the validity of the study is missing, the findings can be unrelated to the research, which in turn makes the study worthless. The questions should be formed as such that they measure the actual matter at hand and provides answers to the studied phenomenon. The questions should be objective in their nature, in a way that the interviewer does not steer the interviewees to any direction, but rather give the interviewees space and opportunity to answer what they truly feel. The researcher must find a balance where the questions are formed to give results relevant for the study without leading the interviewees to give answers what is assumed by the researcher. (Hirsjärvi, Remes & Sajavaara, 2009. 231-233; Hirsjärvi & Remes, 2008. 186-187; Saaranen-Kauppinen & Puusniekka, 2006.)

5.2 Implementation

This study was implemented as a qualitative case-study, since the need for the guide was noticed during managing the local social media in Cubus Rauma. Following other accounts of Cubus, proved that there should be more unified instructions that everyone would follow along with help on the technical issues. The biggest problem noticed was that the brand image might take damage on the social media management without basic knowledge on the basics of marketing and business mindedness in it.

The interviewees are employees from the company, who has themselves managed local social media, to be sure that the answers are based on their own experiences. There are eight interviewees; four store managers, one store managers assistant, two visual merchandisers and one sales person. The interviewees were found by contacting them through Instagram's Direct Message, to ensure that they have the administrator rights to the local social media account in Cubus and are the social media managers for their local Cubus. As the interviewees are from different cities, it provides a possibility to consider the geographical influence on the social media management. The participating cities are; Helsinki, Joensuu, Jyväskylä, Mikkeli, Oulu, Rauma and Turku.

The interview is implemented online, using WhatsApp as a platform. This way the answers are automatically being delivered in a text form, which helps the later inspection of them. With this, the transcription phase is easier to implement as all the data is already in text form. WhatsApp was chosen since the interviewees were from different cities, and has different schedules. As the interview is meant to be a conversation, it is important that all the respondents are at the same "place", so that it is possible to react to something that the other one says. WhatsApp group chat provides a possibility for all the interviewees to answer when it is convenient for them, and has the time to think about the answers. The duration of the interview is roughly two weeks, starting at the 7th of February and ending at 24th of February 2018.

The themes of the interview follow the same structure as the theory, to ensure that the interview provides information related to the study. (Appendix 1.) This is useful research method for this thesis as it is important that the answers are delivered in as natural setting as possible to ensure that they truly reflect the feelings and experiences

of the employees. For theme interview it doesn't matter even though everyone wouldn't answer to every question, but the objective is to create conversation to understand the feelings of the interviewees. (Saaranen-Kauppinen & Puusniekka, 2006.)

In the following chapters "Findings" and "Conclusions", the subjects are represented according to the themes used in the interview and throughout the thesis. In the beginning of each subchapter, there are listed the main findings of that theme, and they are same in both main chapters. This will help to keep the main findings in mind, no matter the order the chapters are read in. In the "Findings" chapter the main findings of the interview are explained in detail and in the "Conclusions" chapter there are improvement suggestions and conclusions based on the findings of the interview, the case-study experiences and the theory.

6 INTERVIEW FINDINGS

6.1 Motivation and business mindedness

- Values are a key factor to employee satisfaction and motivation.
- Motivation and commitment drives the employees work outside workhours, even they don't get compensation for it. Arises mixed feelings.
- Industry knowledge is gathered eagerly and is not viewed as a part of work.

The interviewees all felt that they know and understand the values and the objectives of the company. Many of them felt that the values are relatable and fit their own character, which makes them feel that they can be themselves at work. They stated that it is important to feel that the company appreciates them as they are and that they can be themselves without breaking any values of the company. The store managers said that the values are a guideline when hiring new personnel, they try to find people that fit the values of the company, which is one factor to the fact that the employees feel that they can relate to the values. According to the interviewees the values of the company can be seen in their everyday work and they use them as guidelines in hard situations. They said that they are understandable and concrete, they are easily adaptable to the everyday work. The responsibility and ethics of the company was highly valued among the interviewees.

The interviewees felt that they are committed to the company and the brand. They use time outside the work hours to various activities related to work. Many of them use time to perfect the local social media accounts, to keep them active even though they are not present at the store itself. Interviewees felt, that to be able to keep the social media accounts interesting, they must use their free time, since there is not enough time during workhours. Many of them said, that because of that, it is hard to make a difference between workhours and free time, since they want to succeed in their work. They all felt that when the free time used for work related matters came from their own interest and willingness, it was a good thing. Then again, if they felt that it was needed to be accepted or to succeed in their work, it was very negative and brought up feelings of being insufficient and told that it eats away motivation towards the job.

The interviewees did not view the following of the latest news related to the industry as work related thing. They felt that this is purely from their own interest to the fashion and apparel world. They use their free time to follow the social media accounts of other stores in Cubus and those of the competitors. Most of them said that they follow current trends from different sources, Facebook groups, bloggers, YouTube and magazines. Some of them spends time by going through different webstores and comparing the products and prices of those of competitors. They also seek for customer feedback from different social media platforms.

6.2   Basics of Marketing

- There should be some introduction to the basics of marketing.
- Target group of the company was well known, thanks for the efforts of the company.
- Target group and consumer behavior of the own store was well known.
- Brand strengthening was viewed as an integral part of social media marketing.

The terms listed in the interview, as a part of the theme basics of marketing, were not all familiar to all the interviewees. However, they were quite good at explaining what they knew about the subjects through practical examples. It became clear, that it could be beneficial to the company, if some of the basic concepts of marketing were thought to the local social media managers, so that they could understand the drivers behind the purchasing decisions of the consumers, and how can they as a marketer affect those.

The interviewees felt that the target group of the company had become clearer after the new effort of the company, the application for the employee training. However, all of them felt that there are different target groups depending on the store. Most of them recognized their own stores target customers and could tell the factors that influence their consumer habits. They felt that the location was the key factor to the kind of customers that they have. The stores at the capital city area sell trend products fast and

don't feel like they have as much of frequent customers as of those stores further from there. The further away from the capital city area the store, the more time it takes from the customers to find the new trends and to be willing to buy them. They felt that it is important to acknowledge what brings the customers to the store, as they said, some stores get more customers by marketing new raincoats, where others by marketing the newest trends. There was also discussion on whether it is smart to market products that sell anyway, or to market products that would otherwise be left unsold.

All of them felt that it is very important that all the social media accounts promote the brand itself in addition to the individual store. They felt that it is not the case currently, that many of the accounts does not represent the company as clearly as they should. There were also mentions on whether some of the accounts were doing damage to the image of the brand, as they are not managed in a way that would be beneficial to the brand. They feel that they understand what is good marketing and what is not to be posted to the social media. However, they felt that not all the current social media managers are aware of the contents that are allowed and considered socially accepta- ble. One of the biggest issues that arose during this theme was the copyrights of the contents shared.

6.3 Social Media Marketing

- Consistent style in individual accounts, but also on all the brand accounts viewed important.
- Individual accounts for stores were viewed as a good thing, as it is possible to give their customers timely information.
- Optimal frequency for posts divided opinions, and varied between stores.
- The influence of the local social media accounts can be seen in the sales of the individual stores.
- The time and effort used for the content correlated with the amount of the vis- ibility and engagement of the contents.

The interviewees said that they strive to keep the style of the social media pages and pictures posted consistent, but stated that it is not the case on all the local social media

pages in Cubus. They pointed out that some of the special offer days brings up glaring posts as many of the stores try to add pictures very fast without specific planning. They said that many pictures include a lot of different fonts and bright colors, making them look messy and unprofessional. They acknowledged that the consistent style in the pages is not only attractive and aesthetic, but helps the consumers recognize the pictures being part of their page even when seen out of content. They also said that the consistency of the pages should not cover only the individual stores account, but to have consistency throughout all the accounts of Cubus, to make sure that the customer understands that they are a part of the brand.

According to the interviewees the contents of the posts that they upload are mostly to inform the customers on the current offers, new products arrived at the store, outfit inspirations and events, both local and those of the company. Many of them use a great amount of time to take the pictures themselves, as they said that the pictures that has themselves, friend or a colleague using the products, gets the most likes and attract more followers to their pages. They felt that it is good to have individual accounts for different stores as it creates possibility to upload timely contents. It was viewed very good that it is possible to inform the customers in real time of the newest products that arrive to the store, as Cubus Official pages might have pictures of the products that come to stores later.

There was no mutual opinion among the interviewees to the optimal frequency of the posts. Some of them said that they make multiple posts per day, others stated that they update only the newest offers. Some of the interviewees stated that they use different platforms in different manner and the posting frequency depends also on the platform. There were some differing opinions on whether it is better to constantly update new content in bulks or to have less posts but with even pace. Some of them felt that more posts bring more followers but a counter argument stated that at the same time the current followers got fed up with too many posts and stop following the page, therefore too many posts in small timeframe does not bring the benefit wanted as the amount of the followers does not in fact increase, but the followers change.

All the interviewees agreed that the influence of the local social media marketing can in fact be seen in the store and in the sales. They told that there are customers, that

come to the store asking for the products that they had seen in the local social media accounts of Cubus. Also, when they had posted pictures of the current key fashion items, it had in fact increased the sales of that product. However, the location of the store seemed to be a significant factor to the success of certain posts. For example, as one stated that the posts of the most fashionable items gained the best visibility and engagement from the followers, other mentioned that the best posts for their store are the ones that promote offers.

The best way to get more engagement in the social media, according the interview, is to upload content frequently and pay close attention to the quality of the pictures. The pictures that show products in use or has outfit inspiration gets most visibility and engagement. Followers were seen to be decreasing if the contents of the pages were unprofessional and messy. Some followers were also gained by promoting the accounts in the store to the customers.

6.4 Technical instructions

- Technical instructions are needed.
- Basic instructions to the contents of the posts are needed.
- Guidelines to the appropriate contents are needed.

All the interviewees felt that there is a need for technical instructions to the management of social media. Along with that they felt that it is important to pay attention to grammar, fonts used in the pictures, usage of emojis, writing with capital letters, usage of exclamation marks, the length of the descriptions under pictures, the tidiness of the store that may show on the background of the pictures and adding the date to implicate the special offers limited to one day. These were viewed as very basic part of being careful with the contents shared, but that seems sometimes be left without attention in social media marketing in local accounts of Cubus. They also felt that it would be useful to have specific instructions on how to update certain contents, such as Facebook cover picture for example.

6.5 Notions, improvement suggestions

- Copyrights need attention.
- Unified instructions that affect all the accounts are needed.

As the copyrights was one of the major issues the interviewees brought up, they wanted to have clear instructions for that, for everyone to follow. Many of the local social media managers use great amount of time for the contents of their pages, they take a lot of the pictures themselves and use time to plan those. They felt that it is important that when the contents are shared between the individual social media accounts that the origin of the picture was mentioned clearly. They mentioned that there have been multiple occasions on which the picture they had taken had started to spread from account to account, and somewhere along the way someone had forgotten to mention the original poster and that way it had ended up with wrong mention of the origin. They felt that it violated their copyrights to the pictures that they had taken. The biggest fear seemed to be that their picture would end up to the official pages of Cubus, without or with wrong mention of the origin. During this discussion it was established that there should be mutual understanding on the way that the origin is mentioned and according to the interview it is best to mention it in the caption of the picture as does the official page of Cubus.

During the interview it became clear that they all hope that there would be clear instructions on the social media management that would apply to all the stores equally. Instructions were hoped to be clear and unified to all the stores. There were also some hopes towards the employer in the form of informing the employees better on the matters influencing the social media marketing. For example, they hoped for clear instructions towards the contests established on the social media accounts. There was some confusion on what are the requirements for contests and what should be mentioned when establishing those.

7   CONCLUSIONS

7.1 Motivation and business mindedness

- Values are a key factor to employee satisfaction and motivation.
- Motivation and commitment drives the employees work outside workhours, even they don't get compensation for it. Arises mixed feelings.
- Industry knowledge is gathered eagerly and is not viewed as a part of work.

As theory suggests, motivation and commitment are some of the key factors to the effort that the employees are willing to put to the company's benefit. In the interview it became clear that the employees appreciate the values of the company and are committed to the brand. However, there were notions on the usage of their free time to work related activities. Most of the interviewees said that they use or have used their free time to work, but tried to avoid it, as it was not clearly beneficial to them. The reason behind it was the feelings of insufficiency or the lack of time during the work hours, they didn't feel like they'd have the time to perfect their tasks during workhours. The interviewees were all highly motivated and wanted to succeed in their work.

It is unclear to the social media managers of local accounts in Cubus, when are they supposed to upload contents, take pictures and plan the posts. Many of the interviewees feel like the social media management is a lesser task compared to all the other tasks in the store, and thus feel like they are forced to do it outside work hours if they want the accounts stay active and interesting. This is something that could be noted in the workhour scheduling, there could be a specific time assigned to social media management, to avoid confusion. For example, there could be 2-4 hours each week, that the local social media manager would have the assigned time to take the pictures and plan the weekly updates. If the contents of the week are planned, pictures edited and captions written, it would not take a lot of time to upload the content in the planned schedule. This would clarify the time usage for the employees, and would give them impression that their task is valued among the company. All the activities towards social media management that happens outside of this assigned time, uploading the contents

aside, would be voluntary. To imagine, if some of the employees are already as motivated and committed as the interview suggests, what would happen if there were some recognition towards social media management from the company?

The recognition can be either material or immaterial, and the success of the increasing of the motivation by recognition is highly dependable of the drivers of the individuals. Some of the employees might find the scheduled time for the social media management enough for putting extra effort for the task, when others might need more recognition. Even though it would most probably be the best driver for most employees to provide material compensation on successful work among the social media management, to stay cost effective, immaterial recognition is also a possibility to drive the local social media management to the better.

It should be noted that as the employees are genuinely interested to the fashion and apparel industry, they use a lot of their free time to increase their industry knowledge. As many of them follow the current trends and the competitors, and do not view it as a part of their work, they are highly valuable to the company, as they keep up with the newest changes voluntarily. The company has succeeded well in the recruitment of the employees as they have found people willing to put extra effort towards the job, even if there currently is not any promised recognition from that. The culture inside the company drives the employees to be committed and motivated and as the values are highly relatable, the employees want to succeed in their work.

To make sure that the social media managers understand the meaning of marketing and stay business minded while uploading contents to social media, the idea of marketing should be sharpened to them. All the contents should be uploaded keeping in mind that its purpose is to create value to the company. The local social media managers must remember and understand, that even though they might find it fun, it is done to gain the customers interest to come and buy products that the company is offering.

7.2 Basics of Marketing

- There should be some introduction to the basics of marketing.
- Target group of the company was well known, thanks for the efforts of the company.
- Target group and consumer behavior of the own store was well known.
- Brand strengthening was viewed as an integral part of social media marketing.

As the basic concepts of marketing are not as familiar to all the local social media managers as one could hope, there should be an introduction to them. The concepts that should be focused on are; target group, consumer behavior, purchasing decision steps, brand and the responsibility of marketer.

- Target group – for it affects the contents that should be uploaded to the accounts.
- Consumer behavior – for it affects the actions the consumers take based on the marketing.
- Purchasing decision steps – as a social media manager, one has a possibility to affect these.
- Brand – the strengthening of the brand is one of the most important things that marketing can achieve.
- Responsibility of marketer – is a part of good brand image.

As the contents of the current introduction manuals and guides were well known and understood among the interviewees, it can be expected that new ones will also get a good response from the employees. However, this should not be interpreted as a need for guide for everything, only the basics that help the employees. The employees should always have room for their own creativity and problem-solving skills, so that they can feel that their individual effort is useful for the company.

The location was one of the key influencers to the kind of customers that the stores have. With the recognition of the own stores customers, the local social media managers could be able to direct the contents of their accounts to their customers. As there is

a possibility to provide local information through the individual accounts, it is important that the local social media managers know who are their customers and who follows them in social media. If they understand the consumer behavior of their customers, it helps them provide information that affects the purchasing decisions of them.

As the social media accounts provide a possibility to the customers to contact the store they like to visit, the social media managers must understand the responsibility and possibilities that can provide. It can be beneficial if they understand how does the consumers purchasing decision steps work, to understand the kind of answers they should give. Private messages through social media provide possibility for customer service that can affect the customers view of the brand. For example, there might be a situation where customer contacts the store through social media when they are feeling the cognitive dissonance, post purchase evaluation, telling about the product that they purchased. If the social media manager understands why the customer is approaching them with this message, they might be better equipped to answer in a way that the customer is satisfied. There might be occasion where the customer is given a possibility of full return or change, and the possibility itself is enough for the customer to feel satisfied on their decision, and they keep the product after all.

It has become very clear that it is necessary to increase the understanding of the local social media managers that they are, in fact, promoting the whole brand in addition to their local store. Even though they are given a lot of freedom in the contents that they share, they must understand that their site is a part of a bigger whole and they must keep the content in line with the official style of Cubus. This can be addressed with mutual guidelines, but also by strengthening their image of the marketing solutions of Cubus.

The responsibility as a marketer is very important as it affects the image of the brand. Even though most people might think that they understand this, it is still good to repeat the concepts of good marketing, just so that everyone remembers to follow them. It is important that the local social media managers remember to stay objective and does not reflect their own opinions and attitudes when promoting the brand. The style of the language and the contents of the pages should follow the values and objectives of the company.

7.3 Social Media Marketing

- Consistent style in individual accounts, but also on all the brand accounts viewed important.
- Individual accounts for stores were viewed as a good thing, as it is possible to give their customers timely information.
- Optimal frequency for posts divided opinions, and varied between stores.
- The influence of the local social media accounts can be seen in the sales of the individual stores.
- The time and effort used for the content correlated with the amount of the visibility and engagement of the contents.

For the brand image to remain consistent and strong, should the individual accounts follow the same style as the official account. There are some important factors for the brand to be recognizable and those should be unified along all the accounts that represent Cubus. As mentioned earlier the contents should follow the mutual line of official marketing strategy of Cubus without suppressing the creativity of the local social media managers. The contents should be consistent in the individual page, but also be recognizable to be a part of the brand. This can be achieved by helping the local social media managers recognize the main factors that make the brand recognizable for the customers. As the lack of thought given to the posts was viewed as a problem, it would help if the uploaded contents were planned. The contents should not be uploaded without giving it a thought, will this be beneficial to the company and the brand?

The individual accounts of the stores give specific value to the customers, by giving them timely and location tied information, that would not be available as clearly without the local accounts. The value given to the customer, is value gotten to the company in return. When managed correctly, the local social media accounts can bring value to the company, in a way that could not be possible in other means. Therefore, it is important that all the existing accounts are managed properly, so that it can be beneficial to the company.

There is no one real answers to the optimal frequency of the posts. There are as many opinions as there are social media marketers, but a good rule of the thumb is to keep posting as long as it gets good response. Too many posts in a short time frame might not be a good idea, as the followers might get fed up with their newsfeed filling up with the posts of one single account. Too little posts and the page does not get the visibility it could. Therefore, it is good to follow the statistics of the visibility and engagement the posts get, one can analyze what kind of content gets the best response, and what does not gain interest. If the posts get visibility and engagement, the social media manager can keep posting, but if there is to be seen decreasing of the followers, there should be some actions taken. Sometimes less is more.

The value the local social media accounts bring to the company is undeniable. As the social media as a marketing solution is increasing day by day, it is crucial that companies have presence there. The influence of the individual accounts can be seen in the sales of the stores and in the visibility the accounts gain. As it became clear in the interview, the time and effort put to the management of social media accounts correlated with the visibility and engagement of them, one can only imagine what would happen if there would be a little more effort from each individual account. If the potential of the local social media accounts as a factor increasing the sales would be paid more attention, the benefit of those could increase considerably.

7.4 Technical instructions

- Technical instructions are needed.
- Basic instructions to the contents of the posts are needed.
- Guidelines to the appropriate contents are needed.

Technical instructions should contain;
- o Setting up business pages, connecting them
- o Getting people to see and like the pages
- o Making the posts and sharing them between platforms
- o Making event posts and inviting people to join
- o Getting visibility and engagement

- o Editing the pictures
- o The sizes for the pictures

Basic instructions to the contents of the posts should contain;

- o Finding the pictures
- o Taking the pictures
- o The visual look of the pictures
- o Appropriate content and length of the captions and texts
- o Spelling and usage of emojis

Guidelines to the appropriate contents should contain;

- o Political correctness and socially acceptable content
- o Copyrights
- o Objectivity as a marketer

7.5 Notions, improvement suggestions

- • Copyrights need attention.
- • Unified instructions that affect all the accounts are needed.

Copyrights are challenging in social media, as contents get shared all the time and the original poster might get lost along the way. However, as a local social media manager, one represents the company, and it is highly important that the copyrights are protected. It is not suitable to take just any contents from the internet and use it in the marketing of the company, without the consent and reference of the original maker of the content. Sometimes it is hard to know what kind of contents are protected by copyrights, but a good rule of the thumb is, that if you did not make it, from start to end, it's not yours. There is an incredible amount of contents throughout the internet that is free to use in commercial purposes, but one must know how to find it.

As a lot of the pictures shared in the accounts of Cubus are taken by the local social media managers, it is important to protect their copyrights also. When uploading content to the local account, the social media managers give consent to sharing the picture inside the company's marketing. However, the property right of the one who has taken the picture does not end there and it is very important, that when sharing the contents, the references are correct. There should be agreement on the way that the references are put to the posts, so that there would not be mistakes and the social media managers must be very careful to give the credits to the one that they belong. As many of the local social media managers who take the pictures are very proud of their work, they must be recognized appropriately by putting the references right.

To make sure that all the local social media managers are on the same line with each other, there should be clear instructions that affect all the accounts and all must follow. If the guidelines are not followed, the pages should be shut down, so that there would not be harm done to the brand. The company should be open and clear on the information regarding the social media management and there should be specific instructions applying to all the stores equally about the matters in social media that need the consent of the higher levels of the company, contests for example.

7.6 Reliability and validity of the study

Reliability of this study is evaluated by the possibility to repeat it at the same time by another researcher. Time is a crucial element to this study's reliability, as the social media is evolving rapidly and the subjects of the research gather new information all the time. If the interview were to be repeated after few years, the answers could have changed radically. However, if another researcher would have done the research at the same time, the results would have been similar. As the interview included employees who are highly interested to the matter at hand, it gave information that would not have been available in any other way. If the interviewees had been chosen differently, there is possibility that there would not have been answers relative to the study. If the research were to be implemented in any other way, the amount and quality of the data could have been lesser.

As this is a case-study, there is a possibility that the opinions and experiences of the researcher has affected the way the data is analyzed. However, as the conclusions has been strengthened by the data gathered from the interview, it is highly possible that another researcher would have come to the same conclusions from the same data. If the research were to be repeated by another researcher with no experience of the case, there is a possibility that the chosen theory and the questions asked were different, in which case the results of the study would have altered and wouldn't necessarily answer the same research questions.

Validity of this study is evaluated by the number of answerers and relative data gathered. There are 48 Cubus stores in Finland, from which there were 8 representatives in the interview. That makes approximately 17% of the stores in Finland that were represented in the interview. As the interviewees were from different cities, all over Finland, also the geographical factor was well covered. The amount of data gathered from the interview was impressive, approximately 7600 words in the relative answers alone. There were second to none of the unrelative conversation during the interview, most of the data could be used in the research.

To ensure that the interview would reflect reality, the interviewees were given an option to send a private message to the interviewer, if they felt that they don't want to express their true emotions for everyone. Interviewees did not take advantage of this, but spoke rather freely with each other. This option was given to ensure that the answers would not be given by what they thought that others wanted to hear, or what is considered socially acceptable in this case. The interviewees had quite mutual opinions, but there were some instances where they disagreed and expressed that freely, which in turn created vivid conversation on the matter.

8   SUMMARY

The research questions were; What should be known when doing social media management? What should the local social media manager know? What kind of things does the company emphasize in its marketing and what does it require from local social media managers?

The first question was answered with the theory part of this thesis, these are the minimum requirements for a social media manager to know when creating contents to social media. The basics of marketing and the social media marketing is quite large area and to be successful social media marketer, one should get themselves acquainted with the theory of marketing along with continuously following the changes in the world of social media. The requirements of the knowledge for a local social media manager are lesser. There are some basics from the theory that should be understood by the local social media manager, but as the task is not relatable to the creation of whole marketing plan when it comes to the responsibility of it, there is no need for them to be marketing professionals. The most important thing for a local social media manager to understand and to be committed to, is the strengthening of the brand. As all the accounts are marketing the brand, it is important that all of them follow same style, values and objectives as the company.

The company's values are a great guideline for all the actions of it. The things that are emphasized in its marketing can be found from the values also; Business Minded, Passion, Happiness, Make it Easy, Friendship and Responsible. The local social media managers must be committed to these values to be able to manage the local social media accordingly.

As the management of local social media is very time consuming, it is important that the manager of it is motivated and committed to the task, to be certain that the pages reach up to the standards of the company. To improve this even further, the company could provide the local social media managers with time to manage the pages during workhours, thus creating more enthusiasm to create contents that will match the style of the brand and therefore strengthening it. Acknowledgement from the work, be it

material or immaterial, could go a long way in improving the status of the local social media accounts. Even if the local social media managers would know exactly how and what to do with the social media accounts, it is not self-evident that they would do it as such, since it requires a lot of commitment. As it has been established in this thesis, the time used for the social media management, correlates with the quality, engagement and visibility of the pages, which in turn creates visibility for the brand, and when done well, might strengthen it. Well managed accounts will bring more customers, customer loyalty and sales to the company.

The guide will help the local social media managers to know what should be done and how. It will require enthusiasm, motivation and commitment from the local social media managers for the guide to be successful, as the understanding of the contents of it cannot be tested. The previous experiences promise a good response from the employees to the guide and the interview proved that it has been awaited and expected.

The contents of the guide are based on the theory, interview and the experiences of the researcher. The guide is implemented in a way that it follows the style and values of the company to be sure that it reflects the brand and works to strengthen the brand knowledge and commitment inside the company, amongst the employees. The implementation of the guide has been thought as such, that the employees would have easy access to it and would have time and interest to read it and use it. Guide is implemented in Finnish and in English. (Appendix 2 & 3.)

During the writing of the thesis, the main concepts of marketing was clarified and the connection of those to social media marketing became clear. It took a lot of thought to write in a way, that does not take anything as self-explanatory. Opening the familiar concepts to the readers, was something that had to be learned along the way. As this was made as a case-study, the experience gained from the inside the company was essential, but sometimes caused situations where it was difficult to differentiate the general knowledge and the knowledge gained by experience. The project was rewarding; the support that the theory and the empirical research gave to the initial arguments, now give a justification to the statements made in the thesis and in the guide. The project gave valuable experience on how to solve possible problems in work life.

REFERENCES

Blythe, J. (2012). Essentials of marketing (5th ed ed.). Harlow: Pearson. Referred 28.1.2018. https://samk.finna.fi/Record/tyrni.115945

Bruner, R. (2016). A brief history of instagram's fateful first day. Referred 28.1.2018. http://time.com/4408374/instagram-anniversary /

Chaykowski, K. (2017). Mark zuckerberg: 2 billion users means facebook's 'responsibility is expanding'. Referred 27.1.2018. https://www.forbes.com/sites/kathleenchaykowski/2017/06/27/facebook-officially-hits-2-billion-users/#17b66ce13708

Constantinides, E. (2006). The marketing mix revisited: Towards the 21st century marketing. Journal of Marketing Management, 22(3-4), 407-438.

Csikszentmihalyi, M., & Jännes, M. (2007). Hyvä bisnes: Johtaminen, flow ja tarkoituksen luominen. Helsinki: Rasalas.

Hirsjärvi, S., & Hurme, H. (2008). Tutkimushaastattelu: Teemahaastattelun teoria ja käytäntö. Helsinki: Gaudeamus Helsinki University Press.

Hirsjärvi, S., Remes, P., Sajavaara, P., & Sinivuori, E. (2009). Tutki ja kirjoita (15. uud. p. ed.). Helsinki: Tammi.

Jobber, D., & Lancaster, G. (2012). Selling and sales management (9th ed ed.). Harlow: Pearson Education.

Juslén, J. (2013). Facebook-mainonta. Tuusula: Akatemia 24/7.

Kenneth C. Laudon, Carol Guercio Traver. (2016). E-commerce 2016: Business, technology, society, global edition (Global edition [of] twelfth edition. ed.). GB: Pearson Education M.U.A.

Kimpakorn, N., & Tocquer, G. (2010). Service brand equity and employee brand commitment. Journal of Services Marketing, 24(5), 378-388. http://www.emeraldinsight.com/doi/abs/10.1108/08876041011060486

Kirlash, M., Yelizarov, I., Kulish, V., & Mel'nikova, I. (2016). Ethics in advertising.

Kotler, P., Armstrong, G., Harris, L. C., & Piercy, N. (2017). Principles of marketing (7th European Edition ed.). Harlow, United Kingdom: Pearson Education Limited.

Maslow, A., H. (1943). A theory of human motivation Psychological Review.

Nohria, N., Groysberg, B., & Lee, L. (2008). Employee motivation. Harvard Business Review, 86(7/8), 78-84.

Rakos, M. (2014). The history of instagram. Referred 28.1.2018. https://blog.dashburst.com/history-of-instagram/

Saaranen-Kauppinen, A. & Puusniekka. A. (2006). KvaliMOTV - Menetelmäopetuksen tietovaranto. Tampere: Yhteiskuntatieteellinen tietoarkisto. Referred 23.3.2018. http://www.fsd.uta.fi/menetelmaopetus/

Saunders, M., Lewis, P., & Thornhill, A. (2007). Research methods for business student (4th ed ed.). Harlow: Pearson Education.

Sengupta, S., Perlroth, N. & Wortham, J. (2012). Behind instagram's success, networking the old way. Referred 28.1.2018. http://www.nytimes.com/2012/04/14/technology/instagram-founders-were-helped-by-bay-area-connections.html

Shahin Sharifi, S., & Rahim Esfidani, M. (2014). The impacts of relationship marketing on cognitive dissonance, satisfaction, and loyalty: The mediating role of trust and cognitive dissonance. International Journal of Retail & Distribution Management, 42(6), 553-575.

Sterne, J. (2010). Social media metrics: How to measure and optimize your marketing investment. Hoboken (N.J.): Wiley & Sons.

Treadaway, C., & Smith, M. (2012). Facebook marketing: An hour a day. Hoboken: John Wiley & Sons.

Van Dijck, J. (2013). The culture of connectivity: A critical history of social media Oxford University Press.

Website of Cubus. Referred 28.2.2018. https://cubus.com/fi/

Website of Marketing on Facebook. Referred 28.2.2018. https://www.facebook.com/business/overview

Website of Stand out with Instagram. Referred 28.1.2018. https://business.instagram.com/getting-started

Website of Varner. Referred 28.2.2018. http://varner.com/en/about-us/

TEEMAHAASTATTELU

Perustiedot;

- Titteli

- Kuka myymälässä hoitaa somen?

Motivaatio & Business Mindedness;

- Sitoutuminen: Brändin arvot, tavoitteet

- Oman ajan käyttö

- Seuraaminen:

    o myynnit

    o muut myymälät

    o kilpailijat

    o trendit

    o Facebook-ryhmät

    o tilastot

Markkinoinnin perusteet (onko käsitteet tuttuja)

- Kohderyhmä – Tiedätkö Cubuksen kohderyhmän?

- Kuluttajakäyttäytyminen – Cubuksen kohderyhmän käyttäytyminen?

- Tarvehierarkia – Tiedätkö mihin psykologiseen tarpeeseen Cubuksen tuotteet ovat?

- Ostovaiheet – Tiedätkö mihin voit itse vaikuttaa markkinoijana ja myyjänä?

- Brändi – Brändin rakentaminen somessa, pidätkö tyylin yhtenäisenä, korostatko Cubusta?

- Vastuullisuus markkinoijana – Tiedätkö mitä sisältöä saa ja mitä ei saa laittaa? Muistatko pysyä objektiivisena ja noudattaa tekijänoikeuslakeja?

Sosiaalisen Median markkinointiprosessi

- Näkyvyyden saaminen – miten?

- Sitouttaminen – miten?

- Suosion kasvattaminen – miten?

- Yhteisö – miten?

- Brändin vahvistaminen, mainostamisen muuttuminen myynneiksi – ollaanko onnistuttu, miten, näkyykö myynneissä, näkyykö myymälässä?

- Sisältö – mitä ja miten usein?

- Reagointi
  - myynnit
  - muut myymälät
  - kilpailijat
  - trendit
  - Facebook-ryhmät
  - tilastot

Facebook & Instagram

- Teknisiä ongelmia – mitä?

- Ohjeiden tarve, sisältöön, teknisiin asioihin?

Mitä voitaisiin tehdä paremmin?

- Ohjeet, opetus, perehdytys;
  - markkinointi
  - brändi
  - sisältö
  - sosiaaliset mediat
  - tekniset ohjeet

- Motivoiminen, sitouttaminen

Sosiaalisen median hallinnointi

Cubus

SISÄLLYS

1 JOHDANTO

Onneksi olkoon uudesta vastuualueestasi sosiaalisen median hallinnoijana paikallisessa Cubuksessa!

Sosiaalisen median hallinnoijana Cubuksessa, olet nyt tärkeä osa yrityksen markkinointia, olet Brändilähettiläs!

Tavoitteenasi on luoda positiivista imagoa brändin ympärille, sosiaalisen median kanavissa.

Paikallisilla tileillä, voit vaikuttaa paikallisten asiakkaiden tarpeisiin

ja jakaa sisältöä joka on hyödyllistä myymälällesi ja sen asiakkaille.

Et välttämättä ole markkinoinnin ammattilainen, mutta huoli pois, tämän oppaan avulla voit luoda sisältöä joka heijastaa yrityksen arvoja ja noudattaa yleisen hyvän maun markkinointia.

Tämä opas sisältää lyhyen johdannon markkinoinnin maailmaan, sekä teknisiä ohjeita, jotta työsi olisi helpompaa ja nopeampaa.

2 MARKKINOINNIN PERUSTEET

2.1 Kohdeyleisö

Tiedätkö kohdeyleisömme?
- *20-50 -vuotiaat naiset ja miehet jotka ostavat muotia itselleen ja lapsilleen.*

On tärkeää tietää kohdeyleisö, jotta voit osoittaa markkinoinnin niille, jotka tuotteita ostavat. Koska on mahdotonta myydä tuotteita jokaiselle, on parempi keskittyä

niihin, jotka todennäköisimmin ovat kiinnostuneita tuotteistamme.

Cubuksessa tuotteet ovat suunnattu 20-50 -vuotiaille naisille ja miehille jotka ostavat muotia itselleen ja lapsilleen. Markkinointi tulisi suunnata heille.

Pohdi liikkeesi asiakkaita, millaisia asiakkaita teillä käy? Kuka seuraa hallinnoimiasi sosiaalisen median sivuja?

2.2 Kuluttajakäyttäytyminen

Kuluttajan oma tausta vaikuttaa siihen millainen markkinointi häneen toimii.

Markkinoijan tulee ymmärtää tekijät jotka vaikuttavat asiakkaidensa tarpeisiin ja siten myös ostokäyttäytymiseen, jotta voi luoda sisältöä joka saa kuluttajan huomion.

Koska sosiaalinen media tarjoaa mahdollisuuden tarjota sekä ajankohtaista että paikallista informaatiota, on hyvä tarkastella millaisia asiakkaita liikkeessäsi käy

ja millaiset ihmiset seuraavat sivujasi. Mitä he haluaisivat tietää?

Myymälöiden välillä on eroja siinä, millainen sisältö houkuttelee asiakkaita. Toisille toimii uusimmat trendituotteet, kun taas toiset myymälät saavat enemmän näkyvyyttä Basic-tuotteilla.

2.3 Ostopäätösprosessi

| Tarve | → | Tiedonkeruu | → | Vaihtoehto-jen arviointi | → | Ostopäätös | → | Ostopäätök-sen jälkeinen arviointi |

Sosiaalisen median hallinnoijana on mahdollisuus tarjota informaatiota tuotteista, joita myymälässä on ja täten myös vaikuttaa ostopäätösprosessiin.

Aloita luomalla tarve. Anna tietoa tuotteista joista asiakas voisi innostua. Tuotteista tulisi aina olla tarpeeksi informaatiota saatavilla, jotta asiakas voi vertailla

vaihtoehtoja jo ennen liikkeeseen tulemista.

Ostopäätöksen jälkeinen arviointi antaa sosiaalisen median hallinnoijalle mahdollisuuden vaikuttaa siihen, miten asiakas näkee brändin tulevaisuudessa.

Ostopäätöksen jälkeen, asiakas saattaa tarvita vahvistusta ajatukselle, että tuote täsmää odotuksien kanssa. Tähän voidaan vaikuttaa tarjoamalla asiakaspalvelua.

Tässä tapauksessa se tarkoittaa kommunikointia sosiaalisen median kautta. Joten pidä huolta,

että tarjoat mahdollisuuden antaa palautetta ja kysyä kysymyksiä, sekä vastaa niihin asianmukaisesti.

Antamalla asiakkaalle lisää tietoa tuotteista ja tarjoamalla mahdollisuuden palautukseen tai vaihtoon, tuo asiakkaalle tunteen, että häntä arvostetaan edelleen ostoksen jälkeen.

Muista kommunikoida asiakkaiden kanssa sosiaalisen median kautta, kiitä positiivisista kommenteista ja tykkää niistä. Voit myös antaa asiakkaille lisätietoa yrityksestä ja brändistä asiakkaan niitä kysyessä. Haastaviin kysymyksiin

vastaamisessa voit kysyä apua muilta yrityksessä.

2.4 Brändi

Brändi on yksi tärkeimmistä kilpailuasemaa parantavista tekijöistä yritykselle.

Jos asiakkaat tunnistavat brändin ja heillä on positiivinen mielikuva siitä, he luultavimmin valitsevat sen brändin tuotteet ennen kuin jonkin mitä he eivät tunnista.

Vahva brändi tuo lisää myyntiä.

Brändi on yhdistelmä yksilöllisiä elementtejä jotka erottavat sen kilpailijoista.

- Nimi

- Termi
- Merkki
- Symboli
- Design
- tai näiden yhdistelmä

Paikallisen sosiaalisen median hallinnoijana Cubuksella, tärkein tehtäväsi on pitää huolta siitä, että kaikki sisältö jota jaat sosiaaliseen mediaan toimivat brändin hyväksi, vahvistaen sitä ja luoden positiivista kuvaa sille. Siten koko yritys voi saada lisää näkyvyyttä, joka puolestaan tuo lisää myyntiä sille.

Huolehtimalla, että sivut ovat tyyliltään yhtenäiset, sekä tilien

sisäisesti, että Cubus Officialin kanssa, voit auttaa asiakasta tunnistamaan kuvat helposti olevan osa isompaa kokonaisuutta ja brändiä. Kuvasta tulisi pystyä nopealla vilkaisulla tunnistamaan, että kyseessä on Cubuksen tuote, jotta asiakas voi sen löytää helposti myös jälkeenpäin.

2.5 Vastuullisuus ja eettisyys

Sosiaalisen median markkinoinnissa edustat yritystä ja brändiä ja siten myös markkinoinnin tulisi edustaa yrityksen arvoja.

Markkinoijana tulisi olla objektiivinen ja puolueeton, omat näkemykset eivät saa näkyä markkinoinnissa.

On olemassa myös aiheita, joita tulee välttää:
- Rasismi
- Kaikenlainen ääriajattelu
- Terrorismi

- Väkivalta
- Huumausaineet
- Alkoholin liikakulutus

Nämä ovat esimerkkejä aiheista joita markkinointi ei saa koskaan yllyttää.

Käytä arvostelukykyäsi ja maalaisjärkeä arvioidaksesi, heijastaako jakamasi sisältö yrityksen arvoja hyvän maun mukaisesti.

Kaikki sopimaton sisältö tulee poistaa heti.

2.6 Taitojesi parantaminen

Riippuen omasta innostuksestasi, voit tulla erinomaiseksi sosiaalisen median markkinoinnissa.

Miten paljon käytät aikaa sosiaalisen median markkinointiin, korreloi sen kanssa miten hyvin sivut menestyvät.

Sosiaalisen median hallinnointi Cubuksessa on täysin vapaaehtoista, joten siihen käytettyä aikaa olisi hyvä osata priorisoida. Mahtavien sivujen ylläpito vie paljon aikaa, mutta myös hyvät sivut riittävät.

Jos haluat olla erinomainen sosiaalisen median hallinnoimisessa, tässä on muutamia vinkkejä parantaaksesi omaa tietotaitoasi aiheesta;

- **Seuraa**
    - Toisia myymälöitä
    - Kilpailijoita
    - Trendejä
    - Mitä sosiaalisessa mediassa puhutaan myymälästäsi ja Cubuksesta yleensä
    - Myymäläsi myyntejä
    - Sosiaalisen median kanavien muutoksia

- **Reagoi!**
  - o Tuote ei liiku? Lisää houkutteleva kuva sosiaaliseen mediaan.

3 TEKNISET OHJEET

3.1 Sivujen perustaminen ja niiden yhdistäminen

Kyseessä on yrityksen markkinointi, joten voit käyttää sosiaalisen median tarjoamia Yrityssivuja. Tämä antaa mahdollisuuden seurata tilastoja sivujesi ja päivitystesi menestyksestä.

Facebook
- Luo sivu
    - o Valitse sen olemaan Brändille ja Vaatetukselle
- Lisää profiilikuva ja kansikuva
    - o Voit kopioida nämä Cubus Officialilta
- Lisää tietoa myymälästä
    - o Sijainti
    - o Aukioloajat
    - o Puhelinnumero

Facebookin ohjeet:

https://www.facebook.com/business/learn/facebook-page-basics

Instagram
- Luo profiili
- Siirry yritysprofiiliin yhdistämällä se Facebookin yrityssivuun
- Lisää profiilikuva
- Lisää tietoa myymälästä
    - Sijainti
    - Aukioloajat
    - Puhelinnumero

Instagramin ohjeet:
https://business.instagram.com/blog/creating-a-business-profile-on-instagram/

3.2 Päivitysten tekeminen ja niiden jakaminen kanavien välillä

Sisältö voi olla sama Instagramissa ja Facebookissa, mikä on helpoin tapa pitää molemmat kanavat aktiivisena.

Jos haluat optimoida sisällön eri kanaville ja niiden seuraajille, sisältö tulee päivittää erikseen.

Helpoin tapa on ladata sisältö Instagramiin ja jakaa se sen kautta Facebookiin. Huolehdi, että sivut on yhdistetty.

Voit jakaa sisältöä Instagramista Facebookiin valitsemalla Jaa vaihtoehdon.

- Samassa näkymässä jossa kirjoitat kuvatekstin, aktivoi Jaa Facebookiin.

- Julkaisemisen jälkeen, avaamalla kuvan ja valitsemalla yläoikealla olevat kolme pistettä ja sieltä Jaa.

- **Pidä huoli, että sisältö menee yrityssivuille.**

3.3 Tapahtumien luominen

Voit luoda Tapahtumasivut
Facebookissa tapahtumille ja
kutsua ihmisiä osallistumaan.
Tapahtumasivut ovat hyvä tapa
saada huomiota asiakkailta tiettyjä
tapahtumia kohtaan. Esimerkiksi,
Big Smile Day.

- Mene myymäläsi Facebook
  sivuille
- Valitse Tapahtumat ja Luo
  Tapahtuma
- Lisää tietoa
    - o Tapahtuman nimi
    - o Sijainti
    - o Päivämäärä ja aika

- o Kategoria (Shoppailu)
- o Tietoa tapahtumasta

- Kutsu kavereita (tämä on vapaaehtoista, sillä kutsu - vaihtoehto näyttää listan henkilökohtaisen tilisi kavereista)

- Tapahtuma näkyy yrityksen sivuilla, mutta voit myös jakaa sen, jolloin se ilmestyy myös seuraajien News Feedille.

Voit myös valita julkaisemisajankohdan tapahtumalle, joten voit luoda tapahtuman etukäteen, jos haluat julkaista sen vasta myöhemmin.

Julkaise painikkeen vieressä on pudotusvalikko, josta voit valita julkaisun ajastuksen.

3.4 Näkyvyys ja sitouttaminen

Houkuttelevan sisällön ja kauniiden kuvien lisäksi, näkyvyyttä ja sitoutumista voi lisätä myös muilla tavoin.

- Käytä Hashtageja #
    - Aiheeseen liittyviä sanoja
    - Suosittuja hashtageja
    - Tarkista oikeinkirjoitus, väärin kirjoitetut hashtagit eivät tuo näkyvyyttä

- Julkaisemisen ajankohta voi vaikuttaa sen saamaan näkyvyyteen. Koska sosiaalisen median algoritmit vaikuttavat

siihen, miten julkaisut näkyvät seuraajien News Feedillä, julkaisemisen ajankohta voi olla merkittävä vaikuttaja näkyvyyden saamiselle. Voit aloittaa kokeilemalla mikä toimii myymäläsi kohdalla, julkaisemalla sisältöä eri kellonaikoihin ja seuraamalla sen saamaa suosiota tilastoista.

- Kun päivität Instagram Storiesia, lisää sijainti. Täten tarina näkyy kaikille jotka katsovat sijaintiin sidottua tarinayhteenvetoa. Lisää tällöin myös kuvaan/videoon tieto, että kyse on Cubuksesta, jotta

katselijat tietävät sen
vaivattomasti.

- Halutessasi voit jakaa sisältöä
  Facebookissa myös omalle
  sivullesi ja kutsua ystäviäsi.
  Tämä on täysin vapaaehtoista!
  Ei ole välttämätöntä käyttää
  henkilökohtaisia sivujasi
  saadaksesi näkyvyyttä
  brändille.

- Jos jaat sisältöä
  henkilökohtaisille sivuillesi, pidä
  huoli, ettei mitään negatiivista
  sisältöä voida yhdistää
  yritykseen.

- Älä tykkää tai seuraa yrityssivuilla epärelevanttia tai negatiivista sisältöä.

- Älä jaa epäolennaista sisältöä yrityssivuilla.

- Paikallisten tilien seuraajat eivät välttämättä seuraa Cubus Officialia, täten olisi hyvä välillä jakaa sisältöä myös virallisten sivujen sisältöä. Tägäämällä viralliset sivut päivityksiin, voit luoda näkyvyyttä myös niille.

3.5 Kilpailut

Voit aloittaa kilpailuja paikallisilla
Cubuksen sosiaalisen median
sivuilla. On kuitenkin olemassa
asioita, jotka tulee ottaa huomioon
ennen tämän tekemistä.

- Palkinnoista tulee sopia
  erikseen aluepäällikön,
  markkinointipäällikön tai
  maapäällikön kanssa.

Facebook
- Osallistuminen voi edellyttää
  tykkäämistä, kommentointia tai
  yksityisviestin lähettämistä
  yrityssivuilla.

- Osallistuminen **ei saa** vaatia mitään mikä edellyttää osallistujan jakavan sisältöä omilla tai kavereidensa sivuilla.

- Seuraajia ja osallistujia voi kannustaa jakamaan sisältöä ja tägäämään kavereitaan julkaisuun, mutta **ei saa** olla ehto osallistumiselle.

Instagram
- Osallistuminen voi edellyttää kilpailijaa jakamaan sisältöä heidän omilla sivuillaan käyttämällä hashtagia # tai tägäämällä @.

Pohdi valmiiksi kilpailun ehdot,
ennen sen julkaisua:

- Kuinka kauan se kestää?
- Voiko yksi ihminen osallistua
  monta kertaa?
- Miten voittaja valitaan?
- Milloin voittaja julkaistaan?
- Miten voittajalle ilmoitetaan?

3.6 Sisällön luominen

1. Kuvien löytäminen

- Cubus Official
    - o Sisältöä löytyy Cubuksen virallisilta sivuilta
        - Facebook, Instagram, MyCubus ja Cubus.com
    - o Joskus myymälän sähköpostiin lähetettyä materiaalia

- Muut myymälät
    - o Voit uudelleen jakaa sisältöä muiden

myymälöiden sivuilta ottamalla kuvakaappauksen ja sitten jakamalla sen omilla sivuillasi

- o Kun jaat toisten sisältöä, ole tarkka siitä, kuka sisällön alun perin on jakanut, jotta kunnia kuvan ottamisesta menee oikealle ihmiselle.
- o **Lisää aina tieto alkuperäisestä julkaisijasta uudelleen julkaistuun sisältöön!** (tägäämällä @)
- Vapaat kuva-arkistot
  - o Jos otat sisältöä internetistä, pidä huoli,

että sinulla on oikeus jakaa sitä kaupallisessa tarkoituksessa.

- o Vaikka sisältö olisi kulkenut internetissä pitkän aikaa ilman tekijätietoja, on joku sen alun perin tehnyt, ja täten hänellä on siihen tekijänoikeudet.
- o Koska edustat yritystä sisältöä jakaessasi, tulee olla täysin varma, että sisältöä on lupa käyttää kaupalliseen tarkoitukseen.
- o Hyvä tapa löytää vapaasti käytettävää sisältöä on käyttää Creative

> Commonsin hakukonetta.
> Muista valita vaihtoehto
> "*free to use in commercial
> purposes*", koska kuvilla
> voi olla erilaisia lisenssejä.
> o https://search.creativeco
>   mmons.org/?lang=fi

- Jos haluat jakaa sisältöä, jossa näkyy ihmisiä, sinulla tulee aina olla heidän lupansa siihen.

- Sisällön jakaminen ilman alkuperäisen tekijän lupaa tai ilman kunnollisia lähdemerkintöjä on aina tekijänoikeusrikkomus.

2. Kuvien ottaminen

- Pidä huoli, että kuvat edustavat vaatteita mahdollisimman lähelle todellisuutta. Älä muokkaa kuvia liikaa äläkä käytä voimakkaita filttereitä jotka muuttavat tuotteiden värejä. Emme halua johtaa asiakkaitamme harhaan.

- Kun otat kuvia myymälässä, kaikki mitä kuvassa näkyy, tulee olla täydellistä. Taustalla ei saa näkyä asiakkaita tai sotkuisia vaatekasoja. Kovahälyttimien ja hintalappujen ei tulisi näkyä kuvissa.

- Teksti kuvissa saattaa kiinnittää asiakkaan huomion. Kuitenkin, jos on paljon tietoa jaettavana, tulee kuvaan sisällyttää vain tärkeimmät huomiot ja lisätä loput kuvatekstiin.

- Vältä useiden eri fonttien ja värien käyttämistä kuvassa olevissa teksteissä. Visuaalinen ärsyke saattaa saada asiakkaan huomion, mutta liian paljon saattaa ärsyttää ja vaikuttaa epäammattimaiselta.

3.7 Päivitysten määrä

Ei ole olemassa helppoa ratkaisuja
oikeaan päivitysten määrään,
tärkeintä on päivitysten
tekeminen tasaisin väliajoin.
Johdonmukaisuus on avain siihen,
että seuraajat pysyvät
kiinnostuneina.

Olisi hyvä suunnitella viikon
päivitykset etukäteen, siten on
helpompi pitää sivut aktiivisena,
sillä voit jakaa valmiin sisällön
haluamanasi ajankohtana.

Hyvä mittari sopivaan päivitysten
määrään ja aikaväliin on sisällön ja

sivujen keräämä tykkäysten ja seuraajien määrä. Näitä voi seurata yritystilastojen kautta jotka Facebook ja Instagram tarjoavat yrityssivuille.

Jos sisältöä lisätään todella paljon lyhyen aikavälin sisään, seuraajat voivat ärsyyntyä ja lopettaa sivujen seuraamisen. Jos kuvat eivät saa enää tykkäyksiä ja seuraajia lähtee, tiedät hidastaa postaustahtia.

Eri myymälöiden välillä on eroja, myös seuraajien oma aktiivisuus vaikuttaa. Paras tapa on kokeilla, ja katsoa mikä toimii parhaiten myymäläsi sivuilla.

Huolimatta päivitysten määrästä, jaa sisältöä aina säännöllisesti ja tasaisin väliajoin.

3.8 Kuvakoot sosiaalisessa mediassa

Facebook
- Kansikuva
    - o 851x315px
    - o Mobiilissa 560x312px
- Profiilikuva
    - o Minimi 160x160px
    - o Optimaalinen 720x720px
- Tapahtuman kansikuva
    - o 1920x1080px
    - o Mobiilissa 1920x1005px

Instagram
- Profiilikuva
    - o Minimi 110x110px
- Sisältökuvat

- o 1080x1080px
- o Esikatselu 161x161px
- o Pystysuuntainen kuva
  1080x1350px
- o Vaakasuuntainen kuva
  1080x566px
- Instagram Stories
  - o 1080x1920px

Nämä ovat suositeltuja kuvakokoja pikseleissä laadun säilyttämiseksi. Kuvia voi rajata sosiaaliseen mediaan ladattaessa.

Jotta tärkeitä osia kuvasta ei jäisi pois, näitä kuvakokoja voi käyttää ohjenuorana.

3.9 Kuvatekstit

- Kuvatekstit tulisi pitää tiiviinä. Ei ylimääräistä jaarittelua ilman informaatioarvoa.

- Tekstin tyyli voi olla rentoa, sillä markkinointialustana toimii kuluttajan oma "takapiha".

- Hymiöitä voi käyttää, mutta vältä ylikäyttöä. Liian monta hymiötä voi viedä huomion kuvatekstin oikeasti tarjoamasta informaatiosta.

- **Kiinnitä huomiota oikeinkirjoitukseen!** Jos et ole

varma, tarkista tai älä käytä sitä.
Näppäilyvirheet ja
kirjoitusvirheet ovat inhimillisiä,
mutta tarkista aina
oikeinkirjoitus ja oikolue teksti
ennen julkaisua.

- Muista antaa kaikki tarpeellinen
  informaatio kuvatekstissä, jotta
  asiakas voi löytää tuotteet.

- Koska sosiaalinen media
  käyttää algoritmeja jotka
  vaikuttavat julkaisujen
  näkymiseen seuraajien News
  Feedillä, eivät he aina näe
  päivityksiä niinä päivinä kuin ne
  on tehty. Tämän takia on hyvä
  lisätä kuvatekstiin päivämäärä,

jos julkaisu koskee tietyn päivän tapahtumia.

- o Esimerkiksi,
    - Huomenna Big Smile Day
    - Sen sijaan, lisää päiväys: Huomenna 15.4. Big Smile Day.
- o Täten asiakas tietää onko tarjous vielä voimassa, kun hän näkee julkaisun.

3.10 Cubus Official

Facebook (facebook.com/Cubus)

- Viralliset Facebook sivut päivitetään Norjan pääkonttorilta ja paikallisilta toimistoilta, täten sisältö voi olla paikallista ja paikallisella kielellä.

Instagram (@cubusofficial)

- Virallinen Instagram sivu päivitetään Norjasta ja se on kaikille maille yhteinen. Kielenä on Englanti.

4 YHTEENVETO

Tämä opas sisältää vain perusteet niistä asioista joita voit tarvita sosiaalisen median hallinnoimiseen paikallisesti. Jos haluat edelleen kehittää taitojasi sosiaalisen median hallinnoijana, vaatii se omaa kiinnostusta ja aktiivisuutta.

Jos haluat todella menestyä paikallisen sosiaalisen median hallinnoijana, vain taivas on rajana. Lisäämällä tietoasi voit olla erinomainen paikallisen sosiaalisen median hallinnoija Cubuksella!

5 YHTEYDENOTTO

Lisäkysymysten ilmetessä, otathan yhteyttä maasi markkinointikoordinaattoriin.

XXXXX
Marketing Coordinator
Cubus Suomi
E-mail: XXXXX

Tämä opas on toteutettu osana Sanni Rönkön opinnäytetyötä.

Social Media

Management

Cubus

CONTENTS

1 INTRODUCTION

Congratulations on your position as a Social Media Manager for your local Cubus!

As a manager for the social media accounts of Cubus you now are an important part of the marketing of the company, you are a Brand Ambassador!

Your objective is to create positive buzz around the brand in the social media platforms.

By local accounts you can assess the needs of the local customers

and include contents that are relevant to your store and the customers that visit there.

You might not be a marketing professional, but fear not, with this guide you will be able to create content that both reflect the values of the company and follow the basic guidelines of good marketing.

This guide will include a brief introduction to the world of marketing, along with technical instructions to make your work easier and faster.

2 BASICS OF MARKETING

2.1 Target customers

Do you know our target customers?

- *20-50-year-old women and men who buy clothes for themselves and to their children*

It's important to know the target customers, so that you can address to the needs of those who

buy our products. As it is impossible to sell products to everyone, it is better to focus on those, that'll be the most interested of our products.

In Cubus, the products are directed to 20-50-year-old women and men, who buy clothes for themselves and their children. The marketing should be directed to them.

Consider the customers of your store, what kind of customers visit there? Who follows the social media pages you are managing?

2.2 Consumer behavior

The kind of marketing that works for certain consumers is affected by the background of them.

Marketer needs to understand the factors that affect their customers' needs and that way their purchasing behaviour, to be able to create content that will get the consumers interest.

As local social media marketing provides possibility to give the customers both timely and local information, it is good to review the kind of customers your store

has and what kind of followers does your pages have. What do they want to know?

There are differences between stores, what kind of contents attract your customers. For some it might be the newest trends, when again some stores might get more visibility with promotion of basics.

2.3 Purchasing decision process

Need ⇒ Information gathering ⇒ Evaluation of alternatives ⇒ Selection ⇒ Post-Purchase evaluation
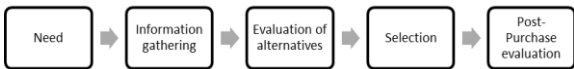
As a social media manager, one can provide information on the products that your store has, and that way affect the purchasing decisions the customers make.

Start by creating a need. Give information on products that the customer would get excited about. There should be enough information available that the customer can evaluate the

alternatives even before coming to the store.

The post purchase evaluation gives the social media manager a possibility to affect the way the customer views the brand in future.

After the purchase, the customer might need reassurance that the product matches with the expectations. This can be helped with the possibility of customer service.

In this case, it means the communication in social media. So, make sure that you provide a

possibility to give feedback and ask questions and answer them properly.

Giving the customer more information on the product and giving them the possibility for refund or change, gives the customer a feeling that they are valued even after the purchase.

Remember to communicate with the customer through the social media platforms, like the positive comments and thank them. You can also give the customers information on the company when asked. If you find the question

difficult, you can always ask for help from others in the company.

2.4   Brand

Brand is one of the most important competence assets the company has in the markets.

If the customers can recognize the brand and have a positive image on it, it is more likely that they choose it over something that they do not know.

Strong brand brings more sales.

Brand is a combination of signature elements of the company that differentiates it from the competitors.

- Name
- Term
- Sign
- Symbol
- Design
- or a combination of these

As a local social media manager for Cubus, your most important responsibility is to make sure that all the contents uploaded to social media works in the favor of the brand, strengthening it and creating positive image for it. That way the whole company can get more visibility, which in turn brings more sales to it.

By making sure that the style of the pages is consistent inside the pages, between the platforms and with the Official pages of Cubus, you can help the customers to recognize the contents being part of the bigger whole and the brand. For the customer to find the product seen on the picture later on, it should be possible to recognize the picture being Cubus' even with a quick look.

2.5 Responsibility & Ethics

In social media marketing, you are representing the company and the brand, which is why the marketing should always represent the values of the company.

As a marketer, one must stay objective and impartial, your own opinions cannot be seen in the marketing.

There are also some topics that must be avoided;
- racism
- extremism of any kind
- terrorism

- violence
- drug-abuse
- alcohol over-consumption

These are examples on the topics that marketing should not endorse in any way.

Use your judgement and common-sense to evaluate whether your contents reflect the values of the company with good taste.

Any inappropriate contents must be deleted at once.

2.6 Improving your skills

Depending on the enthusiasm you have towards the task, you can master the social media marketing.

The time spend towards the social media, correlates with the success of it.

As the management of local social media pages in Cubus is completely voluntary, you should prioritise the time spend towards the social media. It takes a lot of time to have awesome pages, but it is also enough to have good pages.

If you want to excel in the management of social media, here are some tips to improve your knowledge on the subject;

- **Follow**
    - Other stores
    - Competitors
    - Trends
    - What is spoken about your store and Cubus in general in social media
    - Sales of your store
    - The changes in the social media platforms

- **React!**
  - o Product not moving? Add tempting picture to social media.

3 TECHNICAL INSTRUCTIONS

3.1 Setting up the pages & connecting them

As this is marketing for the company, you can use the business pages the social media platforms provide. This gives you the possibility to follow the statistics of the success of your pages and posts.

Facebook

- Create a page
  - o Choose it to be for a Brand and Clothing
- Add profile picture and cover picture
  - o You can copy these from the Cubus Official
- Add information about the store;
  - o Location
  - o Opening hours
  - o Phone number

Facebook's instructions:
https://www.facebook.com/business/learn/facebook-page-basics

Instagram
- Create a profile
- Change it to business profile by connecting it to Facebook business page
- Add profile picture
- Add information about the store;
  - Location
  - Opening hours
  - Phone number

Instagram's instructions:
https://business.instagram.com/blog/creating-a-business-profile-on-instagram/

3.2   Making the posts and sharing them between platforms

You can have same contents in Instagram and Facebook, which is the easiest way to keep both platforms active.

If you want to have optimised contents for different platforms, you must update them separately. The easiest way is to upload content to Instagram and then sharing it to Facebook also. Make sure that the pages are connected.

You can share the content from Instagram to Facebook by choosing the share option.

- During writing the caption, activate Facebook sharing option.

- After publishing the content by going to the picture and clicking the three dots at the top right corner of the page and choosing share option.

- **Make sure it shares it to the business page.**

3.3   Creating events

You can create Event Pages in Facebook for certain events and invite people to attend. Event Pages is a great way to gain attention from customers towards certain events. For example, Big Smile Day.

- Go to the Facebook pages of your store
- Choose Events and Create an Event
- Add information
    - o   Name for the event
    - o   Location
    - o   Date and time

- o Category (Shopping)
- o Information on what's happening

- Invite friends (this is voluntary, as the invite option shows personal accounts friends)

- The event shows on the business page, but you can share it so it'll become a post that shows on the newsfeed of the followers

You can also choose a publishing time for the event, so it is possible to create the event in advance even if you want it to be published later. There's a dropdown option

next to the option Publish where you can choose to schedule the publishing of the event.

3.4 Visibility and engagement

In addition to attractive pictures and tempting contents, you can gain visibility and engagement to your pages with other ways.

- Use Hashtags #
    - o Relative words
    - o Popular hashtags
    - o Check the grammar, misspelling the hashtags does not bring visibility

- The time the content is uploaded can also affect the visibility of it. As the algorithms in social media affect the way

the contents are shown on the newsfeed of the followers, the uploading time can be a key factor to the visibility it can gain. You can start out by trying multiple different times and following the statistics on the visibility it gains.

- When updating Instagram stories, add location. That way the story shows to everyone watching the location tied story compilation. When doing this, add the information of it being Cubus story also to the picture/video, so it is easier for the viewer to know.

- If you want to, you can share contents in Facebook on your own pages and invite your friends. This is highly voluntary! It is not necessary to use your personal pages to gain visibility to the brand.

- If you share contents on your pages, make sure that no negative influencers can be associated with the company.

- Never like or follow unrelated and negative content with business profile.

- Don't share unrelated contents on the business pages.

- Followers of local accounts don't necessarily follow Official pages of Cubus. That is why it is good, from time to time, to share contents from their pages as well. By tagging Official pages of Cubus to shared contents you can create visibility to them also.

3.5   Contests

You can start contests on the local Cubus social media pages. However, there are few things that must be considered before launching contests;

• The prizes must be agreed upon with the area manager, marketing manager or the country manager.

Facebook
• Participating the contest can require liking, commenting, voting by liking or sending a

private message on the business pages.

- Participating the contest **cannot** require anything that requires the participant to share something on their pages nor their friends' pages.

- You can encourage to share the contents and tagging friends to the post, but this **cannot** be requirement for participating.

Instagram
- Participating can require sharing contents on the contestant's own page, by using hashtags (#) or by tagging (@).

Consider the terms of the contest before launching it;
- How long does it last?
- Can one person participate multiple times?
- How the winner is chosen?
- When the winner will be announced?
- How the winner is announced and notified?

3.6   Creating contents

1.   Finding pictures

- Cubus Official
    - o You can find contents
      from the official pages of
      Cubus.
        - ▪ Facebook,
          Instagram, MyCubus
          and the web-pages
          Cubus.com.
    - o Sometimes e-mailed
      content from the shops e-
      mail.

- Other stores
  - You can repost pictures from other stores by taking a screenshot and then sharing them on you pages.
  - When doing this, make sure to find out the original poster of that picture, so that the credits for taking the picture goes to right person.
  - **Always tag the original poster to reposted content!** (@)

- Free databases
  - If you want to take contents from internet,

make sure that you have the right to use it in commercial purposes.

o Even though it is travelling through internet without proper markings on the original creator, someone has done it originally, and thus holds the copyrights to that content.

o As you are representing the company when making the posts, one must be certain that the contents is allowed to be used in commercial purposes.

o Good way to find free contents is to use

Creative Commons search engine. Remember to choose the option; "*free to use in commercial purposes*", as there are different licenses to the pictures.

- o https://search.creativecommons.org/?lang=fi

- If you want to share contents showing people, you must always have their consent

- Sharing contents without consent of the original creator of it or without proper references, is always a copyright violation.

2.   Taking pictures

- Make sure that the pictures represent the clothes as close to reality as possible. Don't over edit and don't use heavy filters that changes the color of the product. We don't want to mislead the customers.

- When taking pictures of the store, make sure that everything that shows on the picture is perfect. No messy piles of clothes on the background and no customers showing. Price tags and security tags should not be visible in the pictures.

- Text in pictures can gain the attention of the customer. However, if you have a lot of information, use only the main points in the picture and save the rest to the caption.

- Avoid using multiple different fonts and colors in in-picture texts. Visual stimulus might gain the attention from the customer, but too much might annoy and seem unprofessional.

3.7   Frequency of the posts

There is no simple solution to the frequency of the posts, but **it is important that the posts are made frequently**. Consistency is the key, to keep the followers interested.

It's good to plan the posts for the week, that way it is easier to keep the pages active as you have the contents ready and you can just upload the content on desired date.

Good indicator for the optimal frequency is the amount of likes

and followers your contents and pages get. This can be followed from the business statistics Facebook and Instagram provide.

If there are a lot of posts in short period of time, the followers might get fed up and stop following the pages. If the pictures don't get any more likes and the followers are leaving, you know to slow down.

There are differences between stores, it depends on the activity of the followers also. It is best to try and see what works for you stores social media pages.

No matter the volume of the posts, but share them frequently and evenly.

3.8   Sizes for the pictures

Facebook
- Cover picture
    - 851x315px
    - Mobile 560x312px
- Profile picture
    - Min 160x160px
    - Optimal 720x720px
- Event cover picture
    - 1920x1080px
    - Mobile 1920x1005px

Instagram
- Profile picture
    - Min 110x110px
- Uploaded content
    - 1080x1080px

- o   Preview 161x161px
- o   Vertical 1080x1350px
- o   Horizontal 1080x566px
- Instagram Stories
  - o   1080x1920px

These are the optimal pixel sizes for the photos to maintain good quality. Photos can be cropped when uploaded to social media sites.

To be sure that important parts of the picture will not be left out when uploaded to social media, these can be used as a guideline.

3.9   Captions

- Captions in pictures should be kept short. No excessive jargon with no real information value.

- Style of the text can be relaxed as the marketing platform is the backyard of the consumer.

- You can use emojis, but avoid overusing them. Too many emojis distracts the customer from the real information of the caption.

- **Pay attention to grammar!** If you are not sure, check it, or

don't use it. Typos and misspelling is human, but always proofread what you have written.

- Remember to give all relative information needed for the customer to be able to find the products.

- As the social media platforms use algorithms that don't let the users see the posts in the order that they are posted, remember to add date to posts that regard certain days.
    - o For example,
        - ▪ Tomorrow Big Smile Day.

- ▪ Instead, add the date; Tomorrow 15.4. Big Smile Day.
- ○ This way the customers know whether the offer is still valid, when they see the post.

3.10 Cubus Official

Facebook (facebook.com/Cubus)

* The Official Facebook pages of Cubus is updated from the headquarters in Norway and local offices, which provides the possibility to have local contents in the local language.

Instagram (@cubusofficial)

* The official Instagram pages is updated from Norway and it is same for all the countries. Official language used is English.

4   SUMMARY

This guide contains only the basics of what you might need when starting the social media management for your local social media, and it takes your own interest and activity to even further improve your skills in that.

If you want to succeed in local social media management, only the sky is the limit. By improving your knowledge, you can be excellent social media manager for your local Cubus!

5   CONTACT INFO

For further information for the local social media management, please contact the Marketing Coordinator of your country.

XXXXX
Marketing Coordinator
Cubus
Email. XXXXX

This Guide has been implemented as a part of the thesis made by Sanni Rönkkö.