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SOCIAL SCIENCES, BUSINESS AND ADMINISTRATION

# SOCIAL MEDIA AND THE REMARKETING STRATEGY

CASE: Kiho

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<p>Abstract</p> <p>The purpose of the thesis is to provide a social media and remarketing strategy for a company named Kiho, which operates in the software development business. The primary objectives include the investigation of the weaknesses and strengths of Kiho's current social media and remarketing activities and their further development. To reach this goal, the research will answer the following questions: How to improve social media visibility and how to improve remarketing process? Quantitative research methods are mainly used, social media research includes an online survey distributed for Kiho's current customers, remarketing research consist of the evaluation of remarketing campaigns which ran in January and May 2018 and the evaluation of the Google Analytics report from the same months.</p> <p>Thesis will start by explaining the purpose, objectives and research methods of the thesis. Next, a social media study will follow and start by explaining the concept of social media. The social media part will also explain marketing in social media and present different social media channels. After theories have been presented, Kiho's social media activities and the planning and implementation of an online survey is presented. The online survey was made with Google Forms tool and it was distributed by email and in Kiho V3 user interface for Kiho's customers.</p> <p>The social media strategy was formed based on the online survey results and social media theories. The main conclusions in the strategy include the increase of video content in social media channels, raising posting frequency and improving Kiho's Youtube channel. It was also recommended to encourage satisfied customers to share their stories in Kiho's social media channels.</p> <p>The fifth chapter begins by defining remarketing as a term and explaining its place in a sales funnel. Information about remarketing in general is followed by explanation of Google Ads' and Facebook's remarketing in detail. Kiho's remarketing campaigns from January and May 2018 are then presented and analyzed together with Google Analytics report. The findings consist of the lack of dynamic remarketing and frequency gapping. The remarketing strategy emphasizes consideration of the business year when planning remarketing strategies and the bidding options according to the most valuable products. Testing different advertisements was also recommended.</p> <p>Two subjects linked to each other through social media as remarketing is a part of social media marketing as well. Further research could be done from other areas of Kiho's digital marketing, for example evaluating other digital marketing campaigns or Kiho's webpage.</p>			
<p>Keywords social media, remarketing, retargeting, marketing strategy, survey, sales funnel, Google Ads, Facebook pixel</p>			

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## 1 INTRODUCTION

This paper will investigate social media and remarketing. The purpose is to provide company Kiho strategies on those fields and to estimate their weaknesses and strengths in the areas of social media and remarketing. Writer's personal purpose is to get familiar with the formation of such strategies and to further develop social media and remarketing knowledge. The subject for the thesis was formed due to the writer's interest towards digital marketing and the needs of the company Kiho. The writer was working at Kiho when choosing thesis subject came relevant.

Thesis was made for Kiho, which is an auxiliary business name under company Mastercom Ltd. Company operates in software development business and is the leader of automatic information gathering services in Finland. Company's mission is to provide a holistic work management system which reduces bureaucracy and administrative work in companies. (Kiho, 2018.) Mastercom Ltd have been established in 2003 and Kiho was born in 2010; Kiho is also a name of the product family the company is developing and selling. Company have around 20 employees and turnover in the end of 2017 was 1,7 million euros with a profit of 114 thousand euros (Suomen Asiakastieto, 2018).

Work management system consist of following products: Telematics, Tyre pressure control, Driving log, Worktime, Noticeboard and Qualifications. Kiho mainly sells business-to-business (B2B) but for example Driving log is sold business-to-consumer (B2C) as well. Beside Noticeboard, all the products are used in Kiho V3 software and Kiho mobile application for android. Kiho uses Internet of Things (IOT) technology in their products, for example GPS trackers are used in vehicles to gather information which can be viewed from the software and mobile application.

Kiho 's main office is in Kuopio and have a solid customer base in Finland. However, Kiho is planning to enter other markets in the future. Company is highly customer oriented as the products can be adapted to customers' needs. Employee well-being, teamwork and innovativeness are appreciated values in Kiho. In the last years changes in the organization have been made due to growth of the company, such as hiring new people for positions that did not exist before. Digital marketing has been part of Kiho's marketing already for a while, but it has not been structured before. Therefore, need for social media and remarketing strategy was topical. The purpose of the thesis is explained in detail in chapter 2.

The thesis work is divided to two different parts: the first part covers social media research and the second part remarketing research. Before the study of the social media and remarketing, the company and the research methods with research questions are introduced. Social media and remarketing parts first introduce theory of the subject which act as a basic information for the formation of the strategy. Both researches introduce and estimate Kiho's current activities in those fields. Remarketing research emphasizes the theoretical information together with the remarketing campaign data; in social media research emphasis is on a questionnaire about the social media behavior of the current customers.

Lastly the conclusions part will revise the main points from both strategies and look at the any similarities between those subjects. Conclusions will also include authors reflection of the paper, research methods, subjects and learning points. Suggestions for further research for Kiho is also provided.

## 2 OBJECTIVES AND PURPOSE

The purpose of the thesis is to give Kiho a comprehensive report of their current activities in social media and remarketing and suggestions of improvement. Research will give guidelines for the company how to implement their social media and remarketing in the future. Thesis will not be a detailed plan of the social media and remarketing implementation, since information as such would expire in a short amount of time. Company needs include comprehensive knowledge of what is working well in their social media and remarketing activities at the moment and what are the parts that could be improved. Objectives of the thesis have been agreed together with Kiho's representative Riikka Koponen.

Thesis topic was generated from the writers' own interest towards digital marketing and the needs of the company. Since the writer had been working for Kiho for a while it was natural to ask if the company had needs for research work in areas related to digital marketing. Kiho was already active in their social media channels, but they did not have an actual strategy for implementing social media. Therefore, social media strategy as a thesis topic was agreed in the first meeting with the company representative Riikka Koponen. In the following conversations with Riikka Koponen remarketing strategy was added since the company had a need for such strategy as well. Adding remarketing for the thesis also brought challenge for the writer; author was familiar of social media policies and survey as a research method before thesis process, but remarketing acquired deeper orientation for the subject and for the research methods.

After the topic was decided, writer got familiar with different types of social media strategies made for companies. Two suggestions for the approach of the strategy was made based on that research. First approach for the subject was a detailed plan of social media implementation. Report of the first approach would have been manual for the social media implementation for a certain period, for example a one-year plan. Second approach that was proposed did not have limitation of expiration date. Company was looking for a long-term benefit from the social media strategy report, therefore the first suggested approach was not ideal for their needs. In the second proposal the focus was to study carefully their current social media and remarketing activities, customers and competitors; strategy would be constructed from the findings of these studies. Later the competition part was detached, and current customer research was given more value. One of the reasons for the change was in the fact that Kiho's competitors are not as active in social media and their remarketing activities would have been difficult to study reliably. Also, Kiho have different competitor for each of their product so the study would have been too broad.

## 2.1 Research questions and methods

Research methods are divided to two main categories: quantitative and qualitative research. Quantitative research is also called as statistical research. Main difference in these two methods are type of answers they give to the research and the sample size. Quantitative research answers for the questions: "What? Where? How much?" when qualitative research answers for the questions: "Why? How?". Sample size in quantitative research is large, qualitative research have smaller, carefully considered sample. (Heikkilä, 2008.)

Qualitative research explains reasons behind behaviour and decisions of a research subject. Research material can be personal letters or journals; interviews are usually used to gather new information for the research. Samples are carefully considered and only few people are interviewed in qualitative research. Group interviews are also possible. (Heikkilä, 2008.) Qualitative research method can be used for example to understand why consumer choose a certain product from the store or what values consumer has.

Quantitative research is about analysing numerical data. Method is used when the sample size is large and research focus on investigating the current situation rather than examining the reasons behind the results. Information for quantitative research can be collected from existing statistics, databases or from registers. Researcher can also gather the information oneself, different types of surveys are used for collecting information. (Heikkilä, 2008.) Online surveys are popular since they are easy, fast and cheap to share for numerous people.

Research questions based on the objectives of the thesis were following:

1. How to improve remarketing process?
2. How to improve social media visibility?

Quantitative research methods were chosen for this study. Although research questions ask "How?", numerical data of the effectiveness of Kiho's social media and remarketing campaigns was available and the most reliable source to determine how well they have performed. Research include investigation of the data available in Kiho's Facebook, Google Ads and Analytics of Kiho's webpage, also an online survey was conducted. Purpose of the survey was to examine Kiho's customers social media behaviour and their familiarity with different channels where Kiho is active. Survey mainly give answers for Kiho's social media strategy but provide some useful information for the remarketing strategy as well. Online survey was chosen since it is easy and fast to share for a large audience. One question in the survey represent qualitative research, as it asks to give content suggestions for Kiho's social media.

### 3 SOCIAL MEDIA EXPLAINED

Today the social media is so integrated part of the modern western world that it is not even easy to define it; comprehensive definition is still under a debate. According to Hintikka (n.d.) social media refers to variety of services and applications in the internet which combines communication between the users and users' own content sharing. In comparison to so called traditional mass media, social media is not only about receiving the message but interaction between the users of the social media (Hintikka, n.d.). Beside the name "social media" names user-generated content (UGC) and consumer-generated media (CGM) are used (Thomas, 2011, p. 99).

Interaction between users is the part of the definition of social media that everyone can agree, but how about the media? Charlesworth (2014, p. 294) proposes that the social media existed long before internet. He states that the readers' letters in newspapers and phone-in shows in radio were the early social media, and the digital revolution just made it popular. However, in the so-called traditional media the owner of the media could choose the content which was published. Modern social media channels, for example Facebook, only gives the user a platform to share, publish and comment; the platform itself have a limited possibility to intervene for the content. Generally, term social media refers to internet-based channels.

Social media sites are usually structured in two parts: profile page and news feed. Profile page is user's own space, including his or her shared content and general information. News feed is the place where to see all content that is shared by the people the user is following. Advertisements will appear in the newsfeed, as the newsfeed is the home page of the social media site. Comparing to home pages of the webpages, social media site's newsfeed is different for every user. Content on that page depends of the pages or people the user is following and in some social media channels recommendations the page gives according to the likes, follows and searches. (Nations, 2017.)

Interaction in social media comes in different forms. One of the basics in most of the social media pages is posting content. Content can be stories, opinions, images, videos or links to other pages. Interaction in posting comes when another social media user comment, share or "like" the content. "Like" button was firstly introduced by Facebook in 2009 and have since spread to other social media platforms as well (Chan, 2009).

Interaction in social media can be public or private. Public posts and shares are visible to everyone, even to people who are not signed in. Privacy settings in many social media channels allow to choose who can view your posts, for example only friends or only registered users can see the posts. Private interaction usually happens with chat tool inside the platform, for example with Facebook Messenger or Instagram Direct. Naturally, organizations want their content to be public and visible to as many people as well. However, direct marketing with private messages is possible in some social media channels, for example Facebook have an option to send offers with Facebook Messenger to organizations followers (Facebook, 2018a).



### 3.1 Social media marketing

The basics of marketing does not change in social media marketing. Marketer need to consider the target audience, channel, budget and timing when making a social media marketing plan. Thomas (2011, p. 100) introduces communication, collaboration and entertainment as a main marketing options served for users and organizations in social media. As mentioned earlier in this paper, social media is about interaction. Communicating with the audience in social media brings those users closer to the organization. Users of the social media are powerful since the interaction gives a great platform for word-of-mouth marketing. Collaborating with them can give a spark for conversations which might end up selling organizations product or services themselves. Lastly, people are in social media because it is fun. Besides some social media experts, people generally search something that entertains them from the social media. Entertaining marketing content can lead more people to share the content, thus making the organization visible to more people and preferably ending with higher conversions. (Thomas, 2011, pp. 100-101.)

Social media as a marketing platform is especially tempting because of the large audience that can be reached relatively easy and because of the accurate analysing tools to analyse the results of the marketing campaign. Most of the social media sites have own analytics tool to view all the statistics of the performance of the campaigns or general amounts of visitors and impressions. This possibility to measure marketing results reliably and accurately is one of the main perks of social media marketing and digital marketing in general (Suomen digimarkkinointi, 2018). Correctly done marketing in social media is efficient, since money or time is not wasted for the audiences that are not the target market.

Problems within social media marketing lies in the same ground as its perks. Charlesworth (2014, p. 296) proposes that the control of the organizations brand is lost in social media. Interaction and the user generated content can thrive to excellent word-of-mouth talk about the organization, but for negative talk as well. Any story, especially negative ones, spread fast in the social media. User sharing a negative story about a certain organization can get wind under its wings fast, no matter if the story is true or not. Correcting those negative rumours can cost a great deal of money and time.

Since social media marketing is affordable and provides variety of tools to measure and target your market, it is not a surprise that many marketers have seen this opportunity. Therefore, there is a challenge to outstand from all the other messages in the social media. Targeting the content for the right people and providing content that is relevant for the audience is important. Evans (2008, p. 25) states that the challenge is not about the other marketers but the fact that consumers tend to avoid advertisements. However, social media gives an opportunity to advertise products or services without the actual advertisements. Earlier in this paper the importance of entertainment in social media was mentioned. Marketers can create various of content which does not seem advertisements and even make them look just made for the sake of the entertainment. Fun advertisements of course do not suit for every company; content should be always well considered to suit for the audience.

Understanding the strengths and weaknesses of social media marketing, a strategy for implementation can be made. As in marketing general, organizations audience should be thought in every step. All actions made in organizations social media channels should give value for its followers, meaning content that organization's audience would be interested to. Content however, does not need to be entirely organizations own. Supporting bigger causes and sharing industry related news with a comment or advice promotes the company values as well. (Thomas, 2011.) Therefore, knowing your customers and potential customers is truly important to make social media marketing successful.

Keeping up with the trends of social media is similarly important, especially if the product or service is targeted for younger generations. However, social media trends started by the youth tend to come to use by as little time passes by. Thus, trends that youth follow today might be trend among older generations next year. The early social media was mostly built on written content; today's social media is all about the pictures and videos. Visual content is getting more relevant in social media and will continue to rise. Images in Facebook posts get 2,3 times more engagement than post without any images and click through rate on videos is up to 41% higher than in only-text content. (Video University, n.d.) Thus pictures and videos should be favored in social media marketing at least for now.

Beside the content, timing and frequency of posts should also be considered, especially when there is no money used for the posts; these posts are referred as "organic posts". There have been some studies of how often companies should post to their social media sites and which are the best times for the posts. Kolowich (2018) writes about a research made by Hubspot, which revealed that the number of followers in social media defined how often organization should make posts. Posting more than 60 times a month resulted 60 % fewer clicks per post for companies with less than 10 000 followers. Companies with over 10 000 followers benefited posting more frequently. (Kolowich, 2018.) Posting in social media it is better to invest quality rather than quantity. Posting frequency depends of the channel as well, for example in Instagram it does not matter how often posts are published, but rather the consistency of posting (Patel, 2016).

Lastly but not least are the channel choices. Choosing the correct social media channel is extremely important to get the correct message to the right people. Social media channels can change quickly and channel that is popular this today might be forgotten tomorrow. Company should focus only the channels where their audience is rather than to all new trending channels. Chapter 3.3, "Types of social media" will introduce different social media channels and the audiences that can be reached from those channels.

## 3.2 Types of social media

During the last two decades, social media have experienced a fast growth in users as well as in platforms. Five major social media platforms are introduced in this paper: Facebook, Instagram, Twitter, LinkedIn and Youtube. Specialities in these platforms and social media terms are also explained on the side of the channel in which these specialities especially have important meaning for understanding them.

These five social media sites have been chosen since Kiho have marketing activities in those channels, except in Twitter, which is introduced to give more comprehensive understanding of different types of social media sites and their specialities. Also, social media marketing should not be done in every possible channel, but only in couple of well thought channels that fit to the organization's target market.

### 3.2.1.1 Facebook, the giant of social media

Starting from a college students project Facebook has grown into the largest of all social media. Facebook was founded in 2004 and in 2006 registration came available for everyone. Before 2006 new users could sign in only with a link provided by a person who was already registered to Facebook. (Facebook, 2018b.) In April 2018 Facebook already had over two billion active users (Statista, 2018a). In Facebook newsroom (2018b) the following mission is given: "to give people the power to build community and bring the world closer together". Mission also states the reasons why people are using Facebook: "People use Facebook to stay connected with friends and family, to discover what's going on in the world and to share and express what matters to them". (Facebook, 2018b.) Indeed, Facebook encourages to keep contact to your friends, no matter about the distance. Since most of the people in western cultures are in Facebook, it is relatively easy to find people even if the connection had broken years ago.

Facebook's success could be explained for its amount of services in just one platform. Besides connecting with people, it is possible to make and find events, make a table reservation for a restaurant, buy second hand items, give and receive customer feedback. Part of Facebook is Facebook Messenger with which it is possible to send private messages to one or more people; Messenger's mobile application can be used as an alternative for text messages.

For a marketer Facebook is particularly tempting because of the large audience that can be reached with it. Only in Finland Facebook have 2,5 million users (Reinikainen, 2017); considering that population in Finland is about 5,5 million the amount of Facebook users in Finland is extremely high (Statistics Finland, 2018). However, Facebook might not be the best platform to market for a younger generation. In 2014 51% of active users in Facebook are from 25 to 44 years old and 25% are aged from 16 to 24 (Figure 1). However, advertisements can be placed to Instagram at the

same time as in Facebook. Since users in Instagram are younger, all age groups can be reached just using Facebook's marketing tools.

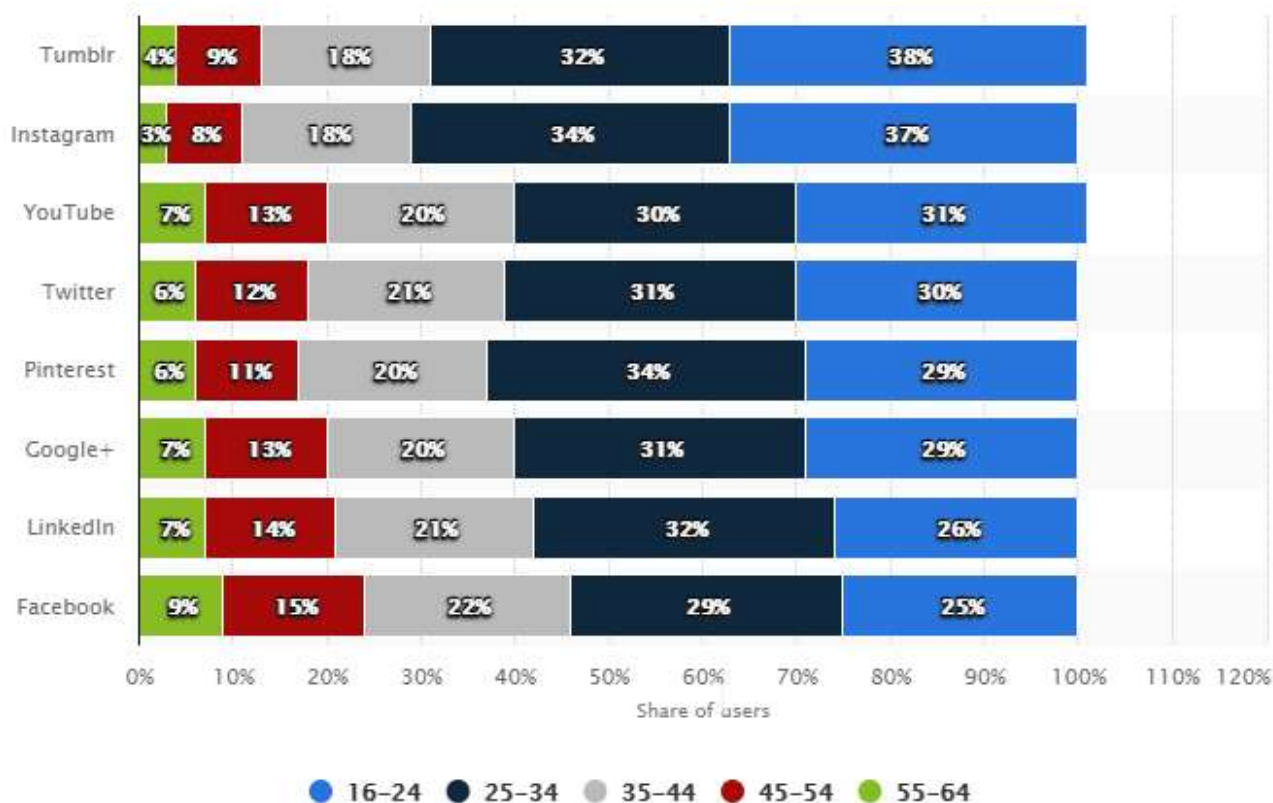


Figure 1. Age distribution in different social media channels. (Statista, 2014).

Besides large audience, Facebook gives great tools for digital marketers. Company's Facebook page include Facebook analytics which will give all the data about the people engaging the page. Facebook also provides a separate page "Facebook for business" where it is possible to create advertising campaigns with multiple advertisements at a time. (Facebook, 2018c.) Facebook for business also offers broader information about the customer demographics and possibility for A/B testing. Becoming familiar with Facebook for business tools better effectiveness and efficiency for a marketing campaign can be reached.

### 3.2.1.2 Twitter and hashtags

Twitter summarize itself as "what's happening in the world and what people are talking right now" (Twitter, 2018). Twitter users post or "tweet" short messages or pictures which are visible for everyone, but only registered users can post tweets. Special to other social media platforms, Twitter have a limitation for the number of characters in the posts, they currently raised that limit from 140 to 280 (Pöllänen & Grün, 2017). Twitter is one of the oldest social media sites since it was founded in 2006 (MacArthur, 2018).

Since posts in Twitter are relatively short, so called "hashtags" are a vital part of Twitter. Hashtag make it easier for the user to find content of a certain topic, thus it is social media's way of categorizing content (Grausckopf, 2017). Hashtag is formed using # symbol before word or multiple

word, for example “#pyeonjang2018”. According to Grausckopf (2017), hashtag do not need to be always about the topic, it can be used to indicate certain mood as well. Therefore, use of hashtags make posts shorter, for example instead of writing: “I am so happy that Finland won Eurovision song contest!” it can be expressed as: “Finland won! #happy #eurovision”. From a social media marketers’ point of view, hashtags are a way to make it easier for the potential customer to find your content. Organizations can also make own hashtag to promote a certain advertising campaign, brand or products and services. Hashtags are used in almost every social media site; besides Twitter they are important especially in Instagram.

In Finland Twitter is not as popular than it is for example in United States. Reinikainen (2017) states, that in Finland Twitter is mainly used by journalists, politicians, experts and CEO’s. Therefore, Twitter have taken more professional place within social media sites in Finland. Users generally comment trending events, news or political decisions. Organizations might find it hard to do marketing in Twitter, since it would need an active following and commenting on the topics that are relevant to the organization’s field of business. This require dedication for the use of Twitter, which is time consuming. However, Twitter gives the opportunity to talk directly to decision holders, making lobbying possible. Messages targeted to carefully selected entities might result a great visibility. For example, message for a right journalist can open an opportunity to get the organizations story published as an article in popular newspaper or a magazine. (Jonna, 2014.)

### 3.2.1.3 Instagram and Stories

Idea of Instagram is a fast sharing of photos. Therefore, Instagram is a highly visual social media channel and the purpose of text in Instagram is to only give a caption for the picture or video. Photos can be uploaded to the service only from the mobile application, from Instagram’s website it is only possible to view photos.

Instagram is relatively new social media since it has been released in 2010 and in 2012 Facebook bought it. Ownership change did not change features of the Instagram but added a possibility to ask Facebook friends to join Instagram and to share Instagram pictures directly to Facebook. 2016 Instagram introduced its “Story” mode from where all the content will disappear within 24 hours. (Instagram, 2018.) Stories are a natural follow-up for Instagram’s idea of fast sharing of visual content. As the content in Instagram have shifted towards professional looking high-quality pictures, Story mode gives the choice to post low quality pictures or videos from the moment without further adjustments.

However, Instagram was not the first one to use disappearing stories, it was the idea of Snapchat. Snapchat is a social media application where user can either post a short video or a picture to all his/her followers and it will disappear within 24 hours, or to send direct message or picture to one or more users which will disappear five seconds after it have been seen. 24-hour Stories have since spread to other social media platforms as well. (Moritz, 2018.)

Instagram is used by people of all ages but comparing to Facebook people using Instagram are younger. Trend wise the age distribution in Instagram is getting wider, but at the moment Instagram is mainly used by young people and the older are still in the marginal. (Figure 1.) Advertising in Instagram go through Facebook, advertisements that are published in Facebook can be published in Instagram at the same time.

B2B businesses should consider taking advantage of user generated content in with their Instagram accounts. Content that have already gained fair share of likes and shares can give visibility also for the organization sharing it on its own account. (Kononenko, 2017.) Also, sharing visual content on a regular base might be difficult if the organization itself does not sell anything visually appealing. Since the content should be diverse, sharing relevant content might be the solution.

#### 3.2.1.4 LinkedIn, the professional social media

LinkedIn is the social media for professional networking which is founded in 2003. LinkedIn is the world's largest professional network on the internet and it have over 530 million members. (LinkedIn, 2018.) As other social media sites, LinkedIn includes personal accounts and company profiles. Difference to other social media sites is that LinkedIn encourages to make professional networks rather than friendship-based networking. Members page consist of CV and professional related interests. Companies have an ability to share open positions and recruit through LinkedIn.

Beside professionalism, LinkedIn have another feature that is rather different from other social media sites; LinkedIn provides a Premium service for its users. User can choose from different plans depending what they are looking for from LinkedIn; job, employee, contacts or sales. Depending of the plan, LinkedIn Premium charges a monthly fee from 27 euros up to 90 euros. (Photofeeler, 2018.)

Recently there have been steady growth of younger people in LinkedIn, in 2017 17,3 percent of the Finnish LinkedIn users were between 18 to 24 years old. Adults and young adults are represented in quite same numbers, 35,6 percent were 25 to 34 and 40 percent 35 to 54 years old in June 2017. Proportion of older people is extremely small, only 6,9 percent of the Finnish LinkedIn users were older than 55. (Laine, 2017.) Interesting fact about the Finnish LinkedIn users is that it is mainly used in Southern Finland. Almost 60 percent (57,6%) of Finnish LinkedIn users are from Southern Finland. (Häkkinen, 2017.) Thus, LinkedIn might not be effective channel for reaching people outside Southern Finland. Although, these statistics only tell how many people are in LinkedIn but not how actively they are using it. If people in other areas use LinkedIn more actively, more people can be reached even from smaller proportion of people.

#### 3.2.1.5 Youtube and the youtubers

In 2005 video uploading webpage Youtube was founded and soon it became one of the most popular webpages in the internet (Walker, 2012). Registered users can publish videos in their

channels, subscribe channels and comment, like or dislike videos posted by other users. Videos are visible for everyone in the internet and the content in Youtube varies between amateur to highly professional videos. Google bought Youtube already in 2007 (Walker, 2012) and today it has over one billion users worldwide. (Youtube, 2018).

Since Youtube is a subsidiary of the largest search engine in the world, Google, videos posted in Youtube have good visibility in online searches. Youtube is also used by people of all ages which makes it especially tempting for improving brand visibility or as advertisement space. Google Ads have an option to display advertisements in Youtube. More about Google Ads will be in chapter six.

Compared to other social media channels, Youtube is special since the users can make a serious amount of money with their Youtube channels. For example, Felix Kjellberg, aka "PewDiePie", made 12 million dollars with his channel in 2015 (Forbes, n.d.). Youtube, as most of the social media channels, get revenues with advertising space. Users get money according to the views of their videos. Companies have an option to either publish video content as a Youtube user or advertise in other user's videos. Content marketing is also a possibility in which a company is in cooperation with a popular Youtube user to get more visibility. They can for example make a video together or the company can give free products for the Youtube user to get a (positive) review.

#### 3.2.1.6 Other channels

Other social media platforms include various channels with multiple different purposes. Some channels are made as an alternative for text messages, some are made for dating purposes, some are for fast sharing of ideas and some of them are only popular in certain regions or countries. This chapter will give a short overview for some of those channels.

Snapchat is a popular social media application which is mainly used by the younger generations. Snapchat's idea is that all the messages sent are deleted after the recipient has seen it. Snapchat's story mode has been copied to other social media channels, for example to Instagram, as discussed earlier in this paper. This might be a reason why the popularity of Snapchat has been declining. (Constine, 2018).

Social media platforms which are made for an alternative for text messages include for example WhatsApp and Telegram. In contrast to text messages these applications need internet connection and users have possibility to create message groups. Marketing in those social media channels is not yet widely used due to their personal nature. For example, to send a message in WhatsApp requires a phone number. However, these applications are extremely popular and especially WhatsApp has replaced text messages almost entirely in Finland. Some of the companies have established WhatsApp for customer service purposes and WhatsApp is now creating its own mobile application dedicated for customer service (Shah, 2018).

Some social medias are popular on a certain region or country but not have made a breakthrough worldwide. These social medias are usually generated for countries with heavy censorship as an alternative to social medias which are entirely or partly banned. For example, VKontakte is the "Facebook" of Russia (Toimelias Mediatalo Oy, 2018) and WeChat the most popular social media in China (Fang, 2016). Even though these social media channels are not used worldwide, they should be recognized in international marketing strategies. There is no point giving efforts to Facebook marketing in Russia when most of the social media users are in VKontakte.

These channels discussed in this part should be recognized even though they might not be relevant for a company's marketing at the moment. As mentioned before, social media is a fast-changing media and channels that do not seem relevant for marketing purposes now, might be that in a year or two. Thus, it is good to know in general what social media channels exist, how popular they are and what are their marketing potential. In a chapter 4.1 Kiho's social media channels, reasons for those channels and their current reach will be explained.



## 4 KIHOS SOCIAL MEDIA RESEARCH

This chapter will examine the current situation of Kiho's social media accounts, present the results of an online survey and finally the social media strategy made for Kiho. First part of the chapter will introduce social media accounts which Kiho have an account and number of followers, posting frequency, types of typical posts and development of followers in those social media accounts. Second part will describe the planning of the online survey and show and explain the results of that survey. Final part of this chapter will introduce the social media strategy which is concluded based on the literary review reflected to Kiho's social media actions and on the survey results.

### 4.1 Kiho's social media activities

Kiho have social media accounts in Facebook, Instagram, Youtube and LinkedIn. Different channels serve a different purpose for Kiho's social media strategy. Kiho gives most effort to its Facebook page and it also have the most engagements and likes from the users. Kiho's Facebook page have around 1400 likes for its page. In Instagram Kiho have 173 followers and it is following 203 accounts. Advertisement campaigns in Facebook are also displayed in Kiho's Instagram. On average Kiho post in Facebook two times a week. Page likes, and followers have been increased steadily in the last six months. From 20<sup>th</sup> of August 2017 to 20<sup>th</sup> of February 2018 page followers have increased from 1256 to 1448 which mean 1,15% increase in followers. In the same time average organic post reach was 666 and average paid reach 6452.

LinkedIn is mainly used to share business field related material and for recruitment. Kiho's LinkedIn page have 42 followers in February 2018 and 13 employees are in LinkedIn. Kiho posts its LinkedIn page on average once a week and the posts are similar to content shared in Facebook.

Kiho's Youtube channel have 80 subscribers; in February 2018 Kiho's Youtube channel had 75 videos in total. Channel have videos from different fairs Kiho have attended, customer stories, advertisements about Kiho's products and instructions how to use Kiho's software V3 and mobile application. In February 2018 newest videos were added four months ago. Instructional videos were added in 2016 and they represented older version of Kiho's software.

Administration of Kiho's social media accounts have been given to its own employees but also for a digital marketing company called Call To Action. Employee administrators mainly write and post casual stories and pictures from the office, but also relevant news (for example information if the customer service is closed) to Facebook and Instagram. Call To Action is hired to do digital marketing for the company; in social media that mean paid advertisement campaigns.

## 4.2 Planning and conducting the survey

Decisions to conduct a survey was agreed together with Riikka Koponen. Survey seemed necessary to answer for the research question: "How to improve social media visibility?". Knowing the social media behaviour of the current customers gives a view from where the potential customers could be reached as well. As mentioned before, online survey was chosen for the purpose.

Survey was agreed to keep short that as many people as possible would answer the survey. Additionally, recipients had a chance of winning two movie tickets. Tickets were raffled to encourage more people to answer the survey; participating the raffle was optional. Language of the survey was Finnish since Kiho's customers are located in Finland. Questions have been translated to English for this paper. Before conducting the survey, questions were approved by Riikka Koponen. Google Forms was used as the survey platform since the writer was familiar of using it and it is free to use.

Survey was visible in the front page of Kiho work management system (Kiho V3) for all its users. Email was sent with MailChimp program for the Kiho email letter subscribers. Survey was open from 5<sup>th</sup> of February until 3<sup>rd</sup> of March 2018. First email was sent 5<sup>th</sup> of February and a reminder was sent 21<sup>st</sup> of February. Survey link was visible in Kiho V3 user interface starting from 8<sup>th</sup> of February.

Email subscribers list contained 1545 recipients and the survey was sent all of them. First email had an open rate of 20,2% and a click rate of 5,4%. Compared to industry average both numbers were good. Second email was sent to 1537 subscribers (few unsubscribed after the first email). Open rate was 23,1% and click rate 3,7%. Overall the survey got 143 answers, therefore response percentage was 9,3.

### 4.2.1 Questions and the responses

Survey included eleven questions in four sections. Last question of the section determined which section the recipient would answer next. Count of the questions do not include questions from the last section; last section contained only questions about contact information for the movie ticket raffle.

Section one, question one asked where the recipient had found out about Kiho. Question was asked to find out which channels most likely reach the potential customers which have not heard about Kiho before. Question had five options to answer from which the recipient could choose one. In the Figure 2 can be seen, that word-of mouth has reached the current customers the best. 46 percent of the recipients answered that "Someone I know told about Kiho". Advertisements in social media and elsewhere in internet did not seem to reach customers that well; six percent had heard about Kiho from advertisement in a website and only one percent from an advertisement in social media.

All in all, 29 percent answered the choice "Other, could you please specify?". Responses were divided to four categories which are: Fair, Company already had Kiho in use, Direct online search

and I do not remember. Three percent had heard about Kiho from a fair, five percent had made an online search, one percent did not remember, and 20 percent had Kiho in use in their workplace.

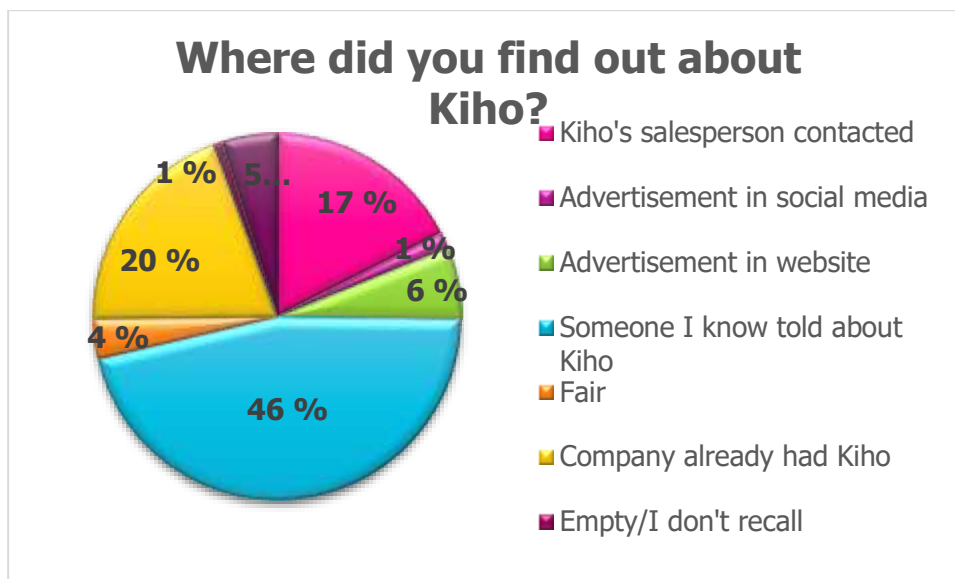


Figure 2. Recipients answers by percentage according to where the recipient found out about Kiho.

Second question asked from which channels Kiho is familiar to the recipients. Questions was multiple choice and the recipient could choose as many choices as they wanted. Most had visited Kiho's webpage (65%), 31 percent had seen Kiho's advertisements in some webpage and 17 percent have saw advertisement or organic post in some social media site. Also, 17 percent follow Kiho in Facebook, four percent in Instagram, three percent in Youtube and two percent in LinkedIn. Nine percent answered, "none of the above". (Figure 3.)

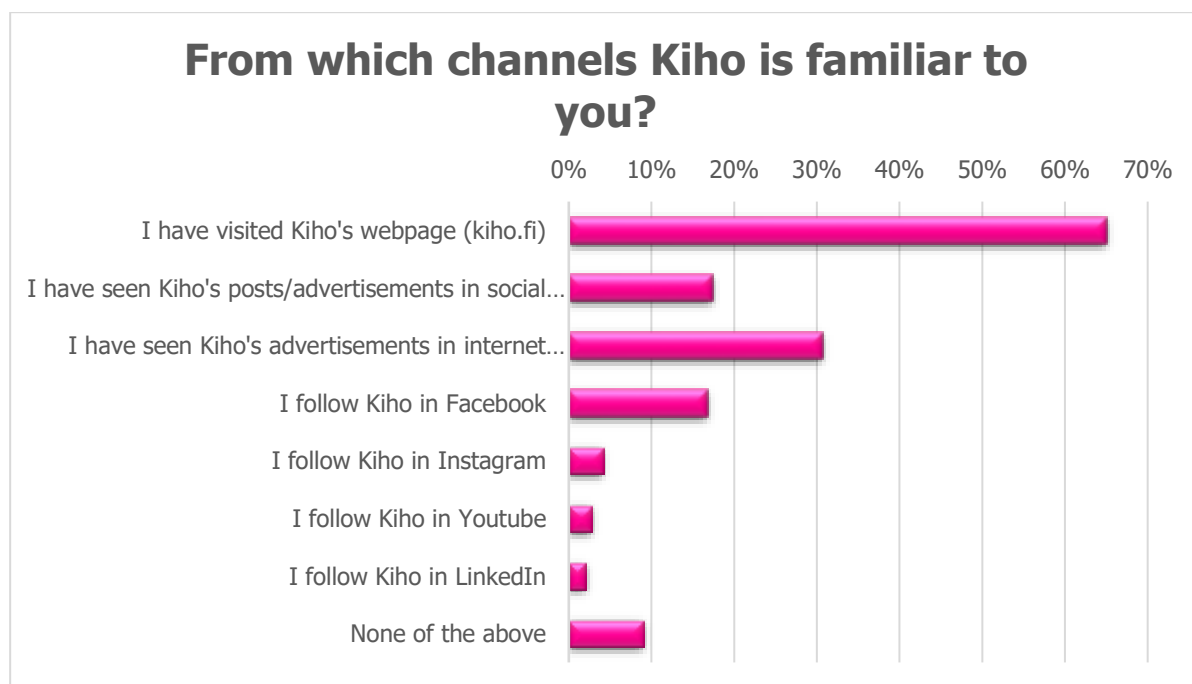


Figure 3. Channels which are familiar to recipients by percentage.

Last question in section one asked if the recipient uses social media; those who answered "yes" was transferred to section two and those answering "no" was transferred to section three. Since the section two contained questions about the use of social media, there was no point of gathering answers from the recipients who do not use social media. Majority of recipients use social media, as 81 percent answered "yes" and 19 percent "no".

First question in section two asked which social media channels the recipients use. Recipients could choose as many choices from the multiple choices. Facebook was undoubtedly the most popular social media channel among Kihō's customer, as 87 percent said to use Facebook. Secondly popular channel was Youtube with 66 percent using it. Instagram is used by 44 percent, LinkedIn by 28 percent and Twitter 16. In the last choice "other", Telegram, Snapchat and Google+ was mentioned, two percent answered Other. (Figure 4.)

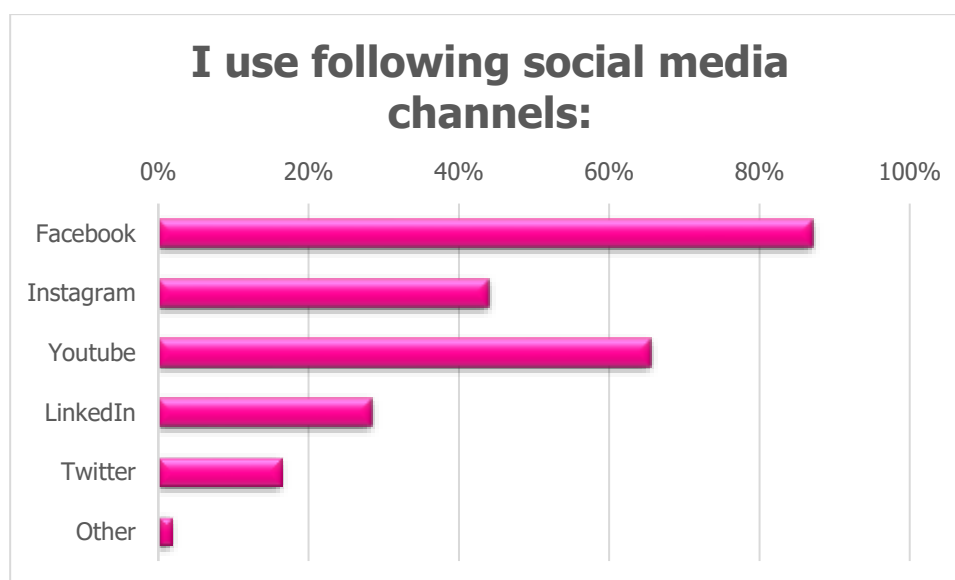


Figure 4. Usage of the different social media channels by percentage.

Second question in section two was multiple choice question with a question of how often the recipients use social media. 48 percent use social media daily, 35 percent several times a day, 15 percent weekly and two percent once a month or rarely. (Figure 5.)

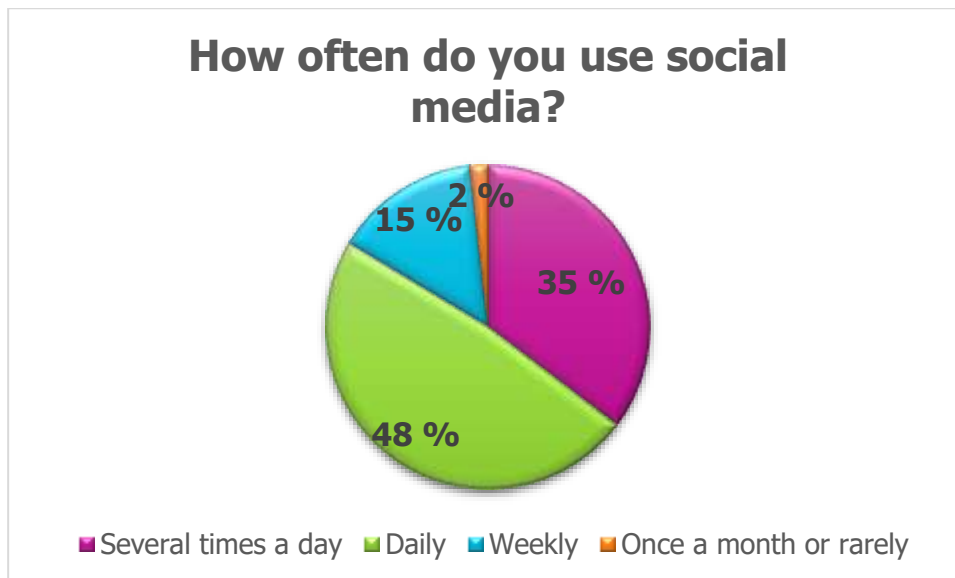


Figure 5. Frequency of the social media usage by percentage.

Third and fourth question in section two was optional to answer. Third question asked to rate the content in Kiho's social media and fourth question was open question where recipients could answer what content they would like to see in Kiho's social media channels. Question was optional because even though recipients use social media, they might not have seen Kiho's social media channels or even use social media channels where Kiho have an account.

Question four got 64 answers which represent 55,7 percent of all recipients in section two. Scale of one to five was used to rate the content, where one had the meaning of "very poor" and five "very good". Kiho's content was rated good, as 45% rated Kiho's content as three, 42 percent as four and five percent as five. Only eight percent rated the content as two or one. (Figure 6.) Last question in section two "What kind of content would you like to see more in Kiho's social media channels" got 14 answers. Instructional videos, industry related blog posts and user experiences was mentioned in the answers for desired content.

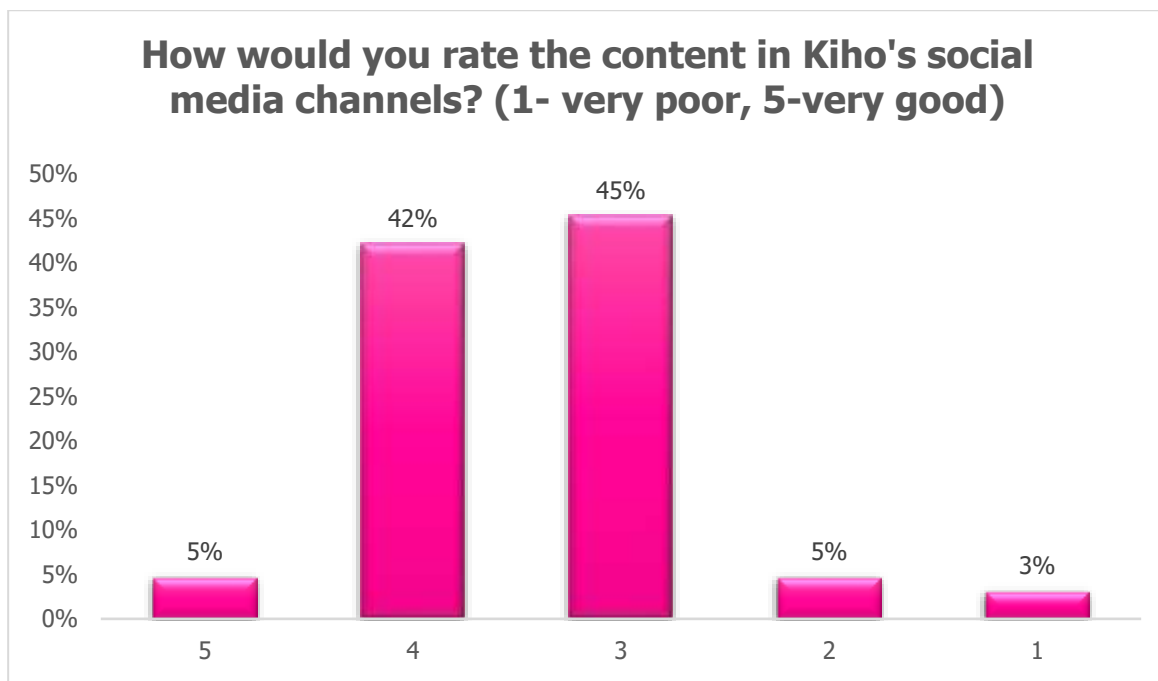


Figure 6. Kiho's social media content ratings by percentage.

Section three asked demographic information and the business field the recipients are working in. Recipients represented well industries that Kiho have customers and the answers were in line with

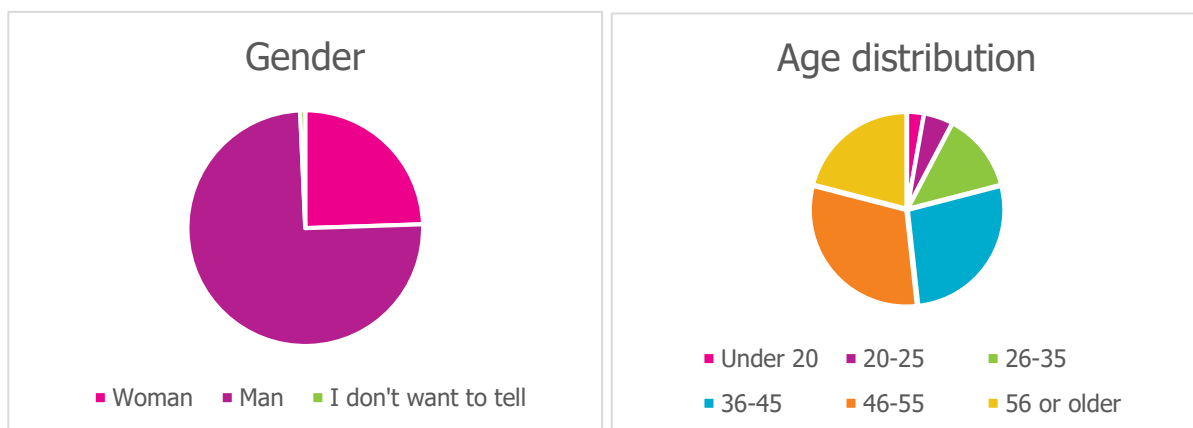


Figure 7. Gender and age distribution by percentage.

the number of customers Kiho have in each of the fields. Majority of the recipients were male, only 24,6 percent was female and there were no answers in the category "Other/I don't want to tell". Age distribution was more scattered, although majority of the recipients was from late thirties to early fifties. There were 31 percent in age group of 46 to 55 and 27 percent in age group of 36 to 45. Also, recipients aged 56 or older represented 21 percent of the answers. Only five percent were 20 to 25 and less than 20 only three percent. Young adults from age 26 to 35 represented 13 percent of the group. (Figure 7.)

Lastly in section three was asked if the recipient wanted to join the raffle for the movie tickets. If the recipient answered "Yes", they could leave their contact information in the last section. Otherwise the survey was sent.

#### 4.2.2 Validity of the research method and results

As mentioned before, the survey answer rate was 9,3% which is a relatively good percentage. Surveys which are sent by email tend to get poor response rates. There were recipients from all the industries listed and therefore Kiho's customer base was well represented in the answers. Few mentions from the question results should be made. In the first question it should be noticed that since the survey was sent to all Kiho software users, part of the recipients are employees who do not make any major decisions within the company they are working. This explains the high percentage of the answers in "company already had Kiho in use", which included all the answers indicating that the recipient is using Kiho software because their employer has made the choice to use Kiho in the workplace.

In the second question was asked from which channels Kiho was familiar for the recipients. When observing percentage of the answers in "I have visited Kiho's webpage" it is good to remember that several Kiho V3 users log into the software from Kiho's webpage. Therefore, from this question alone it cannot be said how many have visited the webpage because they have found it from an online search or have saw Kiho's advertisement in internet or elsewhere. Only little over half of the recipients rated Kiho's social media content and even less gave further suggestions regarding the content. Therefore, these answers should be interpreted as an overview of the customers' opinions but not as an ultimate truth.

Comprehensive explanation of social media and which channels are considered as social media could have took place in the survey. People mainly think about social media channels similar to Facebook or Instagram when the term "social media" is used. Especially older generations do not see Youtube as a social media platform, and even the younger does not necessarily see WhatsApp or other message applications as a social media. Short, but comprehensive explanation of which channels or applications are considered as social media could have increased the number of recipients answering yes to the question whether the person was using social media.

### 4.3 Social media strategy for Kiho

Strategy for Kiho's social media is based on the social media study learned in the first part of this paper and with the survey results. Information learned is reflected to Kiho's current activities in different social media channels and suggestions are made for further development for Kiho's social media channels.

Based on Kiho's activity in social media and the results from the survey it is quite clear that Kiho's Youtube channel would need more attention. Majority of Kiho's current customers use Youtube (66 percent of those who use social media) and as learned before, video content is raising popularity among social media channels. However, Kiho's Youtube channel is not that active and most of the videos are outdated. Similarly, Kiho do not actively advertise with video content in its social media channels. Increasing video content in organic posts in social media channels and in advertisements could increase Kiho's visibility among social media platforms. Otherwise channel choices are suitable for Kiho. Focus should be in Facebook and in Youtube since they are most popular among Kiho's current customers; it is good to have Instagram and LinkedIn accounts, but it seems they do not reach Kiho's customers as well.

Current customers use social media quite often, once a day or even multiple times a day. As learned before, posting more than once a day reduced the number of clicks with channels having less than 10 000 followers. Kiho's current posting frequency in Facebook is on average two posts per week, which is good, but they could post even more often but not more than once a day.

Content was rated relatively good among current customers; desired content included instructional videos, industry related blog posts and user experiences. Even though only few answered for those questions in the survey, they reflect the trend of increasing video content in social media. Therefore, Kiho could consider adding instructional videos in Youtube (of how to use Kiho mobile application and Kiho V3 software), as it would be the best platform for those videos since longer videos are supported. Customer experience videos could be added in longer form in Youtube channel and short versions in Facebook, Instagram and as advertisements across the social media channels and even in webpage advertisements. Sharing and commenting industry related news could particularly increase visibility in LinkedIn, as it is considered the professional social media channel.

Another finding from the survey reveals that majority of Kiho's customers have find out about the service through word-of-mouth. Customers sharing positive comments and recommending Kiho's service for other people is basically the best form of advertising since it is free, and the recommendation is coming from a pleased user of the service rather than from the company itself. However, only few of Kiho's current customers are following Kiho in its social media channels. Encouraging already existing customers to follow Kiho and share their positive feedback in Kiho's social media channels would give reliability for the company and possibly increasing Kiho's visibility in social media platforms.



To summarize Kiho's social media strategy the social media channels are in a good place but some improvements could be made. These improvements include increasing the video content across their social media channels and encouraging satisfied customers interaction with those channels. It was also learned that Kiho could post more often in its social media channels and the content should be focusing on the usage of Kiho service and industry related news.

## 5 WHAT IS REMARKETING?

Purpose of the remarketing is to remind a potential customer about the service and/or products that he or she have showed interest in a digital environment. There are visitors in organization's webpages who have left the page without purchasing a product or without contacting the organization. Goal of the remarketing is to get that visitor back to the webpage. There are different ways to implement remarketing and different remarketing platforms to use. Probably the best-known platform is Google Display, but for example Facebook have its own remarketing tool as well. (Adhere creative, 2018.)

One concept that is important to understand when talking about remarketing, is the sales funnel (or referred as purchase funnel or conversion funnel). When talking about digital marketing, sales funnel is a concept that is most likely discussed as well. Sales funnel is built on series of steps or levels that a potential customer will take before conversion is made. Most often sales funnel is represented as visual funnel, the shape visualizes number of potential customers in each of the steps. There are different views for sales funnel and the writer have made her own view based on version made by Adams (2017) of the sales funnel in Figure 8.

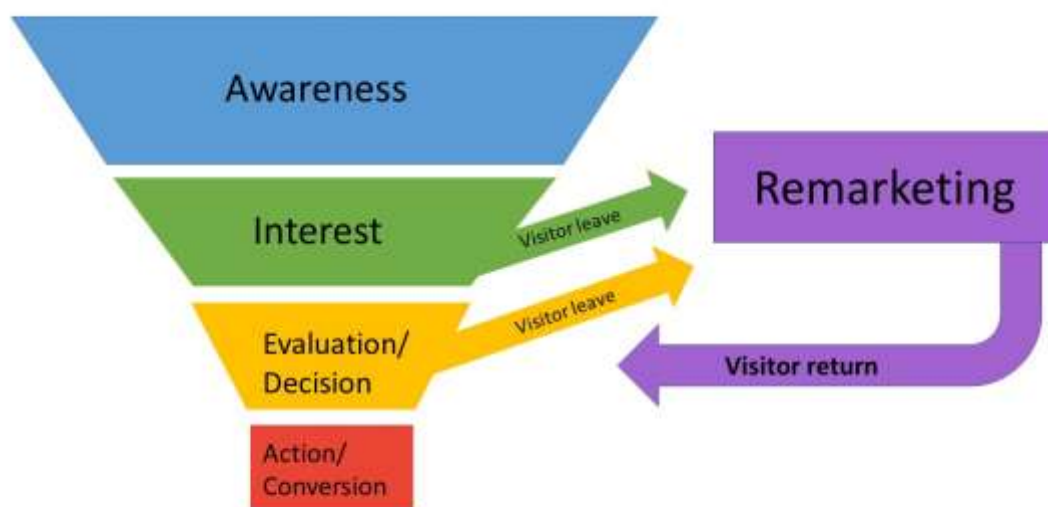


Figure 8. Remarketing in sales funnel.

Adams (2017) divides sales funnel in four different stages, which are named awareness, interest, decision and action. However, sales funnel can be divided even up to seven stages as Makad (2017) have done, but the basic idea is still the same. The first step is about the awareness. Before any sale can happen, prospects need to know that the company or a product exists. Potential customer might find out about the company by seeing an advertisement either in the internet or elsewhere or might have heard about the company from a friend. Marketer need to think how to get the prospect interested of the company. The first step is on a top of a funnel, as this group of prospects is the largest. (Adams, 2017).

Second step is called either interest or consideration; in this step the prospect has found the product or service somewhat interesting and is considering about it. Prospect might click online advertisement or look further information about the company. In the second step marketer should be able to convince the prospect that the product or service is something the prospect needs. (Adams, 2017).

In the third step, called evaluation or decision, the prospect have though the product or service and is almost ready to make a purchase or to contact the company. Prospect might have put an item to "a shopping cart" in the company's website or opened the contact form. It is the last step before conversion and the marketer should be able to convince the prospect to make that conversion. (Adams, 2017.) Naturally the last step is the action or conversion where the prospect change to a customer making a purchase. The last step is the end of the funnel and represented the narrowest part of the funnel since only few of those who first find out about the company make a purchase.

As seen in the Figure 8, remarketing happens in the second and in the third step of the sales funnel. In the first step the potential customer is just about to find out about the company so there might not yet be any way to track that potential customer. In the last step the prospect has already made a conversion so naturally remarketing is not relevant but rather keeping up a customer relationship. However, in the second and third step the prospect is already interested and is considering whether to buy or not; remarketing work as a reminder to that prospect and preferably give new reasons to make a conversion. Thus, remarketing should convince prospects to re-enter the sales funnel and preferably to make a conversion.

Remarketing can be divided into two different remarketing applications: Pixel-based and List-based. In pixel-based remarketing a short piece of code, also referred as "pixel" or "cookie", is placed on an organization's webpage. Pixel tracks the website visitor after they leave the page and displays the advertisement to that visitor in another webpage, which have enabled advertisements. List-based remarketing uses already existing lists which are manually uploaded to the remarketing platform. (Adhere creative, 2018). Lists are usually email lists, but in some platforms phone numbers or social media user ID's can be used (Adhesion, 2018). List-based remarketing is not as commonly used as pixel-based remarketing. List-based remarketing usually requires a campaign for collecting the emails before remarketing campaign can be started (Adhere creative, 2018).

Remarketing can be a powerful tool to increase sales and make customer journey shorter. Cost reductions are also possible since the advertisements are targeted specifically to the customers that have already shown interest for the organization and its products or services; thus, the remarketing advertisements are displayed to the correct audience. Remarketing can also improve Return on Investment (ROI) and to get better conversion rates. (MBA School, 2018). Remarketing is a vital part of company's digital marketing strategy. Smith (2017) states that only two percent of the people visiting website for the first time will make a conversion. Decision to not use remarketing in a digital marketing plan would be same as to see a potential customer but do not try to sell but rather just wait if that prospect would make a purchase.

## 5.1 Remarketing with Google Ads

Google have perhaps the most advanced and comprehensive tools for remarketing. Since Google is still the most used search engine in the world, remarketing advertisements get a great visibility in searches as well as in variety of webpages and in Youtube. Over two million websites are part of Google's Display Network and it reaches over 90 percent of the people in the internet (Google, 2018a).

Company only need to have Google Ads (previously Google AdWords) account to access all Google's remarketing services; with Google Ads it is possible to make various types of remarketing campaigns. Remarketing advertisements can be displayed in other websites as well as in Youtube or in search results and both, pixel- and list-based remarketing is supported. (Google, 2018b.)

Depending which remarketing strategy the company is using, remarketing advertisements can be shown in Google search, Youtube or in websites that are supporting Google advertisements. Advertisement can be a simple text with a link to company's webpage, picture or a video with a call-to-action extension leading to company's webpage. Five different ways to remarket is offered: standard, dynamic, lists for search ads, video and customer list; these are called campaign types. Standard remarketing will show advertisements to website visitors in Display network; dynamic remarketing takes it to the next level by showing advertisement of the exact products or services that the visitor was looking. Lists for search ads will show advertisements when visitor is searching with Google after visiting the webpage. Video remarketing is already said in its name, remarketing with videos. Customer list remarketing is basic list -based remarketing. (Google, 2018b.)

Campaigns in Google Ads consist of Ad groups including advertisements. For example, company could have a campaign called "Summer campaign" under that campaign they could have two Ad groups: Clothes and Shoes, under "Shoes" Ad Group the company would have advertisement of different shoes they offer. Thus, it is a tool to keep advertisements in order, but it also allow to set different settings for the Ad groups. Facebook have similar structure for campaigns as well.

Visibility of the remarketing advertisements depend of the maximum amount set for advertisement goal, quality of the picture and relevancy of the landing page included in the advertisement. Google will then rank the advertisement based on all those areas and makes an auction with other companies' advertisements. If the advertisement does not meet Google's advertisement policies, or the bidding amount is too low compared to other biddings made, advertisement might not be displayed at all. User can determine a bidding strategy based on the goals for the remarketing campaign. Goals can be getting clicks, impressions, conversions or views for the advertisement. (Google, 2018c.)

In order to estimate Kihō's campaign results, it is important to understand what the options in Google Ads are when setting up a remarketing campaign. Important decisions include the goal of

the campaign, bidding options, budget of the campaign as well as basic settings as the language and locations. Bidding choices especially are crucial, because with the correct choices the goals of the campaign can be met efficiently. Since Google Ads have multiple choices for bidding strategies, they are covered in detail in the next chapter 5.1.1. Other settings are quite self-explanatory, although some settings are explained together with the results in the chapter 6.1.

### 5.1.1 Goals and bidding with Google Ads

Bidding depends of the goals of the remarketing (or any other Ads) campaign. Google Ads divide goals into four basic goal types which will determine which bidding options to take. There are five different bidding options: conversions, cost-per-click, cost per thousand viewable impressions, cost-per-view and cost-per-thousand. Under these bidding types there are different strategies to use. (Google, 2018c).

Cost-per-click (CPC) is usually used when the goal is to drive traffic to a company's webpage, with CPC user will only pay if someone click an advertisement. There are two different strategies to use: manual and automated bidding. Manual CPC bidding allow to set different bids for each ad group, keywords or placements. Maximize Clicks is automated choice for CPC bidding where Google Ads will optimise bidding to gain as many clicks as it is possible within the budget. (Google, 2018c.)

If company's goal is to raise brand awareness, they probably want to focus on impressions rather than clicks. Google Ads offer four different strategies for gaining impressions. Simplest one is cost-per-thousand impressions (CPM) where company will be charged based on how many times advertisements are shown on Youtube or Display Network. Cost-per-thousand viewable impressions (vCPM) is otherwise the same but do not generate clicks or traffic as well as CPM. More specific options are offered with Target Search Page Location which will increase advertisements placing in the top of the page and with Target Outranking Share where advertiser will choose a domain where advertisements are displayed above other advertisements in that domain. (Google, 2018c.)

After company is getting people in their website, it might be the time to focus on conversion rather than clicks or impressions. In Google Ads, Smart bidding is for meant for getting those valuable conversions. Smart bidding includes four different strategies: Target CPA (cost-per-acquisition), Target ROAS (return-on-ad-spend), Maximize Conversions and Enhanced cost-per-click (ECPC). Target CPA is the basic strategy for optimizing conversions, maximize conversions is similar but it is used when advertiser want to use the entire budget. Target ROAS is good choice if the advertiser wants to have a specific return-on-ad-spend (ROAS). Enhanced cost-per-click is used with Manual CPC bidding and it is a tool to maximize conversions automatically. (Google, 2018c.)

Cost-per-view and cost-per-thousand are used with video advertisements. As said in the names of the biddings', user will pay according to the number of views of the video. It is possible to add interactions to the videos, for example call-to-action banner. (Google, 2018c.)

## 5.2 Remarketing in Facebook

Smith (2017) boldly states that Facebook remarketing work and Google Ads does not. He gives banner blindness and the rising use of advertisement blockers as a reason. (Figure .) Banner blindness does not exist as strongly in Facebook since the advertisements are mainly displayed in the news feed rather than in the sides or on top of the page. There is not statistical data of which remarketing work better: Facebook or Google Ads, but certainly both are effective.

Major difference between marketing in Facebook and Google Ads is the fact that Facebook is a social media. Their similarity is that they both reach great amount of people. As learned before, Facebook have 2,5 million users in Finland only and Google's Display Network reaches over 90 percent of the people on the internet. Google and Facebook are perhaps the two most powerful operators in the world wide web.

Like Google Ads, Facebook offer different set of objectives based on the goal of the advertisement campaign. Goals have been divided into three: awareness, engagement and conversion.

Unlike Google Ads, Facebook is a social media, which will give a better engagement with the customers. Advertisements tend to

annoy people when there is too much of them, but in social media potential customer can choose to follow the company. Therefore, getting customer to "like" or follow company's Facebook page is as valuable as to get them in a company's website.

There are three different ways to make remarketing in Facebook: Contact lists, Facebook pixel and App users. Contact lists in Facebook represent list-based remarketing, Facebook pixel is quite self-explanatory as it represents pixel-based remarketing. App users retarget to those who used company's mobile application. (Facebook, 2018d.) In addition, it is possible to create so called "Lookalike audiences" from the information gathered with Facebook pixel. Lookalike audiences mean

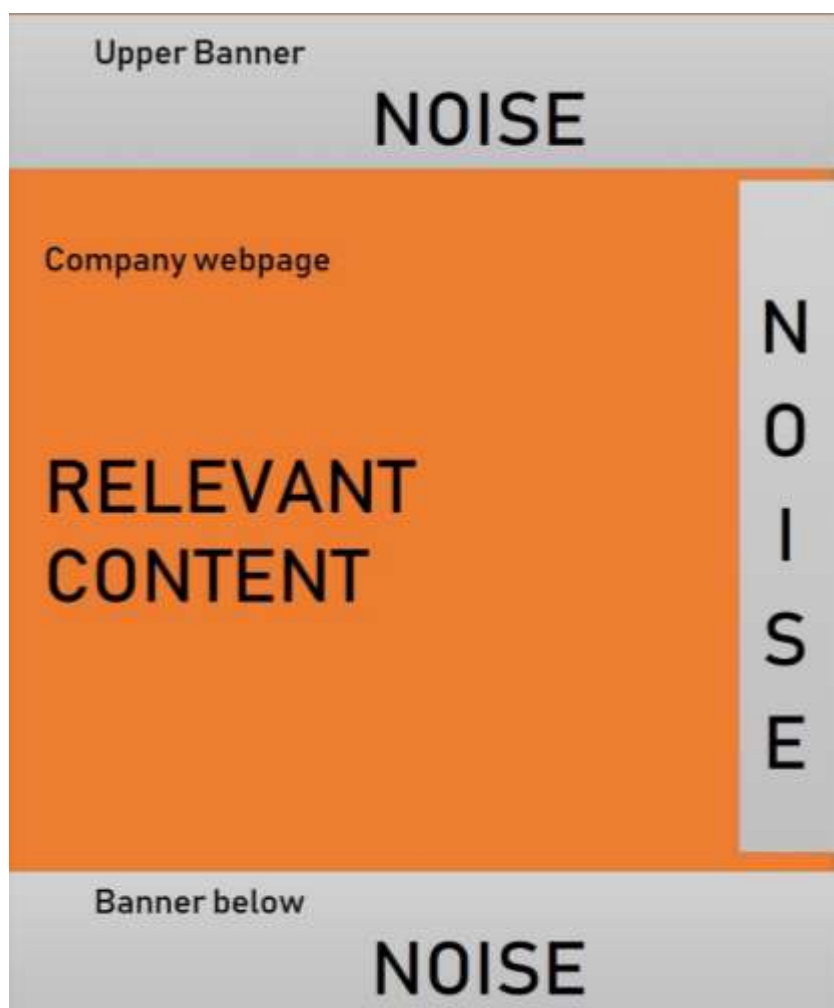


Figure 9. Visual representation of the banner blindness of a website visitor.

the audience that is similar to the audience that have already made an action with the organization, for example liked company's Facebook page. Facebook offer multiple choices for the lookalike audiences, for example people who viewed your videos or liked the page. Therefore, it is possible to target advertisement campaign to audiences that are more likely to make a conversion. (Facebook, 2018e.)

Otherwise the settings in Facebook marketing are similar to Google Ads. User set up a campaign and create ad groups and advertisements in them. Basic goals are the same: awareness, consideration and conversion. Under these three different goals Facebook offer a variety of different objectives. Awareness offer objectives related to brand awareness and reaching people, consideration is all about the website traffic or other engagement, conversion as an objective is quite self-explaining but also include objective of getting store visits or catalogue sales. (Facebook, 2018f.) Different objectives offer different settings for the campaigns, for example with the objective "Reach" it is possible to adjust frequency capping which is otherwise automatically set for maximum of one advertisement per six hours (Facebook, 2018g).

Advertisements are auctioned in a similar manner than in Google Ads. Advertisements are scored based on the bid, Facebook's estimated action rates and quality and relevance of the advertisement. Advertiser can choose between two bids: lowest cost or target cost (Facebook, 2018h). Target cost is for an advertiser who want to choose stability over maximizing efficacy and it is only available for following objectives: lead generation, app install, conversion and product catalogue sales (Facebook, 2018i).

Relevancy score is given according to how well the audience have responded to the advertisement. Customers' long-term interest and feedback is counted for relevancy score. In Facebook it is possible to hide advertisements which will decrease advertisements relevancy score. Relevancy score is given with a number between 1 to 10, ten being the most relevant and one the least. Estimated action rates will define the possibility for each customer to take the action according to advertisement objectives. Facebook will base their estimates to advertisements performance data from the past and customer's behaviour. (Facebook, 2018h).

Benefits of Facebook pixel are similar to any other remarketing campaigns; including precise measurement of advertisements results, reaching the people that have already shown interest and likeliness of driving more sales. The next part will introduce guides for better remarketing.

### 5.3 Remarketing best policies

After understanding how remarketing work and what is possible with remarketing tools offered by Facebook and Google it should be looked what are the best manners to achieve successful remarketing. In this chapter different suggested advises are investigated and commented. Recommendations include advices from marketing blogs as well as Google's own advices.

Since there is already existing list of potential customers in remarketing there is no need to create a new target group, but rather just divide prospects depending on which products or services they showed interest. However, remarketing lists are not perfect: not all the visitors were interested of the company. Supapol (2015) proposes that marketer should clean their remarketing lists rather than keep everyone who had visited company's webpage. He proposes that past converters, users who have spent less than 30 seconds on the page and low-quality site categories should be removed from the remarketing list. He mentions that user might find remarketing advertisements as stalking if those advertisements are following through every webpage, even to the pages that the visitor might feel embarrassed of visiting. Potential customer feeling being stalked is a valid reason, but there is another reason to look for the site categories: the brand of the company. Displaying company advertisement in a website that is not supporting the company brand or its values would not probably give the best image of the company.

Past converters should be treated as their own group separate from the remarketing. Afterall, they have already made a purchase and are more likely to purchase again if they are pleased with the company. Therefore, past converters should be treated differently to remain a good customer relationship. What comes to users that have spent less than 30 seconds on the page, marketer should ask some questions before removing those visitors from the remarketing list. Especially, if great number of visitors leave the site immediately, it should be considered if there is something wrong with the landing page.

Another important decision in remarketing is the frequency gap. In other words, how often the visitor sees remarketing advertisements after visiting a webpage. One could think that the more the better but, too many advertisements will probably irritate the visitor. Thus, it is important to find the balance between not showing advertisements at all and displaying them too often. WordStream blog (2018) even state that it is the most important decision in remarketing and over exposing remarketing advertisements will get the potential customer hate the company.

Unfortunately, there is no one answer of the correct amount of advertisements displayed, but each company must find the best practise for them. (Ton, 2015). This can be done with A/B testing (also referred as split test). Commonly, A/B test, or controlled experiment, is used to determine the best variation of an advertisement. A/B test is a simple experimental setup, where one level, a control (A) is the default version of the advertisement. Second level is the treatment (B) which is used to test the change (Kohavi & Longbotham, 2017, p. 4). In practise there are two otherwise similar advertisements with only one difference (variable) between them. A/B testing (or split test) is



commonly used in digital marketing in general, not only in remarketing. Beside frequency cap, A/B testing can be used for example to determine the best creative choice like a picture or a piece of text in the advertisement. Both Google Ads and Facebook offer possibility for A/B testing in their marketing platforms.

Since those visitors were on the website at least once already, they probably know the basics of the product or service they were looking for. Therefore, Sagin (2018) writes that remarketing advertisements should give new reasons to buy company's product or service and display the products or services they specifically were interested in the webpage. Google (2018d) also recommend personalized advertisements and segmented audience lists.

Beside creative recommendations, Google provide some technical recommendation. Usage of all display ads and formats is recommended for maximum visibility. Google also suggest shifting towards automatized bidding once remarketing campaigns have gathered enough data. (Google, 2018d).

To sum up all the recommendations, it is important to focus on the customers that are most likely to convert and give them as personalized experience as possible. Visitor should not feel being stalked or annoyed, therefore it is important to consider if there are webpages that should be left out from the remarketing list and what is the frequency cap of the advertisements. If a company is not sure what is the optimal frequency cap or creative choice, they should do an A/B test to figure it out.

## 6 REMARKETING CHOICES AND RESULTS FROM GOOGLE ADS AND FACEBOOK

Remarketing in Kiho is outsourced to a company named Call To Action. Google Ads and Facebook are used for Kiho's remarketing campaigns. This chapter will present the settings and the results from remarketing campaigns that have been eligible in January and in May and conversion rates thriving from Kiho's remarketing. First the options and results from Google Ads is covered, then Facebook and lastly reports from Google Analytics is introduced. Results are then concluded and compared to each other. Last part is the strategy for remarketing, which will give suggestions of improvement for Kiho.

Writer had access to Kiho's Google Ads and Facebook accounts, but did not have access to Google Analytics account. Thus, the author needed to ask reports from Google Analytics from Call To Action. Originally the research period covered only January due to reports given by Call To Action in spring 2018. Later, when the finalization of the thesis continued past original deadline, writer asked another Google Analytics report from Call To Action. Information from January would have been quite outdated in the time being when the report would have been finalized, therefore information from May was added. Also, comparing these two months gave more comprehensive view of the effectiveness of Kiho's remarketing in different months and different settings in remarketing platforms. One option could have been estimating a longer period, for example six-month period. Longer period was not chosen since the amount of data would have been too great to handle in this paper.

### 6.1 Google Ads remarketing campaign

Remarketing campaign that was eligible in January and in May 2018 is named "Kiho Tuotteet Display Rema". In January there was two ad groups working under that campaign, "Tuotteet Rema" until 18<sup>th</sup> of January and "Tuotteet Rema 2.0" for the rest of the month. In May there was six ad groups, each of the ad group named after Kiho's products and one general advertisement promoting Kiho itself.

Following settings were set for campaign "Kiho Tuotteet Display Rema" in January:

Goal: Website traffic

Bidding: Manual CPC

Budget: 4e/per day

Optimise: Prefer best performing ads

Show: All devices

Location options:

Target: People in, or who show interest in, your targeted locations

Exclude: People in, or who show interest in, your excluded locations

No dynamic ads

Content exclusions: Mature audience, Content not yet labelled

Frequency capping: No limit on viewable impressions

Settings in May were otherwise the same, but optimization was set for "Do not optimise: Rotate ads indefinitely". Thus, advertisements that were lower-performing could run as often as higher performing advertisements (Google, 2018e). Also, there was no audience exclusions in January but in May visitors of the Kiho V3 software was set as audience exclusion. Addition to campaign settings all ad groups had set bidding for maximum cost-per-click for 50 cents in January and 40 cents in May.

Google Ads also provide information of how well campaigns reached its audience and what were the reasons if it did not reach audiences; in other words, how many percent of the audience could see the advertisements. In January, remarketing campaign reached its audience quite poorly. In the beginning of January, only 46,1 percent of the audience was reached, and the reason was the bid. From 11<sup>th</sup> to 17<sup>th</sup> of January, campaign did not reach its audiences at all, but the reason was in targeting and not in the bid. In the end of the month again the bids were not good enough as 53,6 percent of the audience was reached.

In May the reach was even worse than in January, from 4<sup>th</sup> until 10<sup>th</sup> of May 41,5 percent of the audience was able to see the advertisements and in the end of the month, 25<sup>th</sup> until 31<sup>st</sup> of May only 23,6 percent was able to see remarketing advertisements. Limiting factor was the bid again.

"Where ads where shown" report tell that remarketing advertisements were mostly displayed in mobile applications, but the best click-through-rates came from Youtube channels.

Campaign "Kiho Tuotteet Display Rema" had 583 clicks, 91,4 thousand impression in January and 176 clicks and 53,6 thousand impressions in May. Average cost-per-click was 0,27 in January and 0,31 euros in May. Overall cost was 159 euros in January and 54,81 euros in May. (Figure .)

## 6.2 Facebook remarketing campaign

In Facebook, remarketing campaign go under the name "Kiho – Tuotteet 2.0" in January and in May. Campaign had four ad groups, each for one of Kiho's products: Driving log, Invoicing, Worktime and Telematics. In total campaign had ten advertisements. In both months' settings, objectives, budget, placements and advertisements were the same. Meaning that the same campaign was eligible from January to May. The campaign had following settings:

- Objective of the campaign was to create website traffic and buying type was an auction.
- Ad groups had a daily budget of five US dollars.
- Lookalike audience (1%) was chosen; in addition, location was set for Finland, age variation to 25 to 60 years old and for gender only men was targeted.
- Optimisation for ad delivery was link clicks and bid strategy lowest cost.
- Placements included: Facebook feed, instant articles and right column; native, banner and interstitial in Audience Network.

Relevancy scores in the advertisements were poor, five of the advertisements scored two point, two of them three points and one four points, scores were same in both months. In January on average one person saw an advertisement 3,28 times. Advertisement for Worktime had the highest frequency as on average one person saw the advertisement 5,15 times, lowest frequency was Driving log advertisement (1,66). In May the average for all the advertisements was 3,36 times and the highest frequency was again in Worktime advertisement of 5,20 times and lowest again for Driving log advertisement of 2,28 times.

In January the campaign resulted 40 621 impressions, 874 clicks and the cost-per-click was 0,72 dollars. In May the campaign resulted 42 986 impressions and 840 clicks and CPC was 0,77 dollars. (Figure .) Five of the clicks in May came from Instagram. Best performing ad groups were Driving log and Invoicing. Driving log got 207 clicks in January and in May. Cost-per-click was 0,68 USD in January and 0,71 USD. There was also one website purchase in January. Invoicing got 229 clicks with a CPC of 0,6 USD in January and 0,71 USD in May. Worktime performed worst as it got 165 clicks in January and in May and CPC of 0,88 USD in January and 0,80 USD in May.

### 6.3 Google Analytics results

Google Ads and Facebook will provide variety of reports for estimating how well the campaign worked. Information include basic information as number of impressions, clicks and the amount of money used; demographic information as gender and age and which advertisements performed best and even what time people were more likely to make an action. They will not though show how many of the website visitors were new and how many were returning, or from which channels did the visitors came to the website. Google Analytics will provide that information and even more.

#### 6.3.1 January 2018

In January, 31,3 percent of the visitors in Kiho's webpage were returning visitors; rest of them, 80,44 percent were new visitors. The most popular channels for new visitors were social (31,8%), organic search (22%), paid search (27,1 %) and direct (16 %). Direct channel refers to the visitors that came to the webpage by writing website address to the browser's search bar. Rest of the channels included Display, Referral, Email and other. In returning visitors significantly larger amount came from organic search. Organic search represented 31,3 percent of the visitors. Other popular channels were social (19,4%), direct (16,4%), display advertisements (13,2%) and paid search (12,7%). Rest of the channels included referral, email and other. (Figure 10.)

Channel "Referral" mean visitors that have come to the webpage through direct link from another webpage which is not paid advertisement. For example, if someone's blog would write about Kiho and had a link to Kiho's webpage in their story, people coming from that link are coming from the "Referral" channel.

Average session time in Kiho's webpage was 1,31 minutes, with returning visitors it was slightly higher with 1,49 minutes compared to new visitors with 1,13 minutes. 66,95 percent of new visitors and 71,21 percent from the returning visitors left immediately. Highest number of visitors who left immediately came to the page through Display channel (87,62 percent of the returning and 92,16 percent of the new visitors), lowest number of immediately leaving visitors were on Referral channel (46,76 percent of the returning and 66,67 percent of the new visitors).

Best conversion percent was achieved from organic search as 3,52 percent of returning visitors and 1,4 percent of new visitors made a conversion. Secondly best conversions came from paid search with 1,61 percent of returning visitors and 0,62 percent of new visitors made a conversion. Visitors coming directly to the webpage converted on average 0,79 percent, 0,73 percent from returning and 0,88 percent from new visitors. Display channel did not result to any conversion from the returning visitors and only 0,46 percent of the new visitors made a conversion. New visitors did not convert from referral channel but relatively good amount of returning visitors made a conversion with a percent of 1,75. Rest of the channel (email and other) did not result to conversions. Average conversion percent was 1,64 percent.

All in all, 62 persons converted, and the value of those conversions was 48 720 euros. (Figure .) Value of the conversion have been calculated by first defining average value of a single sale; after that the average number of the sales is estimated during a month. These two numbers are multiplied together and finally divided with the number of calls in a month (potential customers), the final number is the value of a single call. (Viinanen, 2018).

### 6.3.2 May 2018

In May, 79,71 percent of the visitors were new visitors and 33,61 percent returning visitors. Among returning visitors, most of the visitors have come through online search, 28,1 percent through organic search and 25,9 percent through paid search. In comparison to new visitors the number of visitors coming through organic search is higher; only 18,4 percent of the new visitors came through organic search and 34,3 percent through paid search.

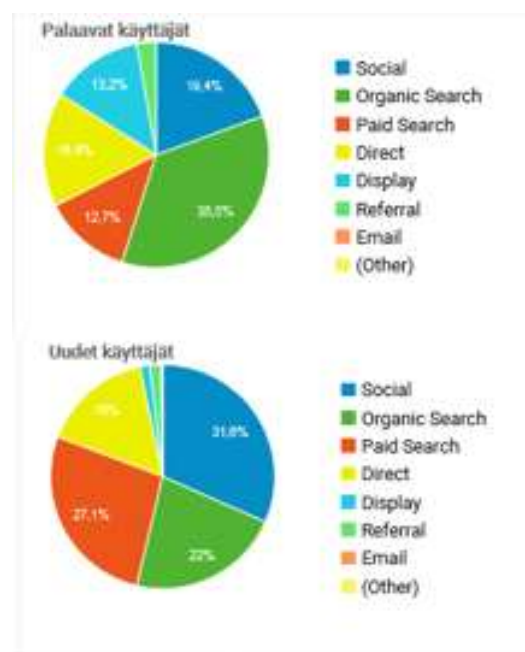


Figure 10. Pie charts of the channels from where Kiho's visitors came to their website in January. Above returning visitors, new visitors in the bottom.

Secondly popular channel among returning visitors was "Direct", therefore 18,1 percent of the returning visitors came directly to the webpage. Among new visitors the percentage number was 19,9. Visitors coming from social channels had significant difference between new and returning visitors, as 12,4 percent of the returning and 23,8 percent of the new visitors came to the webpage through social channels. Lastly, display advertisements brought 11,9 percent of the visitors back to the webpage. Google Analytics report does not show the exact percentages of the channels that got the least visitors. With new visitors those channels are Display, Referral, Email and Other and with returning visitors those were Referral, Email and Other. (Figure 11.)

Average session time in Kiho's webpage was 1,39 minutes; returning visitors stayed slightly longer than new visitors with average stay of 1,46 minutes and new visitors staying in average for 1,31 minutes. In average 59,11 percent of the returning visitors and 53,04 percent of the new visitors left the page immediately. Highest number of visitors who left immediately came to the page through Display channel (74,86 percent of the returning and 76,47 percent of the new visitors), lowest number of immediately leaving visitors were on Referral channel (33,96 percent of the returning and 43,33 percent of the new visitors).

Conversions from returning visitors came from paid search (1,31%), referral (0,94%), organic search (0,54%), social (0,52%) and direct (0,24%). New visitors' conversions came from organic search (1,15%), direct (0,61%), paid search (0,53%) and social (0,13%). Display, email and other channels did not convert at all.

Average conversion percent was 0,56 percent, 0,58 percent of returning visitors and 0,54 of the new visitors converted. Although conversion percent was only slightly higher in new visitors, value of the conversion was significantly larger with value of the new visitors' conversion being 20 160 euros and returning visitors only 12 720 euros. All in all, 23 people converted. (Figure .)

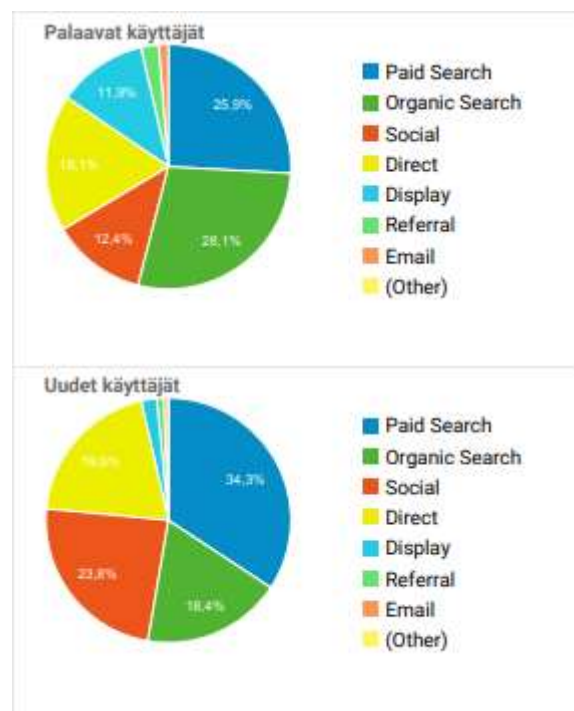


Figure 11. Pie charts of the channels from where Kiho's visitors came to their website in May. Above returning visitors, new visitors in the bottom.

#### 6.4 Compilation and evaluation of the remarketing results

Comparison made in Figure 12 reveal that in January there was more impressions, clicks and conversions. However, looking only these numbers cannot be said whether the reason was on the choices made in the settings of the remarketing platforms or just that customers are more likely to buy in January than in May. It is notable that in January businesses are starting a new year when in May preparing for summer holidays. Also, there was only minimal difference between cost-per-click. Therefore, these two months should not be compared to each other to make conclusions which month succeeded better, but to rather use them as a basic knowledge of how Kiho's remarketing is working in the winter and in the late spring.

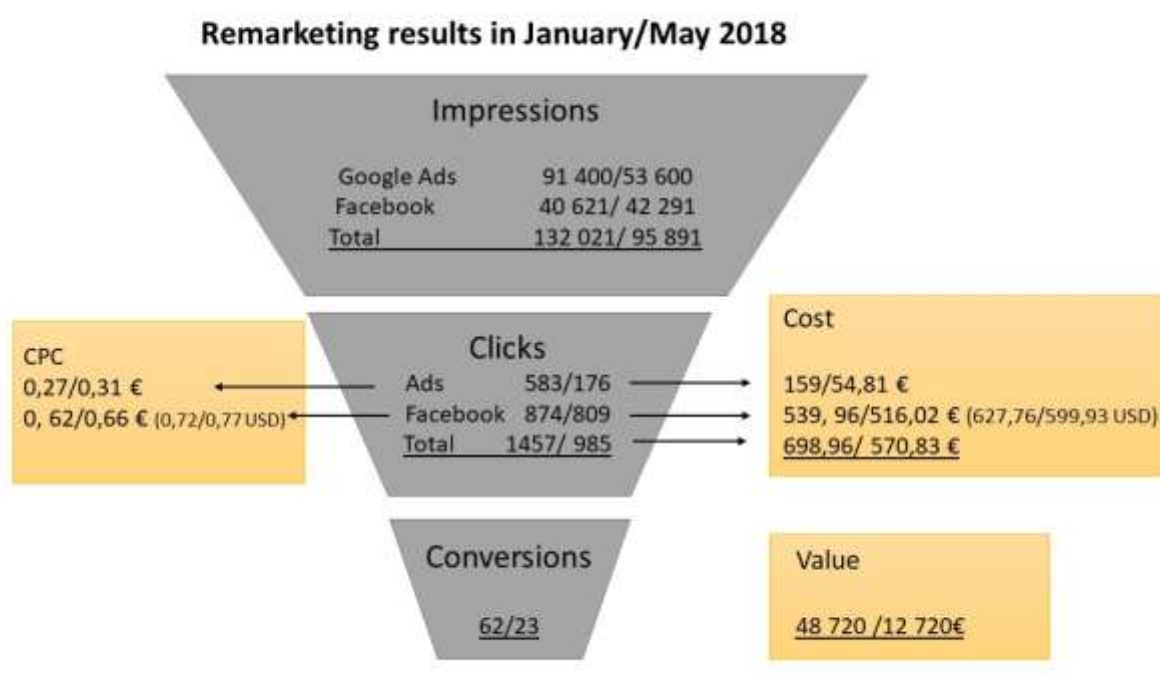


Figure 12. Kiho's remarketing results including costs and conversions in January and May 2018.

Facebook cost more than Google Ads, in both, overall costs and cost-per-click. Nevertheless, average cost-per-click in Facebook in Finland is 0,77 USD (Gotter, 2018), thus the cost was even below average in January. Also, Facebook numbers did not change between these two months as much as Google Ads. One reason is that in Facebook there was no changes made for the campaign, but in Google Ads bid amount and advertisement rotation was changed for May.

Returning visitors coming from display channel and from social channels represented closely the same share in January (Figure ) and in May (Figure ). Similarly, share of returning visitors coming from display channel was significantly larger than new visitors coming from the same channel. However, as learned in chapter 6.3, returning visitors who came through display channel did not convert but visitors coming from social channels did. Thus, Facebook remarketing seem to be more effective than Google Ads.

Although Display channel did not lead to any conversions, the effects of remarketing might be seen on the number of visitors coming through organic search and direct channel. There is a possibility, that a visitor has visited Kiho's webpage, later clicked remarketing advertisement but did not convert immediately but left to consider the service. Later that visitor decided to contact Kiho and went to the webpage either through organic search or typing the website address. Unfortunately, it is hard to know if the remarketing advertisement had any part in those conversions or not.

In Google Ads, settings reveal points that could be changed. First, in both months Manual CPC bidding was in use. There should be enough data to try enhanced bidding, which is recommended action by Google. Changing bidding type for automated one could save time from the campaign management. Secondly, there was not set any frequency cap; it is recommended in multiple guides to set frequency cap to avoid potential customer to get annoyed of the advertisements. There was not much exceptions set, for example visitors that bounced still see remarketing advertisements. Lastly, but not least, campaign did not have any dynamic advertisements. Therefore, prospects are not getting advertisements according to what they were looking in the website.

Major problem in Facebook remarketing campaign seemed to be the relevancy scores; in average the advertisements got relevancy score of 2,5. Low relevancy scores indicate that there is a problem either with the audience or with the advertisement (creative part). Lookalike audience should be a good choice, but it is quite interesting choice that only men was targeted. Driving log advertisement number 2 got the best relevancy score (5 in January and 4 in May) and interestingly it was displayed to one person the second least number of times (1,72 times in January and 1,66 times in May). Driving log ad group also performed secondly best in terms of cost-per-click when Invoicing had the best cost-per-click. Targeted audience seem to be good for Driving log and perhaps for Invoicing product, but not as good for other products.

## 6.5 Remarketing strategy for Kiho

Remarketing strategy for Kiho is based on the results of the campaigns and the knowledge of suggested remarketing actions. Strategy will concentrate on the numerical data, but the creative part is viewed as well since it is extremely important part of any marketing strategies. Survey results from the social media study is also used, since remarketing is closely linked to social media. Afterall, Facebook is firstly social media channel, secondly remarketing platform.

Remarketing strategy should be based on the business and the marketing calendar year. Campaigns that ran in January and in May were similar although businesses operations are not the same in those months. Since most returning visitors came to Kiho's webpage through organic search or directly, remarketing advertisements in Google Ads and Facebook should be more convincing or give a sense of urgency, for example small discounts or limited time offers for remarketing campaigns might work. Also, visitors that bounced from the webpage should be set as an exception for remarketing list, there is no point of displaying advertisements to visitors that clearly were not interested.



Ad group bidding should be considered regarding which products are the most important for Kiho. Products that create high value for Kiho could have higher bids than products that bring lower value. Especially when in Google Ads the bid was the reason why advertisements were not displayed at all, bid could be raised for only the high value products.

Remarketing campaign in Facebook was the same in both months (and between), meaning that the same images and texts were eligible for at least five months. Regarding that the relevancy scores were poor on both months, it might be a good idea to try different advertisements or try changing the image or the copy. A/B testing could be used to determine the best advertisement. Since campaign is about remarketing, there should not be unnecessary limitations of audience. Limiting the audience to only men crop out prospects without a valid reason.

In Google Ads campaign the images were different between the campaigns, but the advertisements were not personalized, and the copies did not offer new information for the prospects. Survey results in chapter 4.2.1 revealed that the current customers would like see user experiences in Kiho's social media. User experiences could work in remarketing as well, as comments from satisfied customers is maybe the best reference for convincing that the product is worth buying.

Remarketing in Google should be dynamic; thus, the webpage visitors would see advertisements of the products they were looking in the webpage the first time. Frequency cap should be set for the campaign as well to avoid potential customers getting annoyed of seeing same advertisements repeatedly. Optimal frequency cap can be also determined by using A/B testing.

To summarize: Kiho's remarketing is bringing valuable conversions, but here are several points to improve. Remarketing should follow business year and have different campaigns through the year. Most valuable customers or products should be recognized, and the biddings should be the highest among most valuable customers. Frequency capping should be used in Google Ads. Lastly, different advertisements should be used and tested to find the best performing combination of the picture and the copy.

## 7 CONCLUSIONS AND SELF-EVALUATION

In beginning of the thesis, the company was familiarized, and the thesis objectives and research methods presented. Objectives included creation of a comprehensive strategies of social media and remarketing for Kiho. Subject was chosen due to writer's interest toward digital marketing and the company's need for strategies in those field. Based on the objectives, research questions were chosen as: How to improve social media visibility? and How to improve remarketing process? Research methods used were quantitative, since numerical data was processed in both researches.

The first part of the study was about social media, chapter 3 explained the concept of the social media. In the chapter 3.1, introduction Social media marketing, the importance of creating and posting content that is relevant and interesting for the audience was discussed. Studies about the posting frequency was also observed. In the end of the chapter rise of the video content in social media and importance of the correct channels was discussed. The chapter was followed by the introduction of different social media channels in chapter 3.2, Types of social media.

Social media research started by introducing Kiho's social media activities; it was found that Kiho was most active in Facebook and the least active in their Youtube account. In the next chapter planning and implementing of the survey was presented and followed by the results of the survey. Survey was conducted as online survey which was distributed to Kiho's customers through email and Kiho's V3 user interface in February 2018. Main findings from the survey included: Majority of Kiho's customers had found about Kiho through word-of-mouth; Facebook and Youtube were the most used social media channels; most were familiar with Kiho's webpage, only a few followed Kiho's social media accounts and some had seen Kiho's advertisements in other webpages; content in Kiho's social media channels was rated good and desired content included industry related news, instructional videos and user experiences.

Strategy was composed based on the survey results and the theory of social media marketing. In the strategy it was suggested to increase video content in all social media channels. Kiho's Youtube account should get more attention, content could include instructional videos and user experiences. In all social channels, posts could be made more frequently but not more than once a day. Also, Kiho should encourage satisfied customers to share positive feedback in social media channels.

Second part of the thesis started by defining the term "remarketing" in chapter. Remarketing is a part of a sales funnel, where potential customers leaving the sales funnel are retargeted. Purpose is to remind potential customers about the product or service the prospect had showed interest and preferably finally make a conversion. Two types of remarketing exist: pixel-based and list-based. Pixel-based remarketing is based on a tracking code placed in the company webpage when list-based remarketing benefit from already existing lists which can be for example email lists.

Google Ads and Facebook pixel are the most common remarketing platforms. In practise remarketing consist of campaign which include preferably two or more ad groups each having at

least one advertisement. Both platforms offer several goals and bidding options for the campaigns and with ad groups different types of products can have own bids and settings. Major difference between Facebook pixel and Google Ads is that Facebook is a social media, thus broader engagement with a customer can be achieved. Google Ads Display channel cover majority of the internet but customers tend to suffer from banner blindness.

Recommendations for better remarketing consisted importance of cleaning remarketing lists from customers that are not likely to convert for example from visitors leaving the webpage immediately. Past converters should be their own separate group and remarketing should not follow the prospect into every webpage. The most important recommendations for remarketing was stated as frequency capping and personalized advertisements. Visitors should not feel annoyed of the company by seeing their advertisements too often and the advertisements should be relevant for them. Visitors have already seen the basic information about the product, remarketing should focus on telling them something new or further convince them to convert.

Practical study of the remarketing was implemented by research on Kiho's Google Ads and Facebook remarketing campaigns that ran in January and in May 2018. In addition, Google Analytics results from the same months was examined. After full knowledge of Kiho's remarketing activities was achieved, results were estimated based on the information gathered for the remarketing theory part. Visitors returned mostly from organic search and direct channel. Social channel and display channel represented almost equal shares of returning visitors' channels. It was found that people returning to Kiho's webpage from social channels were more likely to make a conversion. Facebook cost more than Google Ads, but cost-per-click was still under the Finnish average.

Major problems included low relevancy scores in Facebook and the lack of frequency gapping and use of dynamic ads in Google Ads. Remarketing strategy recommended trying new advertisements, different campaigns throughout the year and the use of frequency gap and dynamic ads. A/B testing was suggested for a tool to find the best performing advertisements and frequency cap suitable for Kiho.

Although these two studies represented different areas of digital marketing, there were some similarities between them. Remarketing in Facebook is a part of social media marketing; thus, it links these two areas closely together. Google owns Youtube, which is considered as a social media, and therefore also Google is linked to social media especially when it is possible to advertise in Youtube through Google Display channel. In both areas generating content which is relevant for the customer is extremely important: in social media the content should be interesting or even entertaining, when in remarketing the content should be convincing and provide new information. Social media findings can be used as a part of the remarketing strategy as well, as past converters and webpage visitors are not that far apart from each other.

Thesis as a process have been truly educating. As mentioned before, author was only familiar of implementation of the survey as a research method; research made for remarketing was full of new

learning points and insights. Further challenge was the lack of academic sources from the subjects; since digital marketing is a fast-changing environment most of the printed sources were already outdated. Remarketing is relatively new concept; thus, it was extremely hard to find any other sources than blogs from marketing companies.

Overall the writer is pleased how thesis turned out. There were minor mistakes regarding the preface of the survey, but it did not affect the results significantly. Remarketing could have had a A/B test included, which was widely discussed in the strategy. However, single test would have turned the nature of the remarketing to a study of only one aspect of remarketing when an overall look for the subject was wanted from Kiho. Results and proposals in this paper should give Kiho a basic guide for social media and remarketing and answer for the research questions. In addition, thesis consisting two different studies required careful estimation of what parts and which information is the most relevant for the subject to avoid overly long report. Author's knowledge about both subjects have increased. In the future the author would like to work in areas of digital marketing; especially deep orientation to remarketing have improved author's work life competence.

Further research could be made from other areas of digital marketing. Comprehensive digital marketing strategy could help to see which parts of the digital marketing could be improved and which parts are strongpoints already. Kiho could study how well their webpage as well as performance of the advertisements displayed in organic searches and webpages which are not part of remarketing campaigns. In remarketing, further research can include tests for the best performing advertisements and frequency gap. Actions made in social media and remarketing based on the proposals in this paper should be estimated when there is enough data to analyse. Generally, different areas of digital marketing strategies should be evaluated constantly.

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## APPENDIX 1: SURVEY FOR KIHON'S CUSTOMERS

## First email:

Hyvä Asiakkaamme,

Me Kiholla haluamme kehittää palveluitamme ja tarjota asiakkaillemme parhaimman kokemuksen yrityksemme tuotteista ja toiminnoista. Saavuttaaksemme sen, on asiakkaiden kuunteleminen tärkeää.

Pyytäisimmekin Teitä täyttämään lyhyen kyselyn, jotta tietäisimme miten voimme kehittyä entistä paremmiksi. Kyselyyn vastaaminen vie vain 4 minuuttia.

Vastaamalla kyselyyn voit voittaa 2 kpl elokuvalippuja. Jos haluat osallistua arvontaan, muista jättää lopuksi yhteystietosi.

Kysely on osa työntekijämme opinnäytetyötä ja kyselyn tulokset tulevat olemaan julkisesti nähtävissä valmiissa opinnäytetyössä. Opinnäytetyössä esiteltävät tulokset sisältävät vain yhteenvedot vastauksista, eivät henkilökohtaisia tietoja tai yksittäisiä vastauslomakkeita. Arvontaa varten lähetettyjä tietoja ei voi yhdistää vastauksiin, eivätkä ne ole osa opinnäytetyötä.

## Second email:

Hyvä Asiakkaamme,

Haluaisimme muistuttaa, että lähettämäämme kyselyyn Kihon tavoittavuudesta voi vielä vastata. Kyselyyn vastaaminen vie vain 4 minuuttia. Olisimme erittäin kiitollisia vastauksestanne, lisäksi vastaamalla kyselyyn on mahdollista voittaa 2 kpl elokuvalippuja. Jos haluat osallistua arvontaan, muista jättää lopuksi yhteystietosi.

Kysely on osa työntekijämme opinnäytetyötä ja kyselyn tulokset tulevat olemaan julkisesti nähtävissä valmiissa opinnäytetyössä. Opinnäytetyössä esiteltävät tulokset sisältävät vain yhteenvedot vastauksista, eivät henkilökohtaisia tietoja tai yksittäisiä vastauslomakkeita. Arvontaa varten lähetettyjä tietoja ei voi yhdistää vastauksiin, eivätkä ne ole osa opinnäytetyötä.

## Survey questions:

Mistä sait tietää Kihosta?

- Tuntemani henkilö kertoi Kihosta
- Näin mainoksen sosiaalisessa mediassa (Facebook, Instagram)
- Näin mainoksen verkkosivulla (muu kuin sosiaalisen median sivut)
- Kihon myyjä otti minuun/firmaani yhteyttä (puhelin, sähköposti)

Mistä eri kanavista Kiho on sinulle tuttu?

- Seuraan Kihoa Facebookissa
- Seuraan Kihoa Instagramissa
- Seuraan Kihoa LinkedInissä
- Seuraan Kihoa Youtubessa
- Olen nähnyt Kihon julkaisuja sosiaalisessa mediassa (mutta en seuraa)
- Olen nähnyt Kihon mainoksia muualla internetissä
- Olen käynyt kihon verkkosivuilla (kiho.fi)
- Ei mikään ylläolevista

Käytätkö sosiaalista mediaa? (Facebookia, Instagramia, Youtubea, Twitteriä tai muuta)

- Kyllä
- En

Käytän seuraavia sosiaalisen median kanavia:

- Facebook
- Instagram
- LinkedIn
- Twitter
- Youtube
- Muu, mikä?

Kuinka usein käytät sosiaalista mediaa? (ohita jos et käytä sosiaalista mediaa)

- Useasti päivässä
- Kerran päivässä
- Kerran viikossa
- Kerran kuussa tai harvemmin

Miten arvioisit Kihon sisältöä sosiaalisessa mediassa? (ohita jos et ole nähnyt Kihon sisältöä sosiaalisessa mediassa)

- 1- Ei lainkaan mielenkiintoista, 5- erittäin mielenkiintoista

Millaista sisältöä toivoisit näkeväsi enemmän Kihon sosiaalisen median kanavissa?

Avoin kysymys

Sukupuoli

Mies

Nainen

Muu

En halua vastata

Mihin ikäryhmään kuulut?

Alle 20

20-25

26-35

36-45

46-55

56 tai vanhempi

Firman ala

Maa,-bio-, metsäteollisuus

Kuljetus ja logistiikka

Henkilöliikenne

Kunta

Maansiirto

Rakennus

Kiinteistöhuolto

Infra

Muu, mikä?