Ivan Zolkin

VKontakte as a Tool For Event Marketing

Case: Kainuun Liikunta RY

KAMK • University
of Applied Sciences

Abstract

Author: Zolkin Ivan

Title of the Publication: VKontakte as a tool for event marketing

Degree Title: Bachelor of Sports and Leisure Management

Keywords: Social Media, Marketing, VKontakte, Event Marketing, Recommendations

The aim of this Bachelor's thesis was to find a budget method of attracting as many participants from the Russian Federation as possible. The main goal to achieve was to determine the most effective method of marketing the event, as well as, determining the target audience for its further targeting in the social network VKontakte. Statistics, theory and a survey were used to achieve these goals. The questionnaire was conducted among residents of St. Petersburg, Moscow and other Russian cities who participated in Vuokatti Hiihto 2019.

The thesis was commissioned by Kainuun Liikunta Ry. This organization is responsible for promoting sports and organizing sport events in Kainuu region.

The thesis is based on existing methods of event marketing via social media with supplemental materials specifically to Vuokatti Hiihto. Nevertheless, the concept can be used as a base for further researches and improvements, to become successful for other competitions, organized by Kainuun Liikunta. Evaluation and performance level of this study can be a subject for another thesis.

The result of the study was a list of recommendations and a definition of the ideal Russian client for Vuokatti Hiihto, which can help in the expansion into the Russian market. The recommendations were given on the basis of the previous knowledge of the event and social media marketing. The theoretical part of the thesis and the survey results were also taken into consideration. The survey that was taken during the study also provides valuable information to the commissioning party.

Preface

The project was undertaken at the request of Kainuun Liikunta, where I had an opportunity to do my internship. My research questions were formulated together with my supervisor, Perttu Huusko. The research was difficult but conducting extensive investigation has allowed me to answer the questions that we identified.

I would like to thank my supervisor for his guidance and support during this process. I also wish to thank all of the respondents, without whose cooperation I could not have carried out this analysis.

CONTENTS

1   Introduction

Promoting events through outdated channels, such as the distribution of posters, flyers, and radio advertising, is becoming less essential, and most importantly, more costly. The time of the paper is almost over, and the only time it can be used is if you got advertising in print media for free. Thereby, the most cost-effective and working way of promotion, the leader of tomorrow is advertising in the global network – social media, in particular. (Rumyantsev, 2017)

The relevance of this work is due to the following circumstances:

Firstly, the commissioning party - Kainuun Liikunta needs modern technologies that would help attract more participants from Russia, while using as little funds as possible from the company.

Secondly, social networks are developing very rapidly in the modern world. They are one of the main platforms for communication between people. However, nowadays there is also a tendency for companies to communicate with their customers via social networks. This is due to the fact that social networks have changed the introduction of the dialogue with the consumer, turning it from a monologue into a multidialogue. Now the conversations between the client and the companies are filled with emotions, informational content and speed of reaction.

Thirdly, at the moment, Kainuun Liikunta's activity on the social network VKontakte is ineffective. This is confirmed by the low reach of the audience and the low number of subscribers to the account. The above justifies the need to develop and implement recommendations for optimization and promotion in VKontakte.

The author hopes that this thesis will be beneficial to the commissioning party and that it can be used to their advantage to attract more Russian participants to their events, Vuokatti Hiihto, in particular. The thesis also has many benefits to the author of the study, as it will help him with a professional growth and development of new skills. Due to the author's interest in social media marketing and at the same time in sport events, the thesis will be a valuable project to the author's future career.

Kainuun Liikunta

Kainuun Liikunta Ry is a sport organization, providing its services to the eight municipalities of Kainuu Province and Vaala, Finland. Kainuun Liikunta promotes a sporty lifestyle among all people (children, teenagers, adults and elderly people) of Kainuu region through organizing different

events, seminars, trainings, guidance and other activities to make people's life healthier and happier. Their position is clear – sporty lifestyle is an essential element for children's development (by playing sports children develop physical skills, make new friends, improve self-esteem, learn to be a team member, etc.) and it is a powerful tool for all ages to feel good about themselves, both physically and mentally. From all sport projects, organized by them, it is reasonable to highlight Kainuu Endurance Experience. It combines many sport activities and competitions throughout the year: Vuokatti Hiihto, Halti Outdoor Weekend, Vuokatti Trail Challenge, Kainuun Rastiviikko, Raatteen Maraton, Ruthless Raja and Lost in Kainuu. All these events combine friendly and positive atmosphere for the participants, great organization and give emotions that are hard to forget. (Kainuun Liikunta ry, 2018)

The author had opportunity to participate and organize most of the events during his free time and practical training at Kainuun Liikunta. Thus, the descriptions of the events are based on author's experience and information given by Kainuun Liikunta.

There are four main events - Vuokatti Hiihto, Halti Outdoor Weekend, Kainuun Rastiviikko and Lost in Kainuu. Nevertheless, the author decided to focus on one of them - Vuokatti Hiihto, due to more information and data available to analyze.

Vuokatti Hiihto

Vuokatti Hiihto is an event organized for mass skiing for everyone. In the last five years, number of participants, entering the competition, changes from 1300 to 1700, part of them are foreigners - 100-200. Russia was represented by 55 to 100 participants for the period 2014-2018. (Kainuun Liikunta ry, 2018)

The length of the ski tracks varies from 20 to 100 km of skating or classic style. Everyone is able to choose the distance for themselves. For example, an amateur skier can take a shorter one, and a professional – longer, with more uphill and downhill parts. Before and during the race participants are able to use service points to wax their skis and improve its gliding. It is also possible to borrow ski poles during the race, if one or two of them get broken.

In addition, it is worth noting that Vuokatti Hiihto is a part of Euroloppet. Euroloppet is ski marathon series, which currently include about 40 ski marathons in 10 European countries. According to the rules of Euroloppet, only two races from one country can become the main members of Euroloppet. (Euroloppet, 2019)

Moreover, Vuokatti Hiihto became a member of Russialoppet in 2019. Russialoppet unites 25 largest ski races in six federal districts and nine most popular foreign marathons among Russians. It represents the international marathon movement in Russia. Each competition in the series has its own unique history, traditions, and program, and takes place every year in the same period. Regularity and constancy are the basic principles of the series. (Russialoppet, 2019)

1.1   Problem

Kainuun Liikunta is currently visible on Facebook, Instagram and VKontakte. However, only group in VKontakte has information in Russian. Their activity in VKontakte is not high enough to reach their current and potential customers. At the moment, the time they can use for marketing activities on social media is limited - several hours per week, and existing budget for promotion of sport events is not large - preference is given to less costly ways of attracting new customers.

Before starting work on a thesis, it is worthwhile to put questions clearly to which answers will be found upon its completion. This step helps in more accurate problem determination and disclosure. The thesis aims to find answers for the following questions: What is the optimal way for Kainuun Liikunta to spread their services to Russian market? What advantages does it have? What recommendations can be given to market the services through VKontakte? And what is the portrait of an ideal client for Vuokatti Hiihto?

1.2   Purpose and Limitation

The purpose of this thesis is to give Kainuun Liikunta recommendations for how to utilize VKontakte, where most of their potential customers are being active and to give suggestions for how they could reach more people through this channel. The challenge will be to find activities that are both effective and less costly and do not require more time what Kainuun Liikunta is able to spend with their limited resources.

Since Kainuun Liikunta would like to spread their services to Russian market, the recommendations offered are limited for VKontakte, which is located in the top three most popular social media channels in Russia, according to SimilarWeb and Alexa. (Sergeeva, 2019; Simon Kemp, 2019)

The recommendations and the researches behind them will only focus on this channel. Kainuun Liikunta will be responsible for the implementation of the recommendations in practice, which can be applied to any sport event organized by them. There is no time frame to apply the recommendations. However, some marketing tools in VKontakte tend to become obsolete. The sooner they will be applied, the more instruments the company can use and get the best of them.

1.3   Thesis Structure

This research work consists of five chapters, which further divided on subheadings. Therefore, the thesis chapters are Introduction, Marketing, Methodology, Kainnun Liikunta's Digital Marketing Plan for Russian Ski Tourists and Conclusion.

The first chapter deals with the introduction of the thesis. In which commissioning party, Kainuun Liikunta, and its main events has been briefly explained. Further, the purpose of the thesis with limitations provides general information about the study itself. And the questions that will be answered at the end of the study.

In chapter 2, the author reveals the theoretical background of the research study. It starts with the definitions of the terms and gives a brief information about marketing, digital marketing and social media.

Chapter 3 informs us about the project research methodology. The quantitative research method was used for Kainuun Liikunta case study. There were 83 participants, which received an offer to participate in the study and 28 of them replied for the questions in a survey. The whole survey was conducted in the form of a questionnaire through Google Forms. This kind of data collection helped the author to gain the answers in a timely manner.

Chapter 4 presents a data of the target audience for Vuokatti Hiihto event and its analysis. The recommendations for using VKontakte are based on the survey and theoretical background of the study.

Chapter 5 is a conclusion of findings and author's thoughts.

2   Marketing

Marketing plays a big role in communicating with potential clients and it is one of the most valuable business elements. The key points of marketing is to satisfy a client and to create a customer value. Managing and maintaining profitable customer relationships is one of the simplest definitions of marketing. The purpose of marketing is to combine two principles - to attract new customers and to retain existing ones. Well-built marketing is one of the most important keys to the success of any company. (Kotler, Burton, Deans, Brown, & Armstrong, 2012)

Organizations that monitor their customers and care for them have great success in the market and their profits are constantly growing. Peter Drucker, a management guru, described marketing as an integral part of any business. The success of which depends entirely on the wishes of the client. It is the customer who is the most important part of the business chain. (Drucker, 1973)

Marketing surrounds us literally everywhere in everyday life - on store shelves, on TV, magazines, newspapers, on the Internet, when you open it from your computer or phone. Marketing does not stand still and is constantly developing. Every year marketers are more sophisticated trying to attract the attention of consumers. In recent times, many new ideas have emerged, from freshly designed websites to social networks with marketing campaigns to promote products. There was a transition from mass marketing to personal, where modern marketing methods have become more accurate in determining clients' desires and find a personal approach to each of us. Brands want to be a part of our life and live life moments, sharing experiences and impressions together. (Kotler et al., 2012)

Every person is familiar with marketing, experiencing it at work, at home, or on vacation. However, people often do not see that behind a simple at first glance process there is a mass of people competing for our attention and purchasing power.(Kotler et al., 2012)

What is marketing? The first thing that comes to mind is advertising and sales. This is not surprising, since every day, we are faced with advertising online, on television and any other place wherever we look. Nevertheless, this is just the tip of the marketing iceberg. (Kotler et al., 2012)

Today's marketing is based on meeting customer needs, not just in the old sense – 'telling and selling '. It is not difficult to sell a product if the marketer and the team of professionals did their job correctly - understood client's needs, produced the product of excellent quality at a good price and were able to effectively present it. (Kotler et al., 2012)

In fact, according to Peter Drucker, "The aim of marketing is to make selling unnecessary." (Burnett, 2008)

At the same time, The American marketing Association (2019) defines marketing as follows:

" Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Marketing is a universal system that aims to eliminate customer problems and provide the right product. In turn, this should lead to a mutual benefit for both parties - the client and the organization providing the service. And although the marketing bases remain the same, the Internet has greatly changed the model for implementing marketing ideas and the results obtained from the Internet marketing. (Eshghi, A. & Krishnan, B & Sheth, J., 2001)

Moreover, there are three different fundamental paradigm shifts. Marketing execution paths that no longer work in the new world of the Internet are the first paradigm shift. For example, in the past, marketers had more influence over the desires of the consumer and could be more involved in the process. In the era of the Internet, the situation has changed. Now the buyer knows what he wants, what he wants and how much he is willing to pay. Internet marketing has become equal to "reverse marketing". (Eshghi et al., 2001)

Changing marketing performance standards is the second pattern. Now, for the most part, customers are paying attention to products of excellent quality at a reasonable price. The third great concept is that marketing has become a more complex system that requires more action to take. (Eshghi et al., 2001)

Summarizing, the Internet marketing is looking for profitable offers for both customers and suppliers. Companies can get more positive results on the market, using targeted promotion of their services to select the right audience. A lower price for getting a customer is also a good bonus. Internet marketing has unleashed a creative hand for marketers and has offered customers a fast, convenient method of obtaining information about a product and the product itself through digital devices.

2.1   Social Media Marketing

After the advent of the Internet and the latest digital technologies, there was a boom that hit a huge number of social networks and communities. People began to exchange messages, videos, photos and other content. This has led to the emergence of such social networks and platforms like Instagram, Facebook, Twitter and of course, YouTube with its video resources. Marketers could not miss this opportunity with the emerging demand.(Kotler & Armstrong, 2017)

The impact on the world of communication that social media marketing has made is hard to miss. This event is comparable in scale to the invention of television. (Falls & Deckers, 2012)

Thus, the company received new opportunities and channels to attract customers, as well as a more detailed study of the client. Despite this, many organizations still used the old versions of printed brochures on the Internet when designing their websites. The trend began to change in 2000, when the network ceased to be static and dynamic development began. Social networks have brought new opportunities to contact and communicate with each other. The remote but lively interaction of buyers with sellers was a fundamental shift in how companies communicate with their customers. (Falls & Deckers, 2012)

The conversation became the element that marketers and business owners expected. It is worth noting that the dialogue was present before the emergence of social networks. Organizations could contact clients online and offline. However, it was the social networks that turned primitive conversations to conversations saturated with emotions, informative and speed of response. (Falls & Deckers, 2012)

Social networks did not turn marketing from a monologue into a dialogue, but turned it into a multilog. Now companies can communicate with customers, and customers with companies, but customers can also communicate with other customers, potential customers and the public. For the first time, companies can watch what people say about them, often in real time, and use it while listening to get an idea of what their customers want, and even intervene when customers seek advice and support. (Falls & Deckers, 2012)

However, until now many companies are hesitant on multilogue. This tendency is noticeable among small companies and companies from conservative industries. (Falls & Deckers, 2012)

1.1.1 Advantages and Challenges of Social Media Marketing

Using social media presents both advantages and challenges. On the plus side, social media provides the maximum opportunity for targeting an audience, as deeply as needed. Users have already registered on social networks and have reported maximum information about themselves: age, location, marital status, education, profession, hobbies and much more. As a result, diverse information is available compared to other marketing tools, and this allows to work only with those users who best fit company's idea of the target audience. (Kotler & Armstrong, 2017; Khalilov, 2013)

Social medias are bilateral. This is their main advantage when it comes to communication with customers and receiving feedback from them. In the case of most other marketing tools, work with the audience is built in one-sided format: the advertiser conveys information about its product and is not able to get a reaction back. In social networks, this process is bilateral: users can express their opinion, ask, and participate in polls. As a result, there is a deeper interaction with the target audience than in the case of traditional advertising. (Kotler & Armstrong, 2017; Khalilov, 2013)

Social media are also prompt and convenient. They can be used to contact consumers whenever, wherever with appropriate and suitable marketing content with regard to brand affairs and actions. Factor of sharing interesting information with surroundings is expressed in social media as in no other medium. With the right approach, this feature can be used for the widest possible dissemination of information about a brand, a company or an organization, because users do it themselves. Marketers can now watch what's trending and create content to match users' experiences. (Kotler & Armstrong, 2017; Khalilov, 2013)

The availability of social networks in financial terms is a huge plus for small organizations and brands that are not able to allocate large funds for marketing campaigns and advertising. Registration and use of social networks is free, although content management will require time and money when a company, for example, hiring a content specialist. However, the return on this exceeds expensive investments in traditional media, such as advertising on television, printing in newspapers and magazines. (Kotler & Armstrong, 2017)

Social media marketing also has its difficulties. Firstly, for many companies, work with social networks is a new experience and not everyone has learned how to apply them correctly for business. In addition, measuring results and collecting statistics is a challenge. Secondly, marketers

working for a company need to join the sphere in which the consumer dominates. Entering foreign territory, impose your content and the rules of the game will not work. They should first understand the motives, desires of the client to create a trusting relationship that will lead to a pleasant experience. Nevertheless, online social existence and proficiency are nowadays a mandatory foundation and appropriateness of every successful business and organization. (Kotler & Armstrong, 2017; Tom Funk, 2012)

2.2 Social Networks

Social network is an element of the general social environment. Person joins society, acquires social experience, masters social norms and rules, develops his values and attitudes. The social network connects two systems: an individual and a society. (Filina, 2014)

All social networks are divided by type. There are networks for finding people: classmates, colleagues and other people. There are business networks for job search, partners, professional communication and other business issues. Some networks are based on video, some on audio and specifically on music, and some on photos. There are also niche networks that may not fall under the above categories. (Filina, 2014)

In addition, different networks relate differently to the policy of open information. Most networks are currently open but there are also closed, where people get in only by invitation. Closed networks are just beginning to appear, but we can already expect their popularity in a few years. People like everything that is forbidden and difficult to access. (Filina, 2014)

Today, social networks are so firmly rooted in our lives that the top five most popular social sites practically do not change from year to year. However, the scale of penetration and use of these social networks differs depending on geography and demographic factors. Understanding these differences is important when targeting a specific audience. Comparing the most popular social networks, it is important to pay attention not to the number of registered accounts but to the number of active users. Social networks are the most powerful tool with which you can attract hundreds of thousands of people to your company with minimal financial investments. (Sergeeva, 2019)

For example, in Russia, social networks have become considered as a tool for promoting both commercial and social projects relatively recently. In foreign countries, there are already many

professionals, authors, and professional communities dealing with social networks. Many developed Russian companies preferred a conservative approach to marketing and could not take full advantage of innovative methods. On the contrary, modern, new companies today are more willing to work with these methods, not using or almost without using traditional promotion methods.

The popularity of social networks today cannot be ignored. VKontakte is perhaps the largest network not only in Russia but also throughout Europe. Its creator, Pavel Durov, initially in 2006 planned to create a place for students to communicate. However, after a while it began to gain popularity and was already intended not only for a specific category of the population but for everyone.

2.2.1   Statistics for 2019 - in the world and in Russia

This section of the thesis contains the most important data about digital world, most popular websites, social media and social media platforms. In the tables below, statistics show the situation in the world and Russia in particular. We Are Social and Hootsuite's reports were used to collect the information.

In 2019, there are 3.48 billion social media users, with a global total increase of 288 million (9 percent) compared to last year. (Simon Kemp, 2019)
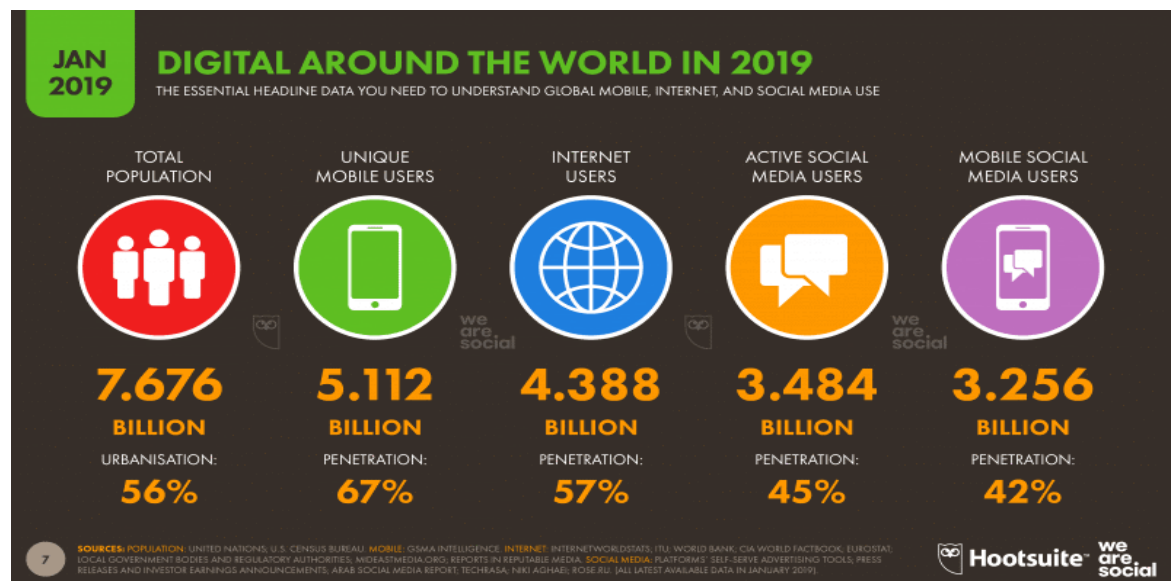

Figure 1. Digital around the world in 2019 (Simon Kemp, 2019)

Nowadays 3.26 billion people use social media on mobile devices, with a growth of 297 million new users (more than 10 percent) for the period January 2018 to January 2019. (Simon Kemp, 2019)

Figure 3. The Russian Federation (Simon Kemp, 2019)

In Russia, there are 109.6 million Internet users and the level of Internet penetration is at around 76%. Values since last year have not changed significantly. At the same time, 85% of all online users in Russia access the Internet every day, and 11% at least once per week. (Sergeeva, 2019)
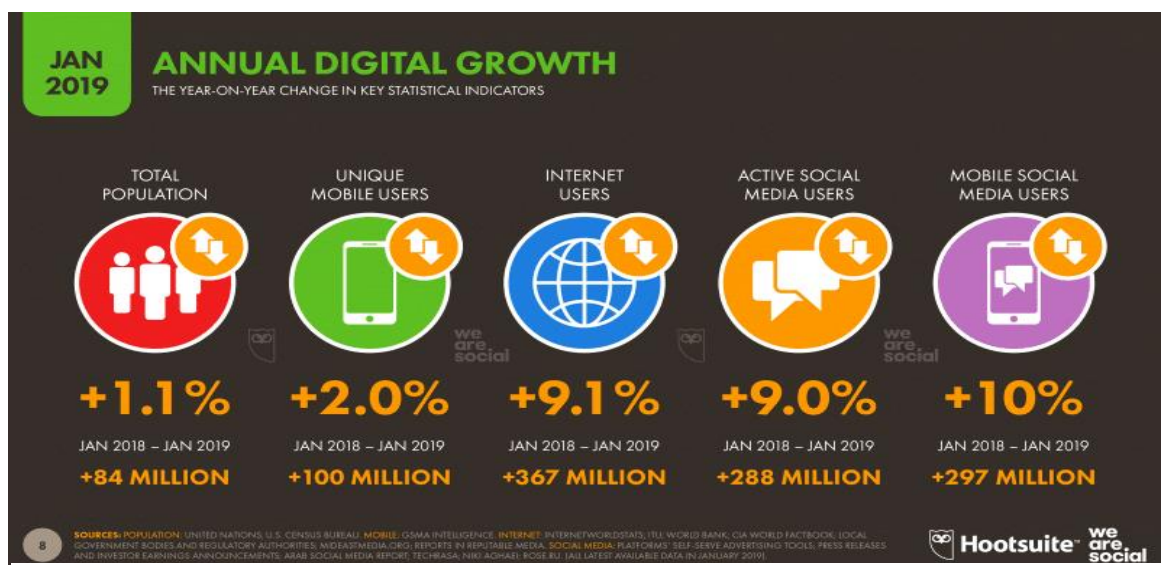

Figure 2. Annual Digital Growth (Simon Kemp, 2019)

Among most popular websites, Google, as expected, continues its domination in the world - SimilarWeb and Alexa put the search giant in the first place in their charts. VKontakte took 16th place in both studies and entered the top 20 most visited sites globally, confirming its popularity in Russia and abroad. (Sergeeva, 2019)

Figure 5. World's Most Visited Websites, SIMILARWEB (Simon Kemp, 2019)

Figure 4. World's Most Visited Websites, ALEXA (Simon Kemp, 2019)

According to SimilarWeb and Alexa the most popular site in Russia for 2019 - yandex.ru and social network - vk.com or youtube.com, depending on the study. It is worth noting that the time spent in VKontakte is one of the longest for the entire list. (Sergeeva, 2019)

Figure 6. Top Websites in Russia, ALEXA (Simon Kemp, 2019)

Figure 7. Top Websites in Russia, SIMILARWEB (Simon Kemp, 2019)

At the beginning of 2019, the number of social networks users almost reached 3.5 billion around the globe. The data was gathered from more than 230 countries and its most popular platforms. In the past 12 months, 288 new accounts were registered. Social network penetration composed 45%. Nevertheless, social networks are still unevenly distributed. For example, the level of penetration in some parts of Africa does not even reach 10%. (Simon Kemp, 2019)
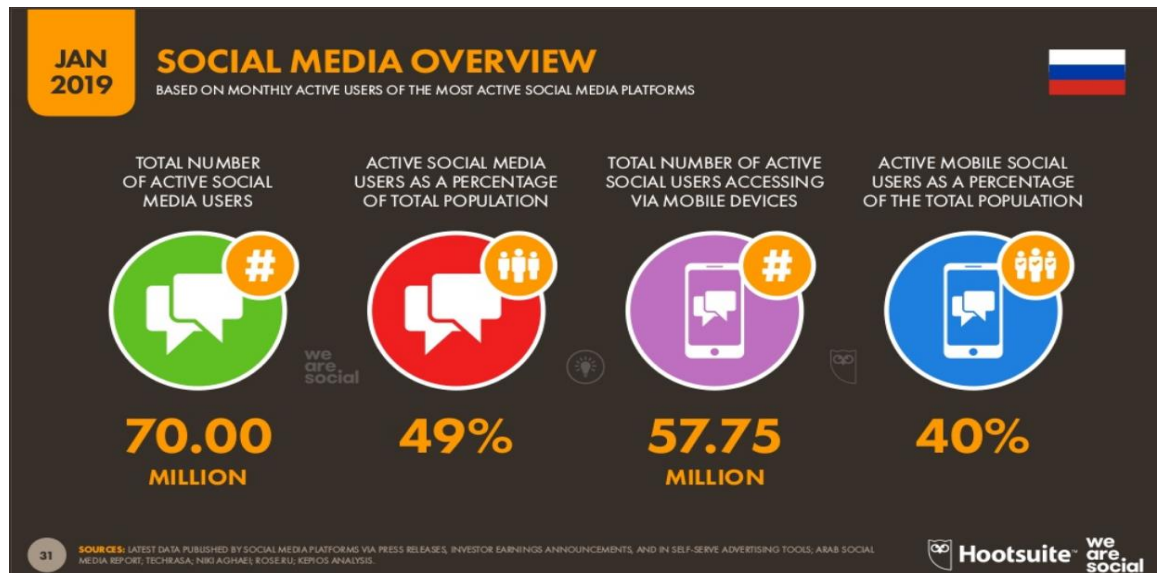

Figure 8. Social Media Overview (Simon Kemp, 2019)

Slightly less than half of Russians use social networks. For accuracy, it is 70 million active users for January 2019. (Sergeeva, 2019)
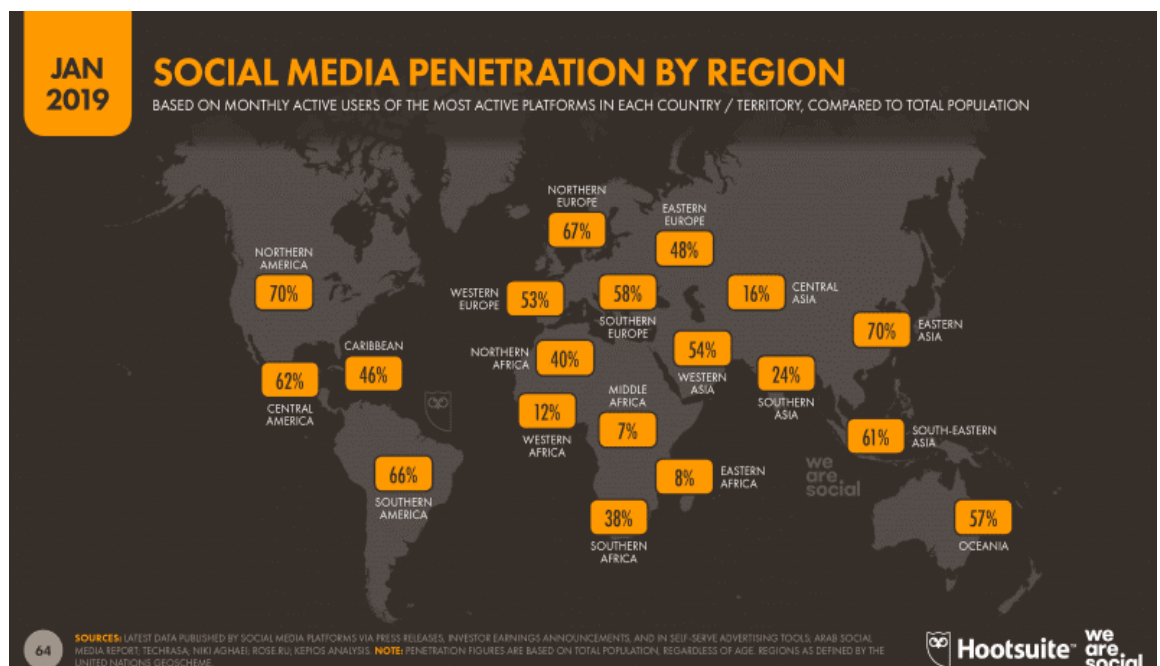

Figure 9. Social Media Penetration by Region (Simon Kemp, 2019)

In Russia, users like YouTube and VKontakte in most among all social networks and for messaging Russians prefer to use WhatsApp and Viber. (Sergeeva, 2019)
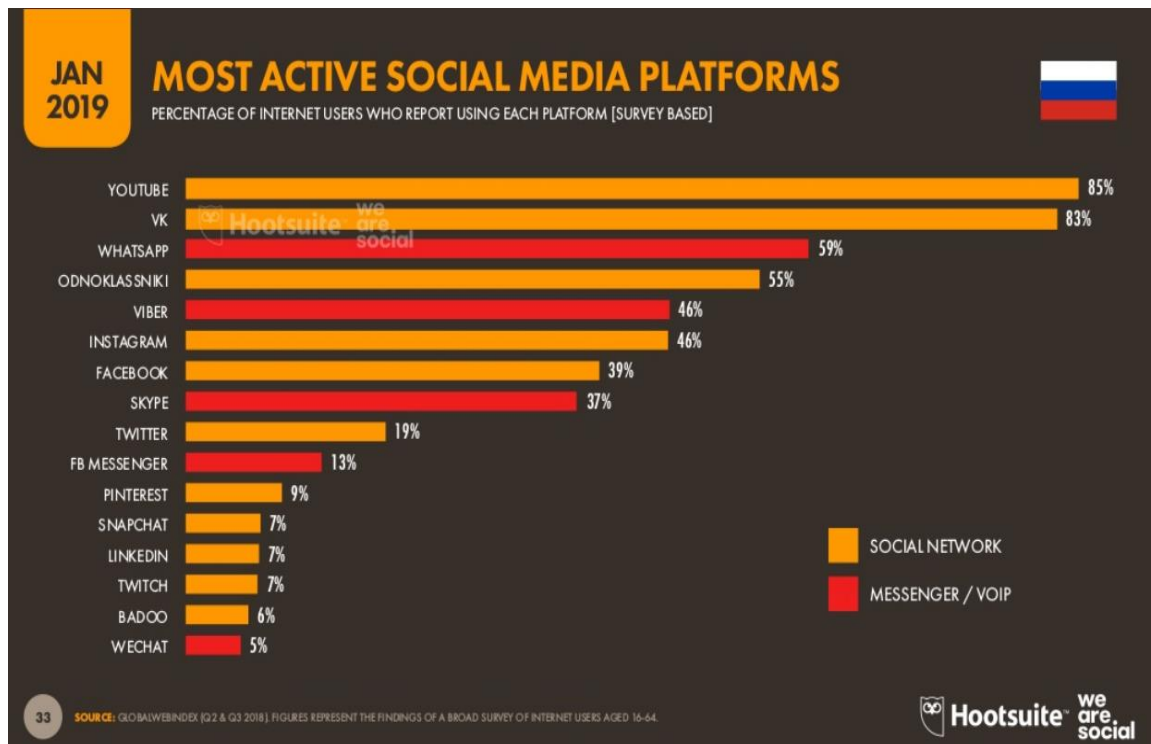

Figure 10. Most Active Social Media Platforms (Simon Kemp, 2019)

2.2.2 VKontakte

VKontakte is one of the first social networks to appear in Russia. It spontaneously and virally developed, and a year after the launch, millions of profiles were registered in it. For users, an important feature of VKontakte is its multi-functionality (for some, this network is in fact an absolute synonym for the Internet as a whole). Without leaving the familiar interface, users can get acquainted, communicate, watch videos, listen to music, play games, read, receive news, make purchases, etc. As a result, many people stop visiting other sites, limiting themselves to VKontakte. Its development strategy is largely based on tracking popular user behavior patterns and converting them into a social network. Users persistently call their friends to register in VKontakte, since it is more convenient for them to concentrate all communications within the one network. Such affection of people to their favorite platform is one of the main mechanisms for its further advancement. (Khalilov, 2013)

As a result, VKontakte has a huge stock of user loyalty. Despite the fact that new social networks are constantly appearing, the outflow of users from VKontakte is minimal. The main reason is that

people are tied to it because of their friends, personal music, video collections and other already familiar things. (Khalilov, 2013)

VKontakte is the second Runet. With its search engine, "sites", promotion tools. There is no doubt that every company must be present on VKontakte, as well as, company's general presence on the Internet. (Rumyantsev, 2015)

2.2.3   Advantages of VKontakte

From the point of view of marketing, VKontakte has its advantages and disadvantages.

One of the main advantages of VKontakte is its numerous active audience. The network has a high daily attendance, as well as, the time that users spent in this social platform is impressive. (Khalilov, 2013)

Another equally important fact is that the community-communication model tends to be popular among the users. Today, there are more than 10,000,000 groups (communities) in VKontakte, which users tend to join, communicate, and receive information from there. This is the difference, for example, from the social network Odnoklassniki, in which inter-profile communication, correspondence through a system of personal messages, is more popular. This feature of VKontakte allows to use the system of groups and personal pages as an effective marketing tool. (Khalilov, 2013)

Possibility of deep targeting, which forms the third point of the advantages of VKontakte cannot be underestimated. VKontakte users fill out their profiles in the most detail way, revealing as much information as possible about themselves. As a result, knowing this information, the marketer can target an advertising campaign specifically on the target audience, which dramatically increases efficiency. In such a situation, the depth of targeting depends on the desire of the company to be more accurate in finding its client. (Khalilov, 2013)

Of course, VKontakte has also drawbacks, among which is its young audience. According to statistics from (Brand Analytics, 2018) and (Regnum, 2018), VKontakte has slightly more young users than Facebook or Odnoklassniki, while most advertising campaigns are usually aimed at an adult audience. However, this drawback can be partly avoided by the fact that marketers can work only with the age segment that is needed and Vkontakte allows it. (Khalilov, 2013)

Another unpleasant thing is a presence of force majeure factor. Periodically, its administration puts marketers in front of the fact that new rules have been introduced, which radically change the strategy and tactics of promotion. Accordingly, it is problematic to plan actions for the long-term perspective, since there is no clear vision how the network will change in the future. Sometimes organizations can face with a choice: accept new conditions or to abandon the campaign/promotion and lose their invested funds. Such situation happened in 2011, when social network developers introduced a mandatory daily fee for placing branded applications. As a result, many companies removed the applications. (Khalilov, 2013)

However, despite the existing shortcomings, VKontakte has been and remains the flagship of the Russian social media promotion. (Khalilov, 2013)

2.2.4   Measurement

There is an opinion that in the case of digital marketing, it is almost impossible to monitor the effectiveness of actions, but in reality, this is not the case. The online environment provides more opportunities for analytics than traditional marketing tools such as outdoor or television advertising. Social networks through feedback mechanisms allow you to analyze the effectiveness even deeper. (Rumyantsev, 2015, p. 491-509; Khalilov, 2013, p. 291-305)

The main inquiry to answer while considering estimation approach is the thing that to gauge. It is imperative to think beyond fans or perspectives – while these measurements are intriguing the genuine value lies in the quality of the engagement (Kingsnorth, 2016, p. 160-161):

● Volume and reach: the quantity and penetration of touchpoints with potential customers.

● Engagement and quality: the quality of interaction with potential customers.

While measuring volume and reach, audience reach is one of the most common performance indicators. For different social networks, audience reach is measured by various different methods. VKontakte provide an opportunity to track this indicator through the built-in statistics system. (Kingsnorth, 2016, p. 160-161; Rumyantsev, 2015, p. 491-509; Khalilov, 2013, p. 291-305)

It should be noted that SMM rarely turns out to be effective with small coverage: working in social networks involves a global approach, a large number of contacts, some of which will be converted into targeted actions. The exception is narrow-topic topics in which low coverage is caused by the

fact that the audience is limited on its own. (Rumyantsev, 2015, p. 491-509; Khalilov, 2013, p. 291-305)

With all its advantages, coverage is an ambiguous indicator: it depends on the number of publications and does not show at all whether anyone reads this news or just glances through the tape without looking. In short, coverage should be used along with other parameters. (Rumyantsev, 2015, p. 491-509; Khalilov, 2013, p. 291-305)

Market reach is measured by volume of subscribers/followers. This indicator gives an understanding of what kind of audience the brand was able to gather around itself. Accordingly, it is calculated on the basis of the size of the audience of each site. However, in order to adequately assess not only the quantity but also the quality of this audience, it is necessary to take into account additional metrics - they are given below. (Kingsnorth, 2016, p. 160-161; Rumyantsev, 2015, p. 491-509; Khalilov, 2013, p. 291-305)

Number of page visitors is another vital measurement. It is important to keep track of what percentage of users who join the community regularly returns to it. Otherwise, there is always the possibility that a significant part of the community will actually be the so-called "dead souls" - people who once joined the group, but never returned to it. In most cases, these data can be obtained from the internal statistics of the communities of most social networks. . For the VKontakte page, this indicator may be somewhat lower, since the user more often contacts the page, without going over, through the news feed. (Rumyantsev, 2015, p. 491-509; Khalilov, 2013, p. 291-305)

Measuring engagement and quality through content dissemination or resonance, indicates how often materials (posts, photos and videos) are republished by users. An important task of SMM is to initiate viral dissemination of information, to stimulate permanent publications, thereby covering an ever-increasing audience. (Kingsnorth, 2016, p. 160-161; Rumyantsev, 2015, p. 491-509; Khalilov, 2013, p. 291-305)

Within this metric, the following actions are considered: "Share" for Facebook and VKontakte, Retweet for Twitter, reposts for the blogosphere. You can keep track of publications using the mechanisms built into social networks, as well as through manual or automatic monitoring. (Rumyantsev, 2015, p. 491-509; Khalilov, 2013, p. 291-305)

Engagement or number of social actions, as a rule, implies any user actions within brand communities. This indicator gives an understanding of how people are interested in communication with

the company, how much they are involved in the actions held in the community. (Rumyantsev, 2015, p.491-509; Khalilov, 2013, p. 291-305)

For example, the number of comments, participation in promotions and contests, "Like" marks.

Another category of metrics is brand information background and traffic quality. Here the data obtained in the course of monitoring social networks, in particular, the number of references to the company and products, as well as the ratio of positive, negative and neutral statements are taken into account. Of course, not only the quantity but also the quality of visitors is important. (Rumyantsev, 2015, p. 491-509; Khalilov, 2013, p. 291-305)

2.3   Marketing Plan

Digital marketing has been developing rapidly in the last 20 years, and how people's lifestyle has changed over the same period of time is not as noticeable as the changes that occurred 50 years before: the public appearance of the Internet, the massive use of smartphones and other electronic devices. Each generation is becoming more and more savvy in digital technology and the pace is not slowing down. (Kingsnorth, 2016, p. 28)

In the modern world, companies have to fight for the client, and in order to attract their attention, the companies need to be aware of clients' desires and needs. At the same time producing goods and services of the highest quality. That is why marketing requires a clear consumer analysis. (Kotler & Armstrong, 2017, p. 72–81)

At this step, companies need to choose their audience, customers with whom they want and can interact. It is hard to get all people interested in the same product or service. Therefore, market

segmentation is a necessary step in building quality and profitable customer relationships. (Kotler & Armstrong, 2017, p. 72–81)

Each organization should divide the entire market, select the best segments and develop strategies for profitable servicing of the selected segments. This process includes market segmentation, market orientation, differentiation and positioning. (Kotler & Armstrong, 2017, p. 72–81)

Detailed SWOT analysis is one of the most important parts of a marketing plan. It helps to analyze the current marketing situation within the company with its potential threats and opportunities, which allows us to create a more complete and accurate plan for the following actions. (Kotler & Armstrong, 2017, p. 72–81)

Figure 31. Marketing Plan Process. (Downloaded from https://groundfloorpartners.com/marketing-plans/ in May 2019)

For a more visual understanding of the sequence of actions when creating a marketing plan, the author added the table on the right. By it, you can trace the entire process from the beginning to the end of the algorithm for developing a marketing plan.

2.3.1   Target Customer Analysis

Analyzing the target audience is absolutely logical step for any company, which wants to launch a new project, develop already existing, and also learn why the business began to bring less revenue or, on the contrary, to understand which contributions increase its profitability. (Spooner, A., n.d.)

Analysis of the target audience might be a long and labor-intensive process. However, if the solution of this important and business-critical task is approached correctly, the time for analysis will be significantly reduced, and an organization will get excellent results in the form of strengthening its position in the market and increasing the revenue. (Spooner, A., n.d.)

Accurate identification of "their" consumer is needed to any company. The competition in the market today is very high, and therefore it is not enough just to make a proposal beautifully. It is

necessary to demonstrate to the client what tasks and problems the proposed product or service will solve, how the product can change its external and, most importantly, inner world. In other words, a company should not sell a product, but a result, benefit from its use. (Spooner, A., n.d.)

In order to conduct an effective analysis, the company should know the gender of its clients, their financial and family status, and their profession - have an idea of socially demographic and psychographic indicators. In addition, the organization should be aware of where and how its target audience spends free time, its interests and what social networks it uses. The company cannot work and provide absolutely all their products or services. Each product is designed for its target audience with unique characteristics. That is why before launching an advertising campaign, promotion of a new product or service, it is imperative to determine whom the product is intended for. The narrower the target audience, the more effectively it will be possible to interact with it. (Spooner, A. n.d.; Korotkov, 2000)

It is very convenient to divide the target audience into segments or classes to understand what customers want to conduct a more detailed analysis of the target audience. Segmentation play a big role in collecting audience information and organizing customers into specific categories according to similar characteristics. (Korotkov, 2000)

2.3.2 Segmentation

One of the main areas of marketing activity is market segmentation, which allows the company to accumulate funds in a particular direction of its business. To date, in the economic literature, the concepts of a target market and a target segment are quite clearly marked, highlighting which is the main goal of market segmentation. The target market is a potential market for a company, which is determined by a group of people with similar needs for a particular product or service, with sufficient resources, as well as the willingness and ability to buy. The target segment is a homogeneous group of consumers of the target market of the company, with similar needs and purchasing habits in relation to the company's goods. (Popov, 1999; Korotkov, 2000)

Market segmentation is aimed at a narrow specific group of consumers - market segment through a single specialized marketing plan, which is based on the needs of this segment. This is a common method, especially among small or specialized firms. In this case, the firm should not conduct mass production, distribution or advertising. It can succeed with limited resources and opportunities through specialization. Market segmentation strategies usually do not maximize sales. On

the contrary, the goal of the company is efficiency, attracting a significant share of one market segment at manageable costs. It is important that the company adapts the marketing program to its segment better than its competitors. The strengths of competitors need to be circumvented, and the weak - to use. (Popov, 1999; Korotkov, 2000)

Despite the possibility of segmentation of the market for various objects, the focus of marketing is on finding homogeneous groups of consumers who have similar preferences and respond equally to marketing offers. (Popov, 1999; Korotkov, 2000)

According to Popov (1999) and Korotkov (2000), a necessary condition for segmentation is the heterogeneity of customer expectations and customer state. The following conditions are sufficient for the successful implementation of segmentation principles. First, the ability of the organization to carry out differentiation of the marketing structure, such as prices, sales promotion methods, point of sale, products. Secondly, the selected segment must be sufficiently stable, capacious and have growth prospects. Thirdly, the company must have data on the selected segment, measure its characteristics and requirements. Moreover, the selected segment should be accessible to the company, for example, have appropriate distribution channels and product distribution, a system for delivering products to consumers. Another equally important condition to follow, the company must have contact with the segment, for example, through personal and mass communication channels. And finally, to assess the security of the selected segment from competition, to determine the strengths and weaknesses of competitors and their own competitive advantages.

2.3.3   Market targeting

Marketing segmentation reveals the possibilities of different segments of the market in which the seller will act. After that, the company must decide: how many segments should be covered and how to determine the most profitable segments for it. (Popov, 1999; Kotler & Armstrong, 2017)

Company can take advantage of three market coverage strategies: undifferentiated marketing, differentiated marketing, and concentrated marketing. (Popov, 1999; Kotler & Armstrong, 2017)

Undifferentiated marketing. Perhaps the company will decide to ignore the differences in the segments and appeal to the entire market immediately with the same offer. In this case, it focuses its efforts not on how customers' needs differ from each other but on what is common to these

needs. It develops a product and a marketing program that seems attractive to as many buyers as possible. It relies on mass distribution and mass advertising. It seeks to give the product an image of superiority in the minds of people. (Popov, 1999; Kotler & Armstrong, 2017)

Undifferentiated marketing is economical. The costs for the production of goods, maintaining its stocks and transportation are low. Advertising costs for undifferentiated marketing are also low. The absence of the need to conduct marketing research of market segments and planning by these segments helps to reduce the cost of marketing research and product management. (Popov, 1999; Kotler & Armstrong, 2017)

A firm that resorts to undifferentiated marketing usually creates a product designed for the largest market segments. When several firms simultaneously resort to such practices, intense competition arises in large segments, and buyers in smaller segments get less satisfaction. Work in large market segments may turn out to be less profitable due to the intense competition prevailing there. (Popov, 1999; Kotler & Armstrong, 2017)

Differentiated marketing. In this case, the firm decides to speak in several market segments and develops a separate offer for each of them. Offering a variety of products, a company hopes to achieve sales growth and a deeper penetration into each of the segments of the market it has mastered. Organization expects that, by strengthening its position in several market segments, it will be able to identify a company with a given product category into the consumer's mind. Moreover, it relies on the growth of repeat purchases, since it is the company's product that meets the desires of consumers, and not vice versa. (Popov, 1999; Kotler & Armstrong, 2017)

Concentrated marketing. Many firms see for themselves a third marketing opportunity, which is especially attractive for organizations with limited resources. Instead of concentrating efforts on a small share of a large market, the company concentrates them on a large share of one or several submarkets. (Popov, 1999; Kotler & Armstrong, 2017)

Thanks to concentrated marketing, the firm secures a strong market position in the serviced segments, since it knows the needs of these segments better than others do and enjoys a certain reputation. Because of production specialization, distribution and measures to stimulate sales, the company achieves savings in many areas of its activities. (Popov, 1999; Kotler & Armstrong, 2017)

At the same time, concentrated marketing is associated with an increased level of risk. The selected market segment may not meet expectations. And it may happen that a competitor wants

to infiltrate into your chosen market segment. Given these considerations, many firms prefer to diversify their operations, covering several different market segments. (Popov, 1999; Kotler & Armstrong, 2017)

When choosing a market targeting strategy, the factors presented below should be considered. Company resources is one of the main factors. With limited resources, the most rational strategy is concentrated marketing. Another main factor is the degree of product homogeneity. Undifferentiated marketing strategies are suitable for uniform products. For products that may differ in design, differentiated or concentrated marketing strategies are more appropriate. Stage of the product life cycle should be considered while choosing a market strategy. When a company enters the market with a new product, it is advisable to offer only one version of the novelty. In this case, it is most reasonable to use strategies of undifferentiated or concentrated marketing. The degree of market homogeneity also plays an important role in the targeting strategy. If buyers have the same tastes, they buy the same quantities of the goods at the same time intervals and react equally to the same marketing incentives, it is appropriate to use the strategy of undifferentiated marketing. And another equally important factor is marketing strategies of competitors. If competitors are engaged in market segmentation, the use of undifferentiated marketing strategies can be disastrous. Conversely, if competitors use undifferentiated marketing, the firm can benefit from using differentiated or concentrated marketing strategies.

2.3.4   Positioning

Key product positioning strategies in the target segment are based on the distinctive quality of the product, on the benefits of the purchase of goods or on solutions to a specific problem, on a specific method of using the product and on a gap with a certain category of goods. In addition, the strategies are focused on a specific category of consumers and positioning in relation to a competing product. (Popov, 1999; Korotkov, 2000)

Having decided on which segment to perform, the firm must decide how to penetrate this segment. If the segment is already settled, then there is competition in it. Moreover, competitors have already taken their "positions" within the segment. In addition, before a company decides on its own positioning, it needs to determine the position of all existing competitors. (Popov, 1999; Korotkov, 2000)

2.3.5 SWOT Analysis

SWOT analysis helps to evaluate the external environment and the internal capabilities of a company. It consists of four segments, which includes two internal factors (strengths and weaknesses) and two external factors (opportunities and threats). (Kotler & Armstrong, 2017, p. 79–80)

The advantages of the SWOT analysis are that it allows you to look at the position of a company, product or service in the industry quite simply, in the correct context. Being the most popular tool in systematization of all information about any organization. (Kotler & Armstrong, 2017, p. 79–80; Tim Berry, n.d.)

The strengths of the product or service. Internal characteristics of the company, which provide a competitive advantage in the market or a more favorable position in comparison with competitors; those areas in which the company's product feels better and more stable than its competitors. (Tim Berry, n.d.)

Weaknesses, shortcomings of the product or service. Internal characteristics of the company, which impede the growth of the business, pull the company back and make the organizarion uncompetitive in the market. (Tim Berry, n.d.)

The company's opportunities are favorable environmental factors that may affect business growth in the future. Market opportunities represent the sources of business growth. Opportunities need to be analyzed, assessed and developed an action plan for their use, drawing on the strengths of the company. (Tim Berry, n.d.)

The company's threats are negative environmental factors that may weaken the company's competitiveness in the market in the future and lead to lower sales and a loss of market share. Each threat must be assessed in terms of the likelihood of their occurrence in a short-term period and in terms of potential losses for the company. Solutions should be proposed to minimize the threats. (Tim Berry, n.d.)

Summary of Literature Review

Overall, the theoretical part of this thesis was used in the further writing of the practical part, while having a justification from books and articles. The literature overview discusses social media marketing as an improved form of marketing and shows its upsides and downsides. It is a form of marketing that allowed to use multilogue between the company and the client, what made the

communication process easier. In addition, the companies got a new tool to target their potential clients more accurately.

The statistics for social media usage showed that VKontakte is the most popular network in Russia, which confirmed the author's guesses. Based on this information and also taking into account the experience of Rumyantsev and Khalilov, which they described in their books, VKontakte became a key tool to reach Kainun Liikunta's goal - attracting Russian participants to Vuokatti Hiihto.

Methods, mentioned in Marketing Plan section, such as, target customer analysis and SWOT analysis are used further by the author to describe the current situation in the company.

3   Methodology

In this chapter, the methodological choices are described. The chapter begins with the paragraph that shows the purpose of the study. This is followed by description of chosen research methods, including use of qualitative and quantitative methods. In addition, the author presents the main sources of the primary and secondary data.

3.1   Research Objectives

For this thesis, the author's objective is to create a digital marketing plan for Kainuun Liikunta that would follow their desire to make the promotion of the event - Vuokatti Hiihto, the least expensive and most efficient. SWOT analysis, analysis of the survey results and determination of the target audience are used to implement the main goal. As the result, Kainuun Liikunta gets recommendations for VKontakte, based on the previously mentioned ways, which can be used to attract more Russian ski tourists. Therefore, the objective Kainuun Liikunta is looking for is to gain new clients through reaching a new segment. This can be achieved through lead generation by creating engaging content in Vkontakte, where Kainuun Liikunta has a profile but the company does not use it actively enough.

The important thing is to reach high quality followers rather than high quantities of them. Finding the perfect customer will help. In this way, because Kainuun Liikunta does not have data about its ideal participant for Vuokatti Hiihto, a goal is to find it out before providing the recommendations for VKontakte. In addition, as advertising in Vkontakte is relatively new for the company, the recommendations should be focused on entering this niche.

Company's suggestions, available data and the survey conducted by the author will be used to complete the thesis objective. The company managers are ready to help and provide with needed information. This has a positive effect on reliability and validity of the thesis.

The objectives of the digital marketing plan should answer the following questions. What is the optimal way for Kainuun Liikunta to spread their services to Russian market? What advantages does it have? What is the portrait of an ideal client for Vuokatti Hiihto? And what recommendations can be given to market the services through VKontakte? These questions help to guide the

research project according to the wishes of the commissioning party. They are focused on the result and relevant to the objective of the company.

3.2   Methodological Approach and Data Collection

The approach for the study is quantitative. The research method is a questionnaire. The process starts from analyzing existing data from Kainuun Liikunta about Russian participants - the number of participants and sport events they attended. Next, having the contact details of the participants, conduct a survey in the form of an online questionnaire. Based on the information received from the questionnaire, determine the ideal client for Vuokatti Hiihto, which is living in Russia. Then give the recommendations for VKontakte based on this information.

The questionnaire (Appendix 1) was specifically designed for the purpose of this paper. It consisted of three sections. Respondents were asked to provide demographical data (such as age group, gender) in the first section and mark the social media channels they use to search for information depending on their previous experience of participation in Kainuun Liikunta's events in the second and the third sections. It was sent to totally 83 people, received 28 responses, from 18th to 25th of April.

The questionnaire was short and also it was designed in Russian to ensure the higher number of responses from the Russian-speaking participants of Vuokatti Hiihto and Halti Outdoor Weekend. It was estimated that answer to questions would not take more than 5 minutes.

Questions were marked as mandatory to answer that should ensure results are complete. The exception was the question of the use of social networks when searching for information about the event. Participants who answered the question "How did you hear about events from Kainuun Liikunta?" - friends, the Internet or another, could miss the question of the specification of the social network.

Google Forms were used to build the questionnaire because it is a well-known method of collecting responses that is easy to use and also it is free.

The questionnaire was distributed among the participants via their emails, provided by Kainun Liikunta. "Hidden copy" option was used, while mass distribution of the questionnaire, that no one else can see the email addresses. Thus, the author took care of the security of personal data.

3.3   Research Methods of Collecting Data and Data Analysis

There are two main categories of market research data collection: primary and secondary.

Primary research includes collecting the original information necessary for describing the task set, using a specific survey form, the target audience or observing it. Some types of information needs can only be met through primary research. These include, for example, determining the most effective of creative approaches or describing the response to a specific concept of a new product. (Surbhi S., 2016)

Another type of research is secondary research. They represent "an analysis of information already existing, either on paper or in electronic form, collected earlier by other persons for purposes other than the purpose of this study." The researcher who uses the secondary information adapts and transforms the data so that they meet the new requirements for them. (Surbhi S., 2016)

For greater clarity, the differences between primary and secondary data are summarized in a table (Figure 11).

BASIS FOR COMPARISON	PRIMARY DATA	SECONDARY DATA
Meaning	Primary data refers to the first hand data gathered by the researcher himself.	Secondary data means data collected by someone else earlier.
Data	Real time data	Past data
Process	Very involved	Quick and easy
Source	Surveys, observations, experiments, questionnaire, personal interview, etc.	Government publications, websites, books, journal articles, internal records etc.
Cost effectiveness	Expensive	Economical
Collection time	Long	Short
Specific	Always specific to the researcher's needs.	May or may not be specific to the researcher's need.
Available in	Crude form	Refined form
Accuracy and Reliability	More	Relatively less

Figure 11. Comparison Chart (Surbhi S., 2016)

In this study both methods were used. Primary data was collected in a form of the survey by the researcher. It was analyzed, using graphs and tables, which were created in a simple manner that the reader could understand them easily. Also, the author gave his comments regarding the results of the questionnaire, based on the acquired data.

The main sources of secondary data which being used during this study were data received from Kainuun Liikunta about the previous events they held, author's experience of communicating with Russian skiers at Vuokatti Hiihto 2018 and information from the Internet – statistics about the digital world in Russia, in particular.

Moreover, there are two research methods that are widely used: quantitative and qualitative. Sometimes, due to the complexity of a company case, quantitative and qualitative research can be used to some extent to collect data and information.

Quantitative research is a tool for understanding the totality of respondents and describing an existing picture using numbers. The volume numerical information obtained during this type of research is statistically reliable and can be extended to the general population. (Mander J., 2017)

It is advisable to conduct quantitative research when it is necessary to describe populations of people with the help of numerical indicators, it is required to establish statistically reliable quantitative differences between groups, as well as when the need arises to summarize the findings for the general population. (Mander J., 2017)

Survey is the most common form of quantitative research. The survey systematically collects information received from respondents. It aims to understand and predict various aspects of consumer attitudes and behavior. The survey consists of the following stages: sampling, question design, questionnaire compilation, data collection, analysis and interpretation. (Mander J., 2017)

Qualitative research collects detailed in-depth information about the beliefs, opinions and motives of consumers, and then examines the impact of these characteristics on consumer preferences and behavior. Qualitative research allows you to get a direct response, information from the respondents themselves. With this type of research, you can see and hear how respondents express thoughts in their own words. Qualitative research allows us to better understand why consumers act in a particular way, and not in some other way. (Mander J., 2017)

The most common forms of qualitative research are in-depth (personal) interviews and focus groups. (Mander J., 2017)

In this thesis, quantitative research is selected for the main method to do the study. Comparing with qualitative research, quantitative research is more objective, and the data gathered using structured research instruments. In addition, this method allows the research study to be replicated or repeated, given its high reliability.

Timeline of thesis activities. Searching for information and finding a topic for research began in September 2018. Reading books and articles continued through the beginning of spring 2019. The process of direct writing of the thesis began in early April 2019.

3.4   Reliability and Validity

The main indicators of research quality can be two main characteristics:

Reliability - the reproducibility of the results obtained measurement, regardless of random factors.

Validity - the degree of compliance of the collected information and that which was planned to receive.

The main direction of verification of measurement accuracy is to obtain information from various sources. This can be done in different ways. The researcher must strive to write the questions in such a way that their formulations will provide reliable answers. Further, the questionnaire may include questions related to each other. Often, two different methods or sources of information are used to assess the accuracy of measurements. By the similarity of the answers judged by the degree of reliability.

The instrument – questionnaire, chosen for identifying the target audience and further writing of recommendations, is commonly used by other researchers. It is highly correlated with instruments measuring similar variables. It gave additional validity to the survey and the whole thesis. In addition, the participants of the survey were preselected on the basis of their participation in Vuokatti Hiihto 2019. It means that all the respondents are the actual target audience for Kainuun Liikunta and their ski event - Vuokatti Hiihto.

Nevertheless, for a greater reliability of the study further research is needed. For example, in person interviews, based on the questionnaire from this thesis, could be organized.

4   Kainuun Liikunta's Digital Marketing Plan for Russian Ski Tourists

In this chapter, the author presents target customer analysis, based on the information obtained from Kainuun Liikunta; SWOT analysis of a present situation with social media activities; survey data that was collected through emailing Vuokatti Hiihto and Vuokatti Trail Challenge participants and asking them to participate in a questionnaire, using Google Forms; its analysis and a summary of findings; recommendations for VKontakte.

Kainuun Liikunta does not have a specific budget for marketing but it should be done in less expensive way. The company has already been using brochures to attract Russian clients. Unfortunately, the impact on the number of participants was not measured. Moreover, Kainuun Liikunta asked promotion company to create a profile in Vkontakte and post some information about the events. The author counted less than 10 posts, which means that the work done was inconstant. Therefore, social media advertising is restricted because of the lack of knowledge where the money should be spent in. According to the survey, made by the author, most respondents (60,7%) heard the information about Vuokatti Hiihto from their friends, coaches and other majority (32,1%) found information by themselves through the Internet. Only 3 people (10,7%) learned about the event through social media – Facebook (1person) and Vkontakte (2).

Until the current moment, Kainuun Liikunta digital marketing activities have been random and unplanned. The company has accounts in Facebook and Instagram with information in Finnish (sometimes in English), and in VKontakte with information in Russian but it is done more as a sign of presence. There were no planned days or any discussions on what to post for Russian audience. The content posted in Vkontakte can be found only in organic way. There was no paid advertising done for this channel. Moreover, Russian clients can contact Kainuun Liikunta only in English or Finnish through email or Facebook. Messages on both channels are usually answered during working hours on the same day.

According to the statistics, received from Kainuun Liikunta (2019), there is a stable presence of Russian participants during Vuokatti Hiihto event, which equals 50-100 people in recent years. Majority of them find attractive the event itself (78,6%), organizational side of the event (64,3%), nature around (53,6%) and location (50%).

In chapter 3, Popov (1999) and Korotkov (2000) described segmentation as a tool to properly position the product in accordance with the existing demand for it in a particular segment. The

market is divided into parts on the basis of certain principles, which were mentioned before and which the author analyzes below.

Kainuun Liikunta is constantly working on improving their services and adding new ideas. Competitors can quickly copy the ideas, but since Kainnun Liikunta offers them the first for consumers, this means a lot. Continuous improvement of services creates an image that is not so easy to copy.

As it was mentioned earlier, Russian clients participate every year at Vuokatti Hiihto and their number gradually grows. There is a big potential in this market. St.Petersburg, the place from where most Russian participants come from, is situated relatively close to the location, where the events usually take place. In addition, the city population of St.Petersburg has almost the same population compare to the whole Finland, 5 426 959 and 5 558 269 respectively. (World Population Review, 2019)

Kainuun Liikunta every year working on collecting more data about the selected segment to measure its characteristics and requirements. The survey, made by the author, gives more answers for the questions about segmentation and an ideal Russian client for Vuokatti Hiihto and other events.

As stated at the survey, most Russian participants, which have already participated at Vuokatti Hiihto, mentioned that they understand Finnish or English (Figure 29). These two languages Kainuun Liikunta uses to post information in Facebook and Instagram. However, the same people said that the availability of information in Russian language in general and in social media would make their registration process easier (Figure 21) than the form in which it exists now.

Nevertheless, the selected segment is secure due to a low competition from other organizations, if it even exists. Kainnun Liikunta has almost a monopoly to organize sport events, such as adventure races, marathons and other outdoor events, in Kainuu region.

According to Popov (1999) and Kotler & Armstrong (2017), an ideal marketing strategy for Kainuun Liikunta's case is a concentrated strategy due to limited resources of the company. It helps to achieve a strong market position in the specific market segment the company serves without mass advertising.

4.1   Target Customer Analysis

The author was able to obtain information on three events organized by Kainuun Liikunta, when communicating with its representatives. These are the Vuokatti Trail Challenge, Vuokatti Hiking and Vuokatti Hiihto. Statistics for Vuokatti Trail Challenge and Vuokatti Hiking are available from 2015 to 2017, and for Vuokatti Hiihto from 2010 to 2018, excluding 2011 and the period 2014-2016. The average number of participants is as follows: Vuokatti Trail Challenge - 183, Vuokatti Hiking – 410 and Vuokatti Hiihto – 1430. It is also worth noting that at Vuokatti Hiking there was not a single foreign participant registered during the period 2015-2017, while, for the same period, at Vuokatti Trail Challenge 21 foreigners took part at the event and 9 of them were Russians. Among these three events, the most prominent is Vuokatti Hiihto, in which, since 2014, more than 100 foreign participants have participated each year. The geography of the participants is also different - Austria, Canada, Germany, Italy, Norway, Switzerland and, of course, Russia. It is from Russia that half of the registered foreigners come. (Kainuun Liikunta ry, 2018)

Unfortunately, the author could not find more information. Based on the available data, it is visible that Russians are the second target market for Kainuun Liikunta after Finns themselves.

4.2   SWOT Analysis for Social Media

The SWOT analysis is focusing on a current situation with social media usage of Kainuun Liikunta – its strengths, weaknesses, opportunities and threats. The author considers the situation with all three social networks - Facebook, Instagram and VKontakte, which the company uses. And indicate all the information on them in the table.

STRENGTHS	WEAKNESSES
- Already a part of Vkontakte, Facebook and Instagram - Use of high-quality images - Separate pages for certain events - The presence of the official brand page on Facebook and Instagram - Number of Facebook and Instagram followers - Stable positive reputation and positioning in social networks	- Lack of activations / contests in social networks - Few comments / likes / reposts (low level of engagement) - New subscribers are not involved - Brand badly represented / not represented in Russian social networks - Information / posts mostly only in Finnish - Limited Advertising Resources

• Original identity of posts in Instagram	• Irregular posts
OPPORTUNITIES	THREATS
• Absence or small number of competitors • The presence of other companies among the subscribers • Interesting, relevant news and events that may encourage discussion on the brand page • Popularity of Facebook and Instagram in Finland; VKontakte in Russia	• The emergence of competitors • Aggressive users who leave negative comments • Changes often in social networks • Need to monitor multiple profiles at the same time

Figure 12. SWOT Analysis

First of all, the author describes the internal factors of the company – strengths and weaknesses. According to the results that are presented in the table above, one of the strength sides using social media for Kainnun Liikunta is its presence and familiarity with the most popular social medias nowadays in Russia and Finland. It will definitely help the company to start seriously promoting their events for the Russian market. There is an experience with posting a right content and gaining followers. Moreover, the company already has a loyalty among its customers, which affects not having bad reviews. The quality of photos is on a high level and Russian customers value it due to the lack of this quality in many Russian companies. All these features are possible to transfer to the Russian market, using VKontakte as a main tool, in a short period of time.

However, the case company has also weaknesses, which can be crucial for online based community. Russian users of social networks are very active in giving comments under the posts and sharing them. It is one of the reasons why they also wait the same from the group/profile they subscribed on – activity that will make them engaged. Daily or at least weekly posts are a must condition to make subscribers feel interested and willing to share information about the company with their friends. Another important point to remember is that many Russian people do not speak any foreign language. It means that information translated into Russian will be highly appreciated by users.

The external factors – opportunities and threats, can arise when changes occur in the external environment. For successful development, it is especially important to know the opening opportunities. Social media campaigns are often not fully realized due to the fact that many of their opportunities are overlooked. The expected possibilities should be used to develop and strengthen the position in social media. For Kainuun Liikunta, probably the main one, is almost

full absence of competitors. It means that almost all the people, interested in sport events and nature are all their potential clients. If the company chooses to become more active in VKontakte and posts the information in Russian on Facebook, Instagram, than they will most likely reach more customers. The fact that Facebook owns Instagram is extremely helpful since it makes the process of managing a lot easier and less time consuming.

There are a lot of threats for various business spheres, as well as, for various marketing areas. Marketers and companies are not able to influence them, but they can always change the strategy to turn hreats into opportunities and use them for the benefit of the project. One of them is a situation with the frequently changing rules of the game in social networks. On the one hand, this is bad for small companies with a small number of employees, since it is rather difficult for them to respond to drastic changes. On the other hand, if they take measures in time and make changes to their strategy, then even a small company can benefit from this situation by getting more sub-scribers and attention. Another threat that may occur entering Russian market is a new task for the company to deal with negative comments. It would be reasonable to find a Russian speaking person to work out such moments.

4.3   Survey Results

The questionnaire was sent to total of 83 people and received 28 responses.

First part contains basic questions, such as, gender, age, profession and place of residence. Second part includes questions about social media, factors to participate, the period of time for which the decision to register for the competition is made and others.

Question 1. "What is your gender?"

Question 2. "How old are you?"

The age was divided into four parts – under 30 years old, 31 – 40 years old, 41 -50 years old and over 51 years old. Such boundaries were chosen from the observations of the author during the volunteering in Vuokatti Hiihto.

		Quantity	%
Gender	Male	21	75
	Female	7	25

Age	≤30	3	10,7
	31-40	9	32,1
	41-50	13	46,4
	≥51	3	10,7

Figure 13. The gender and age of respondents

As the table (Figure 13) shows, there are more male respondents and average age of the partici-pants is slightly over 40 years old.
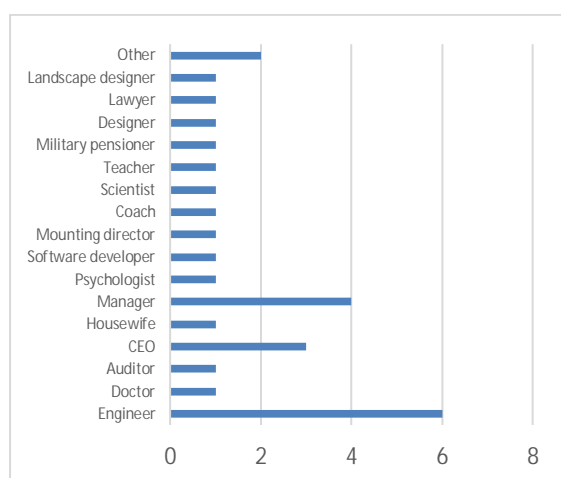
Question 3. "What is your profession?"

Figure 14. Professions

The answers given show that it is difficult to identify any regularity, since the professions range from a teacher to a CEO. In most of these are various professions, except for 6 respondents who are working in engineering sphere, 4 – managers and 3 - CEOs.

Question 4. "Where do you live?"

Based on the data obtained, it can be argued that the majority of participants live in the city of St. Petersburg. Such answers are not unexpected, as St. Petersburg is one of the big cities, located closest to the Kainuu region from all other million-person cities. Thus, the population of the city is the most convenient audience to attract for participation in sport events.
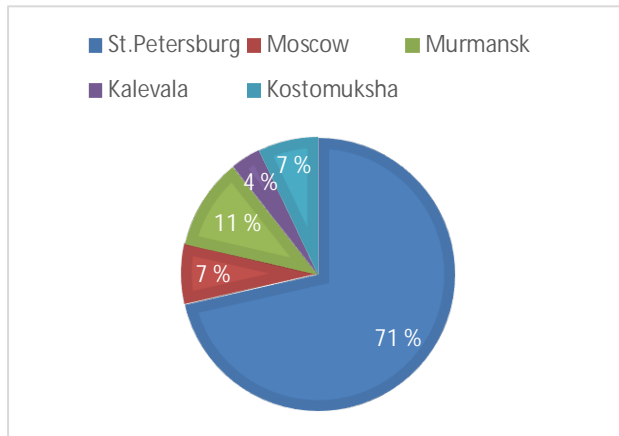
Figure 15. Residence

Question 5. "What sports event did you attend?"

From the collected data, it can be understood that the three survey participants, which also were emailed with the questionnaire, did not take part in this survey. The responses were provided only by the participants of Vuokatti Hiihto.
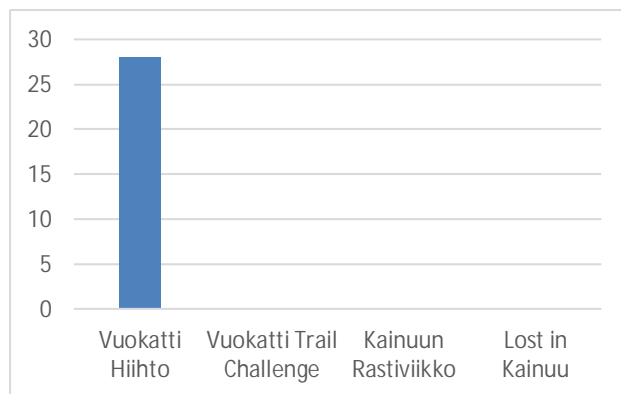
Figure 16. Attended events

Question 6. "How many times have you managed to participate in events from Kainuun Liikunta?"

For the majority of respondents (53%), Vuokatti Hiihto in 2019 was their first participation experience. However, the remaining (47%) participants come to participate not for the first time, which speaks of loyalty to the event and its organization. As can be seen from the diagram (Figure 17), some participants come to the event regularly, making it a so-called tradition for themselves.
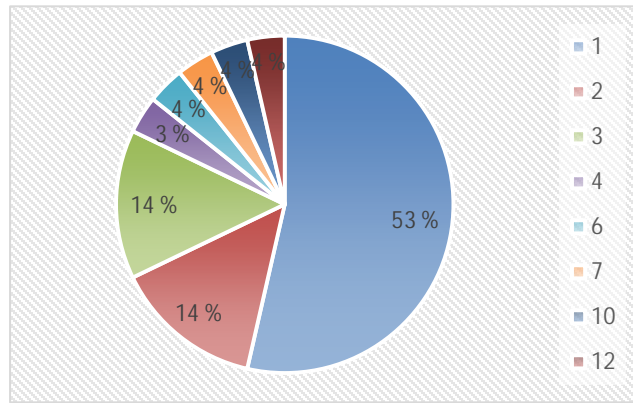
Figure 17. Number of participations

Question 7. "Are there events you try to attend every year? If so, which ones?"

From the results of the diagram (Figure 18), it becomes clear that the participants who come to Vuokatti Hiihto are ski lovers or even athletes, since none of them mentioned other sport events that they would attend regularly. Answered (14%) of respondents prefer to attend regularly other ski marathons. Two respondents mentioned Finlandia Hiihto, held in Lahti and Toksovo Marathon, held in Leningrad region. However, from the experience of the author, he acquired, communicating with the participants of Vuokatti Hiihto in 2018, it is possible to say that the event in Lahti is inferior in organization. These were the answers received during several feedback conversations after the finish of Vuokatti Hiihto 2018.
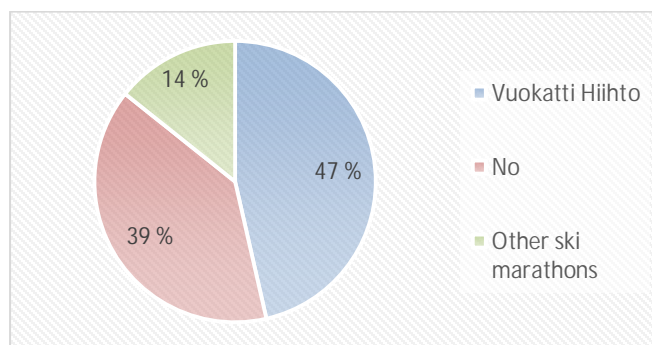
Figure 18. Annual events to attend

Question 8. "What factors motivate you to participate in events from Kainuun Liikunta?"

It was a question with the ability to mark several answers and offer your own. Almost all respondents agreed with the idea that Vuokatti Hiihto is an attractive event itself. At the same time, half or more survey participants rated the nature, location and organization of the event. There were also those who spoke out separately about the cozy atmosphere, the motivation to continue the

tradition of participation and the idea that there are only few ski marathons over 50km that are organized not on a circular track.
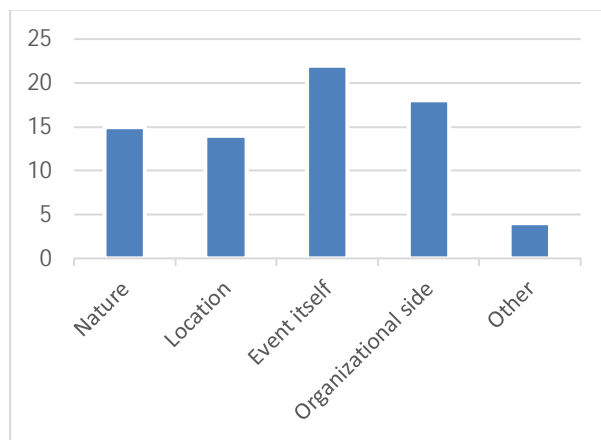

Figure 19. Motivational factors

Question 9. "What is the key factor when you think about registering for an event?"

The main factor of participation for more than 70% of the participants was the attractiveness of the event itself. The registration fee and the popularity of the event have less interest. Location is quite a significant thing, though not the most common among the answers. Nevertheless, one of the participants in the "other" column noted the importance of transfer from St. Petersburg to Helsinki and back. For another participant who has offered his answer is important to have snow, to know climb on the track and the date of the event.
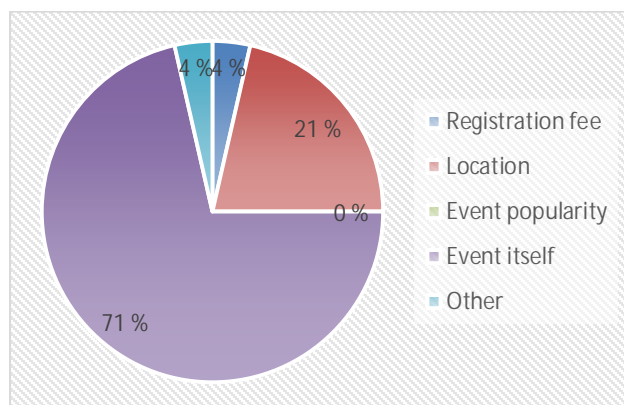
Figure 20. Key factors at registration

Question 10. "What factors would help ease your participation?"

More information in Russian and special offers, including accommodation, meals and a starting fee, turned out to be the most popular answers to the question about add-ons to improve the

service and make the choice to participate a no-brainer. The idea with an organized transfer did not find a great response. Perhaps most people prefer to travel in their own cars or use a train or a plane. There are quite many ways how to get to Vuokatti. The rest believe that everything is good, and participation depends more on their free time and finding a good company to participate together.
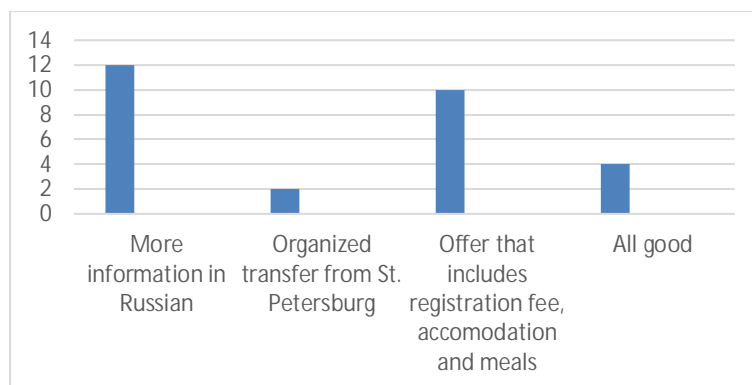

Figure 21. Contributing factors

Question 11. "What factors hinder participation?"

Many respondents do not find any obstacles that make the participation difficult except their own, such as, free time and personal reasons. However, Kainuu Liikunta should analyze such moments as the price and location of the event, 6 and 8 participants respectively paid attention to these points. It may be worth adding something appealing to the participant's starting package, as suggested by one of the respondents, leaving a comment on Question 20. This 'something' could be sports bars, gels, caps, waxes from sponsors.
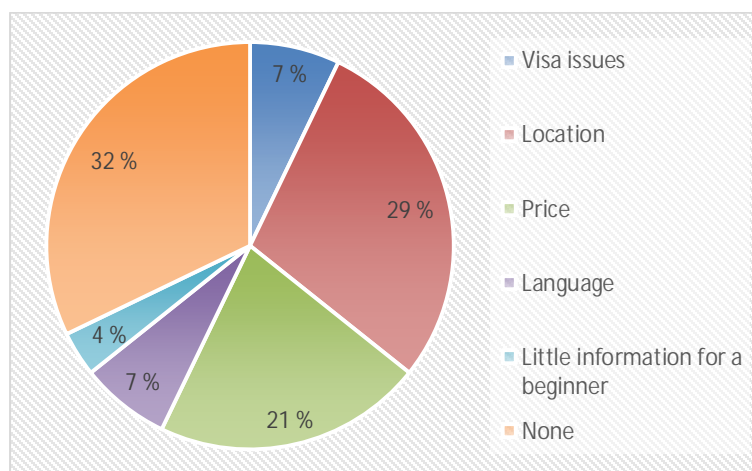

Figure 22. Complicating factors

Question 12. "How long before the date of the event do you usually decide to participate?"

Russian participants most often do not plan to participate in any events for the year ahead, which is confirmed by Figure 23. When advertising events, it is important to remind 1-3 months before it starts to succeed on a Russian market. This will provide an opportunity to collect most of the participants in a short period.
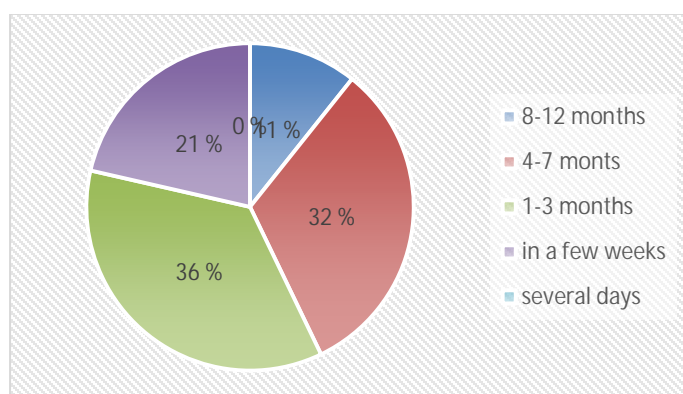

Figure 23. Decision time

Question 13. "How did you find out about the events from Kainuun Liikunta?"

Word of mouth plays the biggest role in attracting new members to Vuokatti Hiihto. In part, this is due to low activity in the promotion of events on the Russian market. Only three participants learned about the competition through social networks.
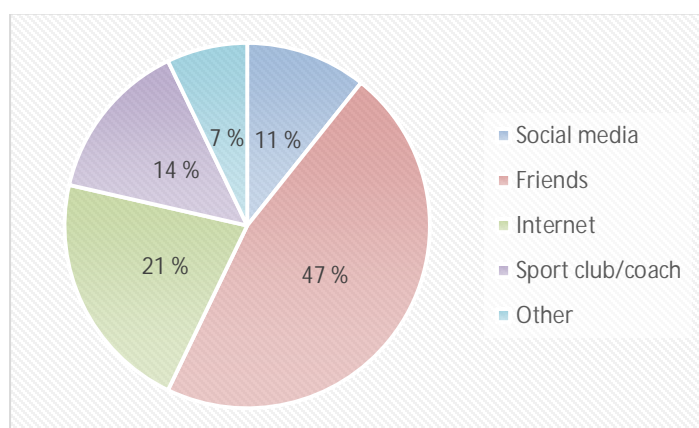

Figure 24. Information sources

Question 14. "If the previous answer was "social media," which ones?"

The situation with the involvement of Russian customers through social networks can be called deplorable. VKontakte and Facebook were involved only in three cases when Kainnun Liikunta

received new customers. To change the situation, it will take a lot of time to work through the social network with the Russian consumer.
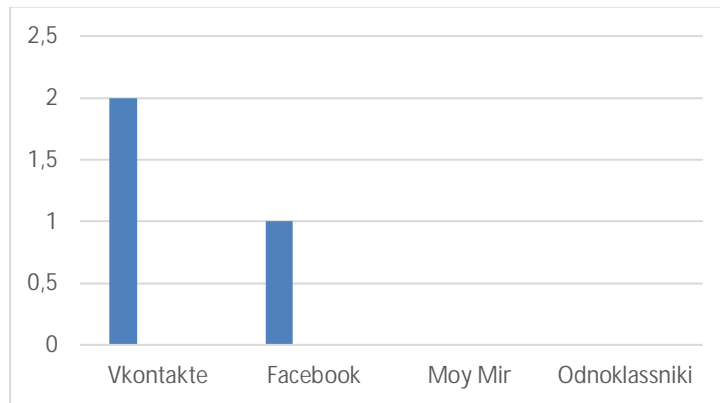

Figure 25. Social media sources

Question 15. "Do you use social networks?"

At the same time, 82% of the participants are registered and use social networks. This is a good indicator for increasing marketing to attract customers and deliver information through social networks. There is a good prerequisite for this action.
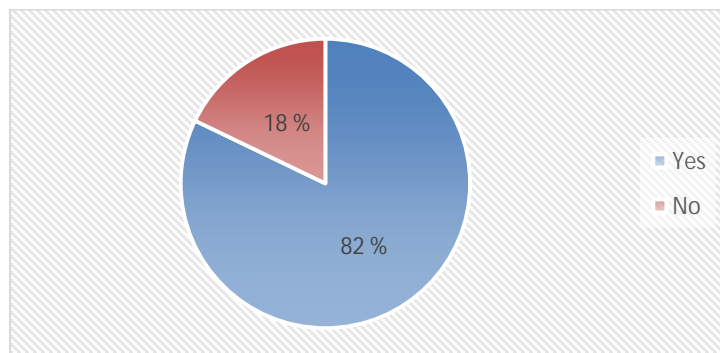

Figure 26. Social networks usage

Question 16. "What social networks do you use?"

The most popular among users are VKontakte and Facebook. Next is Instagram, which is a good sign, since Kainuun Liikunta has profiles in all three social networks marked by users.
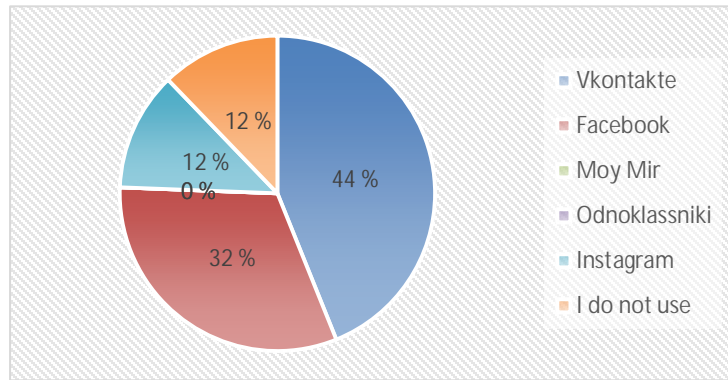
Figure 27. Social networks

Question 17. "How often do you use social networks?"

More than half of the participants sit online every day. The rest come from time to time. This phenomenon can be explained by the age of the participants, where the youngest one who took part in the question is a 25-year-old young man, and the oldest is 61 years old. Also, people of this age are often less demanding of daily posts in groups, which plays into the hands of Kainuun Liikunta with its irregular posts.
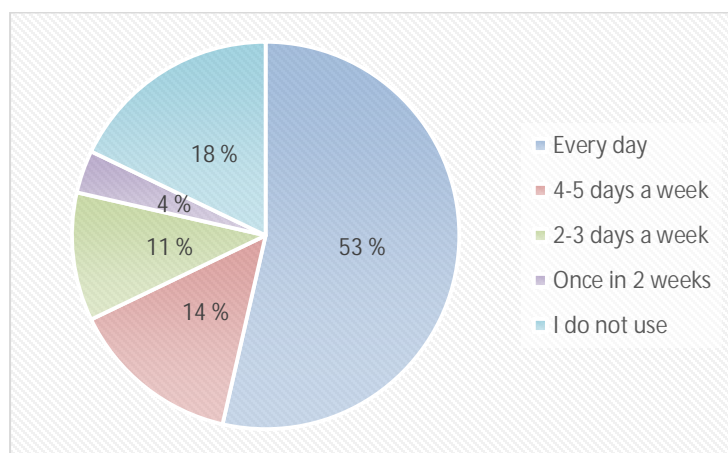

Figure 28. Usage time

Question 18. "Do you understand or speak English / Finnish?"

Answers to this question help to narrow the target group for promotion in social networks. Since from the digram it becomes clear that most of those who understand or speak Russian, Finnish come to the competitions. This is a definite distinct feature in Russian society, since not so many people have the ability to understand / speak a foreign language. On the other hand, if Kainuun Liikunta wants to play on the large Russian market, then they should use the Russian language in most of their promotional resources.
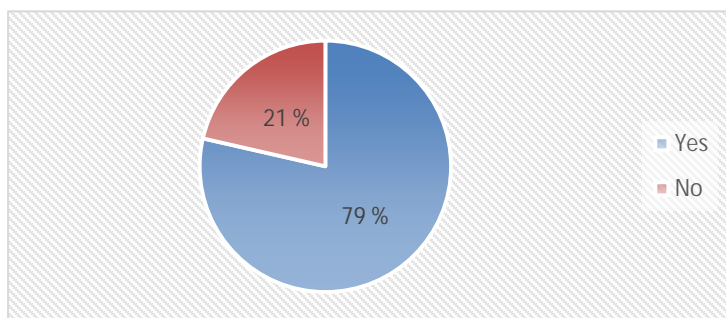
Figure 29. Language understanding

Question 19. "Would you like to get more information in Russian about events organized by Kainuun Liikunta in social networks?"

Figure 30. is a confirmation of the thought expressed in the description to the previous question. Russian people would also like to receive service in their native language, although almost a third of them are ready to read information in a foreign language in social networks.
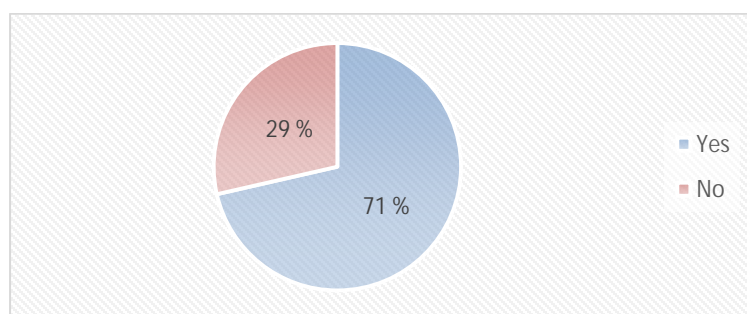

Figure 30. Information in Russian

Question 20. "Your ideas, criticism and suggestions"

The description of this question will be the withdrawal of the participants themselves, translated by the author from Russian into English and summarized their main thoughts, ideas.

Several participants mentioned that they want to see a better starter pack, for example, to have an original metal medal instead of wooden one and have some extras like gels and protein bars. They don not find it serious to get only a number with that high entry fee. Also, some clients proposed to reduce a price for the participation. However, the next problem can be easily fixed by adding information in Russian to the webpage of Vuokatti Hiihto. As one of the participants reported, the site does not indicate that there is a separate award from Russialoppet for Russian participants. Two Russian winners missed the award, not knowing this information. These were the main criticized points from minority of those who took part at the event.

There were also suggestions how to improve the event and get better experience. At first, to organize Vuokatti Hiihto as a two days competition, splitting the classics and skate styles. Secondly, make a content advertising in social networks for various competitions and sport events. Thirdly, move the start to the beginning of the month, because weather conditions are more favorable for ski preparation.

Nevertheless, the majority gave a positive feedback and there are no overly dissatisfied reviews. Many participants are planning to come back the next year. This speaks of the good work done by the organizers of the Vuokatti Hiihto competition. Of course, to improve services, they should listen to customer reviews and make certain changes, if possible.

4.4   Summary of Survey Results

Thanks to the results of the questionnaire, it is now possible to determine in more detail the portrait of the ideal participant for Vuokatti Hiihto. This is a middle-aged man receiving an average salary and above. He lives in St. Petersburg and skiing is his hobby. He is ready to go to Vuokatti for new emotions from the distance, the nature around and the organization of the event itself. The decision making process to participate can be taken 7 months ahead or in a few days before the event. It depends on his plans and the time availability. He does not care about the cost of registration if the sport event itself is held at a high level, as is the case with Vuokatti Hiihto for the majority of participants. This person has been outside Russia at least one time and visa issues do not hesitate him. A proposal with a placement for the duration of the competition and more information in Russian would be a great bonus in his eyes. In his entourage, there are people who occupy an active life position and involved in sports, skiing is more likely. This is a modern person using social networks, in particular VKontakte, Facebook or both. His language skills are not limited to Russian, he also speaks English or Finnish.

Another potential client for Vuokatti Hiihto can be described as a middle-aged woman. The criteria for selecting a venue for an event, decision time and others are similar to those described above. The differences identified from a detailed analysis of women's responses can be called a longer time spent on social networks and a recent desire to start skiing, which indicates the need for more information for beginners and confirms the importance of using social networks, while attracting new customers. It also should be mentioned that in Russia women often travel abroad with their men or husbands. This information is based on the observations of the author and

communication with clients after the finish at Vuokatti Hiihto 2018. Thus, income and profession play a smaller role. Russian women tend to travel with someone and can be considered as an additional client.

All these data indicate the great potential of the Russian market of skiers, especially those who live in St. Petersburg. The opportunity to get a large influx of new participants, which the company dreams of, is real thanks to the use of such a social network like VKontakte. It will allow them to set up targeted advertising for their ski events and give the opportunity to interact with the customers online. Recommendations for creating an attractive social network profile are given in the next chapter.

4.5   Recommendations for VKontakte

Recommendations for VKontakte are focused on the event promotion. The advices are based on the author's knowledge about this platform, the theory given earlier in the thesis and also the results obtained during the study.

When we start promoting events in VKontakte, the main question arises: what is better to use for promotion - the external website of the event, special functions of meetings in VKontakte or special services for working with events.

Each of these types of work has its own advantages and disadvantages. Depending on the project, everyone decides for himself what to choose, but as a rule, all options may work.

However, now the main focus will be on creating the meeting in VKontakte. This choice is made due to the fact that Kainuun Liikunta already has an external website for the event and can simply provide a link to it. Special services often require additional investments, what makes this option unattractive due to the small budget of the company.

The meeting must be properly issued. There is a set of basic rules that are recommended to follow. More precisely, avatar should be maximum in size, with the date, time and location of the event. The date, time and place must be in the status of the meeting, which is situated under the name of the event. Date, time, place should be specified in the basic functionality of the meeting. In the contacts of the meeting should be a link to the account of the organizer with the phone and mail. In contacts, the link to the event page must be given. In the discussion section a topic – "registration for the event" have to be made, where it also specified the way how the participant

should do it. In the photo album of the meeting, a map indicating how to get there can be placed. It is recommended also to post photos - they will be additional social proof. In the discussions, it makes sense to start the topic "Questions to the organizers", if a large number of participants are expected to attend the event. Naturally, the meeting should have a detailed description. Highlights can be duplicated on the wall. For example, the price, the main points of the program, distance information, etc.

Event description

To make a qualitative description of an entertainment event is more difficult compare, for example, to educational one. Here the company sells emotions and also shows the benefits the participants will get after taking participation in it.

First of all, benefits and results the clients will receive, registering to the event, have to be mentioned. Secondly, the question "who is this event for?" should be answered. Very often, looking at the description, the user does not understand that the meeting is for him. This block is needed to show a potential participant, after viewing the text, how this can relate to him. Thirdly, the program of the event itself. Fourthly, information about the entry fee has to be visible. If the cost changes depending on the date of registration, it should be mentioned. Then, the information about the time, place and how to register is repeated. And the last step is the description of the event. It must answer the questions: Will the event be fun? Will everything be organized at a high level? What are the reasons to come to Vuokatti? It is possible to convey humor, surprise or drive through the text, but in order to show who else will be at the event, the company will need photos or videos.

Social evidence

Many cannot decide for themselves whether they should go to an event or not. In people motivation will help the so-called herd instinct. Since many people go to the event, everyone is happy there or there are opinion leaders, it means that the event is worthwhile. This can be reflected on the meeting page by placing pictures from past events in photo albums, which captured happy faces, beautiful girls and boys, as well as, the attractive nature of Kainuu region. When a person can see this, he/she immediately wants to get to the event. A great move if the photos show opinion leaders in your niche. Moreover, a video report of past events on the wall of the event page is highly motivating. Not a video invitation from the organizers but namely the shooting of how it all went. In addition, the reviews from the past events should be used. The feedback left on VKontakte has an undeniable advantage over any others - it can be checked. The more reviews,

the better. And to finalize, it is possible to open registration in the discussion section, where people are leaving their contact details, if applicable. It will also greatly enhance the credibility of the event.

Number of posts

The situation with the number of posts at a certain stage took on horrific proportions. Users have been overfed with the information. Now the main trend is a sharp decrease in the number of posts per day (at the same time with a strong improvement in their quality). In communities, when number of posts is higher than 4-5 posts per day, the number of unsubscribed users increases. VKontakte gradually comes to the conclusion that rare publications are normal.

The author proposes a community management strategy with rare posting of high-quality detailed materials. Only copyright, no other people's content. The number of posts - 2-4 per week. At the same time, the company should not be afraid to publish long texts. The fact that users do not like to read long texts in social networks is a myth. If the user has a problem and you solve it with a long text - attention is guaranteed to you.

Timing for posting

Interest in the event can be heated now. It will never be superfluous to attract more potential customers to the community. Based on the survey (Figure 23), it can be argued that Russian ski participants decide to participate starting 7 months before the event. Moreover, the interest to register is maintained until the beginning of the event itself.

Therefore, the company should also support the meeting with regular thematic posts on the wall. Firstly, such promotion can motivate doubting participants to come, and secondly, posts get into the news feed. Unfortunately, not everyone see the posts, a maximum of 30–40%, due to the high competition with other news, but better to have that much than no one at all.

There are many more topics on how to properly promote an event on VKontakte. Nevertheless, these recommendations will help to customize, or rather correct, the available version. Promotion through targeted advertising, posts in communities, as well as, ways to remind about the event - all these are excellent topics for research and for writing a new thesis.

5   Conclusion

The main goal of this thesis was to give Kainuun Liikunta recommendations for using VKontakte in order to attract more Russian customers to Vuokatti Hiihto and their other events. The secondary goal was to help the company in findings of their ideal Russian client by analyzing existing data from the company and the questionnaire conducted during the study.

The questions asked at the beginning were answered through out the study. The author found VKontakte the best option for Kainuun Liikunta to get more participants from Russian market. There are several reasons for it. First, it requires minimal investment - registration and use of the social media are free, while the target advertising can take some funds. However, it is still less compare to traditional methods, such as, television and printing in newspapers. Secondly, VKontakte is the most popular social network among Russians, according to SimilarWeb and Alexa. Khalilov (2013) thinks the same, calling VKontakte as the second Runet and advising every company being present there. Finally, according to the results from the questionnaire, 82% of current clients, which were participated at Vuokatt Hiihto in 2018, are present in social media and 44% of them use VKontakte.

In addition, the recommendations for marketing the event were given in Chapter 4. The advices were concentrated on a correct design of the event page, its description and social evidence. There were also suggested topics that are important for the promotion of the event - promotion through targeted advertising and ways to remind about the event.

Moreover, the question concerning an ideal client portrait was answered in a summary of survey results, based on the received answers from the participants.

According to this researcher, the author learned about the current situation with Internet marketing in Russia. He also gained theoretical knowledge of marketing, social networks and a marketing plan. A large number of books and articles were found and read on the Internet to search for necessary information. It is also worth considering a successful survey conducted to collect data for analysis, 30% of respondents answered it with a tight deadline of one week.

The writing process itself was somewhat extended. However, the main work was done before a graduation from the university. This has definitely contributed to the search and analysis of information. Nevertheless, the author is satisfied with the work done and hopes that the study will help Kainuun Liikunta to attract more participants from Russia.

The author would like to finish this thesis by quoting Falls & Deckers (2012):

"By our estimation, 90% or more of all social media marketing plans fail because people who write them do not move the plans from being written on paper to actually being performed by human beings. Executing a social media marketing plan sometimes seems troubling because of the diversity of tools and the often-present fear of technology among those in the organization. Imagining what your organization can do is the easy part. The hard part comes when you actually have to roll up your sleeves and make that imagined view come to be."

List of References

Brand Analytics. (2018). Sotsial'nyye seti v Rossii: Tsifry i trendy. Retrieved March 31, 2019, from https://br-analytics.ru/blog/socseti-v-rossii-osen-2018/

Euroloppet. (2019). Euroloppet. Retrieved April 6, 2019, from https://www.euroloppet.com/en/euroloppet-passport.html

Falls, J., & Deckers, E. (2012). No bullshit social media : the all-business, no-hype guide to social media marketing. Que.

Filina, O. (2014). Facebook-effekt Dlya Biznesa I Samopiara. Opyt Cheloveka, Kotoryy Sobral Boleye 10 Millionov Laykov. Eksmo.

Kainuun Liikunta ry. (2018). Etusivu - Kainuun Liikunta ry. Retrieved April 1, 2019, from https://kainuunliikunta.fi/#

Khalilov, D. (2013). Marketing V Sotsial'nykh Setyakh (4th editio). Mann, Ivanov and Ferber (MIF).

Kingsnorth, S. (2016). Digital marketing strategy : an integrated approach to online marketing (1st ed.).

Korotkov, A. (2000). Segmentatsiya po vazhnosti svoystv produkta // Marketing.

Kotler, P., & Armstrong, G. (Gary M. . (2017). Principles of marketing (17th, Global ed.).

Kotler, P., Burton, S., Deans, K., Brown, L., & Armstrong, G. (2012). Marketing eBook. P. Ed Australia. Retrieved from https://books.google.fi/books?hl=en&lr=&id=8TjiBAAAQBAJ&oi=fnd&pg=PP1&dq=marketing+definition&ots=jecwmNz4h-&sig=hSsOpGQx6i5-MhMFb8DmgBo6lDw&redir_esc=y#v=onepage&q=marketing definition&f=false

Mander J. (2017). Qualitative & Quantitative Research Methods. Retrieved April 25, 2019, from https://blog.globalwebindex.com/trends/qualitative-vs-quantitative/

Popov, V. (1999). Segmentatsiya rynka // Marketing v Rossii i za rubezhom.

Regnum. (2018). Populyarnost' sotssetey v Rossii zavisit ot vozrasta. Retrieved March 31, 2019, from https://regnum.ru/news/2379117.html

Rumyantsev, D. (2015). Prodvizheniye Biznesa V VKontakte. Novyye Praktiki I Tekhnologii. Piter.

Rumyantsev, D. (2018). Prodvizheniye Biznesa V VKontakte. Sistemnyy Podkhod. Piter.

Rumyantsev, D., Frankel, N. (2017). Event-marketing. Vse Ob Organizatsii I Prodvizhenii Sobytiy. Piter.

Russialoppet. (2019). Russialoppet. Retrieved April 6, 2019, from https://russialoppet.ru/about/russialoppet

Sergeeva, J. (2019). All Internet statistics for 2019 - in the world and in Russia. Retrieved March 24, 2019, from https://www.web-canape.ru/business/vsya-statistika-interneta-na-2019-god-v-mire-i-v-rossii/

Simon Kemp. (2019). Digital 2019: Global Internet Use Accelerates. Retrieved March 24, 2019, from https://wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates

Spooner, A. (n.d.). Customer Analysis in Marketing Plans. Retrieved April 30, 2019, from https://business.lovetoknow.com/business-marketing-business-owner/customer-analysis-marketing-plans

Surbhi S. (2016). Difference Between Primary and Secondary Data. Retrieved April 25, 2019, from https://keydifferences.com/difference-between-primary-and-secondary-data.html

Tim Berry. (n.d.). What Is a SWOT Analysis? Retrieved March 27, 2019, from https://articles.bplans.com/how-to-perform-swot-analysis/

Appendix

Questionnaire "Social Media Research" for thesis by Ivan Zolkin

Social Media Reserach

Hello!

I'm Sport and Leisure Management student at Kajaani University of Applied Sciences. For my thesis, I am collecting the information about the participants, recently participated in one of Kainuun Liikunta events, and their opinion about it. If you have participated in one of the events, I am inviting you to participate in this research study by completing the attached survey.
The following research will require max. 5 minutes to complete. Participating in the questionnaire is voluntary and anonymous. I appreciate your answers and guarantee the data I collect will be used only for this research to help Kainuun Liikunta improve its services.
If you have any questions about research, do not hesitate to ask.

Best regards,

Ivan

What is your gender? *

○ Male

○ Female

How old are you? *

○ ≤ 30

○ 31 - 40

○ 41 -50

○ ≥ 51

What is your profession? *

Short answer text

Where do you live? *

○ St. Petersburg

○ Moscow

○ Other...

What sports event did you attend? *

○ Vuokatti Hiihto

○ Vuokatti Trail (Halti Outdoor Weekend)

○ Kainuun Rastiviiko

○ Lost in Kainuu

○ Other...

How many times have you managed to participate in events from Kainuun *
Liikunta?

Short answer text

Are there events you try to attend every year? If so, which ones? *

Short answer text

What factors motivate you to participate in events from Kainuun Liikunta? *

○ Nature

○ Location

○ Event itself

○ Organizational side

○ Other...

What is the key factor when you think about registering for an event? *

○ Registration fee

○ Location

○ Event popularity

○ Event itself

○ Other...

What factors would help ease your participation? *

○ More information in Russian

○ Organaized transfer from St. Petersburg

○ Offer that includes registration fee, accomodation and meals

○ Other...

What factors hinder participation? *

○ Visa issues

○ Location

○ Price

○ Language

○ Other...

How long before the date of the event do you usually decide to participate? *

○ 8-12 months

○ 4-7 months

○ 1-3 months

○ in a few weeks

○ several days

○ Other...

How did you find out about the events from Kainuun Liikunta? *

○ Social media

○ Friends

○ Internet

○ Other...

If the previous answer was "social media," which ones?

○ VKontakte

○ Facebook

○ Moy Mir

○ Odnoklassniki

○ Other...

Do you use social networks? *

○ Yes

○ No

How often do you use social networks? *

○ Every day

○ 4-5 days a week

○ 2-3 days a week

○ Once in 2 weeks

○ I do not use

○ Other...

Do you understand or speak English / Finnish? *

○ Yes

○ No

What social networks do you use? *

○ VKontakte

○ Facebook

○ Moy Mir

○ Odnoklassniki

○ I do not use

○ Other...

Would you like to get more information in Russian about events organized by * Kainuun Liikunta in social networks?

○ Yes

○ No

Your ideas, criticism and suggestions

Long answer text