

Social media marketing plan for CheapSleep Helsinki

Stefanie Ealy



Author(s) Stefanie Ealy	
Degree programme Tobba15	
Report/thesis title Social media marketing plan for CheapSleep Helsinki	Number of pages and appendix pages 70 + 14
<p>The aim of this thesis is to create and implement a social media marketing plan for the hostel, CheapSleep Helsinki's Facebook and Instagram accounts. The thesis is commissioned by the company, CheapSleep Helsinki and is needed, since the hostel does not currently have a social media marketing strategy for Facebook and Instagram.</p> <p>Firstly, an overview of the commissioner, CheapSleep Helsinki is presented, which includes a presentation of the hostel's operation, services and customers, an analysis of the company's current social media presence, as well as its competition's social media presence, a review of the business' owned, earned and paid media, as well as a SWOT analysis. The results of these analyses indicate that the hostel could benefit from a social media marketing plan in the form of gaining new potential customers, satisfying current customers, improving its reputation, keeping up and by passing its competition, as well as increasing sales and revenue.</p> <p>Secondly, the concept of social media, current consumer behavior and trends in social media, pros and cons of social media in business, Facebook and Instagram for business, as well as user characteristics of Facebook and Instagram are researched. All outcomes of the research are considered during the planning of the social media activities for CheapSleep Helsinki.</p> <p>Thirdly, the process of planning social media marketing activities is displayed according to the SOSTAC-Model. Consequently, the planning process of CheapSleep Helsinki's social media marketing plan is presented with the help of the SOSTAC-Model.</p> <p>Fourthly, the social media marketing plan for CheapSleep Helsinki is created. For this purpose, objectives are determined. Next, in order to reach CheapSleep Helsinki's social media marketing goals, strategies, tactics and actions are established in the form of social media activities and planned with the help of a social media content calendar. Further, metrics are chosen to monitor, and measure determined objectives. The monitoring and measuring are done with the help of Facebook Insights and Instagram Insights on a weekly, monthly and annual basis.</p> <p>Lastly, the created social media marketing plan for CheapSleep Helsinki is implemented for a period of four weeks, after which the results are analyzed, and improvement suggestions made accordingly. The results of the implementation indicated that the social media marketing plan for CheapSleep Helsinki is a success for both Facebook and Instagram.</p>	
Keywords Social media marketing, CheapSleep Helsinki, Facebook, Instagram	

Table of contents

1	Introduction	1
2	CheapSleep Helsinki	2
2.1	Operation, services and customers	2
2.2	Social media situation analysis.....	4
2.3	Competition analysis	9
2.4	Owned, earned and paid media	14
2.5	SWOT analysis and social media marketing goals	16
3	Social media.....	20
3.1	The concept of social media.....	20
3.2	Current consumer behaviour and trends in social media	22
3.3	Pros and cons of social media for business.....	27
3.4	Pros and cons of Facebook and Instagram for business	30
3.5	User characteristics of Facebook and Instagram.....	34
4	Planning social media activities	38
4.1	SOSTAC-Model	38
4.2	Planning process for CheapSleep Helsinki.....	41
5	The social media marketing plan for CheapSleep Helsinki	43
5.1	Objectives and strategies	43
5.2	Tactics and actions	46
5.3	Control	50
6	Implementation.....	53
6.1	Implementation results	53
6.2	Improvement suggestions	60
7	Discussion.....	62
7.1	Conclusion and development suggestions	62
7.2	Reflection on own learning and professional development	63
	References	65
	Appendices	71
	Appendix 1. Interview with CheapSleep Helsinki's operations manager, Stella Dinh ...	71
	Appendix 2. Competition analysis table	73
	Appendix 3. CheapSleep Helsinki's SWOT analysis table	75
	Appendix 4. Objectives and strategies table	76
	Appendix 5. Tactics table	78
	Appendix 6. Content calendar	81
	Appendix 7. Metrics table	84

1 Introduction

The following thesis is commissioned by the hostel, CheapSleep Helsinki. The aim of this thesis is to create and implement a social media marketing plan for CheapSleep Helsinki's Facebook and Instagram accounts. The development of a social media marketing plan for these channels is needed, since the company does not have one at the current time. In order to establish a successful social media marketing plan for the business the following steps are carried out during a time period of five months, between the beginning of December 2018 and end of April 2019.

Firstly, an overview of the commissioner, CheapSleep Helsinki is presented, in order to receive a sufficient understanding of the company in general, as well as its' current social media presence. The overview includes a presentation of the hostel's operation, services and customers, an analysis of the company's current social media presence, as well as its competition's social media presence. In addition, the business' owned, earned and paid media are displayed, and a SWOT analysis is carried out.

Secondly, the concept of social media, as well as the current consumer behaviour and trends in social media are discussed. Further, pros and cons of social media for business in general, pros and cons of Facebook and Instagram for business, as well as user characteristics of Facebook and Instagram are reviewed. The intention behind this is to receive knowledge on the current consumer behaviour, as well as what trends in social media and features of social media channels are popular at the moment, and how these have an impact on companies that are marketing via social media.

Thirdly, the planning process of CheapSleep Helsinki's social media marketing plan is discussed and based on the SOSTAC-Model. Next, the actual social media marketing plan for CheapSleep Helsinki's Facebook and Instagram accounts is developed. In order to do so, social media marketing objectives are set, along with the strategies, tactics and actions to reach the goals. In addition, a monitoring and measuring process is established.

Subsequently, the created social media marketing plan is implemented for a period of four weeks and the implementation results presented in chapter 6. Furthermore, improvement suggestions are made.

Lastly, a discussion about the thesis outcomes, further development suggestions and a reflection of the author's own learning and professional development is portrayed.

2 CheapSleep Helsinki

The following chapter presents an overview of the commissioning company, CheapSleep Helsinki for which a social media marketing plan will be established and implemented. For this purpose, the organization's operation, services and customers are presented, the hostels' current social media presence analysed, as well as its competition's social media presence. Additionally, the company's owned, earned and paid media is displayed, and a SWOT analysis is carried out.

2.1 Operation, services and customers

The commissioner of this thesis is CheapSleep Helsinki, which is a hostel located in the Vallila neighbourhood of Helsinki. It was established in 2012 by Oliver Lewis and Juni Yao, who are the current owners of the hostel. The accommodation provider is run by general manager, Gleb Pripachkin and operations manager Stella Dinh. An important aspect to mention about the company's staff is that its' team members are made up of various nationalities, which are constantly changing due to the fact that many receptionists are interns who only work for the organization for short periods of time. (CheapSleep Helsinki 2018a; CheapSleep Helsinki 2018d; CheapSleep Helsinki 2019c.)

Additionally, the hostel offers many different types of accommodation on two floors. Budget travellers may stay in one of the many dormitories and guests with higher budgets and standards may stay in one of the private rooms. Dormitories for both female and male travellers come in sizes of 4, 6, 8, 16, 18, 24 and 26 beds, whereas only female dormitories come in sizes of 10 and 18 beds. The private rooms include several standard family, triple, twin and double rooms with shared bathroom, as well as one double room with ensuite. (CheapSleep Helsinki 2018c.)

Further, all guests are provided with free Wi-Fi access in all areas of the hostel, a fully stocked kitchen on each floor, free lockers next to each bed, complimentary breakfast, as well as a 24 hours reception. In addition, towels may be rented, and slippers may be bought at the reception for people who are not staying in a private room, since these items are free of charge for private room guests. The reception also offers the sale of Helsinki and regional travel cards and single transportation tickets, as well as free luggage storage before check-in and after check-out. (CheapSleep Helsinki 2018b; CheapSleep Helsinki 2018d.)

More so, CheapSleep Helsinki's largest customer group are 20 to 30-year-old backpackers, most of which travel alone or in a group. Most of the hostel's guests are foreigners from all over the world. However, the largest single nationality groups are people from Finland, followed by people from Russia and Germany. (CheapSleep Helsinki 2019c.)

Furthermore, CheapSleep Helsinki sells their beds and rooms via their own website, booking channels such as booking.com, Hostelworld, Expedia or Agoda, as well as wholesalers like GTA, Hotelbeds, SunHotels or JacTravel. In addition, reservations may be made at the reception desk directly, via phone, email or message on one of the hostels social media platforms, Facebook and Instagram. (CheapSleep Helsinki 2019c.)

In order to gather more information about CheapSleep Helsinki's social media activities to help with the development of the social media marketing plan, an interview with the operations manager, Stella Dinh was conducted on the sixth of February in Helsinki, Finland. The questions and answers of the interview are attached as Appendix 1.

According to Dinh, the hostel is currently using the social media channels Facebook and Instagram, because these are the most popular platforms nowadays. The company is currently using these channels to communicate with customers, as well as to inform guests about hostel and city events and updates, such as CheapSleep Helsinki's new art gallery, new services or new museums in Helsinki, etc. When asked if the hostel has a certain target group on social media, the operations manager replied that they do not, since the business welcomes guests of all ages from all around the world. (Dinh 6 February 2019.)

At the time being, the company does not have, nor has it ever had a specific social media marketing plan or posting schedule. Subsequently, CheapSleep Helsinki does not have a particular person responsible for their social media channels, instead the organization encourages their receptionists and event organizers to post weekly in order to keep their social media accounts updated for potential customers. However, the hostel does not measure or monitor their social media activities or success in any way. (Dinh 6 February 2019.)

Nevertheless, the hostel has experimented with paid marketing campaigns on Facebook, in the form of boosting important posts, such as hostel events. This increased the company's awareness on social media but did not deliver any visible results in sales and revenue. (Dinh 6 February 2019.)

Consequently, the organization would like to gain apparent results from a social media marketing plan. The outcomes the hostel is hoping to achieve are an increase of brand

awareness, in the form of their good reputation, to local people in Helsinki and Finland, as well as attracting more talented workers for the company, and gaining more customers, especially during low season in order to increase sales and revenue during this period. In order to achieve these results, CheapSleep Helsinki which does not have a social media budget at the time, is willing to invest money in a social media marketing strategy, should the approach be able to bring the desired outcomes. (Dinh 6 February 2019.)

In addition, the accommodation provider is utilizing their Facebook and Instagram accounts for customer service, in the form of answering message inquiries, posting hostel news and collecting reviews. Further, the company does not use any social messaging apps at the moment. However, they have tried working with Viber, but as customers were not interested in communicating with the hostel via this channel, they stopped using it. (Dinh 6 February 2019.)

The last question asked was, who CheapSleep Helsinki's main competitors are. The operations manager mentioned the Yard Concept Hostel and Eurohostel Helsinki to be their prime competitors when referring to social media marketing. (Dinh 6 February 2019.)

2.2 Social media situation analysis

The social media marketing plan that is being created for the commissioner, CheapSleep Helsinki is constructed according to the SOSTAC-Model. The SOSTAC-Model is a digital marketing strategy model, which consists of six steps that help establish a successful digital marketing plan. The details and theory of the SOSTAC-Model is explained further in subchapter 4.1. The first phase of the SOSTAC-Model is the situation analysis which is presented in the following. (Smith 2012.)

A situation analysis provides important information on present opportunities and issues a company faces. The situation analysis consists of an analysis of an organization's social media accounts, as well as an analysis of its competitors' social media accounts. This is then followed by an analysis of the brand's owned, earned and paid media, as well as a SWOT analysis to highlight the company's internal strengths and weaknesses, as well as its external opportunities and threats. (Tuten & Solomon 2018, 115.)

The social media account activities which will be analysed are CheapSleep Helsinki's Facebook and Instagram profiles as these are the hostels active social media accounts for

which a social media marketing strategy will be developed as agreed upon with the commissioner. Subsequently, only the competitors' Facebook and Instagram accounts will be examined.



Image 1. Screenshot of CheapSleep Helsinki's Facebook profile and cover photo (CheapSleep Helsinki 2019a)

Firstly, CheapSleep Helsinki's social media accounts are analysed, beginning with the hostel's Facebook page. As displayed in Image 1 above, the accommodation provider's profile and cover picture clearly display the company's logo and name, distinctly indicating the content of the page. Additionally, CheapSleep Helsinki themes their profile and cover picture according to the season and offers a discount code in their cover photo for page visitors. All of these aspects account for a positive first impression of the page. (CheapSleep Helsinki 2019a.)

Further, CheapSleep Helsinki's Facebook account activities are analysed. Table 1 below displays a summary of the findings.

Table 1. Summary of CheapSleep Helsinki's Facebook account activities

Number of page likes	15 134
Number of page followers	15 023
Post frequency	0.3 posts per day
Post types	Links & photos
Average link engagement	19
Average photo engagement	35
Post content	Information about Helsinki & Finland, hostel and city events, hostel updates/news
Average post length	374
Rating	3.8 out of 5 based on 1359 people

Message responds rate	85%
Average message responds time	11hrs 20min
Contact options	Message, phone, website, email, address (directions)

As displayed in Table 1 above, currently CheapSleep Helsinki has 15134 page likes and 15023 followers on their Facebook page. As indicated by Facebook Insights, most of the hostel’s page likes happen on the page itself, followed by search and very few page likes are gathered from page suggestions. Further, the people who follow the accommodation provider’s Facebook page are almost an equal number of women (52%) and men (48%), most women, as well as men followers (52%) are between the ages of 18 and 24, as illustrated in Figure 1 below. (CheapSleep Helsinki 2019a; Facebook Insights 2019.)

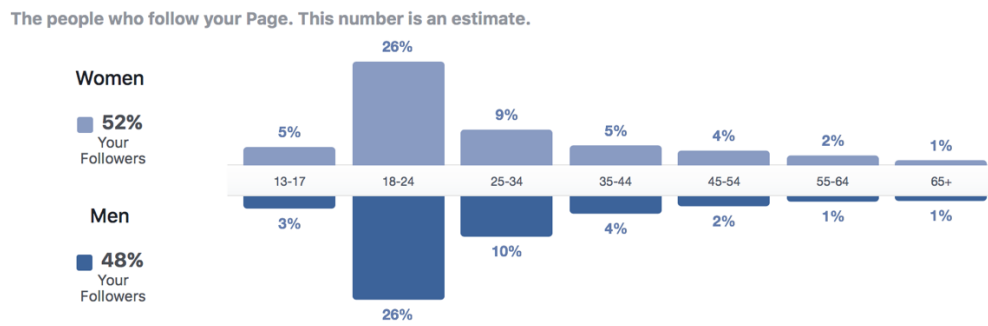


Figure 1. CheapSleep Helsinki’s page followers according to age and gender (Facebook Insights 2019)

Additionally, Facebook Insights indicates that the hostel’s top three followers are from Poland (6055), Lithuania (3556) and Finland (1174). However, the top three followers who have actually been reached by the company’s posts are Finland (1762), Poland (685) and Brazil (574), with Helsinki being the city that is reached the most (537). Further, most of these followers are online between 12 and 10 pm every day of the week. (Facebook Insights 2019.)

Furthermore, CheapSleep Helsinki averages 0.3 posts per day, with most of them being links and photos. Image 2 below, indicates the average number of reach and engagements link and photo posts receive. A post including a link reaches slightly more people (924) than photo posts (833), however photo posts receive more engagement (35) than link posts (19), especially in the form of post clicks (28 compared to 10). The content of these posts is mainly information about Helsinki and Finland, hostel and city events, as

well as updates and news about the hostel itself. All of these posts average 374 characters in length, which is too long as post with 40 to 100 characters are likely to receive the highest amount of engagement. (Facebook Insights 2019; Likealyzer 2019a.)

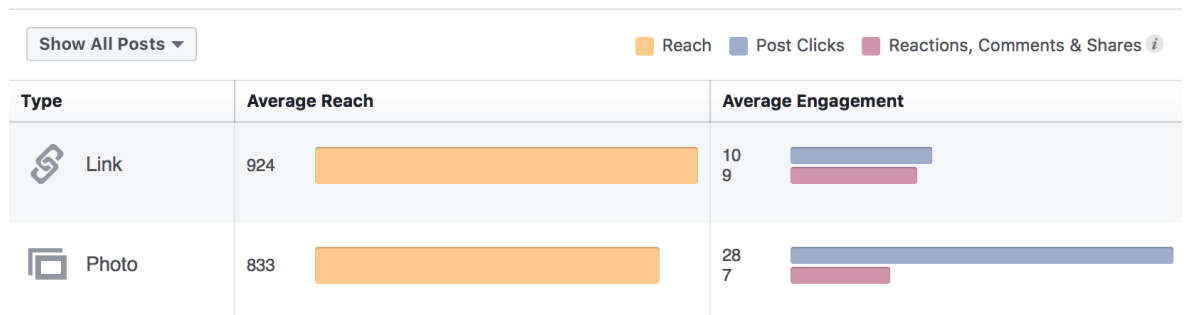


Image 2. CheapSleep Helsinki’s average post reach and engagement (Facebook Insights 2019)

More so, CheapSleep Helsinki has a rating of 3.8 out of 5 based on 1359 Facebook reviews. Additionally, the hostel has a Facebook message responds rate of 85 percent, which went up 13 percent in the last seven days, as well as a responds time which averages 11 hours and 20 minutes. (Facebook Insights 2019.)

In addition, the contact options provided on CheapSleep Helsinki’s Facebook page are call and message buttons, as well as a website link, email address and address with a directions button. In spite of this, contact options are not used very much by page visitors. According to Facebook Insights, no more than five actions have been taken per month on the hostel’s Facebook page in the past 6 months. The actions which have been taken are mainly website and action button clicks, e.g. message button. (Facebook Insights 2019.)



Image 3. Screenshot of CheapSleep Helsinki’s Instagram profile (CheapSleep Helsinki 2019b)

Secondly, CheapSleep Helsinki’s Instagram account is analysed. As shown in Image 3 above, the hostel uses the same profile picture and name in Instagram as in Facebook, allowing for no confusing for account visitors. Further, Table 2 below displays the accommodation provider’s Instagram account activities. (CheapSleep Helsinki 2019b.)

Table 2. CheapSleep Helsinki’s Instagram account activities

Number of followers	291
Number of accounts followed	206
Type of accounts followed	Employees & guests
Number of posts	119
Post frequency	1-3 per month
Post types	Mainly photos
Post content	Information about Helsinki & Finland, hostel and city events, hostel updates/news
Hashtags	#cheapsleephelsinki, #hostel, #helsinki
Comment responds	Only responds to comments by liking
Contact options	Message, phone, email, directions, address, website

As Table 2 above indicates, CheapSleep Helsinki currently has 291 followers on Instagram and is following 206 accounts itself, which are mainly accounts from employees and guests. In addition, the hostel’s followers are primarily between the ages of 18 and 34, and consist of 52 percent men and 48 percent women, as displayed in Figure 2 below. (CheapSleep Helsinki 2019b; Instagram Insights 2019.)

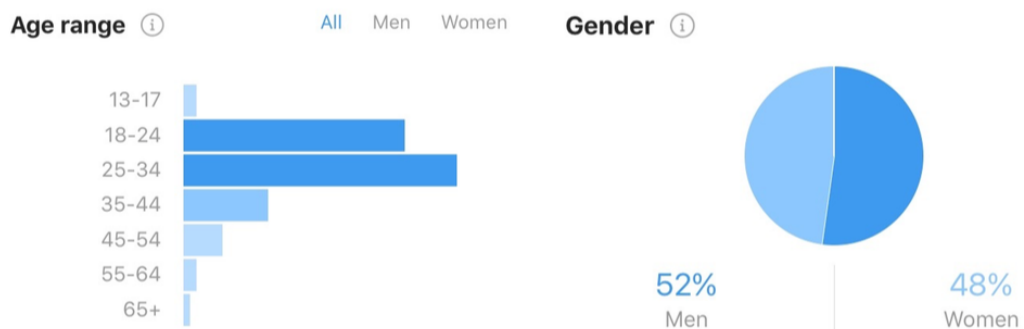


Figure 2. Age range and gender of CheapSleep Helsinki’s Instagram followers (Instagram Insights 2019.)

Furthermore, Figure 3 below indicates that most of these followers are from Finland, especially from Helsinki, followed by Russia, primarily from the city of Saint Petersburg. These followers are online similarly to Facebook between the hours of 12 and 9 pm every day. (Instagram Insights 2019.)



Figure 3. Top city and country locations of CheapSleep Helsinki's Instagram followers (Instagram Insights 2019)

Moreover, currently the company has created a total of 119 Instagram posts, posting between one to three times a month. Most of these posts are photos, which have the same content topics as the hostel's Facebook posts, however, the accommodation provider does not share the exact same posts on Facebook and Instagram. (CheapSleep Helsinki 2019b.)

Additionally, the business does not always use hashtags, but when doing so the hostel mainly uses its own hashtag, #cheapsleephelsinki, as well as the hashtags, #hostel and #helsinki. Also, CheapSleep Helsinki does not receive many comments on their posts, should it however receive any comments, the comments usually do not receive a response, instead they tend to get liked by the company. (CheapSleep Helsinki 2019b.)

Further, as seen in Image 3, the hostel provides account visitors with contact options, such as call, email and direction buttons, as well as their address and website link. Additionally, the company may be messaged privately. (CheapSleep Helsinki 2019b.)

2.3 Competition analysis

Next, CheapSleep Helsinki's competitor's social media presence is analysed. A table displaying the findings can be found in Appendix 2. In addition, CheapSleep Helsinki's findings are included for a better comparison.

As indicated in Appendix 2, CheapSleep Helsinki's main social media competitors are The Yard Concept Hostel and Eurohostel Helsinki, as mentioned by the operations manager

during the interview (Appendix 1). Similar to CheapSleep Helsinki, both competitors are present in Facebook and Instagram. Beginning with Facebook, the cover and profile pictures of both competitors are not as clearly displayed as CheapSleep Helsinki's profile and cover photo. As seen in Image 4 below, The Yard Concept Hostel does not display their name clearly in their profile or their cover picture. (Dinh 6 February 2019; The Yard Concept Hostel 2019a.)

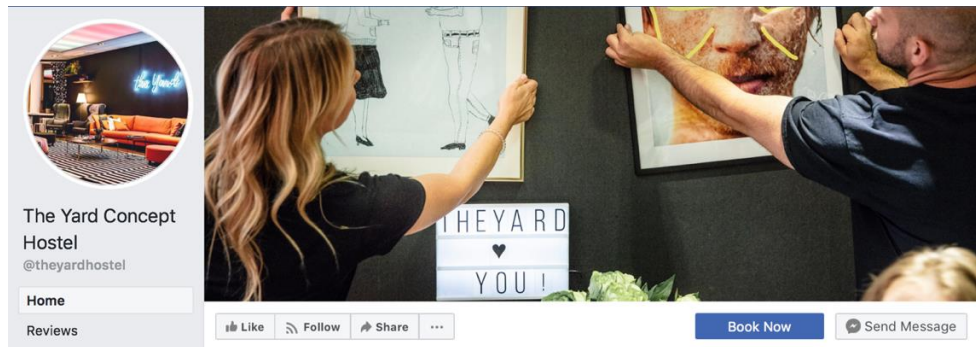


Image 4. Screenshot of The Yard Concept Hostel's Facebook profile and cover photo (The Yard Concept Hostel 2019a)

As seen in Image 5 below, Eurohostel Helsinki on the other hand, has its' logo, which displays its name clearly, as their profile picture, but has a low-resolution picture of Helsinki's seafront as their cover photo. (Eurohostel Helsinki 2019a.)

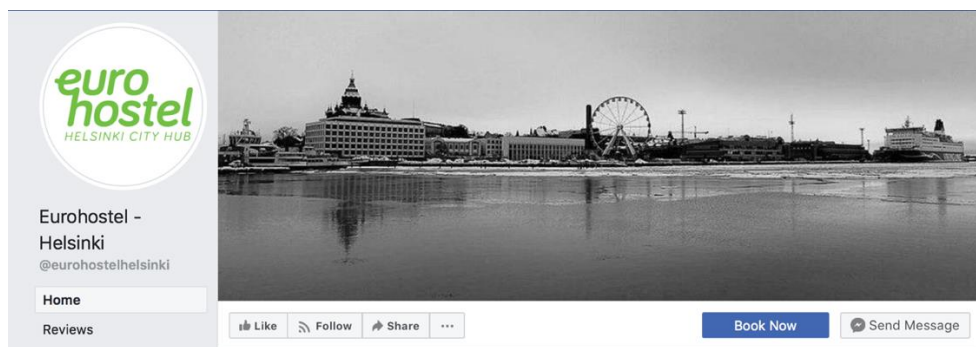


Image 5. Screenshot of Eurohostel Helsinki's Facebook profile and cover photo (Eurohostel Helsinki 2019a)

Further, the number of likes and followers each hostel has varies. In this aspect CheapSleep Helsinki has a clear advantage over the competition, since it has the highest number of likes (15134) and followers (15023). In comparison, the Yard Concept Hostel has 530 likes and 537 followers, and Eurohostel Helsinki has 1748 likes and 1696 follow-

ers. Additionally, the ratings on each of the hostels Facebook pages are difficult to compare, as the number of reviews vary a lot (Appendix 2). (CheapSleep Helsinki 2019a; Eurohostel Helsinki 2019a; The Yard Concept Hostel 2019a.)

Moreover, the post types, as well as the post content from CheapSleep Helsinki and Eurohostel Helsinki are very similar. Both of the hostels post mainly links and photos, which include information, news and events about Helsinki and Finland, as well as updates, news and events of the hostels themselves. However, unlike CheapSleep Helsinki, Eurohostel Helsinki also posts in Finnish, although their Finnish posts do not receive as much engagement as their English language posts do. The post frequency is also similar with CheapSleep Helsinki, which has a post frequency of 0.3 posts per day, compared to Eurohostel Helsinki with a post frequency of 0.2 posts per day, with an average post length of 374 (CheapSleep Helsinki) and 297 (Eurohostel Helsinki). (CheapSleep Helsinki 2019a; Eurohostel Helsinki 2019a; Likealyzer 2019a; Likealyzer 2019b.)

Nevertheless, the post engagement rate of both of these accommodation providers is quite different, as Eurohostel Helsinki has an average post engagement rate of two percent and CheapSleep Helsinki's post engagement rate being less than one percent. Thus, Eurohostel Helsinki has a visible dominance over CheapSleep Helsinki in this aspect. (CheapSleep Helsinki 2019a; Eurohostel Helsinki 2019a; Likealyzer 2019a; Likealyzer 2019b.)

Furthermore, The Yard Concept Hostel's post types, post content, post frequency, post length and post engagement rate are rather different from CheapSleep Helsinki's and Eurohostel Helsinki's. The Yard Concept Hostel most frequently posts photos which are mainly updates and news about the hostel itself, as well as some recommendations on things to do and events in Helsinki. This content is posted with a frequency of 0.5 posts per day, although the hostel has been posting every day, since January 2019. The average length of these posts is 191 characters, with an engagement rate of three percent. As a result, The Yard Concept Hostel has an upper hand over both CheapSleep Helsinki and Eurohostel Helsinki in the features discussed above. (Likealyzer 2019c; The Yard Concept Hostel 2019a.)

In addition, the average message responds time of The Yard Concept Hostel is similar to CheapSleep Helsinki's responds time as they both typically reply within a day. In contrast, Eurohostel Helsinki manages to respond faster, as the hostel typically replies within one hour. More so, besides the message contact option, all three accommodation providers also have their address, phone number, website link, email address, as well as direction

button for contact opportunities on their profile. Further, The Yard Concept Hostel, as well as Eurohostel Helsinki also have a “book now” button at the top of their pages, which is something that CheapSleep Helsinki does not offer. (CheapSleep Helsinki 2019a; Eurohostel Helsinki 2019a; The Yard Concept Hostel 2019a.)



Image 6. Screenshot of The Yard Concept Hostel’s Instagram profile (The Yard Concept Hostel 2019b)

Next, the competitions Instagram accounts are analysed and compared to CheapSleep Helsinki’s Instagram account. First of all, as seen in Image 6 above and Image 7 below, The Yard Concept Hostel, as well as Eurohostel Helsinki use the same profile picture in Instagram as in Facebook, much like CheapSleep Helsinki. (CheapSleep Helsinki 2019b; Eurohostel Helsinki 2019b; The Yard Concept Hostel 2019b.)



Image 7. Screenshot of Eurohostel Helsinki’s Instagram profile (Eurohostel Helsinki 2019b)

Further, The Yard Concept Hostel has far more followers (1016) than CheapSleep Helsinki (291) and Eurohostel Helsinki (309). The number of accounts The Yard Concept Hostel follows (876) is also much higher in comparison with CheapSleep Helsinki (206) and Eurohostel Helsinki (309). (CheapSleep Helsinki 2019b; Eurohostel Helsinki 2019b; The Yard Concept Hostel 2019b.)

The type of accounts that are followed differ depending on the hostel. The Yard Concept Hostel and Eurohostel Helsinki follow tourism and travel organizations, as well as tourist attractions. Additionally, The Yard Concept Hostel follows private (non-business) accounts, and Eurohostel Helsinki also follows other accommodation providers in Helsinki. On the contrary, CheapSleep Helsinki mainly follows its employees and guests. Subsequently, both competitors have an advantage over CheapSleep Helsinki as they follow accounts with content that may be useful to repost, as well as to keep track of the competition. (CheapSleep Helsinki 2019b; Eurohostel Helsinki 2019b; The Yard Concept Hostel 2019b.)

More so, The Yard Concept Hostel has a further superiority over CheapSleep Helsinki and Eurohostel Helsinki in reference to number of posts, as well as post frequency. The Yard Concept Hostel has a total of 492 posts with a post frequency of 0.5 posts per day, in comparison to CheapSleep Helsinki's 119 posts with a post frequency of one to three posts per month, and Eurohostel Helsinki's 172 posts with a post frequency of five to 15 posts per month. (CheapSleep Helsinki 2019b; Eurohostel Helsinki 2019b; The Yard Concept Hostel 2019b.)

In addition, all three hostels post mainly photos, and The Yard Concept Hostel and Eurohostel Helsinki's Instagram posts are exactly the same posts as their Facebook posts. However, unlike The Yard Concept Hostel, which posts every post in Facebook and Instagram, Eurohostel Helsinki does not share all Facebook posts on Instagram, which is why Eurohostel Helsinki's post frequency is lower in Instagram than in Facebook. On the contrary, CheapSleep Helsinki's type of post content is the same in Instagram as in Facebook, however, the posts in Instagram and Facebook are never exactly the same. (CheapSleep Helsinki 2019b; Eurohostel Helsinki 2019b; The Yard Concept Hostel 2019b.)

Furthermore, as indicated in Appendix 2, all three accommodation providers have their own hashtags in Instagram, which are advertised in their bio. Nevertheless, the general usage of hashtags varies. CheapSleep Helsinki does not use hashtags as frequently and

as much as its competition does. The Yard Concept Hostel uses more than 20 hashtags with each post, which also include Russian hashtags. Eurohostel Helsinki, on the other hand, uses only five to ten hashtags on each post. (CheapSleep Helsinki 2019b; Eurohostel Helsinki 2019b; The Yard Concept Hostel 2019b.)

Moreover, all three hostels respond to comments by liking the comments, apart from The Yard Concept Hostel which also responds by answering to their comments, giving The Yard Concept Hostel yet another advantage over the other two hostels. Further, the contact options are the same for all three accommodation providers. These contact options include: message, phone, email, direction, address, as well as a website link.

(CheapSleep Helsinki 2019b; Eurohostel Helsinki 2019b; The Yard Concept Hostel 2019b.)

In addition, as seen in Image 6, The Yard Concept Hostel organizes its' Story Highlights into atmosphere, breakfast and events with the corresponding cover picture, giving an organized and professional impression of the company. CheapSleep Helsinki, on the other hand, has many highlights in their bio, but since they are not sorted in any way, they appear rather messy (Image 3). On the contrary, Eurohostel Helsinki does not use the Story Highlight feature, as seen in Image 7. (CheapSleep Helsinki 2019b; Eurohostel Helsinki 2019b; The Yard Concept Hostel 2019b.)

2.4 Owned, earned and paid media

Owned, earned and paid media are defined next, followed by an overview of CheapSleep Helsinki's owned, earned and paid media, as well as improvement suggestions of these. Owned media refers to channels a business creates and controls by itself. This may be a company's website, blog, social media accounts, etc. Although, a brand does not directly "own" its social media account, the company still creates and controls its' shared content on the channel to a certain degree. (Campbell 2018; Tuten & Solomon 2018, 21.)

In contrast, earned media is represented when customers, the public or the press become a marketing channel for a business by sharing the brands content either by word of mouth, online or other form of media at no cost for the company. Thus, a brand "earns" this type of media by making themselves known and giving people something to talk about voluntarily. (Campbell 2018; Tuten & Solomon 2018, 21.)

Paid media on the other hand, is present when an organization pays a third-party channel for its benefits. This third-party channel usually has the ability to reach a larger audience

than the business itself. Examples of third-party channels are sponsors, displayers of advertisements, search engines, etc. (Campbell 2018; Tuten & Solomon 2018, 21.)

In addition, it is vital to understand that not only paid media has a cost, owned and earned media also have costs. Owned media can cost a business both time and money. Time needs to be spent improving and developing the website, blog, social media accounts, etc. At the same time, these kinds of developments might cost money, should the company have to bring in experts to perform certain tasks. (Campbell 2018.)

On the other hand, earned media might not cost money but it does cost an organization a lot of time. The reasons behind this is that the brand must engage with customers constantly and consistently (e.g. via social media or blog discussions and shares) in order to gain and keep a good reputation and make themselves well-known. As a result, assuming that paid media is the most expensive would be incorrect. (Campbell 2018.)

Furthermore, in order to be successful in owned, earned and paid media, all three of them must be used together, this is referred to as converged media. Hereby, one or two types of media are usually used to amplify one another. When doing so, a business will be able to better promote itself, as well as gain new and loyal customers that share their brand's content voluntarily. (Campbell 2018.) Further, Table 3 below, shows CheapSleep Helsinki's current owned, earned and paid media.

Table 3. CheapSleep Helsinki's owned, earned and paid media

Owned media	Earned media	Paid media
<ul style="list-style-type: none"> – Website – Online booking service – Social media accounts (Facebook & Instagram) 	<ul style="list-style-type: none"> – Reviews – Ratings 	<ul style="list-style-type: none"> – Booking channels – Wholesalers

As displayed in Table 3 above, CheapSleep Helsinki's current owned media contains its website, its online booking service on the website and its social media accounts (Facebook & Instagram). The hostel's current earned media exists of its reviews and ratings on booking channels (e.g. booking.com), recommendation sites (e.g. TripAdvisor), comparison websites (e.g. trivago), as well as on its' Facebook page. In addition, CheapSleep Helsinki's paid media include several booking channels such as booking.com, Hostelworld, Expedia or Agoda, as well as wholesalers like GTA, Hotelbeds, SunHotels or JacTravel. (CheapSleep Helsinki 2019c.)

After reviewing the information mentioned above, certain improvements which could help develop CheapSleep Helsinki's owned, paid and earned media marketing come to mind. For example, the hostel could improve their owned media marketing by being more active and consistent in their current social media channels. This could be implemented by posting daily updates on their operations, as well as interesting and engaging content in the form of competitions, promotions and things to do throughout the city.

Additionally, CheapSleep Helsinki might also consider finding and utilizing influencers (paid media) in their social media marketing. Therefore, the company will have combined owned and paid media which will amplify its earned media should the company manage to get the content from influencers discussed further.

2.5 SWOT analysis and social media marketing goals

Lastly, CheapSleep Helsinki's SWOT analysis is presented, the results of which are summarized and illustrated in a table attached as Appendix 3. The SWOT analysis sums up the social media marketing strengths, weaknesses, opportunities and threats that are present for CheapSleep Helsinki at this time.

CheapSleep Helsinki's social media marketing strengths include its' presents on Facebook and Instagram, as well as its' fairly high follower number (15023) on Facebook, which gives the potential to reach a rather large audience. Additionally, the hostel has a consistent brand image on both Facebook and Instagram, since it uses the same profile picture, which is its' logo, in both Facebook and Instagram. (CheapSleep Helsinki 2019a; CheapSleep Helsinki 2019b.)

Also, the accommodation provider has several company-contact options available on their Facebook page, as well as its' Instagram bio, making it easy to communicate with the business. Further, the content and topic of CheapSleep Helsinki's posts is an additional strength, since the organization provides users with important and useful information about the city, country and the hostel itself. (CheapSleep Helsinki 2019a; CheapSleep Helsinki 2019b.)

In spite of that, CheapSleep Helsinki has several weaknesses which need to be turned into strengths. The hostel does not have, nor has it ever had a social media marketing strategy, as well as a success measurement and monitoring tool. As a result, the com-

pany has a low follower number on Instagram, a low post frequency on Facebook and Instagram, a poor post engagement rate, as well as a poor reach, especially on Facebook in comparison to its' follower number. (CheapSleep Helsinki 2019a; CheapSleep Helsinki 2019b; Dinh 6 February 2019.)

In addition, the business' average post length is too long, which can lead to a lack of interest from the audience, as people do not enjoy long texts on posts. More so, the hostel, unlike its' competitors does not have a direct booking button on their Facebook page, which can result into losing potential customers. (CheapSleep Helsinki 2019a; CheapSleep Helsinki 2019b; Likealyzer 2019a.)

Furthermore, the company's message responds time on Facebook, which is over 11 hours at the time being is too long, especially compared to its' competition, Eurohostel Helsinki which has an average message responds time of one hour. Additionally, comments on Instagram are not responded to in form of answers, even if there is a question, which does not portray a positive brand image. Also, the type of accounts (employees & guests) which the hostel follows on Instagram are not beneficial for their social media marketing, as it can rarely be used to repost useful information, as well as to keep up to date with competition and the tourism environment in Helsinki and Finland. (CheapSleep Helsinki 2019b; Eurohostel Helsinki 2019a; Facebook Insights 2019.)

Even so, CheapSleep Helsinki has several opportunities to consider in order to make its' social media marketing more effective. These include its' presence on the current most popular (Facebook) and fastest growing (Instagram) social media channels worldwide. With an up to date social media marketing strategy, posting important, useful and interesting content on these platforms regularly and frequently, gives the hostel the opportunity to extend their brand awareness, thus gain potential customers from all over the world. (Hospitality Sales & Marketing Association International 2018, 79; Tuten & Solomon 2018, 181.)

Additionally, CheapSleep Helsinki can take advantage of the current social media trends in order to keep up with, as well as by-pass its competitors. This may be done by sharing video-based content (e.g. vertical videos, stories, live-broadcasts, IGTV), as social media users are showing an increasing demand of video content. User-generated content has also seen a higher demand in the past year. Subsequently, the company may appeal to its' audience and potential audience more by reposting and sharing content from its' previous guests, as well as encouraging its' current customers to post content about the business. In addition, micro-influencers can be hired to promote the hostel, as research has

indicated that social media users tend to be convinced by influencers more than the company itself. (Barysevich 2018; Charlesworth 2018, 17; Del Gigante 2018; Hospitality Sales & Marketing Association International 2018, 80-86; Mehta 2018; Tuten & Solomon 2018, 84-87.)

Further, due to creations such as WhatsApp Business, the opportunities for social customer service have risen. Therefore, the hostel should make use of these opportunities and try to communicate with customers more via different channels in order to increase customer satisfaction, and consequently gain loyal customers. Additionally, the past year has seen a rise in social shopping opportunities, especially through the installation of the “shop now” button on Instagram posts. Utilizing these new social shopping tools can lead to an increase in sales and revenue. The above-mentioned trend opportunities are discussed in more detail in subchapter 3.2. (Copp 2018; Del Gigante 2018; Peters & Griffis 2019.)

Nevertheless, CheapSleep Helsinki has certain threats which it needs to respond to, monitor and be aware of at all times. These threats are certain aspects of its’ competitors social media marketing, such as The Yard Concept Hostel’s post frequency and engagement rate on Facebook and Instagram, its’ high number of Instagram followers and its’ appealing Instagram Story Highlights, as well as Eurohostel Helsinki’s one-hour message responds time and both competitors’ direct booking button options on Facebook. (Eurohostel Helsinki 2019a; The Yard Concept Hostel 2019a; The Yard Concept Hostel 2019b.)

Further social media marketing threats for CheapSleep Helsinki include the lack of consumers’ trust towards a business on social media, due to last year’s events like Facebook’s Cambridge Analytica scandal. Consequently, the company must be more transparent and gain the trust of potential customers before sales can be generated. Also, current social media marketing trends suggest a growing need for social advertisement, as competition on social media is increasingly high. All of the above-mentioned trend threats are illustrated further in subchapter 3.2. (Copp 2018; Del Gigante 2018; O’Brien 2018; Patel 2018; Peters & Griffis 2019.)

All in all, CheapSleep Helsinki would benefit from a social media marketing plan a great deal, especially considering that they do not have one at the present time. Subsequently, based on the SWOT analysis mentioned above, objectives for CheapSleep Helsinki’s social media marketing plan may be increasing its’ follower number, reach, and brand awareness on both Facebook and Instagram by posting regularly.

In addition, gaining new and loyal customers by interacting with them when needed (e.g. responding to messages and comments) may be another important social media marketing goal for the hostel. Further, keeping up and by-passing its competition on Facebook and Instagram, as well as increasing sales and revenue are further objectives the company may achieve with a social media marketing strategy, when taking advantage of the opportunities and eliminating the threats referred to above.

3 Social media

In the following chapter the concept of social media is described. Additionally, the current consumer behaviour and trends in social media, as well as the pros and cons of social media for business, Facebook and Instagram are displayed, along with the user characteristics of Facebook and Instagram.

3.1 The concept of social media

In order to comprehend the term social media, it can be divided into two parts. Firstly, the phrase “social” describes the interaction of sharing and receiving information with and from people worldwide. Secondly, the term “media” refers to the type of communication which in this case is the internet, opposed to more traditional media such as newspapers. (Nations 2018.)

In general, social media is defined as an online form of communication, collaboration, conveyance and cultivation which enables users to share personal messages, ideas, information and various forms of media such as videos with interconnected people and organizations (Merriam-Webster 2018; Tuten & Solomon 2018, 4). As a result, various virtual social networks and communities are established which consist of user-generated content (Charlesworth 2018, 7; Investopedia 2018).

Social media access and engagement is made possible via hardware devices, such as smartphones, tablets, desktops, laptops, smartwatches, televisions or game consoles which are equipped with internet applications or internet-based software. Furthermore, the idea behind social media is to have the ability to interact and share information with people worldwide. (Investopedia 2018; Tuten & Solomon 2018, 10-11.) Thus, social media activities may include social networking, photo sharing, video sharing, blogging, business networking, social gaming, virtual worlds, reviewing, etc. (Investopedia 2018.)

Additionally, social media is used by both individuals and businesses. For individuals, the main purpose of social media practice is keeping in touch with family and friends, discovering job opportunities, as well as interacting with people worldwide who share common interests. Businesses on the other hand, use social media for driving sales, promoting products and services, finding new customers, building relationships with customers and other businesses, as well as keeping up with trends and offering customer service. This type of social media usage is referred to as social media marketing. (Charlesworth 2018, 7; Investopedia 2018.)

Furthermore, in order to know whether a website or application can be classified as social media, there are some common features which all social media must include. According to Nations (2018) these aspects are: user accounts, profile pages, news feeds, friends, groups, followers, hashtags, notifications, personalization, like buttons and comment sections, information saving, posting or updating, as well as rating, review or voting systems.

Moreover, as stated by Tuten and Solomon (2018, 12) similar social media channels can be classified into different categories which are referred to as the four zones of social media, zone one being social community, zone two being social publishing, zone three being social entertainment and zone four being social commerce.

The first zone, social community focuses on sharing, socializing and conversing with people who share the same identification or interest in order to build or maintain relationships. Social communities can comprise of multi-way and two-way communications and take place on social channels like social network sites, forums, message boards and wikis, for example, Facebook or Twitter. (Tuten & Solomon 2018, 12-16.)

The second zone, social publishing is based on knowledge sharing via editorial, commercial and user-generated content enabling and encouraging sharing and participation. Social publishers can be categorized into four groups, which are brands, individuals, professional who are linked to an organization, as well as independent professionals. Social publishing takes place on social channels, such as blogs (e.g. WordPress), micro sharing sites (e.g. Twitter), or media sharing sites (e.g. Instagram). (Tuten & Solomon 2018, 12-15.)

The main purpose of the third zone, social entertainment is to supply the audience with enjoyment and pleasure on social media, which is usually succeeded with games, as well as music and artistic content. This usually takes place on social gaming channels (e.g. Game2Play), social music networks (e.g. Spotify), and social television and video platforms (e.g. YouTube). (Tuten & Solomon 2018, 12-16.)

The fourth and last zone, social commerce includes social media channels with online shopping, selling and buying features of services and products. These types of social channels have the ability to influence buying decisions due to the recommendations, opinions and experiences shared on these social platforms. Examples of social commerce channels are Facebook, TripAdvisor, Etsy or Yelp. (Tuten & Solomon 2018, 15-16.)

Further, social media has certain issues which every user should be aware of. Firstly, excessive social media usage may lead to addiction, inattentiveness, jealousy, stress and in some cases depression. Secondly, social media has a reputation of providing misleading or false information, owing to the fact that there is little to no fact-checking on what has been published. (Investopedia 2018; Nations 2018.)

Thirdly, spam of both bots and real people is an increasing issue. Fourthly, cyberbullying and cyberstalking are becoming easier due to an increase in location sharing, as well as problems with security and privacy settings on social networks such as Facebook, Instagram or Snapchat. Lastly, self-image manipulation is more and more possible, as a result of filters and other image manipulation techniques. (Nations 2018.)

3.2 Current consumer behaviour and trends in social media

In the following current consumer behaviour and trends in social media are described. These include an increasing popularity of video content, consumer's trust issues towards businesses and social networks, micro-influencers, user-generated content, social customer service, social shopping, as well as social advertisement.

Firstly, the constant increasing popularity of video content is discussed. The demand of video content has continued to grow over the past year and is expected to gain even more popularity in 2019. According to several social media experts, 80 percent of the content consumed online in 2019 is expected to be video based content. (Barysevich 2018; Hospitality Sales & Marketing Association International 2018, 80; Mehta 2018.)

The primary reason for the growing video content demand, is the fact that consumers have become more interested in seeing behind the scenes footage of their favourite brands, celebrities, etc. This intimate, personal, in-the-moment experience footage can be captured especially well via vertical selfie videos in form of the ephemeral Story feature, since it gives users a more authentic feeling, making the video seem more trustworthy and relatable, compared to horizontal high production videos. (Mehta 2018; O'Brien 2018; Patel 2018.)

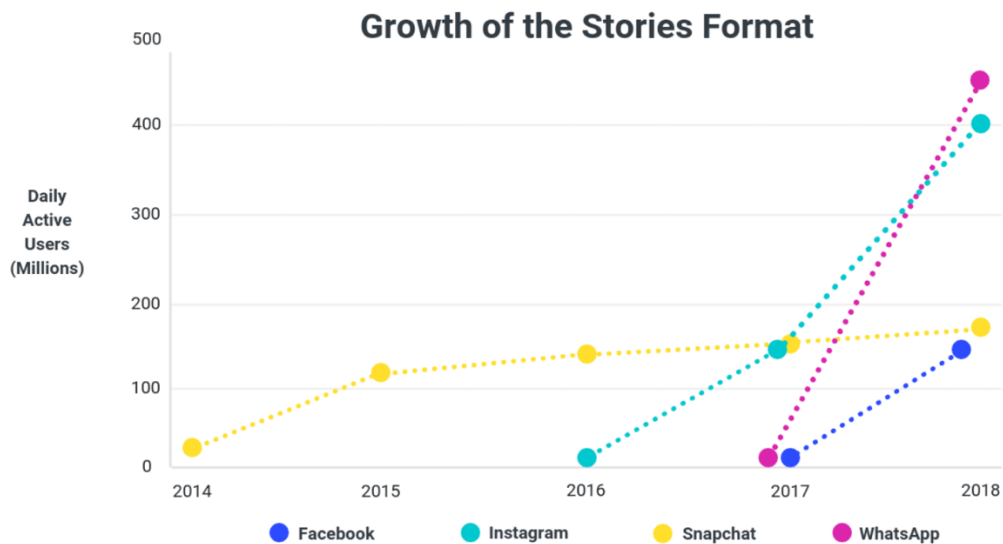


Figure 4. Growth of the Stories Format (Peters & Griffis 2019)

As illustrated in Figure 4 above, ephemeral video content in the form of Stories, has seen a large rise in popularity throughout 2018, and is expected to become the main social sharing format, thus replacing the Newsfeed format in 2019. Particularly, WhatsApp and Instagram Stories have become increasingly popular, Instagram Stories alone are generating 1200 percent more shares compared to text and image based-content combined. As a result, social media marketers need to integrate the Story feature into their marketing strategy and share more personal and intimate behind the scenes footage of one's brand, in order to become more trustworthy and build successful customer relationships. (Carter 2018; Copp 2018; Mehta 2018; Patel 2018; Peters & Griffis 2019.)

Further, not only Stories, but also Live broadcasts have gained more popularity in 2018 and are set to grow in popularity and demand further throughout 2019. Much like Stories, Live broadcasts also have an ephemeral and authentic nature. However, Live broadcasts are considered to be more authentic than Stories, due to their spontaneity and the fact that these videos leave no room for editing or mistake correction, instead technical errors or adhoc issues may occur. Nevertheless, consumers tend to understand this and be forgiving, in fact it tends to strengthen users trust and loyalty towards a business, since genuine mistakes usually only appear in authentic content. (Barysevich 2018; Mehta 2018.)

Additionally, the fact that Stories, as well as Live broadcasts tend to be rather short in length, makes these features more popular, especially with the generation Z and Millennials who tend to have a rather short attention span. Thus, Stories and Live broadcasts are an effective way to reach young audiences. (Mehta 2018; Peters & Griffis 2019.)

More so, another vertical video-based social media content on the rise is social TV. With the launch of Instagram TV (IGTV) in June 2018, vertical social TV has become more and more popular. Unlike, Instagram Stories and videos, IGTV uploads are not limited to one minute, instead IGTV is utilized to distribute long-form videos that consist of up to one hour of viewing time. This makes IGTV similar to traditional TV, especially, since IGTV also offers various channels for users to choose from. Subsequently, IGTV is expected to pick up further in 2019, owing to the fact that more than 50 percent of digital videos in a vertical format are now viewed on mobiles. As a result, the social network, Instagram is predicted to grow exponentially in 2019. (Carter 2018; Mehta 2018; Peters & Griffis 2019.)

Secondly, a social media consumer behaviour which has been monitored throughout 2018, is the fact that users do not fully trust businesses on social media anymore, as well as the social networks themselves. The primary reasons behind the lack of trust are several scandals and breaches concerning privacy and data protection, especially in regard to Facebook's security scandal, a.k.a. Cambridge Analytica scandal, as well as the fact that consumers are worried about how much information social marketers and advertisers have on them. Consequently, social networks, as well as social media marketers and advertisers have to become more transparent in their actions (e.g. label paid advertisements, create authentic content, behind the scenes view of the brand, etc.), in order to regain consumers' trust. (Copp 2018; Del Gigante 2018; O'Brien 2018; Patel 2018.)

Thirdly, major influencers have been a big trend in the last few years. Major influencers have millions of followers who trust them and consider them to be a knowledgeable source of information. Therefore, major influencers have the ability to influence their followers purchase decisions by paring up with businesses and promoting the business' products or services on their own page for all their millions of followers to see. Major influencer marketing has proven to be very effective over the years, making it one of the fastest growing social media marketing trends. (Barysevich 2018; Tuten & Solomon 2018, 84-87.)

Subsequently, the number of social media major influencers has increased, along with their prices. Consequently, many brands are not able to afford major influencers anymore, therefore many businesses have switched to micro-influencers. Major influencers usually have several million followers, whereas micro-influencers usually have under 100 000 followers, nevertheless most of these followers are highly engaged and genuinely interested in the content posted by the micro-influencer. More so, on the contrary to major influenc-

ers, micro-influencers are present in every market niche and not targeted by major advertisers, making micro-influencers down-to-earth and trustworthy. As a result, micro-influencers can be as effective as major influencers. (Barysevich 2018; Del Gigante 2018.)

Fourthly, user-generated content is becoming more important as consumers are trusting fellow consumers who know less about the product or service more than the company itself. This is visible especially in the travel and tourism industry. Prior to choosing and reserving restaurants, accommodation or sights, most travellers focus on reading reviews and recommendations on social networks, such as Facebook. Additionally, a survey conducted by Social Media Today resulted in the fact that 84 percent of Facebook users have been influenced on their travel decisions by viewing travel experiences of their friends on Facebook. (Charlesworth 2018, 17; Hospitality Sales & Marketing Association international 2018, 80-86.)

Fifthly, social customer service is predicted to be implemented and extended by more brands in 2019. In 2018, the usage of chatbots has become an upcoming trend. Chatbots are AI-driven (artificial intelligence driven) communication tools that interact with customers in a natural and human way. They are mainly used in chat windows and have shown a significant rise in usage in Facebook throughout 2018. Thus, 80 percent of social customer service is expected to be operated by chatbots in 2020, as they have received successful feedback from users in 2018, as well as the fact that chatbots decrease the time-consumption of social customer service for brands. (Mehta 2018; O'Brien 2018; Peters & Griffis 2019.)

Furthermore, as displayed in Figure 5 below, messenger apps, such as WhatsApp and Facebook Messenger are on the rise and have more monthly active users than social media platforms. Consequently, in 2019 WhatsApp and Facebook Messenger are expected to be used far more as a customer service channel. Specifically, WhatsApp should see an increase as a customer service platform, due to the launch of the WhatsApp Business API in August 2018. This new customer service channel gives consumers the chance to communicate with a company on a platform that they are already using and are familiar with, without receiving any marketing messages. (Peters & Griffis 2019.)

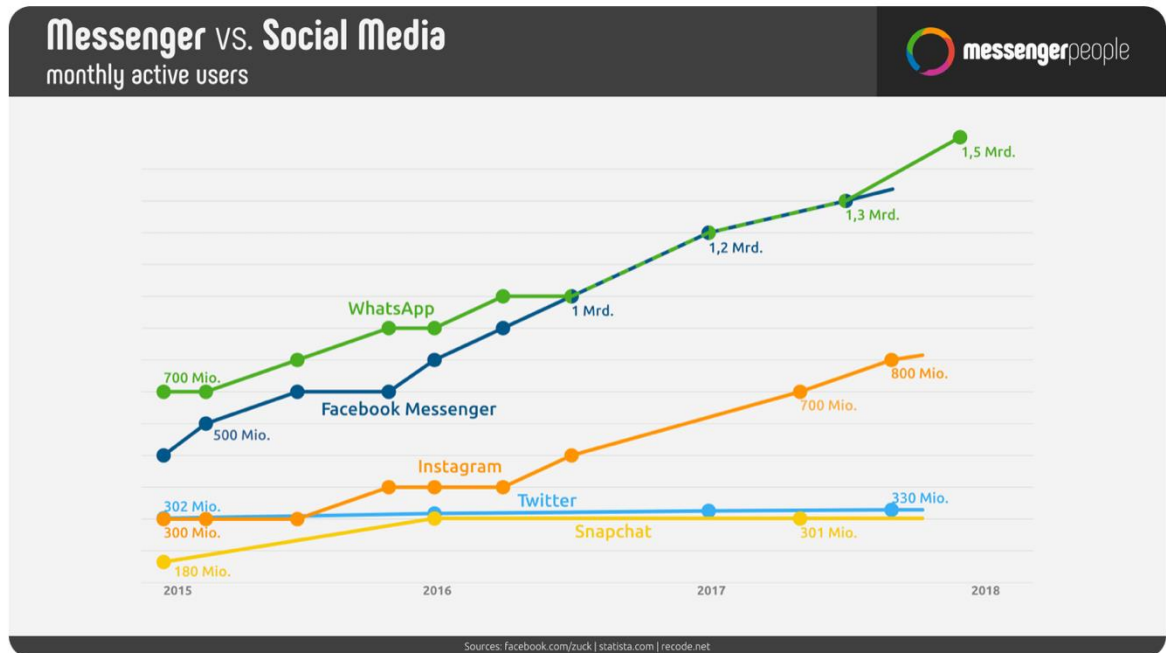


Figure 5. Messenger vs Social Media (Peters & Griffis 2019)

In addition, WhatsApp Business API lets brands respond to messages for free within 24 hours, meaning that organizations are forced to reply to their customers in a timely manner. This is of great importance, as customers are expecting businesses to respond as fast as possible, due to the fact that consumers are using social media 24/7 worldwide. Further, 30 percent of users say that they would turn to a competitor, should a company ignore them on social media, and 71 percent state that they would recommend a business should they receive good social customer service. Thus, the need for companies to offer fast and responsive social customer service in 2019 is more important than ever. (Del Gigante 2018; Peters & Griffis 2019.)

Sixthly, social shopping is on the rise, as social networks have continuously added on-platform shopping features in the past year and are expected to continue to do so in 2019. Instagram in particular has been adding a vast number of features to the network which makes on-platform shopping easier, these include: creating collections of products, viewing a business' products and services on their profile page, as well as adding product tags in videos. (Copp 2018; Del Gigante 2018.)

Lastly, the need for social advertisement is increasing year by year, due to a constant rise in competition on social media. As a result, social media marketers are raising their social advertisement budget, in 2018 alone, social advertisement budgets increased by up to 32 percent. Consequently, one in every four Facebook pages have started to utilize paid media on Facebook. (Copp 2018; Peters & Griffis 2019.)

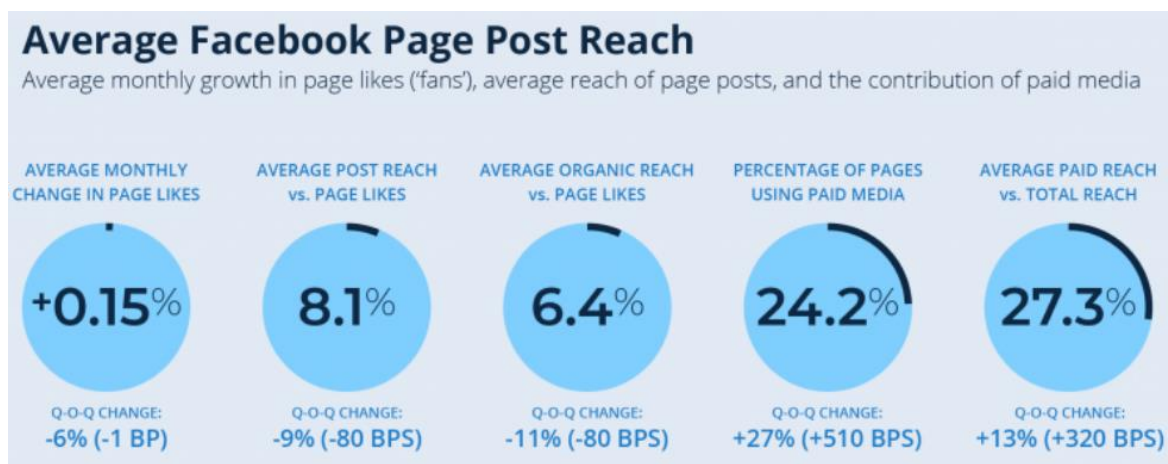


Figure 6. Average Facebook Page Post Reach (Copp 2018)

More so, the need for paid advertisement on Facebook is illustrated in Figure 6 above, which clearly indicates that competition is high even when using paid media, since 24.2 percent of all pages are already using paid advertisements. Also, displayed in Figure 6 is that 27.3 percent more users can be reached via paid media. Subsequently, in order to successfully implement paid advertisements, brands need to put the same amount of time and effort into their advertisements as money. Additionally, an effective and easy way for companies to get started on paid media, is to boost organic posts which are performing well. (Copp 2018; Peters & Griffis 2019.)

3.3 Pros and cons of social media for business

Social media has become one of the most efficient and powerful marketing channels for businesses in the last few years. Nevertheless, social media marketing can only be a success when carried out effectively, in order to do so, certain advantages and disadvantages when using social media for business purposes need to be considered and understood before using it as a marketing effort. (Oza 2018; Tuten & Solomon 2018, 19.)

Subsequently, Table 4 below, summarizes the pros and cons of social media for business. Starting with the positives, through social media a large audience can be reached owing to the fact that social media currently has 2.62 billion users worldwide, which is expected to reach 2.77 billion in 2019 (Statista 2019). Consequently, the opportunity to reach millions of different people is given. In order for a business to reach its target group, social media makes it possible to divide audiences into various groups according to their sex, age, social status, etc. (Oza 2018.)

Table 4. Pros and cons of social media for business

Pros	Cons
<ul style="list-style-type: none"> – Large audience – Large source of content – Cost-efficient – Driving sales – Customer service tool – Relationship building & management – Increased brand awareness and loyalty – Marketed research 	<ul style="list-style-type: none"> – Algorithms – Negative feedback – Time-consumption – Connectivity – Slow ROI

As seen in Table 4 above, according to Hospitality Sales & Marketing Association International (2018, 80) social media offers a wide variety of content created by professional writers, photographers, etc. that can be of great use when searching for useful and informative content to repost on one’s own page. Additionally, a great amount of user-generated content about one’s own business can often be found online and used to promote one’s organization. User-generated content is rather powerful, since consumers tend to trust other consumers more than the company itself. This aspect is discussed further in the previous subchapter 3.2.

More so, cost-efficiency is another advantage when using social media for business. The fact that on most social networks the creation and interaction of a business profile on a basic level is free, makes it rather cost-efficient. (BusinessBlogs 2018; Oza 2018.) Furthermore, driving sales is attainable on all social platforms when creating sales promotions, as well as special deals and offers especially for social media. In fact, many customers and potential customers follow or like a brand’s social media account in order to receive special deals. (Hospitality Sales & Marketing Association International 2018, 81; Tuten & Solomon 2018, 23.)

In addition, social media can be used as a customer service tool, as well as to build and maintain customer relationships, which can then increase brand awareness and loyalty. Social channels make it possible for consumers to engage, interact and communicate with businesses 24 hours a day. By monitoring, reacting and interacting with one’s customers online, for example by answering questions, commenting on reviews, etc., a brand can improve the image consumers have of the organization. Additionally, through regular and fast interactions with customers, loyal and long-term relationships can be created, which in return generate profit for the business. (BusinessBlogs 2018; Harrison 2018; Hospitality Sales & Marketing Association International 2018, 81; Oza 2018; Tuten & Solomon 2018,

19.)

Furthermore, market research can be conducted via social media, given the fact that social networks provide tools which enable listening to users' needs, interests, wants, lives, values, as well as industry trends based on consumer behaviour. This type of action is referred to as social listening and can provide useful insights for competitor analysis, service recovery, as well as developing new product or service ideas. (Hospitality Sales & Marketing Association International 2018,80; Tuten & Solomon 2018, 27.)

Having discussed positive features of social media for business, the negative aspects also have to be taken into consideration. Firstly, social networks' algorithms control the news feeds of all users on social channels such as Facebook and Instagram. Algorithms are established to filter the users' news feed content based on past behaviour and personal preference. As a result, users are limited to seeing content from people and businesses which they have interacted and engaged with in the past, making it difficult for organizations to gain visibility, should they have not had much visibility before. (Tuten & Solomon 2018, 28.)

Secondly, negative feedback is another disadvantage for social media marketing. One negative comment alone can have a huge negative impact on any business should it go viral. Thus, every brand needs to make sure to put the employee, who is best at dealing with customers' complaints in charge of keeping track of online feedback, as well as dealing with the negativity in a timely manner. (Harrison 2018; Oza 2018.)

Thirdly, time-consumption and connectivity can create an issue when using social media for business purposes. Since users are connected to social media 24 hours a day, it is important to create and provide interesting and suitable content for one's customers constantly, as well as to respond to enquiries, comments or feedback in a timely manner, owing to the fact that social media users nowadays expect speedy results due to constant connectivity. However, this can prove problematic to many companies, since it requires a large amount of time to constantly monitor social media activities, as well as continuously creating content. (BusinessBlogs 2018; Harrison 2018; Oza 2018.)

Lastly, return on investment (ROI) takes a long time to gain, since social media marketing is considered to be a long-term investment, and one cannot achieve results in just a few days (BusinessBlogs 2018; Oza 2018). All in all, both the advantages and disadvantages of social media for business need to be considered before any brand can begin to plan a social media marketing strategy.

Next, the following two subchapters describe the pros and cons of Facebook and Instagram for business, as well as user characteristic of Facebook and Instagram. The purpose for this is to gain a deeper understanding about these two social platforms, as the social media marketing plan which will be created for CheapSleep Helsinki will focus on the hostel's current Facebook and Instagram accounts as agreed upon with the commissioner.

3.4 Pros and cons of Facebook and Instagram for business

The social network, Facebook was founded in 2004 by Mark Zuckerberg and fellow Harvard University students. The social platform's primary function is to bring people from all over the world closer together and build communities. Nowadays, Facebook has developed into a well-known marketing channel for businesses worldwide. (Facebook 2018; Sponder & Khan 2018, 62; Techopedia 2018.)

In 2010, the social network, Instagram was founded. The social platform is a mobile based photo and video sharing app and was bought by Facebook in 2012 for 1 billion US dollars. Due to the fact that Facebook owns Instagram, its functionalities for marketers are closely linked to Facebook, which will be explained further in this subchapter. (Instagram 2018; Sponder & Khan 2018, 65.)

In the following, pros and cons of using Facebook and Instagram for business are discussed. Firstly, Facebook's advantages and disadvantages when used for business, are displayed in Table 5 below and explained in more detail in the following paragraphs.

Table 5. Pros and cons of Facebook for business

Pros	Cons
<ul style="list-style-type: none"> – Brand awareness increase – Affordable – No contract – Multimedia content – Drive website traffic – Customer service & feedback made easy – Wide-range of specific targeting options – Success measurement made easy 	<ul style="list-style-type: none"> – News feed algorithm – Privacy policy changes – Fake profiles & news – Negative feedback – Time consumption – Budget

As seen in Table 5 above, an advantage when using Facebook for business is that it can increase any business' brand awareness due to the fact that Facebook is the largest and

most active social media to this day. In fact, users spend more time on Facebook compared to any other social platform. Thus, a wide scale of demographics throughout the world can be reached via Facebook. (Hospitality Sales & Marketing Association International 2018, 83; Kolowich 2017; NI Business Info 2018; Sponder & Khan 2018, 195.)

Additionally, Facebook is affordable. Businesses may create a free page where they are able to post multimedia content (e.g. texts, videos, links, pictures, music, etc.) with no extra costs and no contract. The multimedia posting ability, allows organizations to promote specific products or services (e.g. apps, games, flights, etc.), while increasing an organization's website traffic when posting content which includes links to one's website. Also, more than seven million websites and apps can be integrated to Facebook, making specific customize brand experiences possible. (Gaille 2015; Hospitality Sales & Marketing Association International 2018, 83; NI Business Info 2018.)

Further, providing customer service and receiving feedback is made easy via Facebook. Its free messaging service can be used for direct contact between customers and the business, while Facebook's review and comment options can supply feedback for the company. Additionally, a brand's customers' interests and preferences can be studied via feedback and comments. (Hospitality Sales & Marketing Association International 2018, 83; NI Business Info 2018.)

In addition, the social network, Facebook has a wide-range of specific targeting options available for businesses to utilize. Not only does Facebook allow payed targeted advertising based on specific demographics, such as gender, location, age, etc, but it also enables the sharing of content to specific audiences based on previous deducted audience research on Facebook. (NI Business Info 2018; Sponder & Khan 2018, 196-197.)

More so, the success of Facebook marketing may be measured rather easily. A company's success can be evaluated via the so-called 'Facebook Insights' page of a Facebook business page. The 'Facebook Insights' page will display the number of likes, comments or shares a post receives, as well as the number of page-views and clicks the business profile generates. (Gaille 2015; Hospitality Sales & Marketing Association International 2018, 83; NI Business Info 2018.)

Even so, Facebook also has negative aspects when used for business purposes, one of which is that there are some features which a company has no control over when market-

ing themselves via Facebook. These components are the news feed algorithm, Facebook’s policy, fake profiles, as well as negative feedback. (Gaille 2015; Kolowich 2017; NI Business Info 2018; Sponder & Khan 2018, 197; Tuten & Solomon 2018, 28.)

Firstly, Facebook’s news feed algorithm makes it difficult for an organization to reach its’ target market via organic content, as mentioned and explained earlier in subchapter 3.3. Secondly, Facebook’s privacy policy could be changed at any given time and may become an issue for some brands. Thirdly, fake profiles and fake news will always be present and difficult to identify or filter for any business. Lastly, as mentioned in the previous subchapter 3.3, negative feedback will always be an issue and needs to be dealt with as fast as possible. (Gaille 2015; Kolowich 2017; NI Business Info 2018; Sponder & Khan 2018, 197; Tuten & Solomon 2018, 28.)

Additionally, time consumption and budget are further disadvantages of Facebook for business. The setting up and maintaining of a Facebook business profile demands a fair share of time. Therefore, it is often necessary to have an employee specifically in charge of social media marketing. Further, a budget for social media activities is often required, since payed advertisement is almost impossible to dismiss nowadays, due to the news feed algorithm issue of Facebook. (Hospitality Sales & Marketing Association International 2018, 83; NI Business Info 2018.)

Next, Instagram’s advantages and disadvantages when used for business are displayed in Table 6 below, as well as explained further in the following.

Table 6. Pros and cons of Instagram for business

Pros	Cons
<ul style="list-style-type: none"> – Popular – Visual reference of products and services – High engagement rates – Sharing across other social media made easy – Wide-range of specific targeting options – Success measurement made easy 	<ul style="list-style-type: none"> – Post-sorting algorithm – Small text descriptions only – Mobile focused – Time consumption – Budget

Table 6 above indicates that popularity is one of Instagram's advantages when used for business. Instagram has become one of the most popular social networks. Its wide-range of filters and special effects for images and videos, as well as its simple to use functionalities have made it popular and known as a visual platform. As a result, Instagram offers the opportunity to display a company's products and services with a visual reference, either by picture or video posts or by using the ever more popular Instagram Story feature. This can be beneficial for organizations, due to the fact that users remember visual posts more than text, as well as the fact that visuals drive far more engagement compared to text-based content. (Brandi 2018; Burkhart 2018; Gaille 2016; Hospitality Sales & Marketing Association International 2018, 85; Sponder & Khan 2018, 202.)

Furthermore, Instagram has high engagement opportunities, especially via hashtags and location tags, both of which are searched for by Instagram users daily. Additionally, posts which have a location tag receive 79 percent more engagement than posts without a location tag. Further, Instagram business profiles have a much higher engagement rate compared to Facebook business profiles, owing to the fact that Instagram users interact with brands ten times the amount than Facebook users do. In addition, over one third of Instagram users have made a purchase after interacting with a brand's profile. Also, the fact that Instagram posts are easily sharable across other social media platforms (e.g. Facebook) results in a high engagement rate. (Brandi 2018; Gaille 2016b; Kolowich 2017; Sponder & Khan 2018, 202.)

More so, since Instagram is owned by Facebook it offers the same wide-range of specific targeting options, as well as success measurement options via 'Instagram Insights' in a similar way as Facebook does, which is mentioned in the paragraphs above. (Brandi 2018; Sponder & Khan 2018, 202.)

In contrast, a disadvantage of Instagram for businesses is its post-sorting algorithm, which has the same disadvantages and functions as Facebook's news feed algorithm mentioned above and further explained in subchapter 3.3. (Gaille 2016; Kolowich 2017.)

Furthermore, Instagram is a mobile based social network, meaning that posts can only be made by uploads from a mobile or a PC app. Thus, most Instagram users access the platform via a smartphone, therefore potential clients who do not own a mobile device cannot be reached through Instagram. (Gaille 2016.)

More so, time consumption and the need for a budget are disadvantages of Instagram for business in the same perspective as for Facebook marketing, which is mentioned in the

paragraphs above (Gaille 2016; Hospitality Sales & Marketing Association International 2018, 85; Kolowich 2017).

3.5 User characteristics of Facebook and Instagram

About to be mentioned are the user characteristics of Facebook and Instagram. Firstly, Facebook's user aspects are displayed.

The social network, Facebook has 2.27 billion monthly active users, making it the most popular and dominant social media worldwide. As a result, users dedicate more time to Facebook compared to any other social channel, thus Facebook has become the most used social media in 119 countries. (Hospitality Sales & Marketing Association International 2018, 79; Sponder & Khan 2018, 195; Statista 2018c; Tuten & Solomon 2018, 181.)

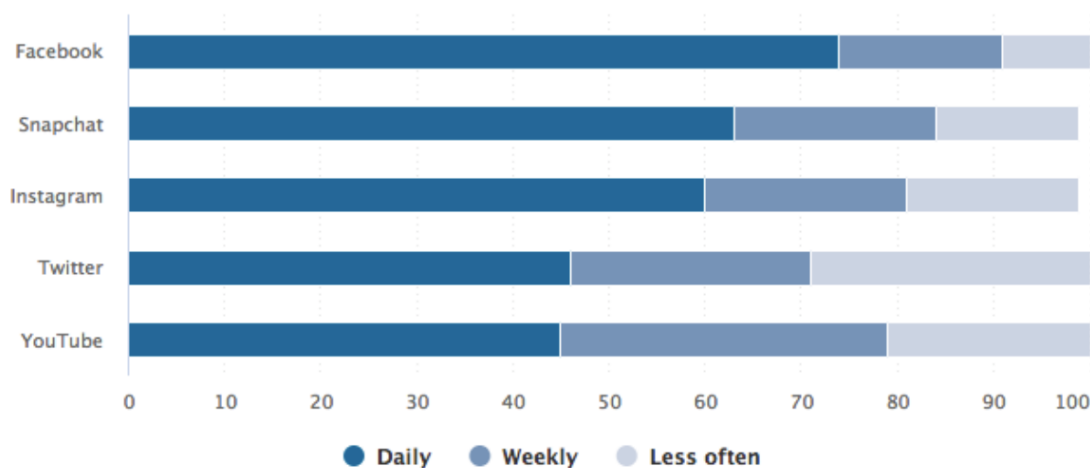


Figure 7. Usage frequencies of social media sites in percent (Pew Research Center 2018)

In addition, as seen in Figure 7 above, 74 percent of all monthly active Facebook users, interact with the social network on a daily basis. Further, the social platforms daily users visit Facebook approximately eight times in one day, with each session lasting around 10 to 12 minutes. Consequently, Facebook's daily active users expect new content on a regular basis more frequently than users of other social media. (Cooper 2018; Pew Research Center 2018; Sehl 2018.)

Furthermore, most Facebook monthly active users (794 Mio.) are located in the Asia-Pacific region, which is at the same time the social platforms fastest increasing region. Facebook's second largest region is Europe (364 Mio.), followed by the United States (239 Mio.). Correspondingly, over 50 percent of all Facebook users communicate in a different language than English. (Cooper 2018; Sehl 2018.)

As illustrated in Figure 8 below, most female and male monthly active Facebook users are between the ages of 18 and 24 (11% female users & 16% male users), as well as between the ages of 25 and 34 (12% female users & 19% male users) as of October 2018. In contrast, people aged 65 and above, are the least active Facebook users, closely followed by the age group 55 to 64 and teenagers between 13 and 17 years of age. Subsequently, the social network, Facebook is used by young adults more than by older age groups, as well as teenagers. (Statista 2018a.)

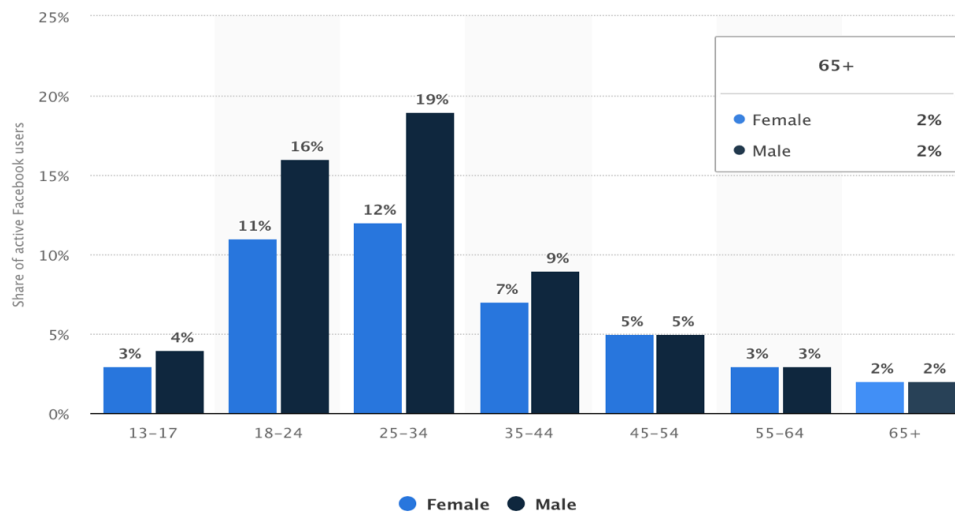


Figure 8. Distribution of Facebook users worldwide as of October 2018, by age and gender (Statista 2018a)

Further, 88 percent of all Facebook users access the social network via a mobile device. As a result, facebook.com has dropped down one place in the world's most visited website ranking. Therefore, the website is now on place three, behind Google and YouTube. Subsequently, marketers using Facebook need to be sure to post mobile-friendly content. In addition, to the increase of the Facebook App, the usage of the company's messenger service, Facebook Messenger has also grown, making it the most downloaded mobile app, followed by the main Facebook app. (Cooper 2018; Sehl 2018.)

Additionally, Facebook content has evolved from being text-based to photo, and especially video-based content. Accordingly, 71 percent of all Facebook users have increased their video viewing times in 2018, with 60 percent of all users being expected to increase their video viewing times further in 2019. Consequently, the average Facebook video post engagement rate (6.01%) is several percent higher compared to photo (4.81%), link (3.36%), or status posts (2.21%), which have all seen a decrease in their engagement rate due to the success of video posts. Further, 150 million Facebook users are making

use of Facebook’s story feature, and Facebook’s Live broadcast function has seen a usage increase of four times the amount in 2018 compared to the previous year. The usage of both, Facebook Stories and Facebook Live broadcast features are expected to rise further in 2019. (Cooper 2018; Hospitality Sales & Marketing Association International 2018, 83.)

More so, from a business point of view, Facebook is the main social media for B2B and B2C marketing, with around 50 million businesses being present on Facebook and one third of all Facebook users interacting with companies on a regular basis. However, only 31 percent of all organizations use the Facebook Messenger app. Nevertheless, 24.2 percent of all Facebook business pages use paid advertisement, due to the fact that Facebook advertisement allows for more specific audience targeting compared to organic posts. Accordingly, a business using only organic posts reaches approximately 6.4 percent of its audience, and a company utilizing both organic and paid media reaches around 8.1 percent of its followers. (Cooper 2018; Hospitality Sales & Marketing Association International 2018, 83.)

Secondly, Instagram’s user characteristics are discussed. The social platform, Instagram has approximately 1 billion monthly active users, and currently ranks as the sixth most popular, as well as the fastest growing social media worldwide. Consequently, 35 percent of adults who are present online are using Instagram, 22 percent of which visit the social network once a day, and 38 percent use Instagram several times a day. (Clarke 2018; Hospitality Sales & Marketing Association International 2018, 79; Statista 2018d; Worthy 2018.)

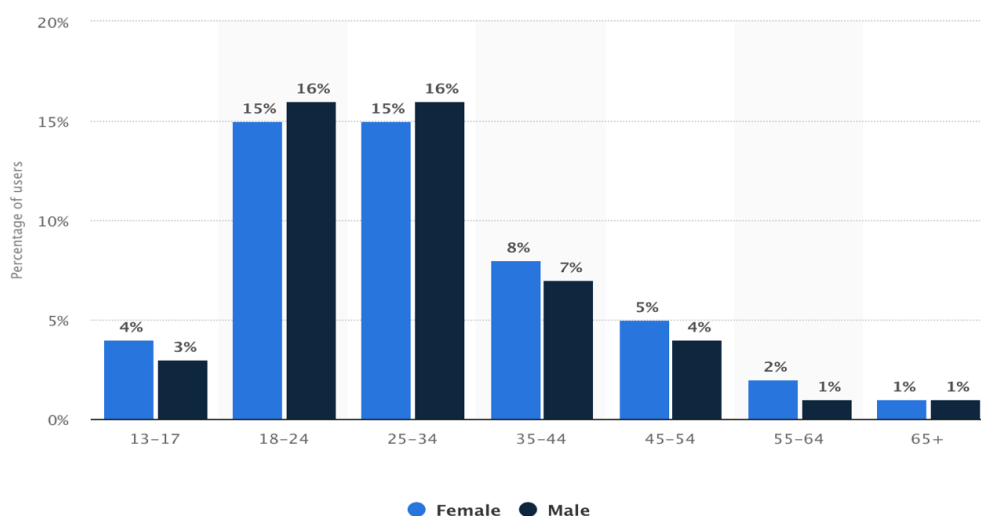


Figure 9. Distribution of Instagram users worldwide as of October 2018, by age and gender (Statista 2018b)

Furthermore, as seen in Figure 9 above, similar to Facebook, Instagram's most active monthly female and male users are each between the ages of 18 and 24 (15% female users & 16% male users), as well as 25 and 34 (15% female users & 16% male users). Subsequently, only five percent of users are aged 55 and above. Additionally, only seven percent of Instagram users are teenagers between the ages of 13 and 17. Thus, the social platform, Instagram, much like Facebook, is used by young adults more than by older age groups, as well as teenagers. Further, users under the age of 25 tend to spend around 32 minutes per day on the app, whereas users above 25 years of age allocate approximately 24 minutes a day to Instagram. (Clarke 2018; Statista 2018b.)

In addition, 25 million brands have an Instagram business profiles and more than 200 million users view at least one business profile a day. Further, as much as 80 percent of all Instagram users follow at least one brand and 60 percent of all users utilize Instagram to find new products. As a result, 72 percent of Instagram users have purchased a product after discovering it on the app. Therefore, Instagram users are 70 percent more likely to purchase products online, compared to any other social media users. The key to success for a business on Instagram, is posting content users can relate to, as well as using appropriate hashtags. (Clarke 2018; Tuten & Solomon 2018, 5; Worthy 2018.)

More so, Instagram has the highest engagement rate of all social media. On average, 70 interactions are received per post per 1000 users, this is seven times more the amount of interactions a post from other social platforms, such as Facebook generates. Consequently, Instagram has an interaction rate of around 2.2 percent, unlike Facebook which only has an engagement rate of 0.22 percent, making Instagram the most dominant social network for user engagement. The reason behind Instagram's high engagement rate is down to its popular Story feature, as well as an increase of 80 percent yearly in video content. The popularity of Instagram Stories and other video content is discussed in more detail in subchapter 3.2. (Clarke 2018; Tuten & Solomon 2018, 6.)

4 Planning social media activities

The following chapter displays the process of how the social media activities for CheapSleep Helsinki's social media marketing plan are created. For this purpose, the marketing strategy model, SOSTAC is explained, as well as applied to CheapSleep Helsinki's social media marketing planning procedure.

4.1 SOSTAC-Model

The SOSTAC-Model will be utilized to plan CheapSleep Helsinki's social media activities in a strategic way. Thus, the planning model is explained in the following.

The SOSTAC-Model was created in the 1990's by PR Smith and has been voted by the Chartered Institute of Marketing centenary poll into the top three business models globally. The goal of the SOSTAC-Model is to help create a successful digital marketing strategy while using a simple and tactful approach. (Smith 2012.)

As illustrated in Figure 10 below, the SOSTAC-Model is comprised of 6 steps: situation analysis (S), objectives (O), strategy (S), tactics (T), actions (A), and control (C). The first step of the planning system is the situation analysis, which should give answer to the question: Where are we now? In order to answer the question, analyses in regard to the marketplace, market trends, competencies, customers and competitors need to be evaluated. The SWOT-analysis can be of help with the situation analysis. (Smith 2011.)



Figure 10. PR Smith's SOSTAC Planning System (Smith 2011)

The SWOT-model examines a company's current market position by diagnosing the organization's strengths (S), weaknesses (W), opportunities (O) and threats (T). The analysis of strengths and weaknesses leads to finding opportunities and threats in the market and its environment. It is crucial to take advantage of the found opportunities in order to gain power in the market, as well as trying to eliminate the identified weaknesses, thus reducing the threats. (Kotler & Armstrong 2018, 79-80.)

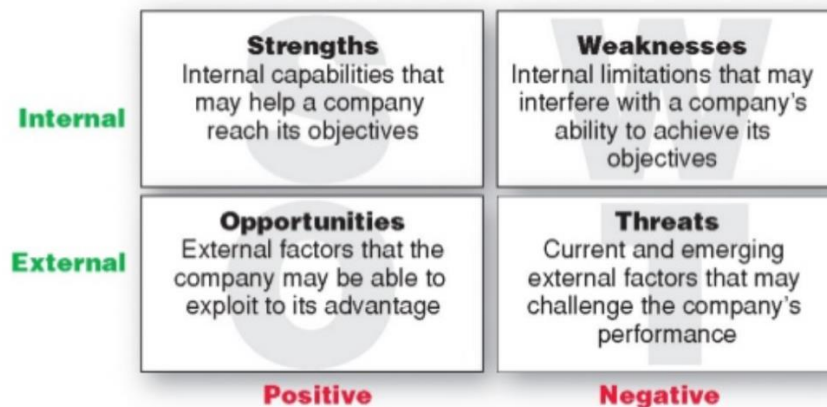


Figure 11. Managing the Marketing Effort SWOT analysis (Kotler 2010)

In addition, Figure 11 above displays how the strengths, weaknesses, opportunities and threats are related to the internal and external environment. The internal environment describes what the business itself is able (strength) and unable (weakness) to do, according to its internal capabilities and limitations. (Kotler & Armstrong 2018, 80.)

When analysing the external environment, it is imperative to keep an eye on the trends and developments in the market in order to identify the opportunities and threats in the area. Opportunities are understood to be favourable aspects which an organization may profit from. In contrast, threats are developments or trends which can be unfavourable and harmful to a company's profits and sales when not undertaking severe actions against. (Kotler & Armstrong 2018, 80.)

The second step of the SOSTAC-Model are the objectives which should give answer to the question: Where do we want to be? Objectives are goals which every business needs to determine in order to get to where they want to be in the marketplace. Goals can be determined by fulfilling the 5S's, which stand for: sell (sales and market share), serve (customer satisfaction), sizzle (wow factor), speak (number of customers), as well as save (quantified efficiency gains). (Smith 2011.)

Nevertheless, Chaffey (2016) who co-wrote the book, *Emarketing Excellence*, as well as worked on improving the SOSTAC-Model with PR Smith, suggested to use the more detailed SMART goal model when determining objectives. SMART stands for: specific (S), measurable (M), attainable (A), relevant (R) and time bound (T). Thus, in order to set appropriate objectives, they must be specific (S). This means that the more detailed and clear an objective is, the easier and more likely it will be for the company to accomplish its goal. Specific objectives usually answer to what, who, where, which and when. (Lee 2017.)

Further, objectives must be measurable (M) in order to know when the goal has been achieved, for example by choosing an exact follower number to reach in a certain social network. Also, goals must be attainable (A) which means that they must be realistic. Additionally, it is vital that the desired goals will have a positive impact on the business, thus goals must be relevant (R). Furthermore, each goal must be given a certain time frame (T) in which it should be reached. (Lee 2017.)

Once objectives are set, the following stage in the SOSTAC-Model is the strategy, which should reply to the question: How do we get there? When planning the strategy, the STOP & SIT method may be used to organize one's thoughts, as well as to be sure that all strategic elements are present. STOP & SIT stands for: segments (S), target markets (T), objectives (O), positioning (P), as well as sequence (S), integration (I), and targeting and segmentation (T). (Chaffey 2016; Smith 2011.)

The next phase in the SOSTAC-Model is called tactics, which are the details of the strategy and responds to the question: How exactly do we get there? In this part the marketing mix is considered, which consists of the four P's of marketing: product (or service), price, place and promotion. (Kotler & Armstrong 2018, 78; Smith 2012.)

Each one of these four P's has aspects and details which need to be considered and determined for the tactics planning. Features of the product (or service) to decide on are: variety, quality, design, features, brand name, packaging and services. Pricing aspects to establish are: list price, discounts, allowances, payment periods, as well as credit terms. Place details to choose are: channels, coverage, locations, inventory, transportation, and logistics. And promotion elements to determine are: advertising, personal selling, sales promotion, public relations, as well as direct and digital promotion. (Kotler & Armstrong 2018, 78.)

After determining these tactics, the subsequent step of the SOSTAC-Model comes into play, which is the action stage and answers to the question: Who does what, when and how? This part is considered to be the details of the tactics. The business needs to decide on who does what and when, whether internal or external staff will be used, as well as which systems and processes will be implemented. (Smith 2012.)

The last part of the SOSTAC-Model is referred to as control, and solves the question: How do we know we will get there? In this step KPIs, and analytics to monitor and measure success and customer satisfaction are determined, as well as the reporting frequency, process and actions. Finally, the three M's which stand for: men (employees), money (budget), and minutes (time allocation) need to be discussed. (Smith 2011; Smith 2012.)

4.2 Planning process for CheapSleep Helsinki

Having discussed the SOSTAC-Model in the subchapter above, the individual planning process for CheapSleep Helsinki's social media activities is now explained and based on the SOSTAC-Model. The planning method for the hostel's social media activities is visualized in Figure 12 below.

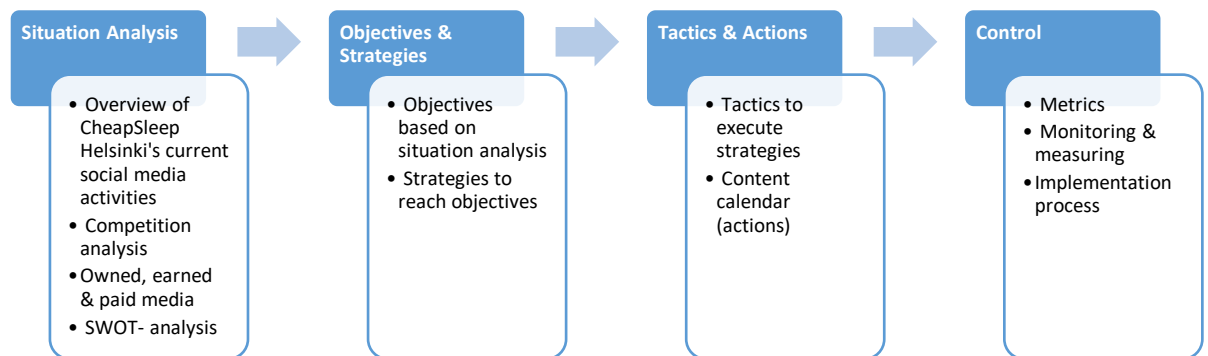


Figure 12. Social media activities planning process for CheapSleep Helsinki

As indicated in Figure 12 above, the first step of creating CheapSleep Helsinki's social media marketing plan is the situation analysis, according to the SOSTAC-Model. The situation analysis of the accommodation provider is presented in chapter 2. It includes an overview of the company's current social media activities in Facebook and Instagram, as well as information gathered from an interview with the organization's operations manager, a competition analysis, an overview of the hostel's owned, earned and paid media

and a SWOT-analysis, which also keeps the trends and consumer behaviour discussed in chapter 3 in mind.

Next, the objectives and strategies for CheapSleep Helsinki's social media marketing plan are determined in subchapter 5.1 and based on the results of the situation analysis. The objectives are defined as SMART goals, mentioned in subchapter 4.1. above, by adding a strategy to each objective that answers the questions: what, who, where, which and when. Therefore, combining phases two and three of the SOSTAC-Model.

Further, parts four and five of the SOSTAC-Model, which are tactics and actions are also merged for the purposes of planning CheapSleep Helsinki's social media marketing plan. The tactics represent the details of the strategies and include specific social media profile changes, post content ideas, call to action (CTA) phrases, hashtags, post frequency suggestions, etc. The tactics lead to the creation of a content calendar, which represents the action stage of the SOSTAC-Model. During the action phase specific posts are planned and executed with the help of the content calendar, representing the details of the tactics.

Finally, the last step of the SOSTAC-Model, control, is presented by choosing specific metrics to monitor and measure social media performance. These metrics are monitored and measured with the help of Facebook Insights and Instagram Insights on a weekly, monthly and annual basis. In addition, for the purpose of this thesis, the chosen metrics are monitored and measured for a period of four weeks. Once this period has ended the results are analysed and the created social media marketing plan for CheapSleep Helsinki adjusted according to the findings.

5 The social media marketing plan for CheapSleep Helsinki

In the following, the social media marketing plan for CheapSleep Helsinki is established. The plan is constructed according to the process mentioned in subchapter 4.2 above.

5.1 Objectives and strategies

Appropriate objectives, as well as the strategy to reach these are set in the following. In order to determine relevant objectives for CheapSleep Helsinki's social media marketing plan, the findings of the hostel's situation analysis, competition analysis, and SWOT analysis are reviewed, and the interview with the hostel's operations manager is also considered. The details of these findings can be viewed in chapter 2.

The results of these analyses indicate that CheapSleep Helsinki has poor reach and engagement rates on both of their social media channels, Facebook and Instagram. The dominant reason behind this is that the company has a low and irregular post frequency on both of these channels, especially compared to its competition. This aspect along with the fact that the hostel has never had a social media marketing strategy, is the organization's main weakness concerning social media marketing. Thus, increasing reach and engagement are two imperative social media marketing objectives for CheapSleep Helsinki. As a result, a boost in brand awareness will be seen, which is another important objective for the hostel's social media marketing plan. (CheapSleep Helsinki 2019a; CheapSleep Helsinki 2019b; Dinh 6 February 2019; Eurohostel Helsinki 2019a; Eurohostel Helsinki 2019b; Facebook Insights 2019; Instagram Insights 2019; The Yard Concept Hostel 2019a; The Yard Concept Hostel 2019b.)

In addition, CheapSleep Helsinki has very few loyal customers, when comparing its reach and engagement rate to the number of followers. This is an issue on both Facebook and Instagram, particularly when compared to its competition. Accordingly, gaining new and loyal customers is an additional objective for the hostel's social media marketing plan. (CheapSleep Helsinki 2019a; CheapSleep Helsinki 2019b; Eurohostel Helsinki 2019a; Eurohostel Helsinki 2019b; Facebook Insights 2019; Instagram Insights 2019; The Yard Concept Hostel 2019a; The Yard Concept Hostel 2019b.)

Further, the company is not posting much information about the accommodation provider itself, as well as improvements and updates done around the hostel. Additionally, the review rating of the hostel is only a 3.8 out of 5 on Facebook, which compared to its compe-

tion is rather low, as competitors review ratings are all above 4. Consequently, the hostel's reputation on social media needs to be improved and facilitated, which represents another social media marketing objective for CheapSleep Helsinki. Additionally, during the interview with the operations manager, she mentioned forwarding a good reputation of the company, especially to local people in Helsinki and Finland via social media, is a goal for the hostel. (CheapSleep Helsinki 2019a; CheapSleep Helsinki 2019b; Eurohostel Helsinki 2019a; Eurohostel Helsinki 2019b; The Yard Concept Hostel 2019a; The Yard Concept Hostel 2019b.)

More so, as indicated in the previous two paragraphs, CheapSleep Helsinki is losing out to its competitors in several aspects, mainly because its competition is posting more frequently and regularly, as well as the fact that they are posting more hostel related content. Therefore, in order to eliminate the threat of the competition, a further objective for CheapSleep Helsinki's social media marketing plan is gaining competitive advantage. (Eurohostel Helsinki 2019a; Eurohostel Helsinki 2019b; The Yard Concept Hostel 2019a; The Yard Concept Hostel 2019b.)

In addition, two other objectives were mentioned by CheapSleep Helsinki's operations manager during the interview. These are an increase of sales, especially during the low season, as well as the need to attract more talented workers for the company via social media. (Dinh 6 February 2019.)

To summarize, the objectives determined for CheapSleep Helsinki's social media marketing plan are increasing reach and engagement, growing brand awareness, gaining new and loyal customers, improving and facilitating the company's reputation, especially to locals in Helsinki and Finland, gaining competitive advantage, as well as increasing sales, especially during the low season, and attracting more talented workers for the company.

In the following, objectives are determined as SMART goals by adding the strategy to reach the above defined objectives. An overview of the objectives and the associated strategies are attached as Appendix 4.

Firstly, the hostel could improve its social media marketing by increasing its reach by ten percent by the end of August 2019, which marks the approximate end of the high season and by 15 percent by the end of the year, on its Facebook page. In order to do so, the accommodation provider should reach 16000 followers on their Facebook account by the end of August 2019 and 16500 followers by the end of 2019. In order to gain more followers, the company may post daily, however the posted content type should vary each day,

call to action (CTA) phrases should be included in each post, so that interactions will be encouraged, thus facilitating the post to more people. Additionally, more followers may be gained by publishing more customer orientated content.

Secondly, CheapSleep Helsinki's Facebook engagement rate should be increased to two percent by the end of August 2019 and to three percent by the end of the year. In order to achieve this, the hostel must always include CTAs in their posts, as well as post more customer orientated content compared to sales and hostel orientated content.

Thirdly, the accommodation providers brand awareness on Facebook will be increased once reach and engagement are grown as discussed above. Further, brand awareness can be expanded by reaching 500 followers on Instagram by the end of August 2019 and 800 followers by the end of the year. In order to reach this, CheapSleep Helsinki would need to post at least once a day on Instagram, utilize the trending Instagram Story feature and add relevant hashtags and a location tag to its posts. Additionally, the hostel could consider cooperating with a micro-influencer, should the previous strategies not prove to be successful.

Further, the numbers concerning reach, engagement and follower increase on Facebook and Instagram mentioned above are an estimate derived from the situation analysis discussed in subchapter 2.2. Thus, upon starting the implementation and gaining the first results, these numbers might have to be adjusted.

Next, new and loyal customers could be gained by facilitating more customer orientated content, by posting on both Facebook and Instagram daily, as well as using relevant hashtags and a location tag on Instagram. More so, improving and facilitating the company's reputation, especially to locals in Helsinki and Finland can be achieved by increasing the brand awareness on Facebook and Instagram as discussed in the paragraphs above, as well as by posting more information, improvements and updates about the hostel itself on Facebook and Instagram. In addition, reaching a 4.0 review rating on Facebook by the end of the year via CTAs could help improve the overall reputation of the company on social media.

Furthermore, CheapSleep Helsinki may gain competitive advantage once reach, engagement and brand awareness are increased as mentioned above. Additionally, competitive advantage may be gained by reducing the current average 11 hours message responds time on Facebook to one-hour by the end of the year by encouraging employees to be

more responsive to Facebook messages. Further, by posting on both Facebook and Instagram daily, responding to all comments on Facebook and Instagram in a timely manner, as well as optimizing the company's Facebook profile and Instagram bio as soon as possible, competitive advantage may be acquired.

Additionally, an increase in sales, especially during the low season may be achieved by the increase of brand awareness, by promoting sales orientated content, by increasing website traffic by CTAs, as well as by installing a "book now" button on Facebook immediately.

Lastly, the hostel could attract more talented workers by the increase in brand awareness, by posting more information about the hostel itself on Facebook and Instagram, by promoting the need for new employees on both social channels, as well as running campaigns which portray the people behind the brand and the work atmosphere of the hostel.

To conclude, the strategies CheapSleep Helsinki needs to apply for a success in social media marketing are posting daily on both Facebook and Instagram, post different content types day by day, include CTA phrases in each post, utilize the Instagram Story feature, include hashtags and a location tag in Instagram posts, publish more customer orientated content compared to sales and hostel orientated content, post more information, improvements and updates about the hostel itself, improve the company's communication with its customers on social media (messages and comments), optimizing the company's Facebook profile and Instagram bio as soon as possible, as well as promote the need for new employees and post behind the scenes content that portray the work environment of the hostel. In the following subchapter the tactics and actions needed to successfully execute these strategies are discussed.

5.2 Tactics and actions

About to be mentioned are the tactics and actions of the strategies determined in the previous subchapter. The tactics represent the details of the strategies, thus the tactics are planned social media activities which help to successfully execute the strategies. After proposing the tactics of the strategies, the actions taken to implement the tactics will be set in the form of a social media content calendar. (Smith 2012; Tuten & Solomon 2018, 144.)

In the following, the tactics are established, an overview of the tactics of each strategy is attached as Appendix 5. Firstly, the tactics for posting daily on Facebook are presented.

At the beginning a post frequency of one to two posts a day is set, as recommended by social media expert, Kevan Lee (2019). The posting time should vary each day in order to see at what time followers are most active, however all content may be scheduled to be posted between 12 o'clock noon and ten o'clock in the evening, due to results of the situation analysis indicating that this is the time when CheapSleep Helsinki's followers are most active (Facebook Insights 2019).

Further, the content of Facebook's daily posts should be designed to appeal to the age group of 18 to 24 year-olds, as the largest amount of the hostel's followers are of this age group (Facebook Insights 2019). These posts should contain interactive content with the help of CTAs, and are advised to have an average post length of 40 to 100 characters as far as possible, as posts with shorter content descriptions receive more engagement compared to posts with longer text descriptions (Likealyzer 2019a). Additionally, a mix of pictures, videos and links should be posted to see which media content resonates best with the audience.

Secondly, the tactics for Instagram's daily posts are discussed. Relying on the advice of social media expert, Kevan Lee (2019), the hostel should post approximately once a day on Instagram for the start. These posts should occur between 12 o'clock noon and nine o'clock in the evening, as the majority of the company's Instagram followers are active during these times. These posts should be made appealing to ages 18 to 34, as this is the primary age group of CheapSleep Helsinki's Instagram followers. (Instagram Insights 2019.)

In addition, similar to Facebook, Instagram posts are recommended to contain CTAs to boost engagement. Further, Instagram content should contain relevant hashtags and a location tag, as hashtags and location tags make Instagram content searchable for users. A mix of media content such as photos, videos, reposts and Stories may be posted in order to see which content type is most appealing to the audience.

Thirdly, the strategy of various post content will be depicted. The post content should vary between customer, sales and hostel orientated content. A content mix formula of 80-20, meaning customer orientated content of 80 percent and sales and hostel orientated content of 20 percent in total, is advised by social media experts Tuten and Solomon (2018, 157). To clarify, this means that approximately only every fifth post should be sales or hostel orientated. Thus, in order to please and develop loyal customers most post have to be customer orientated.

More so, in order to encourage engagement and sales in very little words, CTA phrases, may be included in posts as much as possible. Examples for CTA phrases which encourage engagement are: "Like what you're reading? Share with your friends on Facebook.", or "Follow us for weekly event recommendations around Helsinki.". Suggestions of CTA phrases to stimulate sales are: "We accommodate budgets of all sizes. View our rates now.", or "Book today and receive an early bird discount.".

Next, the tactics of customer, sales and hostel orientated content are presented. Customer orientated content needs to be designed to fulfill the customers needs and desires. Thus, it focuses purely on pleasing customers and gaining potential customers, rather than creating sales. (Tuten & Solomon 2018, 157.)

Subsequently, based on the results of the situation analysis and trend research, CheapSleep Helsinki may please its customers and gain new customers by, for example posting weekly Helsinki event recommendations, creating and promoting hostel events, posting information on what do in and around Helsinki throughout the year, posting public transport information, posting useful information on improvements and updates about the hostel throughout the year, answering frequently asked questions (FAQs) and "how to" videos in Instagram Stories, as well as posting behind the scenes content that portrays the work environment of the hostel (e.g. team member of the month, team activities from staff nights, etc.) in order to attract new employees, and gain customers trust by being more transparent.

Moreover, sales and hostel orientated content is suppose to fulfill the needs of the hostel (Tuten & Solomon 2018, 157). Therefore, the company may promote its need for new employees via social media, post sales promotions throughout the year, as well as increase sales promotions and special offer campaigns during low season, in order to increase revenue for this period.

In the following, the strategy of the utilization of Instagram Stories is discussed. In order to successfully use Instagram Stories, the hostel may experiement with different content to find out which content is the most popular among its followers. Content recommendations for CheapSleep Helsinki's Instagram Stories are: hostel events, "how to" videos, FAQ answers, behind the scenes videos (work atmosphere), encouraging posts of user-generated content, promoting limited time special offers, as well as polls to ask opinions about the hostel, such as recent changes made to facilities.

Furthermore, the tactics of Instagram hashtags are displayed. CheapSleep Helsinki is currently promoting its own hashtag, #cheapsleephelsinki in its Instagram bio. However, the hostel has not been using its own hashtag or any other hashtags, when posting. (CheapSleep Helsinki 2019b.)

Thus, the organization should immediately start making use of hashtags, as well as adding a location tag to every post, as this makes posts searchable throughout Instagram, therefore new potential customers may be gained. Recommended hashtags for CheapSleepHelsinki to use on every post are: #cheapsleephelsinki, #hostel, #helsinki and #finland. Other hashtags directly relating to the topic of the posted content are also advised to be used.

In addition, the hostel has a large amount of Russian guests in general, and the second largest follower group of its Instagram account are situated in Russia, thus using a few Russian hashtags with every post is advised to gain more potential Russian customers. Examples of Russian hashtags to use are: #Хостел (hostel), #Хельсинки (Helsinki), and #Финляндия (Finland). (CheapSleep Helsinki 2019c; Instagram Insights 2019.)

Further, tactics to improve communications with customers are to encourage all receptionists to respond to social media messages as fast as possible, thus checking if there are any messages on social media throughout the shift. Also, responding to comments on Facebook and Instagram in a timely manner is important to keep customers satisfied and loyal.

Lastly, the tactics to optimize CheapSleep Helsinki's Facebook profile and Instagram bio are depicted. Measures which can be taken to improve the company's Facebook profile are: replacing the "call now" button with a "book now" button, encouraging customers to write positive reviews to gain a better Facebook review rating, following more pages to accumulate sharable content, as well as updating the brand's seasonal profile and cover picture. More so, recommended steps to improve the hostel's Instagram bio are: categorizing its Story Highlights, adding more useful Story Highlights, following more pages with repostable content, as well as updating the brand's seasonal profile picture.

Next, the actions, which represent the application of the tactics mentioned above are established. Thus, social media content is created and scheduled for posting, additionally, the improvement implementations of the company's Facebook profile and Instagram bio are scheduled. In order to create and schedule content and improvements efficiently, a content calendar is created. (Tuten & Solomon 2018, 161.)

Moreover, the content calendar created for CheapSleep Helsinki is a spreadsheet constructed with the help of Microsoft Excel. The hostel's content calendar consists of several sheets, which are: monthly view of scheduled content, overview of recurring content, customer orientated content ideas, sales and hostel orientated content ideas, as well as a holidays and special events calendar sheet. CheapSleep Helsinki's content calendar for Facebook and Instagram is scheduled two weeks in advance and pictures of the content calendar can be viewed in Appendix 6.

5.3 Control

The following subchapter discusses the control phase of CheapSleep Helsinki's social media marketing plan. This includes determining metrics, as well as monitoring and measuring tools and strategy.

Firstly, metrics for the hostel's social media marketing objectives are defined. Specific metrics linked to a company's objectives are also known as key performance indicators (KPIs), these can help organizations to effectively measure their social media marketing success. (Tuten & Solomon 2018, 344.) The KPIs chosen for CheapSleep Helsinki's social media marketing plan, for both Facebook and Instagram monitoring, can be viewed in Appendix 7 and is further discussed in the following.

As indicated in Appendix 7, the most relevant KPIs to track the objective of increasing reach are reach itself and the number of followers. Similar, to monitor engagement, the engagement numbers of each post and overall engagement rate itself should be tracked, as well as the number of likes, shares and comments each post receives. Additionally, interactions, impressions, and actions taken on the page (e.g. website clicks, etc.) also indicate whether engagement on the hostel's Facebook and Instagram accounts are growing.

Further, in order to observe if brand awareness is increasing, reach, engagement, the number of followers, page views, impressions, as well as interactions should be monitored on both social platforms. In addition, the number of followers and actions taken on the company's Facebook and Instagram page should be overseen for an increase in new and loyal customers.

More so, to monitor improvement and facilitation of the company's reputation, the KPIs to keep track of on both social channels are the number of shares each post receives, the

number of followers from Helsinki and Finland, as well as Facebook's review rating. Additionally, gaining competitive advantage may be measured by tracking reach, engagement, message responds times, as well as Facebook's review rating.

Furthermore, an increase in sales, especially during low season, as well as attracting more talented workers for the company cannot be directly measured with the help of social media KPIs, however actions taken on CheapSleep Helsinki's Facebook and Instagram pages, such as website clicks or "book now" button clicks can indicate, if customers or potential customers and workers are being gained via social media. Additionally, reviewing social media messages can give an indication, if sales are being generated due to social platform activities.

To conclude, the KPIs which should be monitored to see, if social media marketing objectives are being reached in both, Facebook and Instagram are: reach, engagement, number of followers, interactions, number of likes, shares and comments, impressions, actions taken on page, page views, number of followers from Helsinki and Finland, Facebook's review score, as well as Facebook's message responds time.

Secondly, the monitoring and measuring tools and strategy for CheapSleep Helsinki's social media marketing plan are discussed. In order to monitor and measure the metrics mentioned above, Facebook Insights and Instagram Insights are used. Success measurement will take place once a week, every Monday, so that small adjustments to upcoming content can be made if need be.

Additionally, the social media performance is measured on a monthly basis, in order to assess overall social media performance and adjust strategies, tactics and actions to meet objectives accordingly. Further, an annual success review should be made at the end of each year, along with a trend review for the upcoming year. Nevertheless, trends and consumer behaviour should also be monitored throughout the year as much as possible.

More so, a budget is not set at this time as the implementation will be executed by me at the time being and no paid media or paid social media monitoring and measuring tools will be utilized. The implementation of content will begin on the 18th of March 2019. The staff responsible for posting, reacting and developing the hostel's social media content for both Facebook and Instagram will be me. However, other members of staff will be contacted to help with the creation of some content, such as hostel event content.

Furthermore, for the purpose of this thesis, the results of the implementation will be measured and evaluated after a time period of four weeks, the social media marketing plan is then adjusted accordingly. However, to clearly see success on a larger scale and reach the objectives of the social media marketing plan, it will take many months, as social media marketing is a long term investment, that requires long term commitment from the company. (Tuten & Solomon 2018, 129.)

6 Implementation

In the following, CheapSleep Helsinki's social media marketing plan implementation results are presented, and improvement suggestions made accordingly. The four-week implementation period took place from the 18th of March 2019 until the 14th of April 2019 and was executed according to the social media marketing plan created in chapter 5. For the purpose of evaluating the implementation, the KPIs set in subchapter 5.3 above are analysed, and then applied to the objectives defined in subchapter 5.1, in order to identify whether Facebook and Instagram goals were met.

6.1 Implementation results

Firstly, Facebook's implementation results are assessed, beginning with the analysis of the hostel's Facebook follower number. During the four-week implementation 35 new followers were gained on Facebook. However, the total number of followers before and after the implementation is the same (15011), due to 35 unfollows. The number of new followers and unfollows per day are very similar and average zero to three per day, as displayed in Figure 13 below. (Facebook Insights 2019.)

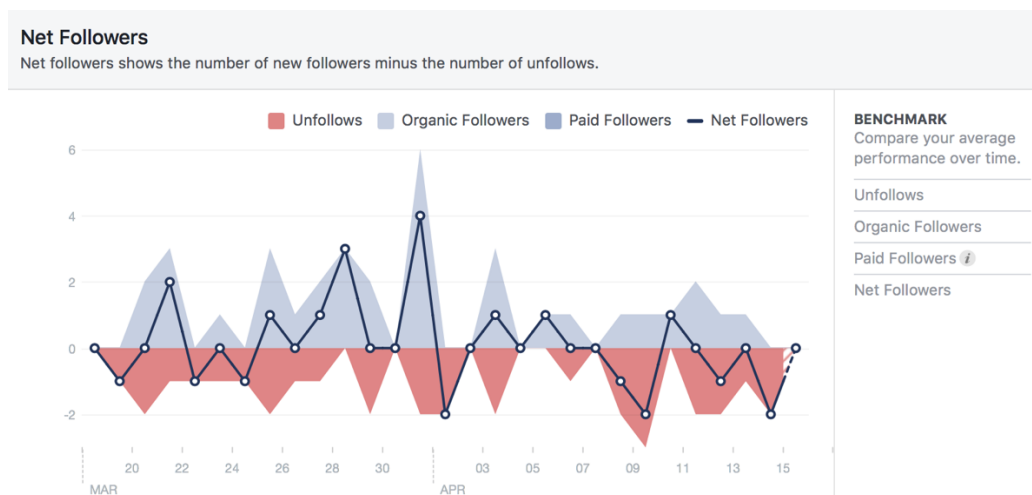


Figure 13. CheapSleep Helsinki's number of new followers and unfollows on Facebook (Facebook Insights 2019)

Further, the reach on Facebook grew throughout the implementation. Figure 14 below indicates that the average reach before the implementation was 172 and after the implementation the average reach went up to 647. Additionally, results show that photo content posted between the hours of two and eight pm receive the highest amount of reach on average (709). (Facebook Insights 2019.)

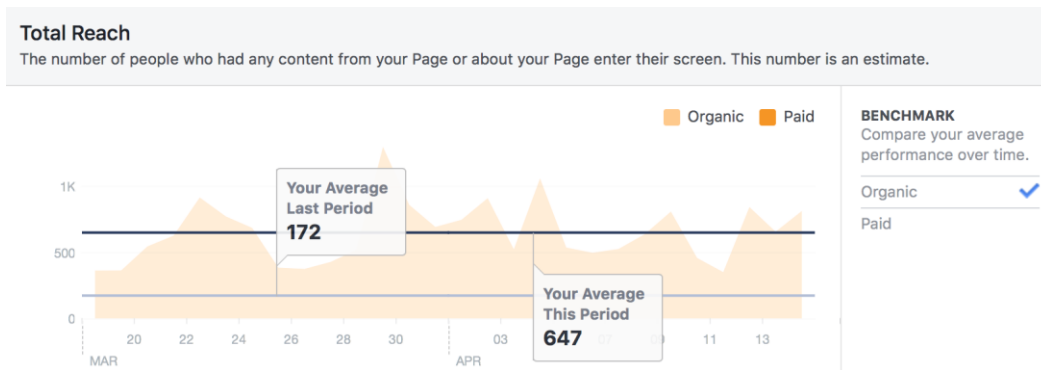


Figure 14. CheapSleep Helsinki’s total Facebook reach (Facebook Insights 2019)

In addition, the overall Facebook engagement rate is still below one percent, which was expected as the overall engagement rate will need several months to increase when using only organic marketing efforts (Likealyzer 2019a). Nevertheless, the post engagement rate of each post during the implementation period is between one and four percent depending on the post. Thus, the engagement rates of the posts created with the help of the social media marketing strategy are receiving far higher engagement rates than previous posts of the company. As a result, engagement has increased throughout the implementation period. (Facebook Insights 2019.)

Furthermore, the posts receiving the highest engagement rates of three and four percent are mainly posted between three and four pm and are photos of Helsinki sights with directions from the hostel, information about the company’s services (e.g. breakfast, public transport ticket availability, etc.), as well as pictures from hostel events. In contrast, the posts with the lowest engagement rates are hostel advertisements (e.g. hostel event advertisement poster). (Facebook Insights 2019.)

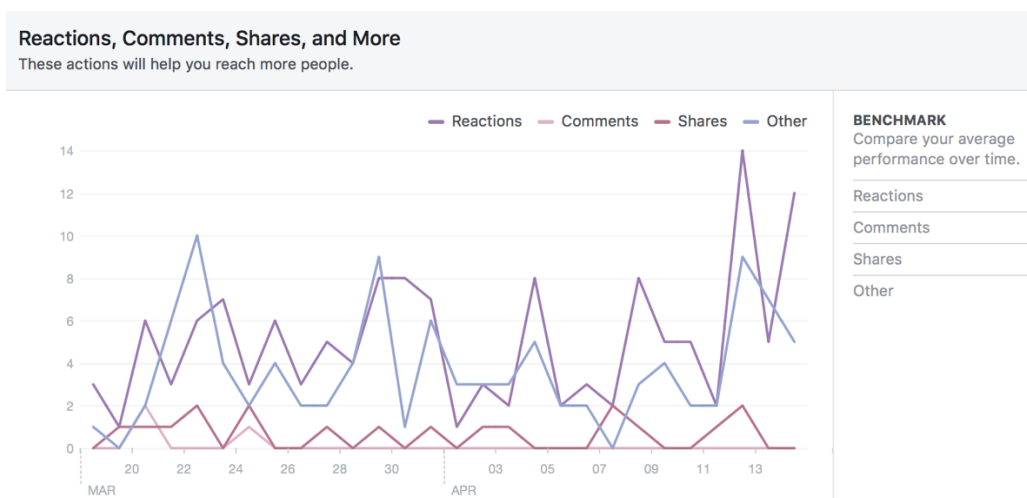


Figure 15. CheapSleep Helsinki’s reactions, comments, shares and other Facebook post interactions (Facebook Insights 2019)

Furthermore, as seen in Figure 15 above, post interactions vary depending on the type of interaction. Reactions (e.g. likes, wow, love, etc.) have been slowly increasing during the implementation, whereas comments have been decreasing and the average number of shares have been staying the same throughout the implementation period. (Facebook Insights 2019.)

More so, impressions which is the total number of times a post has been seen, compared to reach being the total number of times a post has been seen by unique accounts (e.g. followers or potential followers), received similar results to the total reach mentioned earlier. Thus, photo content received the highest amount of impressions and increased throughout the implementation. (Facebook Insights 2019.)

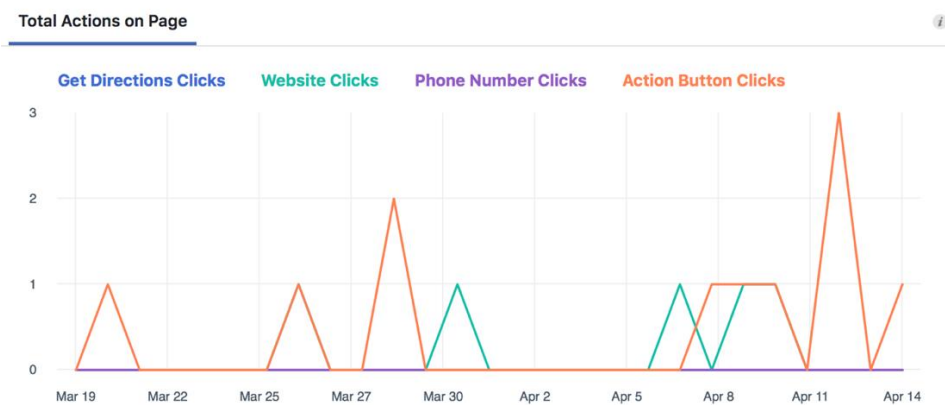


Figure 16. Total actions taken on CheapSleep Helsinki’s Facebook page (Facebook Insights 2019)

Further, as indicated in Figure 16 above, the total number of actions taken on CheapSleep Helsinki’s Facebook page during the implementation period are 11 action button clicks, which are either message button or “book now” button clicks, along with three website clicks. Consequently, the amount of actions taken on the page have increased from up to five per month to two to six per week. Additionally, the total number of page views per day have slightly increased from an average of below ten to an average of above 12 per day. (Facebook Insights 2019.)

Further, the number of followers reached from Finland and Helsinki by the company’s posts have decreased throughout the implementation. The number of people reached in Finland has decreased from 1762 to 1326 (-436), nevertheless Finland is still the country reached the most. Helsinki on the other hand, is now the second most reached city, since the number of people reached decreased from 537 to 371 (-166), instead the Vietnamese

city, Hanoi (528) is now the city reached the most by CheapSleep Helsinki's posts. Additionally, Vietnam (821) is the third most reached country behind Finland (1326) and Poland (1084). (Facebook Insights 2019.)

Moreover, the hostel's Facebook review score is the same 3.8 after the implementation, which was expected as this, similar to the overall engagement rate, will take many months to increase. The reason behind this is the fact that many new positive reviews are needed, since the current 3.8 score is based on more than 1000 reviews. In addition, the accommodation provider's Facebook message responds rate increase from 85 percent to 97 percent, with the average responds time decreasing from 11 hours and 20 minutes to eight hours and five minutes. (Facebook Insights 2019.)

Furthermore, improvements made to CheapSleep Helsinki's Facebook page are the replacement of the "call now" button with the "book now" button, which regarding the results of the actions taken on the page, seems to be rather a successful improvement. Additionally, more relevant pages with shareable content were followed.

Secondly, Instagram's implementation results are depicted. As seen in Figure 17 below, the number of Instagram followers has increased by 23. The largest growth in follower numbers (+15) was gained during week three of the implementation. (Instagram Insights 2019.)

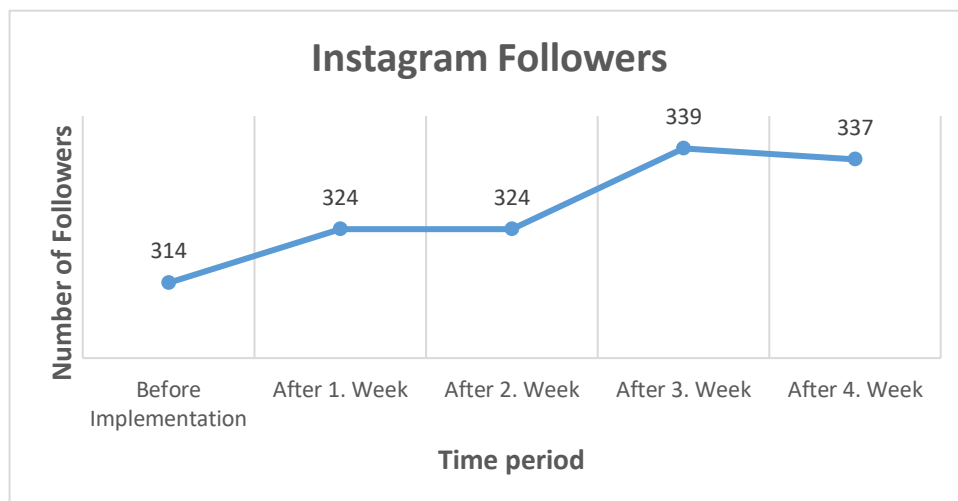


Figure 17. CheapSleep Helsinki's number of Instagram followers

Further, as Figure 18 below indicates, the total reach increased most of all during week one of the implementation, growing from 39 to 375, which is an increase of 336. After week one the total reach stayed rather consistent with minor ups and downs. However,

consistent with the new number of followers gained, the highest total reach (406) was recorded after week three. (Instagram Insights 2019.)

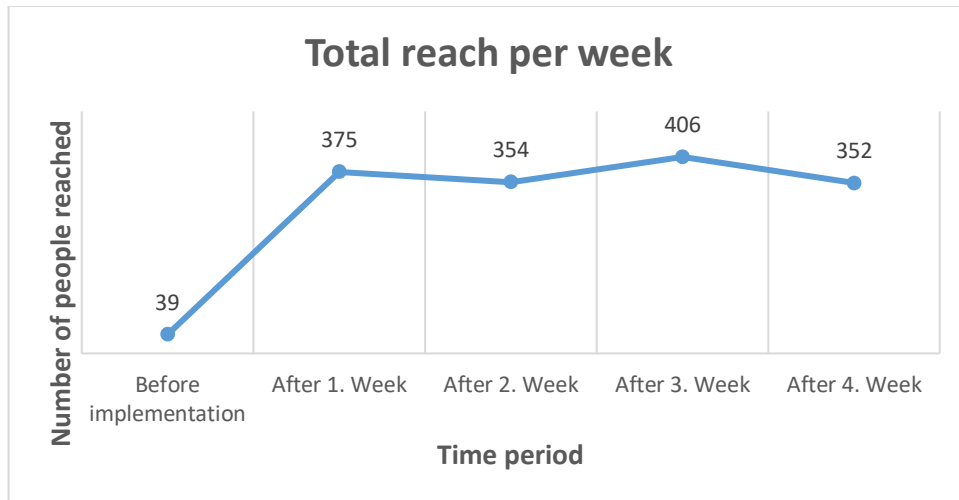


Figure 18. CheapSleep Helsinki's total Instagram reach

More so, as portrayed in Figure 19 below, the total number of impressions per week, increased mostly during week one from 240 to 2418, representing an increase of 2178 impressions during the first implementation week. The number of impressions stayed rather consistent after week one and peaked after week three (2573), much like the total reach and number of followers. (Instagram Insights 2019.)

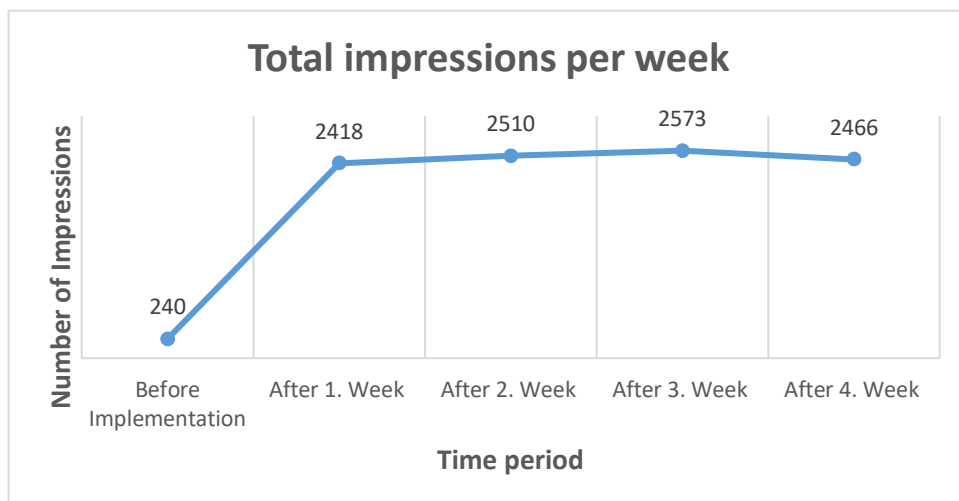


Figure 19. CheapSleep Helsinki's total Instagram impressions

Moreover, comparing the number of engagements each post received during the implementation period to posts before the implementation period, results suggest that the posts created with the help of the social media marketing strategy are receiving far higher en-

agement numbers, much like in Facebook. Further, the posts receiving the highest number of engagements in the form of likes are mainly posted between 12pm and 11pm and are photos of Helsinki sights with directions from the hostel, information about the company's services, as well as pictures from hostel events. In contrast, post with the lowest engagement rates are hostel advertisements. Thus, the most successful content and least successful post content on Instagram and Facebook are the same. (Instagram Insights 2019.)

Furthermore, as visualized in Figure 20 below, the actions taken on CheapSleep Helsinki's Instagram account per day during the implementation period are far higher compared to Facebook. Between one and 26 actions were taken, which averages between nine and ten actions per day. Additionally, most actions were taken during week two and three of the implementation. (Instagram Insights 2019.)

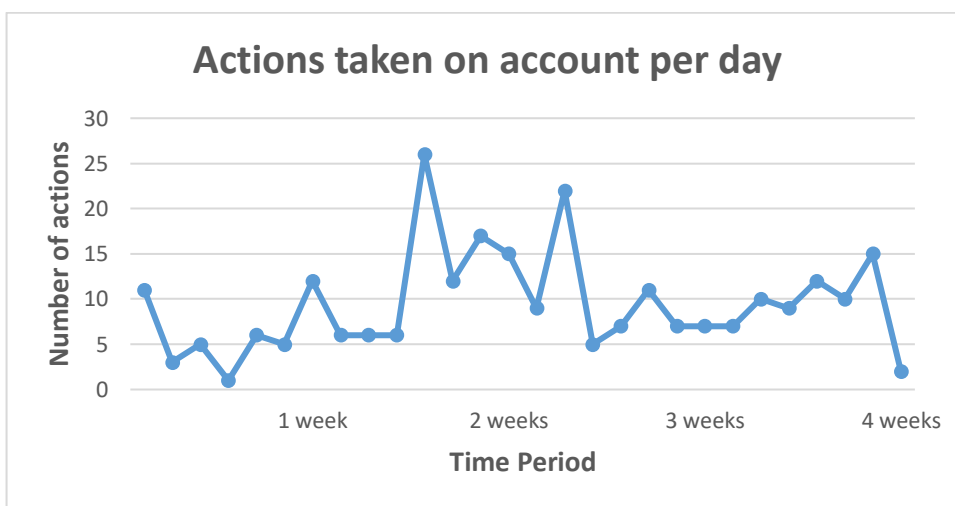


Figure 20. Actions taken on CheapSleep Helsinki's Instagram account

In addition, similar to Facebook, the number of followers from Helsinki and Finland have decreased during the implementation. Before the implementation 27 percent of Instagram followers were located in Finland, during the implementation it decreased two percent, thus 25 percent of followers are now from Finland. Nevertheless, most followers are still from Finland, followed by Russia with 17 percent (+1%) and Brazil with six percent (+3%). (Instagram Insights 2019.)

Similarly, the number of followers from Helsinki decreased by one percent, from 17 to 16 percent of followers during the implementation period. However, it is still the city where

most followers are located, followed by St. Petersburg with 9 percent (+/- 0%) and Moscow with three percent (+1%). As a result, given the increase in Russian followers the utilization of Russian hashtags has been a success. (Instagram Insights 2019.)

More so, the utilization of the trending Instagram Story feature was not successful, as all Stories (photos and videos) were only viewed between 80 and 124 times, and over 90 percent of viewers forwarded the Story. Consequently, no reactions or interactions were generated from Instagram Stories. (Instagram Insights 2019.)

Further, improvements made to CheapSleep Helsinki's Instagram bio during the implementation period are the categorization of Instagram Story Highlights, as well as following more relevant profiles with repostable content.

All in all, based on the implementation outcomes of Facebook and Instagram presented above, the objective of increasing the company's overall reach was fulfilled, since reach increased throughout the implementation on both Facebook and Instagram. Additionally, new followers were gained on Instagram throughout the implementation. In contrast, the number of Facebook followers did not increase. Nevertheless, new followers were gained, thus the potential of gaining more new followers and increasing reach further on Facebook is feasible.

Additionally, the goal of increasing engagement was also met on both social channels, since the number of post interactions, post impressions, as well as actions taken on both pages has grown, and as a result, individual post engagement rates are now much higher. Furthermore, brand awareness was increased on both social medias by the expansion of reach and engagement mentioned above, as well as by a slight increase of page views on Facebook.

More so, the objective of gaining new and loyal customers was reached on Facebook and Instagram, by receiving new followers and the increase of actions on the hostel's Facebook page and Instagram account. However, the target of improving and facilitating CheapSleep Helsinki's reputation, especially to locals in Helsinki and Finland on both social channels was not accomplished during this implementation period, since people from Helsinki and Finland were reached less, and instead on Facebook people from Vietnam and on Instagram people from Russia were reached more.

Further, competitive advantage was not fully achieved just yet on Facebook and Instagram, but it did improve, owing to the fact that reach and engagement increased on both

social medias, as well as the hostel's message responds time on Facebook. Moreover, the strategy for the objectives of increasing sales, especially during low season, and attracting more talented workers for the company was not yet applied during this implementation period on either social platform, since the creation of these particular strategies take much more time and require the help of management.

6.2 Improvement suggestions

About to be mentioned are improvement suggestions for CheapSleep Helsinki's social media marketing plan, by comparing the implementation results of the previous subchapter with the objectives, strategies and tactics set in chapter 5.

Firstly, increasing Facebook's follower number to 16000 by the end of August 2019 and to 16500 by the end of the year is too ambitious given the implementation results above. Instead, aiming for 15100 followers by the end of August 2019 and 15200 followers by the end of the year seems more realistic and achievable. Additionally, to target 500 Instagram followers by the end of August 2019 and 800 by the end 2019 also seems to be too challenging given the implementation results. Alternatively, targeting 450 Instagram followers by the end of August 2019 and 600 by the end of 2019 seems more attainable.

Secondly, increasing Facebook reach by around ten percent by the end of August 2019 and by 15 percent by the end of the year, should also be reconsidered based on the implementation results. In this case, a target of a reach increase of 5 percent by the end of August 2019 and by ten percent by the end of the year seems more obtainable. In addition, a Facebook overall engagement rise to two percent by the end of August 2019 and three percent by the end of 2019 also seems too optimistic given the implementation results on this matter, rather a rise to one percent by the end of August 2019 and to two percent by the end of 2019 should be achievable.

Nevertheless, the numbers mentioned above for increasing Facebook reach and engagement, as well as the follower number on Facebook, are based on organic social media marketing results. However, should CheapSleep Helsinki be willing to put money into their Facebook social media marketing, for example by boosting well performing organic posts, the original targets would still be achievable.

Thirdly, more detailed post timing information was gathered from the implementation. Consequently, posting between the hours of two to eight pm on Facebook will generated a

greater reach and posting especially between three and four pm should increase Facebook engagement further. Additionally, posting on Instagram between 12 pm and 11 pm will most likely result in higher engagements. More so, posting a mixture of photo and video content on both social channels, as well as link content on Facebook was chosen for the social media marketing plan in chapter 5, however results indicated that photo content is the most popular on both Facebook and Instagram, thus more photo content is advised to be posted.

In addition, the photo content generating the highest reach and engagement on both social medias is customer orientated, as well as some hostel orientated content, especially pictures of Helsinki sights with directions from the hostel, hostel service information (e.g. breakfast, public transportation tickets, etc.), and pictures from hostel events are the most popular among the company's Facebook and Instagram followers. The results of posting more such content can be seen from the Instagram implementation results of week three, which was the most successful implementation week.

Furthermore, in order to improve and facilitate the company's reputation, especially to locals in Helsinki and Finland, the accommodation provider might consider posting in Finnish language on Facebook and Instagram occasionally. Additionally, more Finnish hashtags should be added to Instagram posts. Moreover, as Russian hashtags proved to be rather successful on Instagram, given the increase in Russian followers, the hostel might consider adding more relevant Russian hashtags to each Instagram post, in order to gain more potential customers from Russia.

Lastly, as utilizing the Instagram Story feature did not bring any positive results during the four-week implementation period, CheapSleep Helsinki might consider experimenting more with this feature. During the implementation Instagram Stories were not posted on a daily basis, thus the company might consider posting different content types and topics during various hours of the day on a daily basis for several weeks, in order to gain a deeper understanding of what followers consider to be appealing Instagram Story content.

7 Discussion

This last chapter discusses the outcomes of this thesis, along with development suggestions to further enhance the created social media marketing plan for CheapSleep Helsinki, as well as a reflection on the author's own learning and professional development during the thesis process.

7.1 Conclusion and development suggestions

In conclusion, the results of the implementation indicate that the social media marketing plan created for CheapSleep Helsinki was a success in both Facebook and Instagram. Benefits which were monitored during the implementation were an increase in reach and engagement, a growth in brand awareness, as well as a gain of potential new and loyal customers in both social networks.

Nevertheless, comparing implementation results of both Facebook and Instagram, it becomes clear that the social media marketing plan developed, generated better results for Instagram than Facebook. The reason for this might be that there is too much competition on Facebook, given the fact that it is the most popular social media worldwide. Thus, the need for paid marketing efforts is almost impossible to dismiss, as discussed in subchapter 3.2. and seen from the implementation results in chapter 6. As a result, the hostel should consider creating a budget specifically for Facebook paid marketing efforts.

In addition, to gain further insights on the company's social media performance, while at the same time simplifying the planning and creation process for social media activities, CheapSleep Helsinki might consider budgeting for a social media management tool (e.g. SproutSocial, Hootsuite, Buffer, etc.) These tools offer deeper social media analytics compared to the social networks own Facebook Insights and Instagram Insights, additionally creating, editing, scheduling and posting can all be done in one place.

Especially vital to mention is that Instagram itself does not allow scheduling of posts, thus during the implementation period reminders had to be set each day to post the correct content at the correct time. However, with a social media management tool Instagram posts can be scheduled similarly to Facebook posts, therefore saving time and eliminating the need to work every day of the week.

Further, as the implementation of the social media marketing plan proofed to be particularly time consuming, it might be a good idea to consider hiring a person specifically in

charge of social media marketing. Alternatively, should the company already have employees with social media marketing knowledge in their team, then creating an organized social media marketing team out of these people will be much more beneficial compared to the way the hostel has been trying to manage their social media efforts in the past, by encouraging employees to post even if they have no knowledge about social media marketing at all, is likely to hurt the business more than it will benefit.

7.2 Reflection on own learning and professional development

When reflecting on my own learning and professional development, the most challenging aspect during the creation of this thesis was the production of the theoretical chapter. It was challenging because of the nature of social media. Social media is a constant changing and developing environment due to frequent changes in social network features, policies, and especially consumer behaviour and trends. It is challenging finding up to date information given the fact that the environment is constantly changing, thus literature in the form of books is often not up to date anymore when its published. As a result, online sources had to be used primarily.

However, there are two main issues that I came across while collecting data via online source, one was the fact that there is always the question of reliability, since almost anyone can publish something on the internet, and the other is that there is too much information about social media on the internet to process. Nevertheless, I soon discovered that there are certain websites or blogs published by official social media expert companies such as SproutSocial, Hootsuite or Buffer. Thus, I aimed at gathering information mainly through these types of online sources, as these seem to be the most reliable, and at the same time helped to filter through all the information about social media on the internet. Consequently, I became familiar with major social media expert companies and the tools and services they provide.

More so, time management skill is something I developed further throughout the entire thesis process, and especially during the implementation as content had to be ready for posting every day at a specific time in order to keep up with the schedule. Referring to the implementation, I was very fortunate for the company to allow me to implement my work for a certain period of time, as I have never implemented a social media marketing plan before I learned a lot. Two primary experiences come to mind, one was that implementing, monitoring and measuring social media efforts is much more time consuming than I had ever imagined. Another experience I took away from the implementation is that research-

ing consumer behaviour only helps to a certain extent as every audience's behaviour differs and can only be predicted to a certain degree. Consequently, I learned that as a social media marketer you must always be prepared to deal with the unexpected, e.g. high engagement on one post and no engagement on the next, or positive and negative feedback from the same post, etc.

References

- Barysevich, A. 2018. 5 Social Media Marketing Trends That Will Dominate 2019. URL: <https://www.socialmediatoday.com/news/5-social-media-marketing-trends-that-will-dominate-2019/543477/>. Accessed: 2 January 2019.
- Brandi 2018. Top 10 Benefits of Instagram for Business. URL: <https://www.lyfemarketing.com/blog/benefits-instagram/>. Accessed: 20 December 2018.
- Burkhart 2018. Advantages and Disadvantages of Instagram and How to Leverage Them. URL: <http://burkhartmarketing.com/advantages-and-disadvantages-of-instagram-and-how-to-leverage-them/>. Accessed: 20 December 2018.
- BusinessBlogs 2018. Top 5 Advantages and Disadvantages of Social Media Marketing. URL: <https://www.businessblogshub.com/2018/06/top-5-advantages-and-disadvantages-of-social-media-marketing/>. Accessed: 19 December 2018.
- Campbell, A. 2018. What Is “Owned, Earned and Paid Media”? URL: <https://smallbiz-trends.com/2013/08/what-is-owned-earned-paid-media.html>. Accessed: 26 March 2019.
- Carter, R. 2018. 5 Instagram marketing trends changing the industry in 2019. URL: <https://sproutsocial.com/insights/instagram-trends-for-every-marketer/>. Accessed: 3 January 2019.
- Chaffey, D. 2016. SOSTAC marketing planning model guide. URL: <https://www.smartinsights.com/digital-marketing-strategy/sostac-model/>. Accessed: 15 December 2018.
- Charelsworth, A. 2018. Social Media Marketing: Marketing Panacea or the Emperor’s New Digital Clothes? Business Express Press. New York.
- CheapSleep Helsinki 2018a. About. URL: https://www.facebook.com/pg/cheapsleep/about/?ref=page_internal. Accessed: 14 February 2019.
- CheapSleep Helsinki 2018b. Info. URL: <https://www.cheapsleep.fi/info/>. Accessed: 14 February 2019.
- CheapSleep Helsinki 2018c. Our rooms. URL: <https://www.cheapsleep.fi/room/>. Accessed: 14 February 2019.

CheapSleep Helsinki 2018d. Sleep Cheap, Stay Rich. URL: <https://www.cheapsleep.fi>. Accessed: 14 February.

CheapSleep Helsinki 2019a. CheapSleep Helsinki. URL: <https://www.facebook.com/cheapsleep/>. Accessed: 8 February 2019.

CheapSleep Helsinki 2019b. CheapSleep Helsinki. URL: <https://www.instagram.com/cheapsleephelsinki/>. Accessed: 8 February 2019.

CheapSleep Helsinki 2019c. Manual guide for receptionists. Intranet. Accessed: 14 February 2019.

Clarke, T. 2018. 24+ Instagram Statistics That Matter to Marketers in 2019. URL: <https://blog.hootsuite.com/instagram-statistics/>. Accessed: 31 December 2018.

Cooper, P. 2018. 41 Facebook Stats That Matter to Marketers in 2019. URL: <https://blog.hootsuite.com/facebook-statistics/#business>. Accessed: 22 December 2018.

Copp, E. 2018. Top 5 Social Media Trends in 2019 (And How Brands Should Adapt). URL: <https://www.entrepreneur.com/article/324901>. Accessed: 3 January 2019.

Del Gigante, M. 2018. 9 Social Media Trends to Watch in 2019. URL: <https://www.hospitalitynet.org/opinion/4091336.html>. Accessed: 2 January 2019.

Dinh, S. 6 February 2019. Operations manager. CheapSleep Helsinki. Interview. Helsinki.

Eurohostel Helsinki 2019a. Eurohostel – Helsinki. URL: <https://www.facebook.com/eurohostelhelsinki/>. Accessed: 13 February 2019.

Eurohostel Helsinki 2019b. Eurohostel Helsinki. URL: <https://www.instagram.com/eurohostelhelsinki/>. Accessed: 13 February 2019.

Facebook 2018. About. URL: https://www.facebook.com/pg/facebook/about/?ref=page_internal. Accessed: 20 December 2018.

Facebook Insights 2019. CheapSleep Helsinki Insights. URL: https://www.facebook.com/cheapsleep/insights/?referrer=page_insights_tab_button. Accessed: 8 February 2019.

Gaille, B. 2015. 22 Pros and Cons of Facebook for Business. URL: <https://brandongaille.com/22-pros-and-cons-of-facebook-for-business/>. Accessed: 20 December 2018.

Gaille, B. 2016. 18 Pros and Cons of Instagram for Business. URL: <https://brandongaille.com/18-pros-and-cons-of-instagram-for-business/>. Accessed: 20 December 2018.

Harrison, L. 2018. The Pros and Cons of Social Media for Business. URL: <https://socialmediamastery.com.au/blog/pros-cons-social-media/>. Accessed: 19 December 2018.

Hospitality Sales & Marketing Association International 2018. Hospitality Digital Marketing Essentials: A Field Guide for Navigating Today's Digital Landscape. HSMAI. United States of America.

Instagram 2018. What is Instagram? URL: <https://help.instagram.com/424737657584573>. Accessed: 20 December 2018.

Instagram Insights 2019. CheapSleep Helsinki Insights. URL: <https://www.instagram.com/cheapsleephelsinki/>. Accessed: 8 February 2019.

Investopedia 2018. Social Media. URL: <https://www.investopedia.com/terms/s/social-media.asp>. Accessed: 7 December 2018.

Kolowich, L. 2017. The Pros and Cons of Facebook, Twitter, Instagram & Other Social Networks [Infographic]. URL: <https://blog.hubspot.com/marketing/pros-cons-facebook-twitter-instagram-social-media>. Accessed: 20 December 2018.

Kotler, P. 2010. Principles of Marketing. URL: <https://www.slideshare.net/sheikhhaadi/marketing-philip-kotler-chp2>. Accessed: 25 January 2019.

Kotler, P. & Armstrong, G. 2018. Principles of Marketing. 17th Edition. Pearson Education Limited. Harlow.

Lee, K. 2017. 7 Popular Goal-Setting Strategies That Will Help You Achieve Great Things on Social Media. URL: <https://blog.bufferapp.com/goal-setting-strategies>. Accessed: 16 December 2018.

- Lee, K. 2019. How to Create a Social Media Marketing Plan From Scratch. URL: <https://blog.bufferapp.com/social-media-marketing-plan>. Accessed: 13 March 2019.
- Likealyzer 2019a. CheapSleep Helsinki. URL: <https://likealyzer.com/report/cheapsleep>. Accessed: 8 February 2019.
- Likealyzer 2019b. Eurohostel - Helsinki. URL: <https://likealyzer.com/report/eurohostelhelsinki>. Accessed: 13 February 2019.
- Likealyzer 2019c. The Yard Concept Hostel. URL: <https://likealyzer.com/report/theyardhostel>. Accessed: 13 February 2019.
- Mehta, S. 2018. Social media marketing trends 2019. URL: <https://www.smartinsights.com/social-media-marketing/social-media-strategy/social-media-marketing-trends-2019/>. Accessed: 2 January 2019.
- Merriam-Webster 2018. Social Media. URL: <https://www.merriam-webster.com/dictionary/social%20media>. Accessed: 7 December 2018.
- Nations, D. 2018. What is Social Media? URL: <https://www.lifewire.com/what-is-social-media-explaining-the-big-trend-3486616>. Accessed: 7 December 2018.
- NI Business Info 2018. Facebook for business. URL: <https://www.nibusinessinfo.co.uk/content/advantages-and-disadvantages-facebook-business>. Accessed: 20 December 2018.
- O'Brien, C. 2018. 8 Digital Marketing Trends to Watch Out for in 2019. URL: <https://digitalmarketinginstitute.com/en-eu/blog/8-digital-marketing-trends-to-watch-out-for-in-2019>. Accessed: 2 January 2019.
- Oza, H. 2018. 10 Pros And Cons Of Social Media Marketing In Mobile App Development. URL: <http://customerthink.com/10-pros-and-cons-of-social-media-marketing-in-mobile-app-development/>. Accessed: 19 December 2018.
- Patel, D. 2018. 10 Social Media Trends to Watch in 2019. URL: <https://www.entrepreneur.com/article/324901>. Accessed: 3 January 2019.

Peters, B. & Griffis, H. 2019. 5 Data-Backed Social Media Trends You Need to Know for 2019. URL: <https://blog.bufferapp.com/social-media-trends-2019>. Accessed: 3 January 2019.

Pew Research Center 2018. Social Media Fact Sheet. URL: <http://www.pewinternet.org/fact-sheet/social-media/>. Accessed 23 January 2019.

Sehl, K. 2018. All the Facebook Demographics That Matter to Social Media Marketers. URL: <https://blog.hootsuite.com/facebook-demographics/>. Accessed: 22 December 2018.

Smith 2011. PR Smith's SOSTAC Planning System. URL: <https://prsmith.org/sostac/>. Accessed: 15 December 2018.

Smith 2012. SOSTAC - how to write the perfect plan (in 4 minutes). URL: <https://www.youtube.com/watch?v=Blfq-HNReuY>. Accessed: 15 December 2018.

Sponder, M. & Khan, G. F. 2018. Digital Analytics For Marketing. Routledge. New York.

Statista 2018a. Distribution of Facebook users worldwide as of October 2018, by age and gender. URL: <https://www.statista.com/statistics/376128/facebook-global-user-age-distribution/>. Accessed: 30 December 2018.

Statista 2018b. Distribution of Instagram users worldwide as of October 2018, by age and gender. URL: <https://www.statista.com/statistics/248769/age-distribution-of-worldwide-instagram-users/>. Accessed: 31 December 2018.

Statista 2018c. Number of monthly active Facebook users worldwide as of 3rd quarter 2018 (in millions). URL: <http://www.pewinternet.org/fact-sheet/social-media/>. Accessed: 30 December 2018.

Statista 2018d. Number of monthly active Instagram users from January 2013 to June 2018 (in millions). URL: <https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/>. Accessed: 31 December 2018.

Statista 2019. Number of social media users worldwide from 2010 to 2021 (in billions). URL: <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>. Accessed: 17 January 2019.

Techopedia 2018. Facebook. URL: <https://www.techopedia.com/definition/4941/facebook>. Accessed: 20 December 2018.

The Yard Concept Hostel 2019a. The Yard Concept Hostel. URL: <https://www.facebook.com/theyardhostel>. Accessed: 13 February 2019.

The Yard Concept Hostel 2019b. The Yard Concept Hostel. URL: <https://www.instagram.com/theyardhostel/>. Accessed: 13 February 2019.

Tuten, T. L. & Solomon, M. R. 2018. Social Media Marketing. SAGE Publications Ltd. Glasgow.

Worthy, P. 2018. Top Instagram Demographics That Matter to Social Media Marketers. URL: <https://blog.hootsuite.com/instagram-demographics/>. Accessed: 31 December 2018.

Appendices

Appendix 1. Interview with CheapSleep Helsinki's operations manager, Stella Dinh

1. Which social media networks are you currently using, and why?
 - Facebook and Instagram, because it's popular for everyone nowadays, it's not necessary to use but it's a plus for our service to include extra channels to communicate with customers. Social media is also a good way to inform our customers with new events in the hostel and the city, for example, our new gallery, new services, city's new museum opening in town, etc.
2. Who is your target group on social media?
 - We don't have a specific target group on social media. We welcome customers of all ages from around the world and communicate with all customers who prefer looking for information there.
3. Who is currently responsible for your social media channels?
 - Managers and receptionists are responsible for social media, especially receptionists are encouraged to post on social media.
4. Do you currently have, or have you ever had a social media marketing plan or posting schedule?
 - a. If yes, please tell more about this.
 - We don't have a specific plan but encourage receptionists and event organizers to post weekly on social media to keep it updated to potential customers.
5. Are you currently using any paid or free marketing efforts?
 - a. If yes, what are these and what is your experience of these?
 - We used to have paid marketing campaigns on Facebook and Instagram to make some important posts reach more people. We used to have paid Google ads as well, but it was too expensive and didn't have very good results, so we stopped paying for it.
 - Experience: Marketing efforts did gain hostel awareness to more people, but it didn't turn to visible results in sales and revenue.
6. Which goals are you hoping to achieve with a social media marketing plan?

- Bring more visible results, for example, bring hostel's good reputation to local people (Helsinki and Finland), attract more talent to work for company, bring more customers to improve our sales and revenue during low season.
7. Do you have a social media marketing budget?
- a. If not, are you willing to invest money in social media marketing?
 - Not at the moment, but we are willing to try if there is a logical plan which can bring good results to the hostel.
8. Are you currently measuring your social media success?
- a. If yes, how and what is your experience related to social media success measurement?
 - No.
9. Are you currently using social media for customer service purposes?
- Yes, by posting news, answering inquiries and collecting reviews.
10. Have you ever used any social messenger apps for customer service purposes?
- a. If yes, which ones and what is your experience of these?
 - Yes, Viber. But not anymore, as customers were not interested in using it with us.
11. Who would you say your main competitors are?
- Other hostels in Helsinki, especially Yard and Eurohostel in regard to social media marketing.

Appendix 2. Competition analysis table

	CheapSleep Helsinki	The Yard Concept Hostel	Eurohostel Helsinki
Facebook			
Cover & profile picture	Clearly visible logo with name	Both pictures of hostel with name not displayed clearly	Logo as profile picture & poor-quality Helsinki seafront picture as cover photo
Likes	15 134	530	1 748
Followers	15 023	537	1 696
Rating	3.8 out of 5 (based on 1359 people)	5 out of 5 (based on 46 people)	4.1 out of 5 (based on 218 people)
Post types	Links & photos	Mainly photos	Mainly links and photos
Post content	Information about Helsinki & Finland, hostel and city events, hostel updates/news	Mainly updates/news about hostel & recommendations/things to do/events in Helsinki	Mainly information/news about Helsinki & some hostel news and updates
Post frequency	0.3 posts per day	0.5 posts per day	0.2 posts per day
Average post length	374	191	297
Post engagement rate	>1%	3%	2%
Average message response time	Typically replies within a day	Typically replies within a day	Typically replies within one hour
Contact option	Message, direction, address, phone number, website, email	Message, direction, address, phone number, website, email	Message, direction, address, phone number, website, email
Other notes	non	Book now button at top of page	Book now button at top of page & English and Finnish posts
Instagram			

Number of followers	291	1 016	309
Number of accounts followed	206	876	309
Type of accounts followed	Employees & guests	Tourism & travel organizations, tourist attractions, private (non-business) accounts	Tourism & travel organizations, tourist attractions, other accommodation providers in Helsinki
Number of posts	119	492	172
Post frequency	1-3 posts per month	0.5 posts per day (same as Facebook, as all posts are the same)	5-15 posts per month (very inconsistent)
Post types	Mainly photos	Mainly photos	Mainly photos
Post content	Information about Helsinki & Finland, hostel and city events, hostel updates/news	All posts are the same as in Facebook	Same posts as in Facebook, but not as many posts (lower post frequency)
Hashtags	#cheapsleephelsinki, #hostel, #helsinki	#besthostel, #theyardhostel, and many other Helsinki/Finland hashtags (<20), as well as Russian hashtags	#eurohostelhelsinki, and between 5-10 picture related hashtags with each post
Comment responds	Only responds to comments by liking	Sometimes responds or likes comments	Always responds to comments by liking
Contact options	Message, phone, email, directions, address, website	Message, phone, email, directions, address, website	Message, phone, email, directions, address, website

Appendix 3. CheapSleep Helsinki's SWOT analysis table

Strengths	Weaknesses
<ul style="list-style-type: none"> – Existing Facebook & Instagram accounts – Fairly-high follower number on Facebook – Consistent brand image on Facebook and Instagram – Direct contact options on Facebook and Instagram – Post content 	<ul style="list-style-type: none"> – Lack of social media marketing strategy and success monitoring – Low follower number on Instagram – Low post frequency on Facebook and Instagram – Poor post engagement rate – Poor post reach – Average post length (too long) – No direct booking button on Facebook – Message responds time (too long) – No comment responds on Instagram – Type of accounts followed on Instagram
Opportunities	Threats
<ul style="list-style-type: none"> – Present on the current most popular (Facebook) and fastest growing (Instagram) social media channels – Increasing popularity of video content – Increasing popularity of user-generated content – Micro-influencer marketing – Increasing social customer service opportunities – The rise of social shopping 	<ul style="list-style-type: none"> – Competitors' social media marketing – Lack of consumers' trust in businesses and social media channels – Increasing need for social advertisement

Appendix 4. Objectives and strategies table

Objective	Strategy
Increase reach by 10% by the end of August 2019 and by 15% by the end of the year on Facebook	<ul style="list-style-type: none"> – By reaching 16000 followers by the end of August 2019 and 16500 by the end of the year – By posting once a day – By posting various content types – By including CTAs – By running campaigns, promotions
Increase engagement rate to 2% by the end of August 2019 and to 3% by the end of the year on Facebook	<ul style="list-style-type: none"> – By including CTAs – By running campaigns, promotions – By posting more customer orientated content compared to sales orientated content
Increase brand awareness	<ul style="list-style-type: none"> – By increasing reach and engagement on Facebook – By reaching 500 followers on Instagram by the end of August 2019 and 800 followers by the end of the year – By posting once a day on Instagram, utilizing Instagram Stories and hashtags – Cooperation with a micro-influencer
Gain new and loyal customers	<ul style="list-style-type: none"> – By running customer orientated campaigns and promotions – By posting on both Facebook and Instagram daily – By the usage of hashtags on Instagram
Improve and facilitate company reputation, especially to locals in Helsinki & Finland	<ul style="list-style-type: none"> – By increasing brand awareness – By posting more information, improvements and updates about the hostel in Facebook and Instagram – By reaching a 4.0 review score on Facebook by the end of the year

Gain competitive advantage	<ul style="list-style-type: none"> – By increasing reach, post engagement and brand awareness – By gaining a one-hour message responds time on Facebook by the end of the year – By posting on both Facebook and Instagram daily – By responding to all comments on Facebook and Instagram in a timely manner – By optimizing the company’s Facebook profile and Instagram bio
Increase sales, especially during low season	<ul style="list-style-type: none"> – By increasing brand awareness – By running sales orientated campaigns and promotions – Increase website traffic by installing a “book now” button on Facebook immediately – By including CTAs
Attract more talented workers for the company	<ul style="list-style-type: none"> – By increasing brand awareness – By posting more information, improvements and updates about the hostel in Facebook and Instagram – By promoting the need for new workers via Facebook and Instagram – By running campaigns that show the people behind the brand and the work atmosphere

Appendix 5. Tactics table

Strategy	Tactic
Daily posting on Facebook	<ul style="list-style-type: none"> – Post 1-2 times per day – Post during times followers are online: between 12-10pm – Post content appealing to ages 18-24 (highest follower age group) – Post interactive content, which includes CTAs – Reduce average post length from 374 to 40-100 characters – Post a mix of pictures, videos and links
Daily posting on Instagram	<ul style="list-style-type: none"> – Post once per day – Post between 12-9pm – Post content appealing to ages 18-34 (highest follower age group) – Post interactive content, which includes CTAs – Include relevant hashtags and location – Post a mix of pictures, videos, reposts and Stories
Various post content	<ul style="list-style-type: none"> – Customer orientated content – Sales orientated content – Hostel orientated content – Content mix formula of 80-20: 80% customer orientated and 20% sales & hostel orientated
CTA phrases	<ul style="list-style-type: none"> – Engagement focused: e.g. “Like what you’re reading? Share with your friends on Facebook.”; “Follow us for weekly event recommendations around Helsinki.” – Sales focused: e.g. “We accommodate budgets of all sizes. View our

	<p>rates now.”; “Book today and receive an early bird discount.”</p>
Customer orientated content	<ul style="list-style-type: none"> – Weekly Helsinki event recommendations – Information on what to do in and around Helsinki throughout the year – Information on public transport in Helsinki – Useful information on improvements and updates about the hostel throughout the year – FAQs and “how to” videos as Story Highlights in Instagram bio – Behind the scenes content that portrays the work environment of the hostel: e.g. team member of the month picture, team activity pictures from staff nights, etc.
Sales & hostel orientated content	<ul style="list-style-type: none"> – Promote the need for new employees – Sales promotions throughout the year – Increased sales promotions and special offer campaigns during low season
Utilizing Instagram Story	<ul style="list-style-type: none"> – Hostel events – “How to” videos – FAQs – Behind the scenes (work atmosphere) – Encourage user-generated content with hashtag – Promotions of limited time special offers – Polls to ask opinions e.g. changes done to the hostel

Instagram hashtags	<ul style="list-style-type: none"> – #cheapsleephelsinki, #hostel, #helsinki, #finland – #Хостел (hostel), #Хельсинки (Helsinki), #Финляндия (Finland)
Improve communications with customers	<ul style="list-style-type: none"> – Encourage all receptionists to respond to messages on social media in a timely manner – Respond to all post comments in a timely manner
Optimize Facebook profile	<ul style="list-style-type: none"> – Replace “call now” button with “book now” button – Encourage customers to write positive Facebook reviews for a better review score – Follow more pages for sharable content – Update seasonal profile and cover picture
Optimize Instagram bio	<ul style="list-style-type: none"> – Categorize Story Highlights – Add more useful Story Highlights: “how to” videos & FAQs – Follow more pages with repostable content – Update seasonal profile picture

Appendix 6. Content calendar

Excerpt of a monthly view of scheduled content sheet

Friday 29				
Facebook				
Post Time	Content Type	Content topic	Post comment	Notes
11am	link	Activities (islands to visit during winter)	If you are interested in exploring Helsinki's archipelago during the winter, check out the link below. 🌊 ☐	
5pm	picture	Hostel events promotion	Are you staying at CheapSleep at the moment? Don't forget to join our Friday game night and Saturday night party. 🎮🎉 Thank you to all who joined us last week! 🙌🎉	
Instagram				
Post Time	Content Type	Content topic	Post comment	Notes
1pm	Story (picture-flyer)	Hostel events promotion	Are you staying at CheapSleep at the moment? Don't forget to join our weekly hostel events! 🎮🎉	add to highlights
6pm	picture	Hostel events promotion	Join our hostel parties tonight and tomorrow, right here on our 2nd floor from 8pm. 🎉 #cheapsleephelsinki #hostel #hostellife #helsinki #finland #Хостел #hostelli #suomi #Хельсинки #Финляндия #parties #games #fun	
Saturday 30				
Facebook				
Post Time	Content Type	Content topic	Post comment	Notes
5:30pm	picture	Arcade lounge	Spending the weekend in our hostel? Why not head to our 2nd floor and enjoy some Arcade Games. 🎮	
Instagram				
Post Time	Content Type	Content topic	Post comment	Notes
4:30pm	Story	Art gallery	Today and tomorrow will be the last chance to view and purchase these beautiful paintings @juni 🎨	
Sunday 31				
Facebook				
Post Time	Content Type	Content topic	Post comment	Notes
7:30pm	link	3 Adventurous Days in Helsinki	Are you only staying in Helsinki for a short period? Then have a look at the article below for suggestions on what to do. 🗺️	
Instagram				
Post Time	Content Type	Content topic	Post comment	Notes
2pm	picture	Hostel event	Thank you all for another great party weekend! 🎉🎮 #cheapsleephelsinki #hostel #hostellife #helsinki #finland #hostelli #suomi #Хостел #Хельсинки #Финляндия	
Notes for March				
Changes to make to Facebook profile ASAP	Date implemented	Changes to make to Instagram bio ASAP	Date implemented	
Replace "call now" with "book now" button	in discussion	Categorize Instagram Story Highlights	23/03	
Start following relevant pages for sharable content	in process	Start following relevant pages for repostable content	23/03	
Update seasonal profile and cover photo	in discussion	Update seasonal profile picture	in discussion	

Recurring content overview sheet

Content theme	Content topic	Content type	Recurring frequency	Social media
Helsinki events	Recommendation	picture	weekly (every Monday)	Facebook
Hostel events	Promotion	picture	weekly (every Friday)	Facebook & Instagram
	Event	pictures, videos, Story	weekly (every Sunday)	Instagram
Staff night	Team member of the month	picture	monthly (Saturday after staff night)	Facebook
	Restaurant	picture	monthly (Saturday after staff night)	Instagram

Customer orientated content ideas sheet

Theme	Topics	Content/URL	Social media	Posting season	Posting day	
Things to do in Helsinki	Sights & Culture	Suomenlinna	Facebook	all seasons		
		Helsinki Cathedral				
		Rock Church				
		Sibelius Monument				
		Hakaniemi Market Square				
		National museum of Finland				
		Natural history museum				
		Didrichsen art museum				
		Design Museum Helsinki				
		Ateneum				
		HAM				
	Kiasma					
	Tove Jansson Exhibition at HAM					
	Shopping	Sustainable Fashion Stores in HEL	Facebook		24/03	
		Where to buy Finnish Design Classics in HEL				
		Bookstore tips				
		Garden (Finnish fashion designs)				
		Moomin Shop				
	Food & Drinks	New restaurants that opened in 2018	Facebook		21/03	
		Best new bars in HEL				
		Old market hall				
Nature	Helsinki Winter Gardens	Facebook	22/03			
	Esplanade Park					
	Kaivopuisto park					
	Karhupuisto					
	Kaisaniemi Botanic Garden					
Activities	Nuukio national park	Facebook				
	Top 5 Finnish Water Parks					
	Guided walking tours HEL					
	Allas Sea Pool					
	Winter swimming in HEL					
	Sledding hills in HEL		19/03			
	Finnish sauna for beginners					
Islands to visit during winter	29/03					
Other	Helsinki Zoo	Facebook				
	33 Free and Cheap Things to do in HEL		27/03			
	Helsinki on a budget					
	Libraries					
	3 Adventurous Days in Helsinki		31/03			
Day trips from Helsinki	Espoo	Website link of city	Facebook & Instagram	High season		
	Vantaa					
	Lake Tuusula					
	Lohja					
	Hyvinkää					
	Raseborg					
	Porvoo					
	Loviisa					
	Hanko					
	Hämeenlinna					
	Salo					
	Tallinn					
	Kouvola					
	Kotka-Hamina Region					
	Lahti					
Lake Saimaa						
Fiskars						
"How to" Instagram Story + Highlight	Directions Opening door Inserting discout code in BBN	Instagram Story videos + save in bio as Highlights	Instagram	ASAP		
FAQs	Questions Answers	Instagram Story videos + save in bio as Highlights	Instagram	High season		
Meet the team	Behind the scenes	Instagram Stories	Instagram	Low season		
	Staff introductions (favourite thing about Helsinki)	Instagram Stories & Facebook posts	Facebook & Instagram	Low season		
Interesting information about Finland and Helsinki	Finland	FIN happiest country	Facebook	all seasons	20/03	
	Helsinki	Helsinki-the coolest city Kallio District				
	Culture	Easter celebrations			respective season	
		Vappu celebration				
		Midsummer				
Independence day						
Christmas celebrations						
Nice and interesting Helsinki & Hostel pictures/videos	Getting to know the city	Spontaneous content creation	Facebook & Instagram	all seasons		
	Nice hostel pictures					

Sales and hostel orientated content ideas sheet

Theme	Topics	Content	Social media	Posting season	Posting day
About Hostel	Useful information	How to find bed -dorm map (picture)	Facebook & Instagram	all seasons	
		Using key card (video)			
		Opening front door (video)			
		Laundry room (picture)			
		Drinking water (picture)			
		Kitchen facilities (picture)			
		Public transport information (picture)			
		Public transport tickets (picture)			+FB: 07/04
		Ferry schedule to Tallinn (picture)			FB: 26/03
		Showcase sale items (picture)			IG: 23/03
	Computer 2nd floor	IG: 26/03			
	Fun facts	Art gallery (winter wonderland)			
		Helsinki white board events			
		Arcade lounge (picture)			25/03 +
		World map (picture)			FB: 30/03
Flyers (picture)		IG: 21/03			
Games & books (picture)		FB: 23/03			
Events	Events (picture)				
	View recurring content sheet				
Improve reputation	Facebook review encouragements	e.g. via CTA on posts	Facebook	all seasons	
	User generated content encouragements	e.g. ask guests what they like about CheapSleep	Instagram (Stories)	low season	
	Micro influencers	e.g. via free stay & payment	Instagram		
Improve operations	Polls	e.g. ask if improvements or current facilities are liked	Instagram (Stories)	all seasons	
	New intern promotions	picture advertisement	Facebook & Instagram	when needed	
Improve sales	Special offer promotions	e.g. competitions, seasonal offers, etc.	Facebook & Instagram	low season	

Holidays and special events calendar sheet

Annual Holidays & Special Event Days (relevant for SM posts & hostel event ideas)

January	Q1 February	March	April	Q2 May	June	July	Q3 August	September	October	Q4 November	December
1 Tu New Year's Day	1 Fr	1 Fr	1 Mo April's Fools Day	1 We Vappu	1 Sa	1 Mo International Joke Day	1 Th	1 Su	1 Tu	1 Fr	1 Su
2 We	2 Sa	2 Sa	2 Tu	2 Th	2 Su	2 Tu	2 Fr	2 Mo	2 We	2 Sa All Saint's Day	2 Mo
3 Th	3 Su	3 Su	3 We World Party Day	3 Fr	3 Mo	3 We	3 Sa	3 Tu	3 Th	3 Su	3 Tu
4 Fr	4 Mo	4 Mo	4 Th	4 Sa	4 Tu	4 Th	4 Su	4 We	4 Fr	4 Mo International Candy Day	4 We
5 Sa	5 Tu	5 Tu	5 Fr	5 Su	5 We	5 Fr	5 Mo	5 Th	5 Sa	5 Tu	5 Th
6 Su Epiphany	6 We	6 We	6 Sa	6 Mo	6 Th	6 Sa	6 Tu	6 Fr	6 Su	6 We	6 Fr Independence Day
7 Mo	7 Th	7 Th	7 Su	7 Tu	7 Fr	7 Su	7 We	7 Sa	7 Mo	7 Th	7 Sa
8 Tu	8 Fr	8 Fr	8 Mo	8 We	8 Sa	8 Mo	8 Th	8 Su	8 Tu	8 Fr	8 Su
9 We	9 Sa	9 Sa	9 Tu	9 Th	9 Su	9 Tu	9 Fr	9 Mo	9 We	9 Sa	9 Mo
10 Th	10 Su	10 Su	10 We	10 Fr	10 Mo	10 We	10 Sa	10 Tu	10 Th	10 Su	10 Tu
11 Fr	11 Mo	11 Mo	11 Th	11 Sa	11 Tu	11 Th	11 Su	11 We	11 Fr	11 Mo	11 We
12 Sa	12 Tu	12 Tu	12 Fr	12 Su	12 We	12 Fr	12 Mo	12 Th	12 Sa	12 Tu	12 Th
13 Su	13 We	13 We	13 Sa	13 Mo	13 Th	13 Sa	13 Tu	13 Fr	13 Su	13 We	13 Fr
14 Mo	14 Th Valentine's Day	14 Th	14 Su	14 Tu	14 Fr	14 Su	14 We	14 Sa	14 Mo	14 Th	14 Sa
15 Tu	15 Fr	15 Fr	15 Mo	15 We	15 Sa	15 Mo	15 Th	15 Su	15 Tu	15 Fr	15 Su
16 We	16 Sa	16 Sa	16 Tu	16 Th	16 Su	16 Tu	16 Fr	16 Mo	16 We	16 Sa	16 Mo
17 Th	17 Su St. Patrick's Day	17 Su	17 We	17 Fr	17 Mo	17 We World Emoji Day	17 Sa	17 Tu	17 Th	17 Su	17 Tu
18 Fr	18 Mo	18 Mo	18 Th	18 Sa	18 Tu	18 Th	18 Su	18 We	18 Fr	18 Mo	18 We
19 Sa	19 Tu	19 Tu	19 Fr Good Friday	19 Su	19 We	19 Fr	19 Mo	19 Th	19 Sa	19 Tu	19 Th
20 Su	20 We	20 We	20 Sa	20 Mo	20 Th	20 Sa	20 Tu	20 Fr	20 Su	20 We	20 Fr
21 Mo	21 Th	21 Th	21 Su Easter Sunday	21 Tu	21 Fr	21 Su Midsummer eve	21 We	21 Sa	21 Mo	21 Th	21 Sa
22 Tu	22 Fr	22 Fr	22 Mo Easter Monday	22 We	22 Sa	22 Su Midsummer day	22 Th	22 Su	22 Tu	22 Fr	22 Su
23 We	23 Sa	23 Sa	23 Tu	23 Th	23 Su	23 Tu	23 Fr	23 Mo	23 We	23 Sa	23 Mo
24 Th	24 Su	24 Su	24 We	24 Fr	24 Mo	24 We	24 Sa	24 Tu	24 Th	24 Su	24 Th Christmas eve
25 Fr	25 Mo	25 Mo	25 Th	25 Sa	25 Tu	25 Th	25 Su	25 We	25 Fr	25 Mo	25 We Christmas day
26 Sa	26 Tu	26 Tu	26 Fr	26 Su	26 We	26 Fr	26 Mo	26 Th	26 Sa	26 Tu	26 Th Second day of Christmas
27 Su	27 We	27 We	27 Sa	27 Mo	27 Th	27 Sa	27 Tu	27 Fr	27 Su	27 We	27 Fr
28 Mo Fun at work day	28 Th	28 Th	28 Su	28 Tu	28 We	28 Su	28 We	28 Sa	28 Mo	28 Th	28 Sa Card Playing Day
29 Tu		29 Fr	29 Mo	29 We	29 Sa	29 Mo	29 Th	29 Su International Coffee Day	29 Tu	29 Fr	29 Su
30 We		30 Sa	30 Tu	30 Th Helatorstai	30 We Social Media Day #5MDAY	30 Tu International Day of Friendship	30 Fr	30 Mo	30 We	30 Sa	30 Mo
31 Th		31 Su		31 Fr		31 We	31 Sa		31 Th Halloween		31 Tu New Year's Eve

Appendix 7. Metrics table

Objective	Metrics (KPIs)
Increase reach	<ul style="list-style-type: none"> – Reach – Number of followers
Increase engagement	<ul style="list-style-type: none"> – Engagement – Number of likes, shares and comments – Interactions – Impressions – Actions taken on page
Increase brand awareness	<ul style="list-style-type: none"> – Reach – Engagement – Number of followers – Page views – Impressions – Interactions
Gain new and loyal customers	<ul style="list-style-type: none"> – Number of followers – Actions taken on page
Improve and facilitate company reputation, especially to locals in Helsinki & Finland	<ul style="list-style-type: none"> – Number of shares – Number of followers from Helsinki and Finland – Facebook’s review score
Gain competitive advantage	<ul style="list-style-type: none"> – Reach – Engagement – Message responds time – Facebook’s review score
Increase sales, especially during low season	<ul style="list-style-type: none"> – Actions taken on page
Attract more talented workers for the company	<ul style="list-style-type: none"> – Actions taken on page