

Digital Marketing Plan for Finland International Education

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<p>This project-based thesis discusses digital marketing, and digital marketing planning models. The purpose of this thesis was to study digital marketing and create a digital marketing plan for the case company, Finland International Education. The goal was thus to provide a marketing strategy to the case company, through its first digital marketing plan.</p> <p>This thesis consists of a theory part and an empirical part that analyses the case company in detail. The theory part discusses the elements of digital marketing, which are largely focused on social media marketing and digital marketing planning models. The empirical part is focused on analysing the case company's current situation and assessing its competitors.</p> <p>This thesis involved mainly qualitative research methods, and some quantitative methods. An email interview was conducted with the case company's CEO to obtain information about the case company's current situation. The answers were analysed by the author, and they provided valuable information for the case company's situation analysis and the final digital marketing plan.</p> <p>The digital marketing plan benefits the case company's marketing by providing a digital marketing model and suggestions to improve digital marketing. The case company obtained information about the company's current situation and competitors, and how to evolve its digital marketing. However, the end product does not include an implementation phase, thus the plan's applicability is circumstantial.</p>	
Keywords Digital Marketing, Social Media Marketing, SOSTAC® Planning Model, Facebook Marketing, Instagram Marketing	

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1 Introduction

This chapter presents an introduction to the main themes of digital marketing and the purpose of this project-based thesis. The chapter begins by discussing the background of digital marketing and continues with the thesis objectives, project tasks, and scope. The author also introduces the case company Finland International Education (FINE) and the anticipated benefits of the project.

1.1 Background

Digital marketing is vital for a business to be seen and at the core of today's digital-focused world. Digital marketing allows a company to interact with its audience base in real-time and get acquainted with them, which in turn will create brand loyalty (Digital Marketing Institute 2019). Digital marketing works for big and small companies and it allows companies to do marketing with smaller budgets in a time-efficient way (Analytics Online 2018).

Access to the internet and internet usage is an ever-growing business that continues to grow across all borders with already more than a billion users. The digital marketing world is so much more than just another channel to market, it is at the core of today's marketing. (Chaffey & Smith 2013, 4-5.)

The case company FINE is a Finnish company exporting Finnish early childhood education and care kindergarten solution abroad and requires a marketing plan. By creating a complete digital marketing plan, it will help the company to systemically grow its marketing and brand the business.

1.2 Project Objective

This project-based thesis aims to create an informal digital marketing plan for the case company FINE. This digital marketing plan will be the first marketing plan for the case company, and the aim is to create a solid base for all the company's digital marketing activities.

Due to the newness of the case company, the plan is to create a digital marketing plan which will gain more traffic to its website and social media channels, and ultimately create brand recognition. The outcome of this project will be a cohesive digital marketing plan which the company can build on and modify to fit the growing company's needs in the future.

The project objective is divided into these five project tasks (PT) in order to finish the final product.

PT 1. Designing the theoretical framework and applying it to the case company.

PT 2. Investigating required data for planning a digital marketing plan.

PT 2.1 Researching effective digital marketing strategies and using a suitable planning model.

PT 3. Analysing case company's current situation and competitors.

PT 4. Creating a digital marketing plan for FINE.

PT 5. Evaluating the thesis project and product based on feedback from the case company.

Table 1 below presents the theoretical framework, project management methods and outcomes for each project task.

Table 1. Overlay matrix

Project Task	Theoretical Framework	Project Management Methods	Outcomes
PT 1. Digital marketing theory	Digital and social media marketing, content and email marketing, search engine marketing (SEM), SOSTAC® planning model	Desktop study	Theoretical framework for project
PT 2. Planning the digital marketing plan	SOSTAC® planning model	Desktop study	Planning model for the final product
PT 3. Current state company and competitor analysis	SWOT analysis, digital competitor analysis	Desktop study, company email interview	Current state analysis of case company and competitors for background of final plan
PT 4. Digital marketing plan	Utilizing information outcomes of PT 1 and 2	Design, desktop study	Improvement ideas in order to finalize plan
PT 5. Evaluation process	Gaining feedback from case company	Desktop study, email interview	Final digital marketing plan

1.3 Project Scope

This thesis aims to focus on digital marketing strategies; however, the final digital marketing plan will only include the digital marketing aspects that are most beneficial for the case company. The use of digital marketing was chosen as that is currently how the case company implements marketing, and the plan is to find ways to enhance performance and engagement rates online. The results will point out ways in which the case company could improve its digital marketing but will not include an implementation phase.

Traditional marketing strategies will not be included in order to avoid the thesis becoming too broad. Although, some traditional marketing strategies may come across when using the chosen planning model. The author has chosen to focus the social media marketing on Facebook and Instagram marketing, as those social media channels are already in use by the case company and the plan is to further establish their use.

The SOSTAC® planning model is the chosen marketing model for this thesis, as it is a comprehensive marketing tool that has helped thousands of professionals to create all kinds of plans (Chaffey & Smith 2013, 3). The author has chosen this model as it will be beneficial to the case company because the company can use this model for any kind of marketing plan in the future as well.

1.4 International Aspect

The case company exports Finnish early childhood education and care kindergarten solution abroad, by utilizing the success of Finnish early education system. As FINE is a new company, it does not have open kindergartens yet, but is currently working on opening a new kindergarten in China in 2020.

FINE has prior knowledge on the global early education markets by owning a daughter company, Dibi Academy. Dibi Academy offers hobby classes for children and their parents in Beijing, China, since 2017 (Dibi Academy 2016).

FINE is located in Helsinki, Finland, but the company constantly works with global partners in order to export Finnish kindergarten solution internationally. The company can use the digital marketing plan in all future digital marketing activities, as the final plan is conducted in English and created for global digital marketing activities.

1.5 Benefits

The main beneficiaries of this thesis include the case company FINE, the company's customers and global partners, and lastly the author itself.

FINE is a new company, and this thesis project will help to improve its future digital marketing tactics. The case company needs a way to stand out from Finnish competitors' as FINE is not that known to many people, and the plan is to find ways to make the company more visible digitally. The end product of this thesis will serve as a template for the company's digital marketing strategy, which FINE can implement in every step as the company continues to grow.

The digital marketing plan for the case company aims to make FINE more visible digitally and help customers learn about the concept of Finnish early childhood education and care, and why it is needed and useful abroad. The digital marketing plan will suggest ways in which the company should interact with its customers and how to create compelling content.

Creating viable and informative content will help the case company's customers to find the company's website and social media channels and get acquainted with the kindergarten solution. By creating valuable content, it will more likely bring customers to FINE as they will find what they are searching for faster and easier. The ultimate goal is to gain more visibility for the website and social media channels, which in turn will help the case company find new customers and clients.

The author will benefit from this project in many ways, as the author is in the early stages of moving towards a marketing career. Creating this project will be beneficial in order to find a future career in marketing and make business connections and grow own learning in the field of digital marketing.

1.6 Key Concepts

Digital Marketing strategy is important in order to reach marketing goals, especially in today's market where all competitors and customers can be found online. Digital marketing is any type of marketing activity that occur in digital technology, whether it be on computer, tablets, or mobile devices. Compared to traditional advertising methods, digital marketing performance can be tracked online and in real time. (Equinet Academy 2018.)

Social Media Marketing means creating content that is tailored to fit the context of different social media platforms, such as Facebook and Instagram. Social media marketing is an effective way to reach consumers as it aims to drive user engagement which can be established by sharing creative content online. (Patel 2019a.)

The SOSTAC® Planning Model stands for Situation, Objectives, Strategy, Tactics, Action, and Control. The planning model works for any type of plan, as SOSTAC® covers every element that a marketing plan should have in easy to understand steps. (Smith 2011, 1-3.) The planning model can be used in the planning process, as well as how to manage a company's marketing. The SOSTAC® planning model was originally created by Smith in the 1990's. (Smart Insights 2019a.)

Content Marketing is a valuable marketing tactic that is focused on creating and distributing content to attract a targeted audience base, which will ultimately grow profits. It can be videos, newsletters, or blogs, any information that is educational and informative, not necessarily pushing a certain product but useful content instead. (Content Marketing Institute 2018 & 2019a.)

Search Engine Optimization is about improving traffic to a website by increasing the site's visibility in search engine results, which is mainly established by improving and creating unique content. Improving a company's SEO usually leads towards more traffic as the website will appear higher in search engine searches when used targeted keywords and quality content. (Business Dictionary 2019.)

1.7 Case Company

Finland International Education brings a Finnish early childhood education and care kindergarten solution abroad since early 2019. FINE utilises the success of Finnish early education system, and exports it to other countries globally.

FINE combines the high-ranking Finnish education and professional day-care into a successful kindergarten solution. FINE's solution provides a full day-care package consisting of a tailored academic plan, a Finnish headteacher, interior design, and teacher and operative trainings. The company is currently working on opening a new Kindergarten in China in autumn 2020.

FINE is headquartered in Helsinki, Finland, but due to the international nature of the business, the employees make business trips abroad often. The company currently employs three full-time employees, the CEO and two early childhood education

specialists, as well as two part-time employees, the chief marketing and sales officer, and the creative director.

FINE has a daughter company, Dibi Academy, which offers part-time hobby classes for children and their parents in Beijing, China since 2017 (Dibi Academy 2016). FINE was created to further establish the childcare from part-time hobby-classes, to a full-day kindergarten solution to children around the world.

The challenge for the case company is how to translate the successful Finnish early childhood education and care kindergarten solution and transport it to other countries. (Finland International Education 2019.) By creating a comprehensive digital marketing plan, the case company will be able to market itself globally and gain more visibility.

2 Digital Marketing Strategy

This chapter provides the theoretical framework for the thesis. The author will firstly introduce a model called paid, earned and owned media (PEO), which includes the most important aspects of digital marketing. Next, social media and digital marketing will be studied closely, as those are the main concepts of the theoretical framework. The author introduces the chosen marketing planning model, SOSTAC®, and all of its steps will be studied to understand its use in the final product. Lastly, the author has chosen related key concepts to digital marketing such as content marketing, email marketing, and search engine marketing, because they are the most effective and beneficial aspects for the case company.

2.1 Digital Marketing Components

This chapter discusses the digital marketing components that cover the main elements of digital marketing. The author introduces a marketing media model which gives the reader a first look at what to expect in the following subchapters.

The theoretical framework figure 1. presents the digital marketing theory included in this project, which is a model using paid, earned and owned media (PEO). This model covers all elements of digital marketing; thus, it is a comprehensive way of learning the digital marketing aspects for the final plan. The PEO model works as a guide to digital marketing strategy and is an easy way of understanding and managing online activities. (Titan Growth 2019.)

Owned media focuses on digital properties such as websites and social media channels. Earned media includes shares, reposts, and reviews online, and paid media is about advertising and paid promotion. This model allows for a clear representation and understanding of digital marketing and provides a solid framework for discussing the digital marketing strategy. (Titan Growth 2019.)

This figure will serve as a guide to gain a comprehensive image of the main themes of the thesis as these themes are the essence of creating the digital marketing plan for the case company.

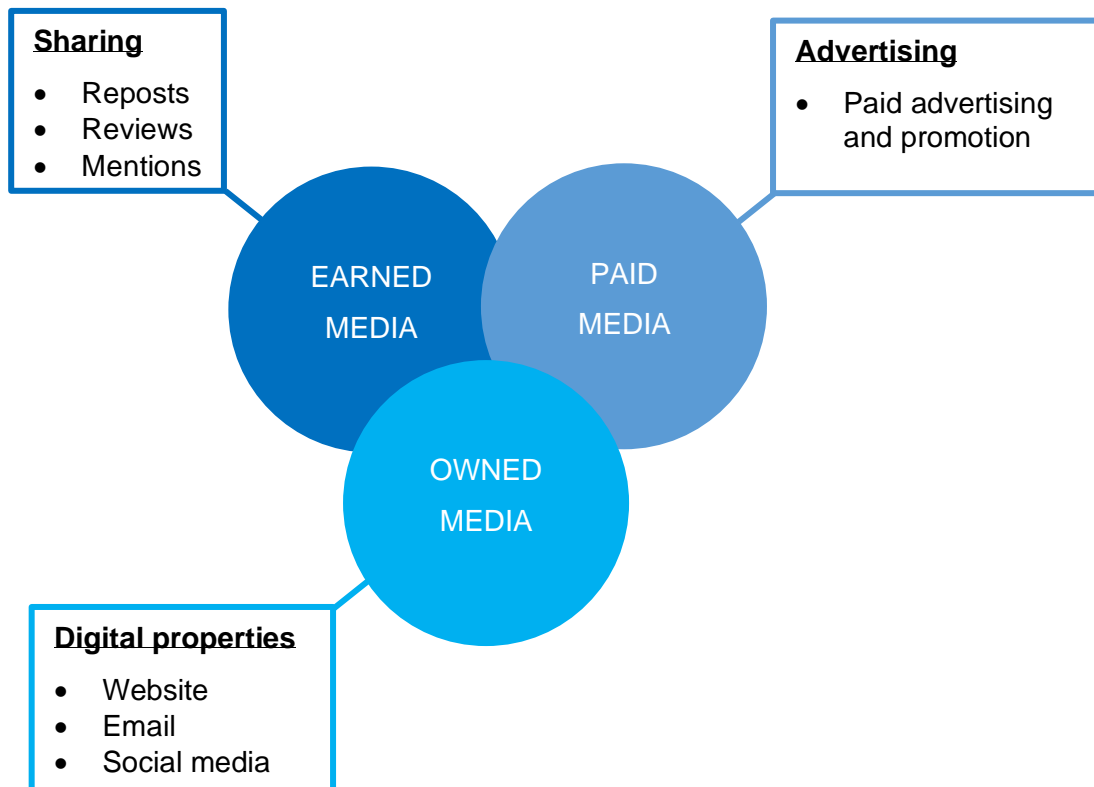


Figure 1. Theoretical framework figure PEO model (adapted from Titan Growth 2019)

Next, the author will continue by explaining all the digital marketing components that are included in the theoretical framework.

2.1.1 Digital Marketing

Digital marketing can be defined in many different ways, but the most common and easiest way to understand digital marketing is that it is about managing company presence online. Managing company presence is more than just managing a company website, it is about managing different forms of digital marketing, such as social media, search engine marketing, and content marketing. (Chaffey & Ellis-Chadwick 2019, 9.)

A company of any size can benefit from digital marketing, and it works exceptionally well for small businesses to grow and promote products or services (Chaffey & Ellis 2019, 15). Digital marketing allows companies to connect with customers on a platform where they already spend time, as internet usage continues to grow with already more than a billion users (Chaffey & Smith 2013, 4-5; HubSpot 2019a).

Chaffey & Ellis-Chadwick (2019, 21-22) point out challenges in digital marketing, including budgeting challenges and unclear roles in marketing management. Smaller companies might only have one person assigned to digital marketing, while bigger companies might

have many people assigned for each digital channel. This can make budgeting difficult, as unclear roles and responsibilities can lead to experimenting and using insufficient techniques.

This thesis aims to tackle one of the biggest challenges in digital marketing, which is the lack of having a clear approach or plan. A planned approach will most likely lead to reaching allocated goals, as well as tracking results and modifying them along the way. Companies should always measure results, as a way to keep in check all the other challenges of digital marketing. (Chaffey & Ellis-Chadwick 2019, 21-22.)

2.1.2 Social Media Marketing

Social media marketing allows brands and companies to reach large audiences in a cost-efficient way by connecting with customers through social media platforms, such as Facebook and Instagram. Social media marketing is an important aspect of digital marketing, as it allows companies to learn more about customers' behaviour and preferences. (Solomon & Tuten 2018, 445, 449.)

Social media marketing is about curating useful content towards the wanted audience base, which can be well targeted especially on Facebook. Companies should use the advantage of connecting with their customers by building networks and communities, which can ultimately lead to better brand awareness and advocacy. Advocacy can be any form of relationship with the brand, it can be a customer, employee, partner, or influencer. (Solomon & Tuten 2018, 237-238.)

Influencer marketing is a growing business, which is mostly seen on Instagram. Influencer marketing is a beneficial way of paid marketing, it is a more cost-efficient way with bigger reach and engagement results. Therefore, marketers gain access to an influencer's target audience, without having to create compelling content themselves. (HubSpot 2019b.)

For this thesis, the chosen social media platforms are Facebook and Instagram, as they are the biggest social media platforms. The case company has already established the use of Facebook and Instagram, and the aim is to take advantage of the benefits and find ways to better connect with customers.

2.1.3 Facebook Marketing

Facebook was founded by Mark Zuckerberg in 2004, and it is now the largest social network with 2.41 billion active users every month in 2019. Facebook also owns the top

social messaging services WhatsApp and Facebook Messenger, and photo and video sharing network Instagram. (Facebook Business 2019.)

Creating a Facebook business page is vital for companies to advertise businesses and connect with customers. Facebook business page increases brand awareness, as it is like a shopfront of the business. Businesses should share regularly on Facebook pages by posting photos and videos, or written posts that increase engagement and connection with followers. (Facebook Business 2019.)

Facebook introduced an algorithm in 2018, which prioritizes active interactions, such as commenting and sharing over clicks and likes. The algorithm makes reaching people by organic reach more difficult, which is why businesses need to use more paid advertising nowadays. (Hootsuite 2018.)

Creating Facebook advertisements (ads) is an important aspect of gaining visibility, as it allows targeting to a specific audience. Facebook allows businesses to create ads by choosing the ad objective, target audience, where to run the ad, and the wanted budget (Facebook 2019).

Rouhiainen (2016, 86-87) points out the importance of measuring and learning from ads' results, which can be done by using Facebook's ads manager. Businesses should especially measure the amount spent on the ad and how many clicks it generated. Rouhiainen also recommends testing campaigns, by creating different photos to different audiences, which ultimately help to allocate for the right budget and content.

2.1.4 Instagram Marketing

Instagram is a photo and video sharing network, which was created by Kevin Systrom and Mike Krieger in 2010. Instagram has grown rapidly over the years with more than 1 billion active users every month in 2019. Instagram is about sharing inspiring photos and videos, connecting and engaging with others with the use of hashtags and captions. (Instagram Business 2019.)

In 2020, it is projected that 75% of the US markets will use Instagram for social media marketing, thus Instagram marketing is an increasingly important part of digital marketing (Kats 2019).

Instagram's business option allows businesses to create ads on Instagram, and they can be photo, video, stories, or carousel ads. Carousel ads are the latest ad feature, which are

multiple photos or videos in one post. Instagram ads can be analysed by Instagram Insights, which provide a useful tool with statistics on a post's impressions and reach. This allows for analysing which posts gained the most engagement amongst followers, helping businesses to post the right kind of content in the future. (Instagram Business 2019; Patel 2019b.)

2.1.5 Content Marketing

Content marketing is an important part of digital marketing, as with all aspects of digital marketing, content marketing is about creating compelling content that engages with the audience. Creating compelling content aims at increasing brand visibility, communicating with customers and driving sales. Content marketing can be anything from web pages, podcasts, quizzes, blogs, videos, and photos to name a few. (Chaffey & Ellis-Chadwick 2019, 36, 375.)

Content Marketing Institute (2019b) points out the importance of having a content marketing strategy beforehand. Every business should have a content marketing strategy in place, as most social media activities are more beneficial when planned ahead.

A good content marketing strategy entails setting clear goals for content marketing and creating content that conveys the brand image. Brands should consider the audience personas by thinking about why and to whom the content is targeted at. It is important to convey the brand story throughout the content marketing process. The last step is the channel plan, choosing which social media channels to use and how to distribute the created content. Every social media channel should have its unique strategy and content, as sharing the same content in all channels is not recommended. (Content Marketing Institute 2019b.)

Measuring results is an important step to add in a content marketing strategy, as when a company grows, the content marketing strategy should evolve too. Timely check-ups to the content marketing strategy will provide a more accurate image of the company to the customers. (Content Marketing Institute 2019b.)

2.1.6 Email Marketing

Email marketing is developing quickly as an effective marketing channel, because it is one of the fastest-growing trends in digital marketing at the moment (Alekseeva, Stroganova & Vasilenok 2019, 15). Email marketing is a useful marketing channel that establishes brand

visibility by carrying direct marketing messages to targeted customers (Charlesworth 2018, 238).

As with any digital marketing channel, clear goals and objectives are required when starting with email marketing. Email marketing messages should be visually appealing to customers, and the content can be anything from photos, graphics, videos, text, or new merchandise. The marketing messages should include a call to action, such as a promotion that brings the customer to the website. (Clow & Baack 2018, 260; Hanna, Smith & Swain 2015, 47-49.)

Email marketing is an inexpensive way of marketing with quick results on sales and gaining new customers. Email marketing also allows for a more personalized approach to customers, which is one of the most effective email marketing tactics. (Digital Agency Network 2019.) Email marketing can be personalized, for example, by emailing customers about similar items after 30 days of initial purchase. Another useful tactic is to email customers about an abandoned online shopping cart to get them back to buying. (Clow & Baack 2018, 260.)

Clow & Baack (2018, 260) indicate that the response rates of customers increase when email marketing is integrated with the company's other channels, such as website and social media. It is important to have correct landing pages, so customers can easily find the indicated information from the email marketing messages.

The challenge for small businesses with email marketing is how to gain new customers' email addresses. Dodson (2016, 128) suggests marketing a company's email subscription on social media channels and having a subscription button on the company website. Subscription to the company's email can be improved by offering a small discount or something that intrigues customers to join the email list.

2.1.7 Search Engine Marketing

Search engine marketing (SEM) is a very competitive area of marketing, as everyone is looking for something on search engines, such as Google, Bing or YouTube. (Chaffey & Ellis-Chadwick 2019, 400-401). SEM means using paid advertising to ensure a business ranks high on a search engine results page, which happens through the use of keywords and phrases (HubSpot 2019c).

An important part of SEM is search engine optimization (SEO), which is gaining traffic from organic search engine results (Search Engine Land 2019). The main advantages of

SEO are that it creates more website traffic and targeted results. Disadvantages include the complexity of learning SEO and the unpredictability of it and the time needed for testing. (Chaffey & Ellis-Chadwick 2019, 406.)

2.2 SOSTAC® Planning Model

The SOSTAC® planning model was created by P. R. Smith in the 1990's in order to simplify long marketing plans and design a plan that is easy to use (Smith 2011, 1-3). As the figure below presents, SOSTAC® stands for Situation, Objectives, Strategy, Tactics, Action, and Control. The SOSTAC® planning model is a comprehensive marketing tool that can help anyone create any kind of plan (Chaffey & Smith 2013, 3).

The SOSTAC® planning model is designed to work step-by-step in order to create a final digital marketing plan. As the figure 2. below presents, the model works as a continuous loop starting from situation analysis and ending with control. Each step builds on each other as similar themes come across, thus making the SOSTAC® planning model easy to follow.



Figure 2. SOSTAC® planning model (adapted from Smith 2019)

Situation Analysis is the first step of the plan, which provides an overview of the company, by answering the question of where are we now? (Smart Insights 2019b). Smith

(2019, para. 1) suggests that a thorough situation analysis should contain an analysis of customers, competitors, partners, competencies, performance, and market trends.

Any situation analysis should firstly cover who are the company's customers, where and how do they interact with the company? A customer analysis allows for a clear picture of the ideal customer and how to correctly target marketing. (Smart Insights 2019b.)

A situation analysis should also contain analysing the digital world, which includes assessing which digital channels are in use and analysing online performance and engagement rates (Smart Insights 2019b).

A thorough company situation analysis can be conducted by a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis and a competitor analysis (Smart insights 2019b). A SWOT analysis analyses the company's internal strengths and weaknesses, and external opportunities and threats. A SWOT analysis provides a strategic view of the company's advantages and challenges when it comes to digital marketing and helps to assess the company's assets against competitors. (Smart Insights 2019c.)

Objectives are the next step, which define the objectives of the strategy by answering the question of where we want to be? Smith (2019, para. 2.4) recommends using the RACE framework (Reach, Act, Convert and Engage) to determine company objectives.

Reach aims to increase brand awareness, by increasing traffic to a company's social media channels and website, which can be done by using the PEO model, which was covered in chapter 2.1. Act is about encouraging interaction and participation amongst customers by producing compelling content on social media channels and websites that ultimately generate more leads. (Smart Insights 2017.)

The next step, Convert, continues by converting the leads to sales whether online or offline. This step is about turning potential customers into paying customers, which leads to engagement. The last step, Engage, is the process that happens after initial sales, which aims to create long-term relationships with new customers that will turn into brand advocacy and loyalty. (Smart Insights 2017.)

The Strategy step answers the question "how to get there" by fulfilling the objectives that were previously set. Part of setting a strategy is defining which market the plan is targeting, which can be defined by focusing on the key strengths determined in the SWOT

analysis. Analysing a company's strengths helps to exploit opportunities and tackle problems in the future. (Smart Insights 2019b.)

The key elements of a solid marketing strategy should consist of STOP (Segments, Target markets, Objectives, and Positioning). Segments and Target markets refer to which segments are targeted online and how to figure out the right target market. Objectives are the objectives of the strategy, and in STOP, it is about fulfilling the set objectives. Positioning utilises the online value proposition (OVP), and it is about positioning the brand correctly for the target audience. (Chaffey & Smith 2013, 553.)

Tactics are the details of the strategy, ensuring that both the objectives and strategy work together by answering the question of how exactly do we get there? The previous steps; actions and strategy are a part of defining tactics, as a clear positioning statement and a well-defined target market ensure better tactical decisions. The aim of tactics should be to provide intriguing content to the customer base, for example, by targeted SEO or email marketing. (Smart Insights 2019b; Smith 2019 para. 4.)

Smart Insights (2019d) suggests focusing on the key attributes of the 7P's of the marketing mix, which stand for Product, Price, Place, Promotion, People, Process and Partnerships. Using the 7P's helps to determine how to develop products and services, by reviewing any key issues in digital marketing.

The next step is **Action**, which focuses on making actionable measures of the plan by answering the question of what we need to get there? Actions are the details of tactics, and actions ensure tactics are being well-executed, which in turn creates actionable measures. (Smart Insights 2019b; Smith 2019, para. 5.)

Companies should define clear action plans, which can include systems, processes, guidelines, and checklists to help the execution of a marketing plan. Part of forming the action plan is to ensure staff is executing the plan correctly, thus allocating clear roles and responsibilities is important. Companies that are able to use strategy and actions to improve the company and utilise better than competitors, create a competitive advantage. (Smith 2019, para. 5.1-5.3.)

Control is the last step of the plan, which measures did we get there? The control part is about planning how to measure and monitor results and performance rates, and whether the set objectives were met. (Smith 2019, para. 6.1.) Smith (2019, para 6.1) suggests listing which Key Performance Indicators (KPI) to be measured on daily basis, monthly, or

quarterly. Smith also suggests planning ahead who measures what and how, and what the costs are. Through consistent measuring, companies are able to determine what works and which steps still need more work.

2.3 Summary

Digital marketing is a vast concept, and it can be easier to understand in smaller parts. In the field of digital marketing, there are many models and tools available, such as the PEO model and the SOSTAC® planning model. The PEO model is an easy way to get acquainted with digital marketing and to understand the different aspects of it by looking at the paid, earned and owned media. The SOSTAC® planning model helps companies to approach digital marketing by creating a plan that can be utilised throughout every step of marketing.

Digital marketing allows for marketing for any type of company, as it helps companies to promote themselves directly to customers and connect with them online. Digital marketing has many benefits, it is cost and time-effective and the best way to connect with a certain target audience.

New businesses may struggle when starting with digital marketing, and a strategy should be the first aspect to determine. The biggest disadvantage of digital marketing is a lack of preparedness, and not having a clear plan or strategy in place. Therefore, setting goals and plans for digital marketing is vital for it to work and help grow new businesses.

Interaction with customers has never been easier with the use of social media, as it allows companies to connect on many different channels to large audience bases. In order to reach audiences, businesses need to brand themselves and create compelling content on social media. Once customers become loyal customers, they can further advocate the brand and create positive brand awareness online.

Facebook is the biggest social network and at the core of today's marketing. Facebook's business side allows companies to create targeted advertising campaigns for targeted audiences. Any company can start using Facebook's ads with any budget, and it is a great way to gain brand visibility and new followers.

Instagram marketing is a rather new way of marketing, where marketing is done by sharing intriguing photos, videos, and stories. As on Facebook, businesses can create ads on Instagram, to specific target audiences. Influencer marketing is an added benefit of

Instagram marketing, it is a tactical way of digital marketing that allows for using an influencer's follower base without the brand creating the post.

Without content, digital marketing would not be possible, because content marketing is the essence of attracting customers to a business' digital channels. Brands should first define the customer persona whom to create content for, and how to advocate the brand in a compelling way. Content marketing can be anything from photos, videos, blogs, or webpages to name a few.

To further distribute brand content, the next step is to use email marketing. Email marketing allows for many different ways of approaching a customer, it can be to notify of an uncompleted purchase or to remarket new products after initial sales. Email marketing should convey the brand and be visually attractive and lead with a call to action. A call to action can include an offer or a promotion which brings the customer back to the business.

SEM is a competitive area of marketing that uses paid advertising to appear higher on search engines. SEO is an added way to bring the brand to the knowledge of customers, by using targeted keywords to appear higher on organic search rankings. SEO should be included in all previous steps of digital marketing to boost the content, reach customers and outshine competitors.

Lastly, any form of digital marketing includes analysing the results, as analysing results helps to know which parts of digital marketing work and which parts still need improving. There are many tools available online to help analyse aspects such as, engagement rates, followers, likes, shares and reach.

All of these digital marketing components together create a basic understanding of digital marketing. Businesses can utilise all the components, or study one component closely and apply it better than competitors.

3 Project Management Methods

This chapter firstly presents the project management methods of this thesis and the chosen research method. The author also discusses all the project management steps that need to be concluded in order to finish the digital marketing plan for the case company. Next, the author presents a model for determining the first steps of any digital marketing plan for new businesses.

3.1 Project Management Steps

In this chapter, the project management methods will be discussed. This thesis is mostly of qualitative research method, as a qualitative method typically answers to open-ended questions and seeks to describe the meaning rather than the frequency of it (Carson 2001, 68).

The main project management method used in this thesis is desktop research, which is mostly of theory books, online sources, and online academic articles. Desktop study is used the most because it will provide a way to find answers to all the project tasks, as well as the final product.

The first task is to analyse how the theory part of the thesis can be applied to the digital marketing plan, and this phase is conducted by desktop study.

The second task is about the digital marketing planning model, which the author has chosen to be the SOSTAC® planning model. This model was chosen because of its comprehensive situational analysis and its usability in the final plan. The SOSTAC® planning model is explained in detail in chapter 2.2 of this thesis.

The third task is to conduct the case company's situation analysis by a SWOT analysis and competitor analysis. This task is conducted in order to gain an idea of the company's current state and research what competitors are doing. Researching competitors is an important step so the case company can position correctly in the market and find ways to outshine the competition.

Part of the third task is to conduct a short email interview with the CEO of Finland International Education, Marjaana Suutarinen. The interview is conducted in order to gain a comprehensive company background and current information on data and digital marketing engagement rates on the website and social media. This will benefit the author and case company so that the final plan will have accurate company data and information.

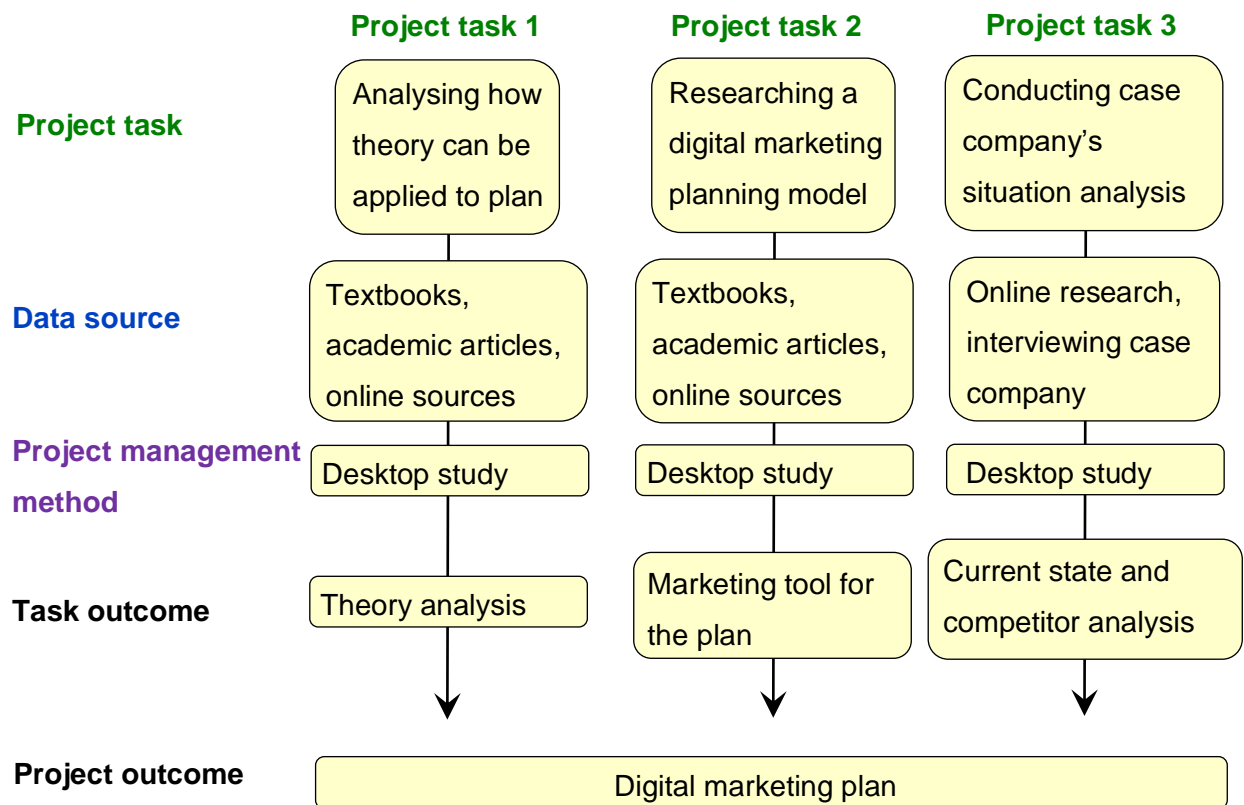


Figure 3. Research methods

Next, the author will discuss the first digital marketing planning steps for new businesses.

3.2 First Steps of Digital Marketing Planning

There are many digital marketing plans and models to use, but this chapter focuses on the simple steps of digital marketing planning that every new company should consider before starting online. This plan focuses on setting goals, choosing an online approach, conducting a situation analysis, and analysing company resources.

Developing a digital marketing plan for a new company should begin by considering the goals and objectives. First, goals and objectives need to be set, and they should be attainable and specific, such as wanting to increase website traffic by a certain percentage. Once goals have been attained, set new ones that represent the growing company. (Frick 2010, 10.)

After goals have been set, choose an online approach by considering how many social media accounts to open, and how often to post. Small companies may not have enough resources to open many social media accounts and post daily, which is why it is more beneficial to open accounts on a few bigger networks, such as Facebook and Instagram. After selecting the online approach, new companies should consider what type of content

to start creating to customers. This includes considering the target audience and what type of content best represents the brand and intrigues new customers. (Frick 2010, 12.)

Next, new companies should conduct a situation analysis to understand which target markets to utilise and analyse key strengths and weaknesses. An important step is to analyse competitors and look at what type of content competitors are providing online and learn from them to be better. (Frick 2010, 11.)

The last step is to analyse the company resources, as to what is the marketing budget and what are the roles and responsibilities of digital marketing? Also, plan for when to analyse results and set time for improving and adapting the plan into attainable actions. (Frick 2010, 12-15.)

4 Situation Analysis

This chapter assesses the situation analysis of the case company FINE. The situation analysis firstly analyses the case company's current digital marketing activities and then the author conducts a thorough SWOT analysis. The next chapter, 4.2, focuses on completing the situation analysis by conducting a competitor analysis.

4.1.1 Digital Marketing Activity

In this chapter, the author will analyse the case company's current digital marketing activities. The analysis is conducted by the author, by analysing the case company's website and social media channels in use; Facebook and Instagram. The case company's answers to the interview questions about digital marketing were also utilised in this part.

FINE has a short digital marketing history, as the company was founded at the beginning of 2019. The company does not have a marketing plan nor a marketing budget, so marketing is unplanned and mainly focused on current projects and hiring new teachers for kindergartens. The company has tried paid advertising once for hiring purposes, when it ran an ad on Facebook and Instagram. Since there is no marketing budget, paid advertising was set out with a small budget. The company's marketing activities are on Facebook and Instagram, and some on LinkedIn. The company would like to have a working digital marketing plan that would help with the planning and execution of digital marketing.

FINE's website is clear and easy to use, and it firstly introduces the company and shows pictures of children, thus making it clear what the business is about. The website is in many sections, such as FINE products and FINE solution, which makes the information easily accessible. The website is in English and also in Chinese, which helps to communicate the business idea to the Chinese market. The website is well-branded in terms of using the company name often (FINE), as well as using cohesive theme colours throughout. The website's graphic design is visually pleasing with lots of photos and graphics, that relate to the business. Also, buttons for FINE's social media channels can be found at the bottom of the website. The overall feel of the website is professional and user-friendly.

FINE's Facebook page does not have much to offer yet, as it is still in the early stages. The Facebook page has 49 followers, and only a few posts have been made. The posts include information on a new kindergarten, teacher recruitments, and relevant photos. The

page does offer a lot of information about the company, but overall needs more content to compete with others.

FINE's Instagram page is similar to its Facebook page because it does not have that many posts either. FINE's Instagram page has 103 followers, and posts are of photos, videos, and quotes, with relevant hashtags and emojis. The posts include information about kindergartens, international visitors, trainings and other FINE related content.

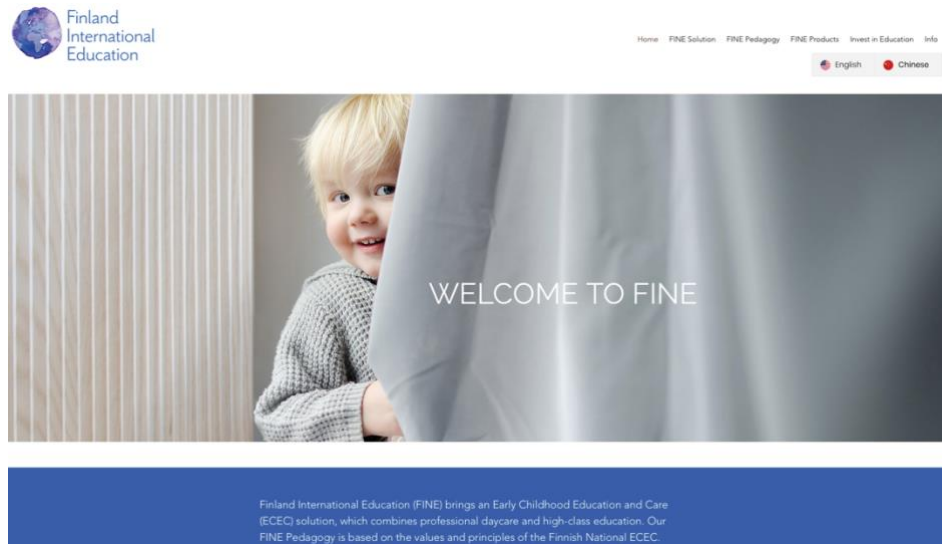


Figure 4. FINE's website

4.1.2 SWOT Analysis

A SWOT analysis analyses the strengths, weaknesses, opportunities, and threats of a company. Setting new objectives and formulating goals is suggested to conduct after analysing the SWOT results, as formulating clear goals helps to improve the company's strengths and opportunities even further. (Brady, Goodman, Hansen, Keller & Kotler 2016, 102.)

The table 2. below presents the SWOT analysis of the case company FINE. The main strengths and weaknesses come from internal origin, and opportunities and threats from external origin (Brady, Goodman, Hansen, Keller & Kotler 2016, 98).

FINE's main strengths are its comprehensive concept that utilises Finnish education for kindergartens and prior knowledge of Chinese market. FINE also has a great base of international partners and networks, which to utilise when expanding and growing the business.

Weaknesses are a similarity to competitors' businesses, as well as having a new business in the market and how to market the Finnish kindergarten concept globally. Weaknesses on marketing include lack of digital marketing which leads to lack of brand recognition. Main opportunities are the possibilities of working in a global market, which includes entering new markets due to demand, networking, and branding. Utilising marketing activities on website and social media help the company to develop brand recognition internationally.

FINE's biggest threats are similar competitors in the international kindergarten section, as many target countries may choose British or American kindergartens over the Finnish concept. Also, a threat can be a lack of demand from global partners, as kindergartens are not developed unless demand is detected in the global kindergarten section.

Table 2. SWOT analysis of FINE

Strengths	Weaknesses
<ul style="list-style-type: none"> • Comprehensive concept • Global approach • Finnish education • Knowledge of Chinese market • Quality of kindergarten solution and products 	<ul style="list-style-type: none"> • Similar to competitors' kindergarten concepts • Brand recognition • New company in the market • Translating Finnish kindergarten concepts to work globally • High prices • Weak margin in some products • Lack of marketing strategy
Opportunities	Threats
<ul style="list-style-type: none"> • Entering new markets • Globalization in target markets • Global networking • Branding • Utilising digital marketing 	<ul style="list-style-type: none"> • Competition in the same market • Relying on global partners for need of international education

4.2 Competitor Analysis

Competitor analysis helps to identify new approaches to digital marketing activities and ways to compete in the same marketplace (Chaffey & Ellis-Chadwick 2019, 48).

Chaffey & Ellis-Chadwick (2019, 153) indicate four stages of competitor analysis; first, a business needs to review own digital activities and indicate areas for improvements. Second, analyse what competitors are doing in the same market. Third, study the best practices from the competitor analysis, and four, set goals to develop own digital activities to reach new targets.

The competitor analysis was conducted by looking into the competitors' websites and social media channels, which the author chose to narrow to Facebook, Instagram, and Twitter. The author analysed what kind of content competitors posted and how often, and how well branding was conducted throughout the social media channels and websites. The competitor analysis aims to analyse what competitors are doing digitally, what their strengths and weaknesses are, and ultimately gain information on what works and what to improve.

The competitors were determined by interviewing the case company, and the author chose to focus on the two main competitors; HEI Schools and Fun Academy. FINE, HEI Schools and Fun Academy all share a similar business model that aims to provide Finnish early education abroad.

4.2.1 HEI Schools

HEI Schools (Helsinki International Schools) is a model for international preschools and primary schools, bringing Finnish early education and primary education all around the world. HEI Schools has 5 open locations, mainly in Asia and Australia, and is planning to open new preschools in Asia, the Middle East, and South America by 2020. (HEI Schools 2019.)

HEI Schools is one of FINE's biggest competitors because of its similar business model and operations in the same market. HEI Schools is a Finnish operator and its kindergartens are mainly located in Asia. HEI Schools is well branded and has integrated the Finnish and Scandinavian design into its business model, which can be seen on digital channels as well. The company communicates in English on its website and on social media channels, which are Facebook, Instagram, and Twitter.

HEI Schools' website is easy to use and has a lot of useful information about the company. The graphic design of the website is excellent, and the branding of HEI Schools is clear in a way that emphasizes its Finnish and Scandinavian origin. The website offers great content, news, testimonials, photos, and subscription to the newsletter. The website has many contact points available and has clearly listed the locations of preschools. Also,

the company's social media channels are integrated and can be found at the bottom of the website.

The company uses Facebook actively with more than 1100 likes on the page. Posts are made frequently, about a few times per week, and posts include text, photos, videos, testimonials, webinars, and other great related content. The Facebook page is professional and on-brand, as the company uses the Marimekko striped shirts in many pictures to increase the Finnish origin of the business. A chat box at the bottom opens automatically when visiting the company's Facebook page, which makes contacting the company even easier.

HEI Schools uses Instagram actively and has more than 800 followers. The Instagram page looks great visually, and the brand theme continues with cohesive use of colours and graphics. Posts include photos and videos about preschools, introducing the HEI Schools team, and many photos of children and the preschool design. Posts are regular at about a few times per week, and the overall feel of the Instagram page is very professional and again, on-brand.

HEI Schools also uses Twitter with over 700 followers, but it is the least used social media channel of the company. Posts have not been made in about 6 months, but before that, the Twitter page has been actively in use. The company posted regularly, mainly about preschools and related content about education with quality photos and videos. The company follows similar accounts and retweet content that relates to the business and uses hashtags and emojis to boost its content on Twitter.

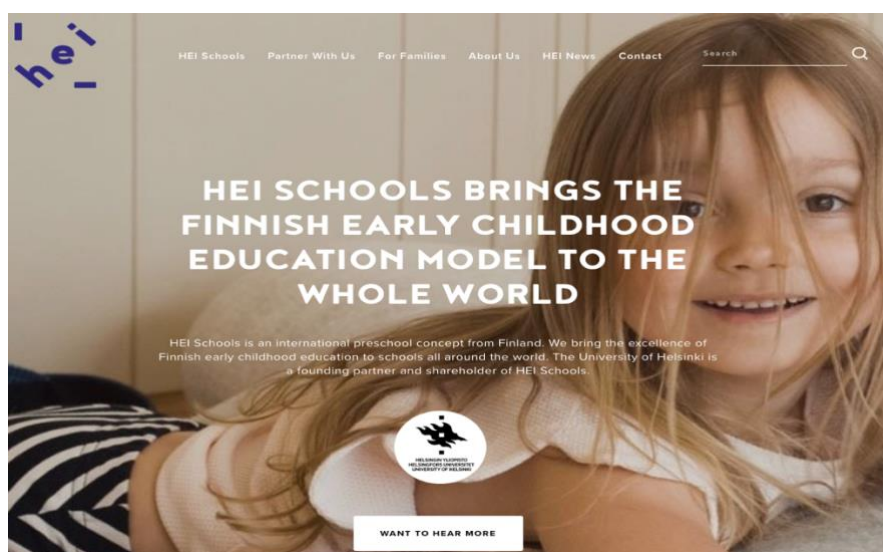


Figure 5. HEI Schools' website

4.2.2 Fun Academy

Fun Academy is an early education company that provides pedagogical solutions based on the company's Fun learning approach. The Fun Academy learning concept is based on the Finnish pedagogy, which combines the best educational practices around the world. Fun Academy provides kindergarten packages, teacher training courses and summer, and winter camps. Fun Academy is currently present in 8 countries all over the world. (Fun Academy 2019.)

Fun Academy is also a big competitor of FINE, as the companies are both Finnish kindergarten operators working in the global market. Fun Academy is branded as a fun learning concept, which can be seen by the graphic design and vibrant colours on the website. Fun Academy has a Finnish and international website, and both are in English. The company is also active on social media channels; Facebook, Instagram, Twitter, LinkedIn, and Pinterest.

Fun Academy's website is colourful and fun, with lots of fun graphics and photos of children. The website firstly welcomes a customer by a YouTube video about the company highlighting its mission of quality education. The website has lots of photos and videos, blogs and information about partners and products. The website has a lot of information, but it is not clearly sectioned, which makes it a bit messy and hard to find specific information. Fun Academy has created avatars, which are part of the brand logo and seen on multiple parts of the website. The company has integrated its social media channels which can be found at the bottom of the website.

Fun Academy's Facebook page has been inactive since the summer of 2019. The page has over 700 likes, and posts are of videos, photos, and information about the Fun Academy. The company has posted regularly, about once a week, and the posts are mostly of great quality videos that introduce different aspects of the company. Contacting the company is also easy, as a chat box opens automatically when visiting the Facebook page.

Fun Academy's Instagram account reflects the company in the sense that it looks fun and playful. The page has over 200 followers and posts about once a week, and posts are of photos, videos, and useful tips and tricks. The content on Instagram mainly reflects the company and global preschools, many photos capture children playing and having fun. Although, many of the posts are not exactly on-brand, as they post content that is not very

relevant to the business. This makes the Instagram page seem less professional, and the overall feel is more informal.

The company's Twitter account has more than 900 followers, and it has been in active use before Summer 2019. The company tweeted and retweeted actively, with photos, videos, and text about relevant content about the business and education. The company uses correct hashtags and emojis on Twitter, keeping in line with the fun of the brand.



Figure 5. Fun Academy's website

4.2.3 Summary

This part summarizes the online activities of FINE and its competitors; HEI Schools and Fun Academy. The table 3. below presents an overview of the strengths and weaknesses of the companies' activities on websites and social media channels.

FINE's biggest strength is its comprehensive website, which is well-branded and offers lots of information about FINE's products. The website is in English, and it is also available in Chinese which creates an advantage compared to the other competitors. FINE has only started using social media channels Facebook and Instagram in the summer of 2019, which implies the lack of posts and content to analyse.

HEI School is very good at branding in all of its channels, with consistent colour themes and graphics. The company has accounts on Facebook and Instagram, and the content is of good quality, with lots of relevant photos and videos. The biggest weakness is that the company has not been actively posting on social media, even though its social media pages have a solid follower base.

Fun Academy’s strengths are that it has lots of compelling content and is active on many different social media channels. The downside is that the company may have too much information, which can be hard to find on the website. The company does have lots of content on Instagram, but some of it seems irrelevant to the company. Also, the company has not actively used its Facebook and Twitter accounts.

Table 3. Competitor analysis

	Strengths	Weaknesses
FINE	<ul style="list-style-type: none"> • Comprehensive website • Chinese version of website • Consistent branding in all channels 	<ul style="list-style-type: none"> • Needs more video and photo content on website • Not enough content on social media • Lack of frequent posting in social media
HEI Schools	<ul style="list-style-type: none"> • Consistent branding in all channels • Consistent graphic design • Lots of useful content • Many contact points 	<ul style="list-style-type: none"> • Lack of frequent posting in social media
Fun Academy	<ul style="list-style-type: none"> • Active accounts on many social media channels • Lots of compelling content on website; blog, videos, photos 	<ul style="list-style-type: none"> • Information overload on website • Irrelevant content on Instagram • Inactive use of Facebook and Twitter

5 Conclusions

This chapter provides an overview of the thesis process and the end product. The author discusses recommendations for further research, product assessment and self-reflection.

5.1 Recommendations for Further Research

This thesis is focused on digital marketing, which includes social media and related key concepts chosen by the author. The theory of digital marketing in this thesis discusses all the concepts on a more general level, rather than discussing them in-depth. This thesis could have benefited from focusing on a specific part of digital marketing, such as social media and paid advertising, and covering those concepts in detail.

The end product of this project-based thesis could be further established by adding an implementation phase, which was not possible due to time management. An implementation phase would add another layer to the digital marketing plan and benefit the company in having already analysed what works and what to improve.

As digital marketing is a rather new field and new information arises constantly, therefore it would be beneficial to focus on the current trends. In this field, information may become irrelevant quickly, thus, it is recommended to use new and updated references in the future.

5.2 Product Assessment

The end product for the case company is a base for its digital marketing activities, therefore, it is focused on how to get started and how to utilise current social media channels. The end product provides information on the most important factors of digital marketing, but it does not cover all aspects extensively. The author recommends to further establish the use of the case company's social media channels and website, and to stay up to date on competitors' online activities. The case company should start using the plan and modify it in the future to fit the needs of the growing company.

The case company, FINE, also assessed the final product and gave the author some feedback and recommendations to finish the product. The case company was pleased about the thorough company and competitor analysis, which provided a realistic situation analysis and helped to clarify current issues. The case company appreciates the final digital marketing plan, which gives useful tips and suggestions for growing its social media channels and website. The plan is easy to understand, but the remaining issue is the

plan's execution. The case company must allocate clear roles and responsibilities in order to execute the plan and improve current digital marketing activities. The case company is not currently able to allocate for a marketing budget, thus, most of the marketing advice is created for content creation and organic growth. The case company understands that creating and executing marketing plans is not difficult and is planning to utilise the new digital marketing plan in the future.

5.3 Self-Reflection

This thesis process began in January 2019 and is finally finished in November 2019. This thesis process has had many different time schedules, and at the end was moved from the spring period to the autumn period. I was fortunate to gain a work placement position over the summer and ended up conducting the thesis project for the same company, FINE.

I was determined to finish the thesis process in November, to be able to graduate on time, in December 2019. I am proud of myself for sticking to the schedule, as this was the first time that I was the only one accountable for the project's substance and schedule. The biggest challenge was time management, and I have now learned to allocate more time for own projects in the future.

This thesis project has been a great learning experience and I have learned so much about digital marketing. I believe, I have learned a basic understanding of digital marketing, and will continue to grow own learning by following current trends and the fast-evolving field of digital marketing.

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Appendices

Appendix 1. Interview Questions for Finland International Education

What are you currently doing for marketing?

Do you have a digital marketing strategy?

What goals do you have for marketing?

Do you have a marketing budget?

Do you use paid advertising in digital marketing channels?

 If yes, which channels and with what budget?

 If no, would you be willing to try it?

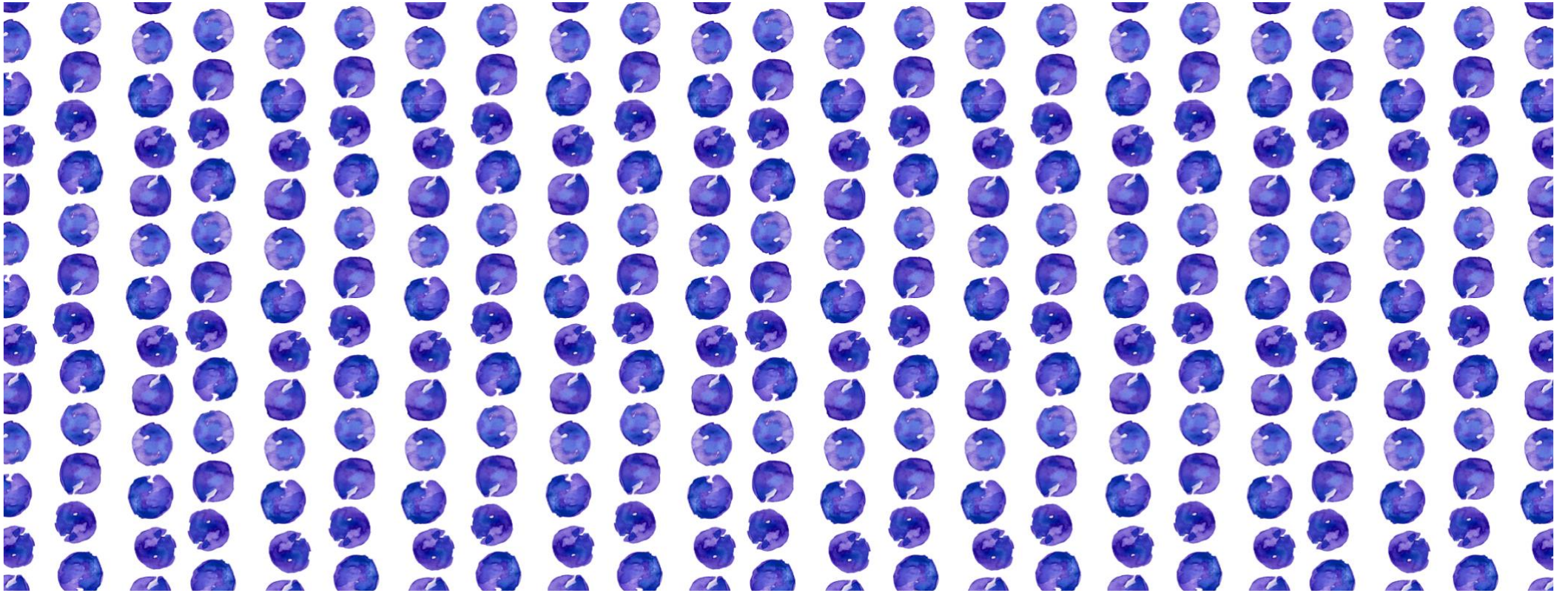
Who are your biggest competitors?

What is the target audience you would like to market to?

What makes the target audience choose you over competitors?

What are your expectations for this project?

Appendix 2. Digital Marketing Plan for Finland International Education



Digital Marketing Plan for FINE



Finland
International
Education

Table of Contents

SOSTAC® Planning Model

Digital Channels

Paid Advertising

Analysing Results

Suggestions

SOSTAC® Planning Model



Situation Analysis – Where Are We Now?

FINE's current situation:

- Has a company website
- Social media accounts in Facebook and Instagram
- Marketing has mainly been small and unplanned
- No digital marketing strategy in place

How to assess situation:

- Start by conducting a SWOT analysis
- Analyse competitors, how can FINE be better?
- Customer insight

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <input type="checkbox"/> Comprehensive concept <input type="checkbox"/> Global approach <input type="checkbox"/> Finnish education <input type="checkbox"/> Knowledge of Chinese market <input type="checkbox"/> Quality of kindergarten solution and products 	<ul style="list-style-type: none"> <input type="checkbox"/> Similar to competitors' kindergarten concepts <input type="checkbox"/> Unknown brand <input type="checkbox"/> New company in the market <input type="checkbox"/> Translating Finnish kindergarten concepts to work globally <input type="checkbox"/> High prices <input type="checkbox"/> Weak margin in some products <input type="checkbox"/> Lack of marketing strategy 	<ul style="list-style-type: none"> <input type="checkbox"/> Entering new markets <input type="checkbox"/> Globalization in target markets <input type="checkbox"/> Global networking <input type="checkbox"/> Branding <input type="checkbox"/> Utilizing digital marketing 	<ul style="list-style-type: none"> <input type="checkbox"/> Competition in the same market <input type="checkbox"/> Relying on global partners for need of international education



Competitor Analysis

Digital competitor analysis:

- Conducted by analysing competitors' websites, Facebook, Instagram, and Twitter
 - FINE has a great website
 - HEI Schools does excellent branding
 - Fun Academy has the most content

	Strengths	Weaknesses
FINE	<ul style="list-style-type: none"> <input type="checkbox"/> Comprehensive website <input type="checkbox"/> Chinese version of website <input type="checkbox"/> Consistent branding in all channels 	<ul style="list-style-type: none"> <input type="checkbox"/> Needs more video and photo content on website <input type="checkbox"/> Not enough content on social media <input type="checkbox"/> Lack of frequent posting in social media
HEI Schools	<ul style="list-style-type: none"> <input type="checkbox"/> Consistent branding in all channels <input type="checkbox"/> Consistent graphic design <input type="checkbox"/> Lots of useful content <input type="checkbox"/> Many contact points 	<ul style="list-style-type: none"> <input type="checkbox"/> Lack of frequent posting in social media
Fun Academy	<ul style="list-style-type: none"> <input type="checkbox"/> Active accounts on many social media channels <input type="checkbox"/> Lots of compelling content on website; blog, videos, photos 	<ul style="list-style-type: none"> <input type="checkbox"/> Information overload on website <input type="checkbox"/> Irrelevant content on Instagram <input type="checkbox"/> Inactive use of Facebook and Twitter

Customer Insight

How to determine target audience?

- Customer insight:
 - Who are the company's customers?
 - Where are the customers?
 - How do they interact with you?

FINE's target audience:

- Finnish teachers
- Global market
 - Investors, new kindergarten project leaders, head teachers



Where to focus:

- Global market:
 - Suggest to mainly focus on global market, focus more on Finnish side when hiring processes are ongoing
- Chinese market:
 - FINE is able to directly target the Chinese market because of Chinese website and materials

Objectives – Where We Want to Be?

FINE's objective:

- To gain new customers and create brand recognition

How to do it:

- Create compelling content on social media and website
- Visibility can be increased by paid advertising
- Use the RACE model



The RACE model:

- **Reach** – Increase brand awareness, by increasing traffic to the company website and social media channels
- **Act** – Encourage interaction amongst customers by creating compelling content on social media, that drive new leads
- **Convert** – Turn potential customers into paying customers, converting leads to sales
- **Engage** – Create long-term relationships with customers that turns into brand advocacy and loyalty

Strategy – How to Get There?

How to form a strategy:

- Keep in mind company mission and vision of brand
- Ideal customer, what attracts them to you instead of a competitor?
- Define which market the strategy is targeting
- Focus on key strengths from SWOT analysis

The STOP model:

- **Segments** – Which segments to target online
- **Target markets** – How to figure out the right target market
- **Objectives** – Objectives of the strategy, to gain new customers
- **Positioning** – How to position the brand for the target audience

Tactics – How Exactly Do We Get There?

What are tactics:

- Tactics combine the previous steps; objectives and strategy
- Aim of tactics is to provide intriguing content to the target audience
 - Can be achieved by using Search Engine Optimization (SEO) or email marketing

How to do it:

- Keep using Microsoft Teams to allocate roles and responsibilities, keep everyone on the same page

7 P's:

- Focus on key attributes of the 7P's of the marketing mix:
 - Product
 - Price
 - Place
 - Promotion
 - People
 - Process
 - Partnerships

Actions – What We Need to Get There?

Create action plans:

- Keep using Microsoft Teams for timelines and checklists
- Who does what and when?
- What are the company's systems, processes or guidelines to execute the plan?
- Allocate clear roles and responsibilities so everyone knows what to do



Example: View of Microsoft Planner, shows board, tasks, charts and schedule

Control – Did We Get There?

Monitor results:

- Plan what to measure and how often
- Check engagement rates, new followers, comments, likes, leads, social media activities
- Measuring results allows for modifying the plan, to see what works and what does not

Plan ahead:

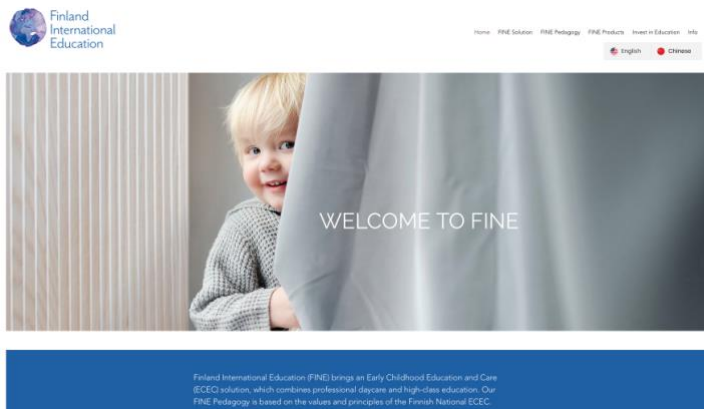
- Who measures what and how?
- What are the costs?
- Where the set objectives met?



Digital Channels

Website, Facebook, and Instagram

Website



Screenshot of FINE's website

- FINE has a comprehensive website
- Available in English and Chinese
- Lots of information about kindergarten solution and products



Suggestions for website:

- Could include more photos and videos
- Open a section about the new kindergarten, show progress, videos, photos
- Use more of the “blueberry” from logo in marketing and branding
- Optimize website better for mobile, not all graphics look great on mobile
- Share homepage more on social media, like after adding a new section or updates have been made
- Website needs more backlinks, can be gained by more content, or starting a blog
- Subscription button for email marketing

Social Media

Benefits of social media:

- Increased exposure and traffic
- Gain new customers and leads
- Marketplace insight
- Improved search rankings
- Cost-effective marketing
- Improved sales

Current channels:

- Facebook and Instagram
- LinkedIn

Facebook

FINE's current Facebook activity:

- FINE has a Facebook page with 49 followers
- Only a handful of posts have been made

How often to post on Facebook:

- Post about 2-3 times a week

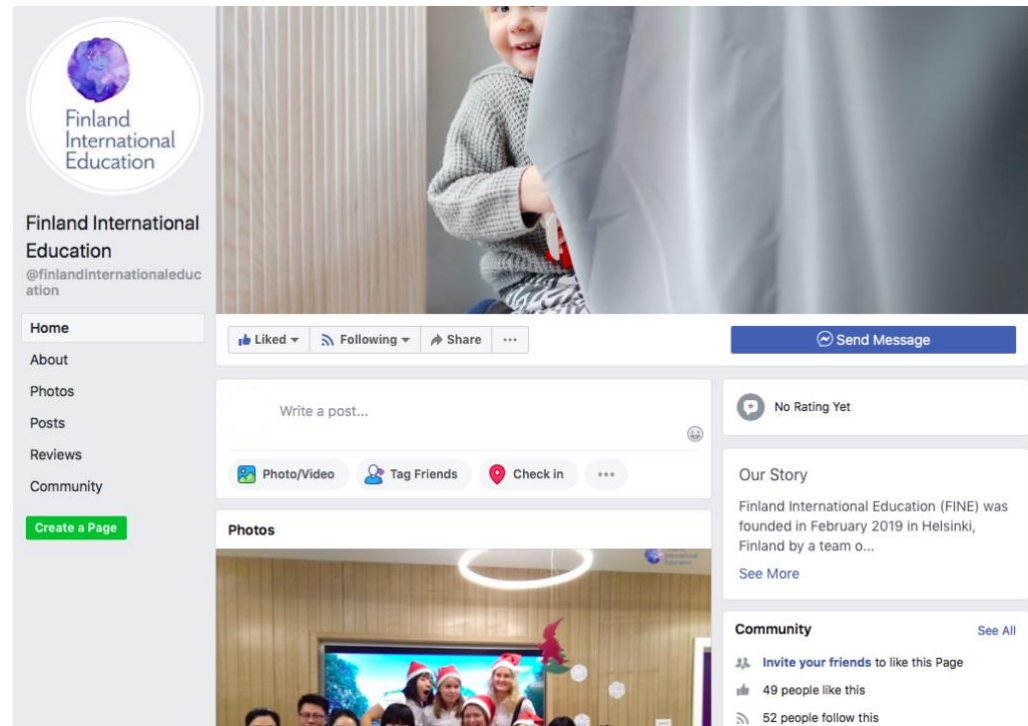
What to post on Facebook:

- Post photos, videos, quotes, info graphs relating to FINE: photos of children playing, kindergartens etc.
- Educate people about FINE: video about impacts of education, introduce products, testimonials
- Ask questions on captions: "Have you considered the benefits of early childhood education?"
- Stay current, do relevant posts about current affairs: for FINE focus on educational news
- Do holiday themed posts
- Post teasers about upcoming campaigns, events, or new kindergartens
- Use emojis and hashtags when appropriate

Facebook

How to improve the Facebook page:

- Put a chat box that opens automatically when visiting the page
- Invite more friends to like the page
- Ask for reviews
- Post more often



Instagram

FINE's current activity on Instagram:

- FINE has 103 followers
- 11 posts

How often to post on Instagram:

- Post about 2-3 times a week



Example of a good post:

- Shows brand logo
- Theme colours
- Good caption
- Use of emojis and hashtags

Tips for Instagram:

- Post photos, videos, and stories, anything relevant to FINE:
 - Trainings, events, staff, kindergartens, pictures of children, teachers, testimonials, quotes etc.
- Do a weekly theme:
 - Introduce the staff of FINE, lesson plans, kindergarten design etc.
- Post holiday themed posts
- Teasers of upcoming campaigns or happenings can be posted on stories
- Good captions are important:
 - Be creative, funny, informative, and ask questions. Keep the captions rather short and interesting, use emojis!
- Use hashtags that relate to FINE, put own hashtags in profile: #fineducation #fine
- Add a link to FINE's Facebook page on profile
- Use apps to edit photos and videos like, Snapseed or Camera+
- Instagram can be more approachable and less formal than other channels

Paid Advertising

Search Engine Optimization (SEO)

Paid Advertising

FINE and paid advertising:

- FINE has tried paid advertising on Instagram
 - Suggest to do more on important campaigns, events, products
- FINE should focus on creating compelling content and using correct keywords on SEO

SEO keywords to use:

- Finnish education
- Early education
- Early childhood education and care
- Kindergarten
- Teacher training
- Academic plan

Analysing Results

How to Analyse Results

What to analyse:

- Important to always analyse results to know what works and what to improve
- Measure the effectiveness of campaigns and offers
- Check engagement rates, new followers, comments, likes, leads, social media activities
- Research on what time people are visiting your page, and post more on those times



Tools for analysing:

Facebook Ads Manager

- Ad management tool to help create, edit and analyse paid ads on Facebook and Instagram

Woorank – Analysing website and overall online performance

<https://www.woorank.com>

- Gives a score of website performance, cross analyses with competitors' websites
- Tips on what to improve
 - 3 free searches per day



Suggestions

Suggestions for the Future

Suggest to start doing:

- Use scheduling for digital marketing
- Email marketing: add subscription button at the bottom of website, advertise on social media
 - Many useful online tools available
- Open a Twitter account
- Start blogging

Do more:

- Stay active on Facebook and Instagram
- Update website when needed
- Use LinkedIn more

Extra:

- Utilize online tools for digital marketing

Online Tools

SpuFy – To check SEO

<https://www.spyfu.com/?alt=1>

- Spy on which keywords competitors are using, see which ones work and improve own SEO based on results
 - One free search per day

Buzzsumo – To find content

<https://buzzsumo.com>

- Discover popular content on websites and social media channels to generate content ideas and monitor performance

Google Trends – For client insight

<https://trends.google.com/trends/?geo=US>

- Keyword research and search for trends and current topics

Mailchimp – For email marketing

<https://mailchimp.com>

- Helps in every step of email marketing: design and analysis of emails, builds branded emails and email automation
 - Offers a free version

Hootsuite – For scheduling posts

<https://hootsuite.com>

- Schedule social media posts ahead
- Offers a free trial version