DIGITAL MARKETING STRATEGY DEVELOPMENT PLAN: FOR NEW ONLINE STORE.

CASE: COMPANY X.

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ABSTRACT

The importance of digital marketing for online businesses relies on its ability to reach targeted audience cost-effectively in a measurable way. Because digital marketing works in real-time and shows the success of each digital tactic that businesses has been used. This research based Thesis aim to explore the concept of digital marketing strategy and its impact on increasing brand awareness and traffic generation to the new website. The theoretical part of this study focuses on digital marketing strategies and evaluates the power of those strategies in the success of web-based business. A Case-company study was conducted to support the theory and the data from the study been critically analyzed and used as a source for the development of a digital marketing plan.

The research part focuses on how digital marketing tools can be applied for brand awareness in the beginning of business operation because brand awareness is vital to meet digital marketing goals of the Company. Furthermore, it outlines how and why digital marketing strategy plans are important to web-based business by using different sources of evidence, including experiment interviews and surveys for prospect customers of case company. The development part concentrated on creating a digital marketing strategy plan that would suit to the needs of Case Company X new Web-shop.

Keywords Digital Marketing, Digital marketing Channels, E-commerce, E-consumer, SEO, SMM, SOSTAC,

Pages 70 pages including appendices 5 pages.

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1 INTRODUCTION

Digitization has made a dramatic shift in the way businesses communicate their customers. Easy access to the internet and digital technologies are changing the nature of marketing and consumer behaviors. By giving more chances for consumers to reach each option and make the comparison by collecting the right information about the business. This situation empowers consumers and makes digital marketing activates compulsory for the businesses. (Chaffey Dave 2017).

Digital marketing is a way of marketing that is also known as online marketing or internet marketing. It is a set of tools and methodologies used for advertising products and services through the internet. Digital marketing includes a wide range of marketing elements than traditional business marketing, which is why it enhances business development to much a higher level than traditional marketing.Today digital marketing communication channels are very effective in reaching broad national and global audiences, so it cannot be ignored by any business, especially web-based businesses. Digital channels can also be personalized in so many ways to allow for singular interaction with consumers that gives a competitive advantage to engage targeted customers with the business. The goal of online marketing is to reach the potential customers through digital channels, in the place where they spend a time searching, reading, shopping, or socializing online.

Digital communication has given rise to many new or exciting businesses and revenue models. In order to provide well managed and a customer focused online business, organization need to leverage the essential benefits of digital channels interactivity to reach targeted audiences and utilize different digital marketing tactics to gain competitive advantage for the business. (Chaffey & Hemphill, 2019, P. 37)

This Thesis aim to explore the addressable digital marketing channels and mixes of channels, thus are effective for brand awareness and traffic generation then make a first year digital marketing plan for Company X. new online shop website which will be applied along other marketing plan of the company.

1.1   Case: Company X.

Company X is a startup E-commerce retailer that was founded late 2018 by three friends interested to sell ethically sourced handmade goods direct from the producer to the customers. The company has now 21 employees in total. The target customers in beginning of the operations are women's live in Finland and near neighboring countries but later will be expand to the larger audience. The product in the web shop varies from Natural handmade Jewelry; bracelet, earing, necklaces, scarves, small bags to Gifts offers. Each item is handmade limited product and reproduces in limited quantities. The Company aim to market its product by delivering the item with a short story behind each it and the producing process through the use of social media platforms to deliver the message across targeted customers.

The Company X web-shop has not officially launched yet therefore this digital marketing plan will be applied along with other digital marketing strategy of the Company for the purpose of brand awareness and traffic generation to the new Website.

1.2   Purpose of the study and a research questions

The study aims to investigate and evaluate the impact of digital marketing tools on the success of online business. The main objective of the study is to plan an appropriate digital marketing strategy to the case company new web-shop to leverage effectiveness and efficiency of digital channels in increasing brand awareness and traffic to the Website.

The goal of the research is to deeply study the impact of digital marketing channels to support the Company X objective on acquiring new customers and increasing sales through applying digital marketing technologies. The objectives of the Study are answered through three main research questions and one sub questions listed as follows:

1. How to create digital marketing strategy plan for new Web-shop?
    I.   Which conceptual frameworks and models can be used to create the digital marketing plan?
2. How to use digital marketing in order to increase awareness of the brand and driving traffic to the website.

3. Which digital channels are most effective in increasing traffic to the new Websites and how to use them?

1.3   Structure of the Thesis

The Thesis combines both theoretical and empirical part and structured as follows. First, studied literatures related to the digital marketing, web-based business and the impact of those digital channels on the success of E-commerce then focused on the research methodology, including the case studies about one online campaign and its digital marketing activates during the campaign. After that the research continues with expertise interview and online survey to collected relevant data. At the end the findings from the studies are presented including the impact of digital marketing channels on new web-shop and the result of the case studies. Finally based on the information gathered during the theoretical studies and research the Author executed digital marketing plan for Company X. Web-shop site with a focus on brand awareness and traffic generation.

2   THEORETICAL FRAMEWORKS

2.1   E-commerce

According to Philip Kotler E-commerce can be defined as "general term for buying and selling process that is supported by electronic means." Electronic commerce encompasses all online marketplaces to connect buyer and sellers through internet that process electronic transaction. Electronic commerce has existed for over 50 years and it is originating from the electronic transmission of messages. Shannon B, described e-commerce solution as "one-stop shop for everything you need to put a business online and start selling" (Shannon & Joel, 2017).

E-commerce has become increasingly popular and there is no doubt it will improve every single day. Online shopping is a very booming business and by 2020 sales from online stores are expected to increase over 78 %.(DeMatas, 2019). According to e-commerce association in 2018 online retail sales worldwide was 2,489 trillion USD and compared with the previous year the sales was 2197 trillion USD. (Young , 2019).

The E-commerce growth in Europe reached to 621 billion euros in 2019. The following figure shows the annual B2C Ecommerce turnover to help understand the growth in each year.

Figure 1.   E-commerce Europe News 2019.

The Ecommerce study of Europe (2019) shows that most of the online turnover is generated in Western Europe, which accounts approximately 66 percent of total European online retail turnover. Southern, Northern, Central and Eastern Europe has lower share of total European ecommerce sales with average 14, 9, 6 and 4 percent.

2.2   E- Consumer behavior

The digital age and the increase of online shopping have driven to new business model shift for online retailers and also to consumer at some point. Today businesses are evolving their customer concepts based on consumers criteria and each consumers are treated as individuals rather than having the same criteria for groups of consumer.

Alina S.(2017)define consumer behavior as "the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society" (Stankevich, 2017 Vol, 2 ISS.6).

Consumer behavior is considered to be an important part of marketing. Understanding of customer point of view like, what drives them to buy online, why do they trust some companies over others and what motivates someone to become a customer or loyal customer of certain brand. Studying of all above mentioned consumer views is critical for companies when they want to formulate their brand and market positioning. (Hausman, 2014)

Most of the consumer studies show that factors that motivated consumer to buy online were time flexibility and cost savings. The studies reveal that the influences on consumer behavior are often made between external and internal factors. External factors are those comes from the environmental conditions whereas internal factors usually from the consumer's mind. According to FFF model of consumer behavior the external influencing factors can be divided into five sectors which are: Demographics, Socio-economics, Technology and public policy, cultures, reference groups and marketing. (Ujwala & Vinay, 2012).

The internal influences are variety of things of psychological processes that include attitudes, learning, perception, motivation and self-image. (Hausman, 2014, P. 203). Basically consumers have two types of motives while shopping, which are functional and non-functional. The functional motives are mostly those needs of consumer like variety of products to choose from, lower cost and the possibility of one-stop shopping to save time. But the non-functional motives are not related directly to the need of consumer for a particular product or service it's more related with culture, personal and social motives because each individual plays a role in society, defined by factors such as family or friends. (Mittal 2013, Vol.3, PP. 131-138)

Marketing research on online consumer behavior is important because it helps the company to understand when and how online consumer prepares for purchasing. The analysis of consumer behavior is a key aspect for the success of E-commerce business because customer behavior might not necessarily remain the same over time. The perceptions which get them to make an initial e-purchase may have different effects on their repurchase decisions. Also the growth of online networks has created for consumer a place of interaction and communication among people around the world so people can share their views and experiences with each other those reviews may modify certain perceptions and impact on consumer behavior.

There are two phases in E-commerce consumer behavior. The first phase of e-consumer is adoption of e-commerce which is also called initial behavior of E-consumers, incudes those who are considering making their first e-purchase and the second one is repurchase or subsequent behavior. Fasi Mohd (2016) advice that companies thus in the initial stages of customer accusation must concentrate on making individuals feels effective and have the ability to perform all types of e-transactions on the right way because the felling of self-efficacy will increase the rate

of adoption. However, after adoption, e-consumer behavior does not remain the same and the purchasing experience might change or prove initial perceptions so companies should focus more on self-efficacy aspects and usefulness even after new customer acquisition as these factors will increase intentions to make further purchases. (Fasi, 2016, Vol.7, Iss 1).

E-business providers have to take more effort than just attract the customers. Because E-consumers are more aware of the service or the product they are going to buy so it very hard to predict them and they are totally different from the retail shop customer. The retail shop customer expects strong loyalty but such a loyalty on the Internet is difficult to obtain and retain the customers which challenges the most online business. Therefore, business must understand the type of customers they try to address and develop their strategies according that whether they want to acquire new or retain the existing customers. " The strategy that aim at encouraging e-shopping must be made for the needs of each type of e-customer and affecting different perceptions depending on the target clients" (Blanca & Julio , 2010 ,l. 9-10).

In order to build trust and ensure customer satisfaction in online business environment companies are required to implement strategies that will motivate online consumers to place orders with a great deal of facilities like free and short delivery time, different choice of payment methods, live chat to assist in selecting goods and clear return policies without return fee etc. (Mourya, & Shalu ,2014)

2.2.1   Factors influencing E- Consumer Behavior

The behavior of E-consumer can be influences by four stages of the shopping process, which are awareness, discovery, validation and eventual purchase. E-consumers often look for information first before purchasing so companies must aware there leads by giving a short introduction of the business and in the discovery stage business can offer a guide that educate customers, how to solve their problem within the product or service provided by the company then give value details and product differentiation comparing to competitors to help them see available alternatives can then make purchase. (Scheinbaum, 2012).

The Figure bellow shows how online shopping attitude and behavior can be affected by different elements and the relationship between them.
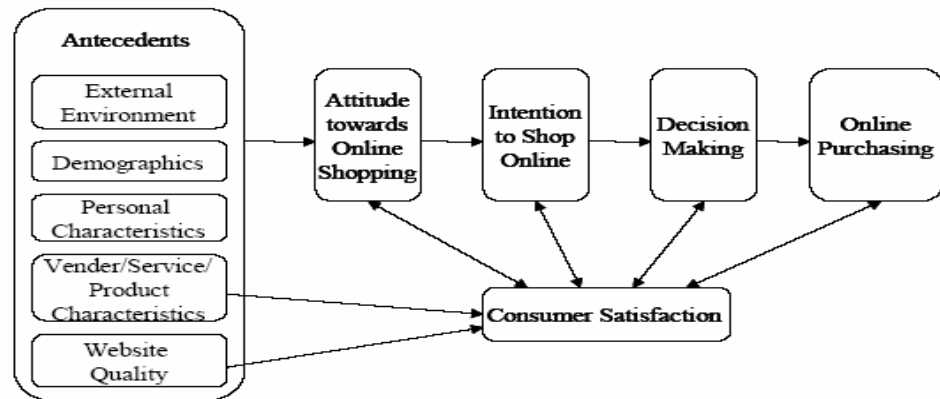
Figure 2.   Online Shopping Attitudes and   Behavior elements. By AMCIS 2002.

As it was mentioned in earlier paragraph the external factors that impact consumers online shopping attitudes and behavior are legal framework, Demographic factors, personal characteristics, knowledge of internet, need specificity, perception and cultural environment. Usually the financial risk is number one concern of individuals who are shopping online so the legal framework that protects the consumers from any kind of loss in online transactions takes a big part in online shopping behavior then demographics factors, such as age, gender, level of education, income, and time spent online will have it role on the behavior. The personal characteristics like knowledge of Internet, attitudes toward online shopping including the need and perception and cultural environment thus will impact the behavior as well. The features of online store, variety of product and service provided to support the transactions are also found to influence customers' attitudes and behavior significantly. (Li & Ping, 2013).

2.2.2   Factors influencing the decision-making process of online consumers

According to Bargain Fox (2019) studies in E-consumer behavior which include statistics from major research studies and business publications in consumer behavior the major factors influencing the decision-making process of online consumers are over 20. Bargain Fox presented those key factors in graph to demonstrate the factors that determine E-consumer behavior. However, the Author of this Thesis choose only three main factors influencing e-consumer in the first phase of buying process as the main objective of this Thesis is to help Company X in the first phase of digital marketing plan with a focus of brand awareness and traffic generation to the new Web shop.The graph presented by Bargain Fox

(2019)are very crucial points also in traffic generation and customer acquisition therefore the Author use the graph as a reference when writing the digital marketing plan for Company X. The first graph refer to the importance of website   design because visual appearance is considered as a key factor in consumer buying decision and that is what Bargain Fox research proves over 93 % of consumers believes that the design of website matters whether they make a purchase or not.

Online customers usually search for other available online stores options before making their final purchasing decisions therefore web features like efficient and effectiveness of the user interface are also critical for making purchasing decision because a better experience on the website has its own impact in decision making process. The use of visual content in the website is a key deciding factors whether or not to stay on the page to make order. According to the study presented in figure, Video content are the most consumed content by visitors because people find videos helpful when making purchasing decision.(Katawetawaraks, 2011, Vol. No.2).
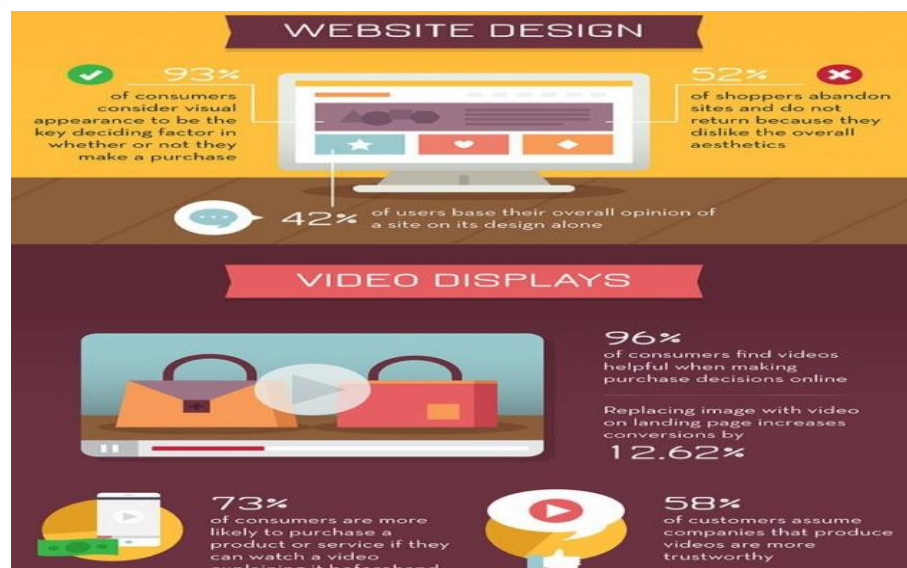
Figure 3.   Website Design as factors on consumer behavior By Bargain Fox (2019).

There are so many factors involve that influence online consumer buying decision. Web usability is the second influencing factors Bargain Fox pointed and it is crucial for the success of any website so companies must check that, their website is customer-oriented. Evaluating of the usability and browsing experience of targeted audience are very important because if the website is not easy to navigate then

customers would not find what they are looking for and might get frustrated and leave the site quickly.
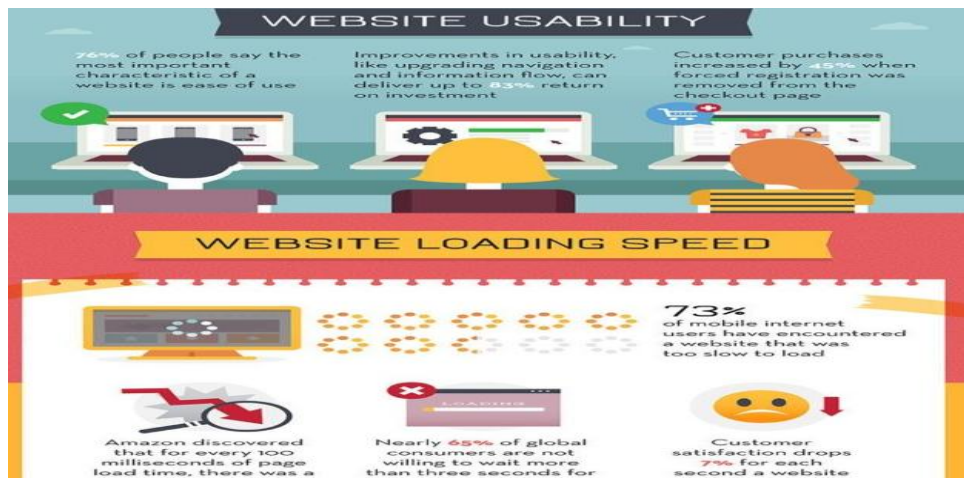
Figure 4.　　　　Website usability as factors on consumer behavior. By Bargain Fox (2019)

The third important factor presented by Bargain is Social media. The company presences in social media platforms help the business to connect with customers to increase awareness about the brand and that boos leads and sales. As it shown in the graph 3 out of 4 online customers use social media and 43 % of online customers discovered new product in social media, which is a hug amount.
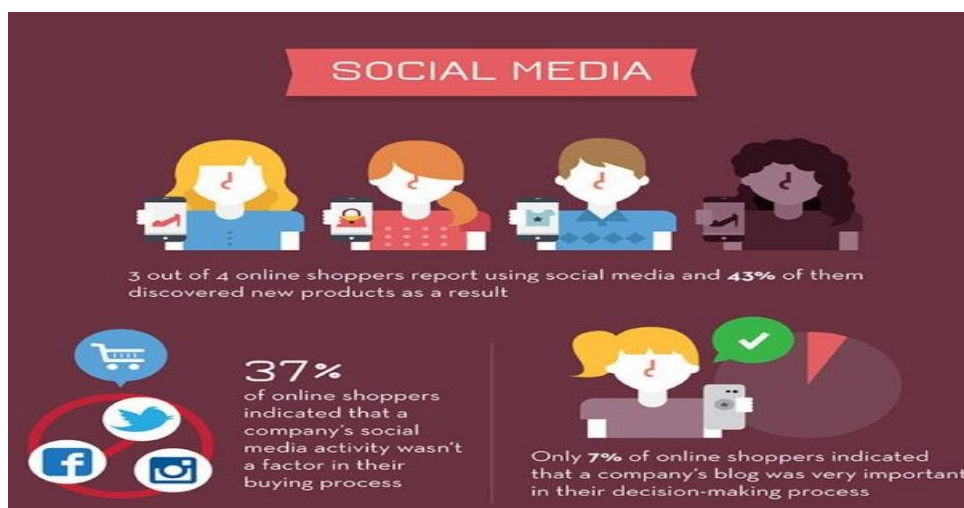
Figure 5.　　　　Social media presence as a factors on consumer behavior by Bargain Fox (2019)

Studying an online consumer behavior from different perspective and understanding of those attribute which factors influence them the most helps the marketer to focus more on those influencing factors and act accordingly.

2.3 B2C marketing and marketing trends

B2C marketing;

B2C marketing refers to the marketing strategies and tactics in which business promotes its products or services to individual users through advertisement. There are big differences between B2C and B2B marketing regarding to purchasing, sales process, decision -makers involved and cost of purchases. In B2B case the business will conduct extensive research before investing in new business while in B2C consumers usually looks on goods and services based on their immediate need and make a purchase more quickly with less research than Business would conduct.

The successful B2C marketing campaign should activate responses and observe trends and research the consumer buying behavior and monitor also competitor's tactics closely because knowing the challenges help the business to understand how to go through all this process to find success. (Backaler, 2018, P. 59)

B2C marketing trend;

According to Lisa Manthei(2019)the latest B2C marketing trends that cannot be ignored by marketers are personalization, use of Artificial intelligence, Omni-channel marketing and data-driven decision making. Nowadays personalized product has become very important to consumers therefore creating and issuing content based on consumer preferences is a trend that needs to be considered in B2C marketing. Creating a customer profile in detail allow for better understanding of the customer and prospective audience so it help marketing message to be delivered to the right person at the right time. (Manthei, 2019)

Today creating personalized consumer experiences require more Artificial intelligence technologies than marketing teams because the necessity of big data collection is raising so using advanced Artificial intelligence help

marketer to gather the necessary data for creating personalized experiences in each phase of customer lifecycle. (Manthei, 2019).

Another B2C marketing trend is Omni-channel marketing. It refers to the multichannel marketing approach that provides the customer with an integrated shopping experience and allows customers to shop online through any channel they choose to use. Omni-channel strategies ensure that the message will be the seamless no matter which channel the consumers used.

The last and the major trend in B2C marketing is data-driven decision making. It is a continuous improvement process and experimentation that marketers need to combine data and automation, profiles and execution to identify the best action to take. Detailed data allow the marketer to make data-driven decision quickly but Michael berner said that "content and the accompanying technologies to drive that content continuously evolve the B2C marketing landscape" which focuses on producing personalized and engaging content to strengthen a relationship with customers and brands. (Berener, 2011-2019).

2.4   Introduction to Digital Marketing

2.4.1   Digital Marketing

Digital marketing is the application of the internet and related digital technologies in conjunction with traditional communication to achieve marketing objectives. Digital marketing also known as internet marketing, e-marketing and web marketing but now day the common name is Digital marketing since it shows the use of digital platforms to interact with audience. Digital marketing is built on customers and prospect customers database to create a constant flow of communication between customers and suppliers. (Chaffey & P. R., 2017, P. 14)

Digital marketing involves in using different digital channels those are capable enabling marketers to have a continuous two ways and personalized communication with each consumer which help to leverages data from every customer interaction. (Baily, 2016).

Digital marketing includes managing different forms of online company presence, such us company website and social media company pages in conjunction with online communications techniques introduced broadly later in this chapter including search engine marketing , social media

marketing and content marketing. Digital marketing of products or services requires understanding of basic terms and related technological aspects because internet technology is continuously under evolution and every new day in the internet world is appearing with something new. (Chaffey, 2015, P. 11).

The key benefit of using digital marketing channels is that, the ability to measure the impact of any of those channel used, as well as how visitors obtained through different channels interact with a website. Knowing which channel provide more visitors to the sites to increase sales opportunities and which don't provide any value are all critical to helping the company to develop a marketing strategy. In online marketing everything can be tracked, valued and developed into a strategy to convert visitors into paying customers. (Chaffey & Ellis, 2016 P. 478).

2.4.2 Digital Marketing strategy

Digital marketing strategy is defined as "an approach by which applying digital technology platforms will support marketing and business objectives" (Chaffey, 2015, P.178). Digital marketing strategy should be based on clearly defined objectives and needs to provide consistent direction for the company digital marketing activities and support the business objectives.

A digital marketing strategy is a plan of action for achieving the digital marketing goals and it gives further direction to digital activities and defines digital objectives that support marketing objectives. It involves in analyzing of the organization internal resource, external environment and capabilities to inform strategy and select strategic options such as target market, positioning and specification of the marketing mix to achieve digital marketing objectives.

The strategy plan helps organizations to identify which strategies and marketing tactics are suitable to implement and which strategies not to follow and also specify how marketing resources will be deployed to achieve the strategy. Digital marketing strategy has many similarities with traditional marketing strategies so Integration between digital and traditional marketing channels is a key part of digital marketing strategy development. According to Chaffey effective digital marketing strategy shall be aligned with the Company business and marketing strategy with more specific business priorities and initiatives. The six Key digital

marketing tactics presented by Dave Chaffey's indicates the context for digital marketing strategy development. (Chaffey, 2015 P. 16)
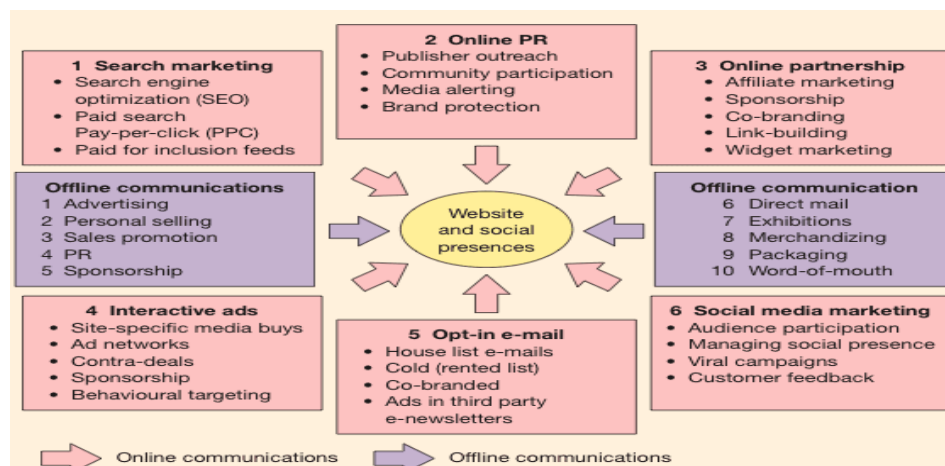

Figure 6.   Dave Chaffey's Digital Marketing Strategy, Implementation and Practice.

The above picture highlights the key activities involved in digital marketing strategy and their interaction of each other. Setting out the specific objectives for the online channels and delivering these objectives are very important in digital marketing strategy development phase and the main focus area should be website user experience (UX), social media, content marketing, search engine optimization (SEO), and marketing automations. (Chaffey, 2015, P.179)

2.4.3   Digital marketing plan

A digital marketing plan is a document with details of all the planning for the digital marketing campaigns or actions. The plan includes the short, medium and long term of the company business goals and the strategies to achieve the goals at the digital level. It also has a detail Action and development plans with a timing and roadmap about the digital channels to be used and a budget set for the marketing. (Chaffey & P. R., 2017 , P. 555)

The digital marketing plan should have different stages and shall be break-down into the step-by-step structure of marketing plan. The first step that needs to be done when developing digital marketing plan is internal and external analysis of the company. The useful and mostly used framework for this called SWOT analysis that allows the company to look at the strengths, weaknesses, opportunities, and treats and the market at large.

This analysis gives a relevant answer to the questions like what are the main advantages of the company, what the company does well and the resource the company has to identify its strengths then analyze the weakness to avoid factors influencing negatively. After that it can look to the opportunities and possible threats company might face in the market. Once the analysis is made and the company has a place in the market can then establishes goals to have a clear idea of actions to be taken toward meeting those goals.

After defining the business objectives the next step is that how the company is going achieve them. According to Johann N. Carter (2019) personalization is becoming increasingly important in digital marketing plan so when defining the strategy for carrying out the plan the following three main factors should be in mind. (Carter, 2019).

Segmenting the target audience;

Audience segmentation is crucial in the digital marketing because consumers are now more empowered than ever. In online business it is difficult to assess buyer behavior and understand their journey so it's harder to segment the audience and target the message accordingly. Therefore it's very important that business create a description of their ideal customer right in the beginning of the plan. Identifying who business want to address, what are the needs or preferences of the customer and where business want to meet their expectations help to understand and segment the audience better.

Segmentation of the audience is a key part of targeted marketing strategy therefore at this stage companies must divided the audience into different groups based on various criteria, such as demographics, gender, lifestyle, purchasing behavior and social media use etc. Once segmented the audience into the appropriate groups can then look into targeting by identifying the best ways to focus on the different groups and catch their attention via different digital marketing campaigns. (Gary & Kotler Philip 2019).

Positioning;

To create market positioning strategy businesses should determine their uniqueness by comparing themselves with competitors. Identifying the current position of the company help to create the right positioning

statement that will serve as a guide how the brand want to be perceived by consumers and it's the very important phase of the plan.

The positioning strategy shall consider the strengths, weakness of the business and market need also the current market position of competitors because it allow to focus on the area where the business can beat competitors. In order to achieve proper positioning in the market business need to be clear about why the consumer choose them over the competitors so the company unique value proposition need to be deliver appropriately to targeted audience via channels where they are present. (Carter, 2019).

Digital Strategies and Tactics;

Based on the objectives of the company can now carry out different strategies and tactics for digital marketing purpose. Nowadays the number of digital marketing channels is multiplied and the amount of information companies get about their customers are increasing so it need to be considered when choosing different tactics. The step-by-step guide presented by Patricia Penalver(2018) for creating a digital marketing plan is presented also in the following figure to summarize the digital marketing plan different phases , that was explained in this chapter.
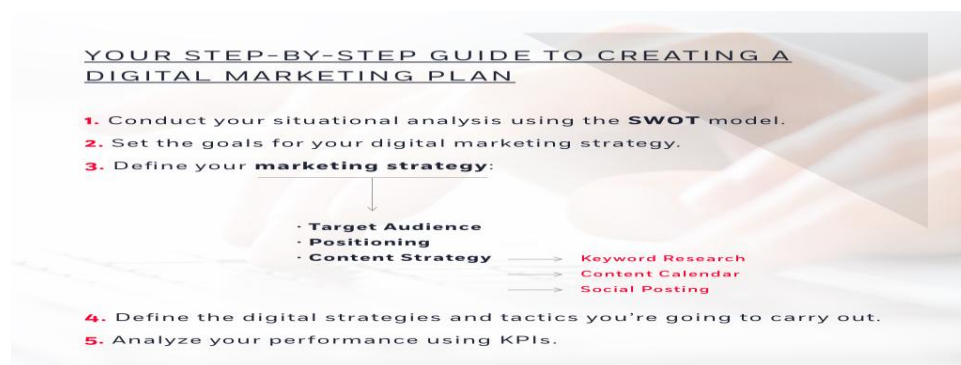

Figure 7.   Step by step guide by Patricia Penalver (2018).

2.4.4   SOSTAC® planning model by PR Smith's

SOSTAC is a marketing model that was developed by PR Smith in the 1990s . The model can be applied to any kind of plan in the organization. SOSTAC structure is applicable at different levels and in different situation such us, a corporate plan, marketing plan, marketing

communication plan, social media plan or personal plan. (PR. & ZE, 2011 P. 226).

The Word SOSTAC stands for Situation Analysis, Objectives, Strategy, Tactics, Actions and Control. The model consists of two main parts SOS and TAC. SOS includes elements such as, situation analysis, objectives and strategy that describe broadly the current situation of the Company, whereas TAC includes Techniques, Actions and Control that describes the implementation part of the objectives set previously in SOS and detailed action plan for critical processes assessment and control.

SOSTAC is most used planning model for creating different plans so it will also be used for planning strategy of this project to create an effective digital marketing plan for the case Company X. The following picture shows the SOSTAC planning framework with a details how the plan connects to each other and what information each phase provide.

Figure 8.   PR SMITH SOSTAC MODEL.

To understand the role of each stages and what stands behind each of the stages we need to look at each of six blocks separately from the digital marketing perspective therefore further details of the SOSTAC planning model and its stages for creating digital marketing plan will be discussed as follows;

Situation analysis;

Situation analysis involves in collecting and review of information regarding the organization internal process, resources and external market place factors to inform strategy definition. (PR. Smith, 2015). In this particular part business are able to make analysis and get the answer for the very important question "where we are now ?" to provide an answer for the question different analytic method can be used to analysis both internal and external business environments. In the external analysis we can study about the opportunities and threats arise from the external environment by using various analytic method.

Objectives;

Objective tells where the business want to be in certain time frame so when setting business objectives organization need to be specific about what they want to achieve. Because the more specific the objective is the bigger the chance to reach the goal. Identifying wheatear the company has necessary resources for reaching the goals or lacking certain resources help to see possible alternative ways of achieving the goals.

Strategies;

The Strategy tells "How do we get there?" the answer for this question can be given based on situation analysis and objectives defined in the last two previous chapters. Strategy that tells how to get there is not possible without well-defined that gives direction to the future tactics. Strategy is the shortest part of the plan that summarizes how to fulfil the objectives. The situation analysis undertaken previously gives good insight for studying customer and marketplace demand along with competitors to create appropriate digital marketing strategy.

A clear digital marketing strategy is a plan that every business need in order to get the maximum benefits of business operations via digital marketing channels and increase competitiveness, improve customer satisfaction and speed up business development. In order to ensure this the strategy shall be defined and gives a direction to the following tactics; How the Company product or service will be delivered? Which customer segments will be targeted with which propositions? What digital communications strategies will be used to support customer acquisition and conversion? Also which digital channel and mix of channels will be used to acquire new customers, and which contact strategy will be used for customer retention. (Chaffey & P. R, 2017, P. 559).

Tactics;

Tactics are details of strategy which explain how to implement the strategy. In digital marketing tactics are the communication tools such as online advertising, Social media, direct mail and etc. Tactics tells what will happen and for how long. (Fields, 2013, P. 559).

Action;

Action is the detailed working out of tactics that answers the question "Who does what, when and how?" it provide the key steps and processes required to make things happen so every tactical tools need to be managed separately and it required the business plan in order to implement the tactics. (PR, 2017, P. 237)

Control;

Every plan should include control system to monitor measure and control the performance of marketing plan. The control section of the plan ensures that whether the company is succeeding or not then makes improvements of tactics or actions timely. Control system need to be in place to help monitor any campaigns or activities run by the company. Evaluating how well the objectives have been accomplished and what need to be improved in the future is the part that is included in Control section. (Chaffey & PR, 2013, P. 566-576.)

2.5 Digital marketing trends for 2020-2021

Digital marketing plays a magnificent role in online business growth and it is essential for surviving in the market, which is why businesses are focused more and more on strengthening their digital marketing efforts for the upcoming year. The world of digital marketing is continuously changing, which become a challenge for marketers. In order to be able to take advantage of such changes along with usage of most commonly used marketing techniques the marketer should consider new trends happening in the digital landscape to stay up to date on trends in the industry and ne competitive in the market for a long time period.(Scott, 2019).

The digital marketing trends that will be discussed in this chapter are trends those has started already in the past few years but getting more attention in year 2019 and expected to dominate the future.

2.5.1   Social networks conversation

Social media has been the most used marketing communication methods for years but now social media posts are not one-way conversations anymore instead it has been used to engage with audiences and measure consumer wants and needs. Social listening and paying attention to conversations about the brand and competitors' brands will help businesses to learn what type of content works better for their target audience. (Meghan & Tang, 2016)

Nowadays companies must take a more personal relationship with their customers by asking and answering consumer questions quickly and also create and post engaging subject matter to have conversations on social media through user posts and comments. This can help companies to increase brand awareness and build consumer trust through that strong brand loyalty.

Social media stories;

Social media is constantly being updated. Social media stories is one of the most trending social media storytelling formats that that need to be considered today as a part of social media marketing strategy. A story in social media enables marketers to create photo and video collections that can be viewed in few times only in 24 hour time from posting this can increase brand awareness and customer engagement.

Stories on a social media have become powerful tools for content marketing and it is core of an effective content strategy that enables marketer to build story and connect with customers on a deeper level. The feature of Stories allow the marketer to add content throughout the day to engage with their followers constantly so reaching certain number of followers can increase traffic to the business web page. (Bickov, 2018).

2.5.2   Video Marketing

In the past few years visual content has become more preferable than text-based content in digital marketing field. Video marketing has now become one of the most used marketing trends that companies need to consider while planning digital marketing contents. Nowadays most of the social media platforms allow using different forms of videos that provides many opportunities for the business to introduce themselves to the targeted audience by delivering valuable information and reach a higher customer engagement.

Digital video advertisement continues to scale and many companies has started using video marketing as a part of their marketing communication strategies. The research conducted by IAB's in 2019 indicate that by 2021 over 78% of digital video viewers are willing to watch advertising in exchange for free content and they are paying attention to content and advertisement when watching videos so to take full advantage of video marketing the content need to be optimized and compatible for mobiles devices as well. (Krystle, 2019)

Social video marketing is growing. The research conducted by Scott Darrohn reveals that video content is shared 1,200% more than links and text combined. He state in his research that "Videos are highly engaging and have the chance to reach a larger number of users and develop strong emotional connections with viewers" (Scott, 2019). Therefore businesses shall be focusing more on optimizing video content to improve SEO rankings to ensure that keywords need to be added into video title, description and URL. (Forbes 2019)

2.5.3   Omni-channel marketing

Omni-channel is similar to multichannel marketing strategy that involves in interacting with customers via various channels through their buying process. In practice it means company may use social media as a channel to attract visitors to the website and in the same time may use e-mail as a channel to foster leads. Within Omni-channel marketing strategy companies can create marketing touchpoints that work together on every available digital channels their customers use. (Soroosh & Richard, 2017, P. 53-67).

Omni-channel strategy is the best way to build positive customer experience that increases customer retention rates. It gives to brands the ability to create the messages that customers want to see and when they want to see them through the channels they prefer the most so it empower customers with choice that make them become more loyal for the brand. (Soroosh & Richard, 2017, P .53-67).
The trend in Omni channel marketing is now the shift from campaign to individual customers. By communicating with customers via personalized messages it moves from campaign centricity to customer centricity.

3   DIGITAL MARKETING COMMUNICATION TOOLS

There are different types of digital marketing tools and techniques are available today but this Thesis focused more on those most relevant techniques to traffic generation into website. However, it covers four out of seven biggest categories of online marketing techniques. Four most used digital marketing techniques covered in this Thesis are, SEO (search engine optimization), SEM (search engine marketing), E-mail marketing, Content marketing and Social media marketing(SMM).

3.1   Content marketing

Content in marketing is a message that business uses to communicate with their customers without selling. Content is used to describe relevant and valuable information that can be presented in many forms to attract and retain targeted audiences. Well-written content is considered as a king in digital marketing especially for SEO purpose.

The word we chose, how and when we use them are critical to the success of online sales process as it helps the website to rank well in search engines. The first objective of online writing is to get the attention of search engines so that they can direct traffic to the website but the broader definition of content marketing includes beside word content, presentation, video and any types of information that can be consumed by online customers**. (Moriuchi, 2015, P. 8)

Content is an important factor since the search engine is working to offer the user's most relevant content to their search terms so effective content marketing help the web-site to be noticed by search engines and convince customers to visit the site. The change in purchasing behavior has increasingly put more pressure on sales and marketing to use content to reach and convince buyers before they become as a lead. Content is not used only to tell prospects about the business, but also to engage them by providing reason to interact and start a conversation with the brans. Sharing high-quality content through the company social channels is the foundation for building a relationship with prospective customers. (Belew, 2016, P. 56).

3.2 Search Engine Optimization(SEO)

Search is the ultimate opt-in a request from consumers for information. Search is the base of all online marketing because "If the consumer cannot find you quickly you will be invisible in the digital media marketplace" (Lieb, 2009, P. 27-29). SEO is a free function of search engine providers like Google and yahoo listings to most closely match the user's search query based on keywords used in the Company website. Keywords are those terms, words and phrases that people use on search engines to find website, that provide product or service people are looking for. (Wahba, 2019, Vol.06).

There are two different types of search results in a search engine, SEO that is also known as organic search and SEM which is paid results. Organic Search means that the search engine finds the websites which has the most relevant match for the search term that the searcher has entered and the results appear on search engine related to the typed search words. SEO makes the website more search engine friendly and makes sure pages get a good place in search engine results for relevant search phrases**.** However, search generate so many results at once but a very few users get beyond the very first of all these search engine result pages, therefore companies must ensure that they will be on the first results page for searches using key phrases relevant to their Web-site content by deploying Search engine optimization.(Kristopher, 2013, P. xx). The process of SEO is shown in the picture below to help the reader to easily understand how SEO works.

Figure 9.   The process of SEO (PAK-SEO service).

As it shown in Figure 10 selection of keywords are the first part of the process to ensure that the right kind of content rises to the top of searches because the best content has the best chance of ranking high in searches related to the business. The website must be displayed on the first three pages of results to increase the possibility to be noticed by the users because users don't usually navigate farther than the first third page so company ranking lower that the third page rarely receives search traffic, this makes the first page desirable position. (Ledford, 2012, P. 18).

According to Steffano Korper Company shall follow the following six steps in order to have their Web site ranked on the top of search engine pages. (Korper, 2016, P. 48)

1. All pages on the company Web site should be accessible within three clicks of the home page because most search engines don't crawl deeper than three pages of the website.

2. Company must submit one more important pages beside its home page to get the site indexed because ranking criteria differ between search engines.

3. The page should have best possible Title, Meta description and keyword tags because search engines give higher ranking to pages with keywords in their title and metatags.

4. Monito and submit the website once in every two or three weeks to stay in the search engine index. Monitor

5. Linking the website to other popular webpages help because search engine use link popularity as part of ranking criteria, how deeply they will crawl within the site when indexing.

6.   The keyword on a page or metatag should not be used too often because search engine analyze the page whether the keyword is repeated more than three times and might throw the site.

In an increasingly competitive marketplace the use of search engine marketing in the right way allow the business to benefits more from searches and have a chance to compete with other by being visible in search engines that help to grow the business.

3.3 **Search engine marketing (SEM)**

Search engine marketing (SEM) is a form of internet marketing that involve in the promotion of websites by increasing their visibility in search engine result pages, which is known as SERPs. SEM is the process of gaining website traffic by purchasing advertisement on search engines that is why it's also known as paid placement. SEM is an important process for business promotion and marketing activities in the digital field. (Odden, 2012, P.7)

SEM(search engine marketing) it is also known as paid search. Paid search is the practice of marketing a business using paid advertisements that helps the website to be easily visible to those looking for certain products or services using a search engine but both process SEM and SEO aim to increase visibility in search engine result pages. However, paid placement focuses on the sponsored paid advertising which appear on the top of the page to be reached first by the searchers and organic search applies the way search engines provides the most relevant that matches to a searcher query without paying for advertisement. SEM includes the use of paid search campaigns and activities, such as pay per click (PPC), cost per clicks and paid search advertisements. (King & Alan , 2015)

3.4 **Social Media Marketing(SMM)**

Social media is becoming more and more popular in attracting wider audience to connect and stay in touch with each other or interact with brands and businesses so it allows businesses to support relationships with their customers and target wider audience by utilizing social networking sites as marketing tools that is why it is become most influencing driver in marketing and formation of brand image. (Meghan & Tang, 2016).

As the name implies, social media involves in the building of communities or networks and encouraging participation and engagement. "Social is powerful and different because it is driven by conversation not campaigns" (Damian, 2015, P. 13). Listening is the essential part of any social media program so business needs to focus on listening to customers, markets and competitors when creating a social media program. (Damian 2015).

Social media encourage audience to participate, interact and share their thoughts and feelings so using these media help to achieve the marketing objectives. (Chaffey & P. R, 2017).

In general there are nine social media goals companies can have which is listed below but the Author of this Thesis focus mostly in the first two goals which is, brand awareness and driving traffic to Company X website.

1. **Increase brand awareness**

2. **Drive traffic to your website**

3. Generate new leads

4. Grow revenue (by increasing signups or sales)

5. Boost brand engagement

6. Build a community around your business

7. Provide social customer service

8. Increase mentions in the press

9. Listen to conversations about your brand

Social media marketing (SMM);

Social media marketing (SMM) is a form of internet marketing that includes creating content and sharing text, images, videos, blog posts or links to information with customers or prospects. SMM can be described also as web-based software and services that allow users to come together online and discuss, share, communicate and participate in any form of social interaction. (Dodson, 2016).

SMM comes in three media types which are earned, owned and paid media to help companies to determine in which way they want to promote its business and find the channels for posting content. Earned Media involves in free publicity which is generated by the recognition from the customers as a response to the content such us, comments, likes and shares for the company posts on social media channels like

Instagram, Facebook, Twitter, LinkedIn. But Owned Media is where the content is created by company on its own platform like company website, blog or in any other company accounts in online social networks. The third media is paid, which is a media activity a company has to pay for an advertisement to reach wider audience, increase brand's awareness, drive traffic to website and generate new prospects via display/banner advertising, search advertising like Google AdWords or social network advertising. (Dwivedi, 2016, P. 23-24)

There are many social media platforms are available today but when choosing which platform to use, it's very important to remember that the content needs to reach targeted audience so need to go there where the audience rather than trying to make them come to platform they don´t use. Today in competitive market having an account and posting the product every now and then isn't enough to grow the business so the company needs to build social media marketing campaign.

The social media marketing radar created by Smart insight gives a prompt on the different types of sites and apps business should think gain visibility to drive customer acquisition and it also help to figure out the right communities business can create and share the content with. (Chaffey & Bosomworth, 2012)
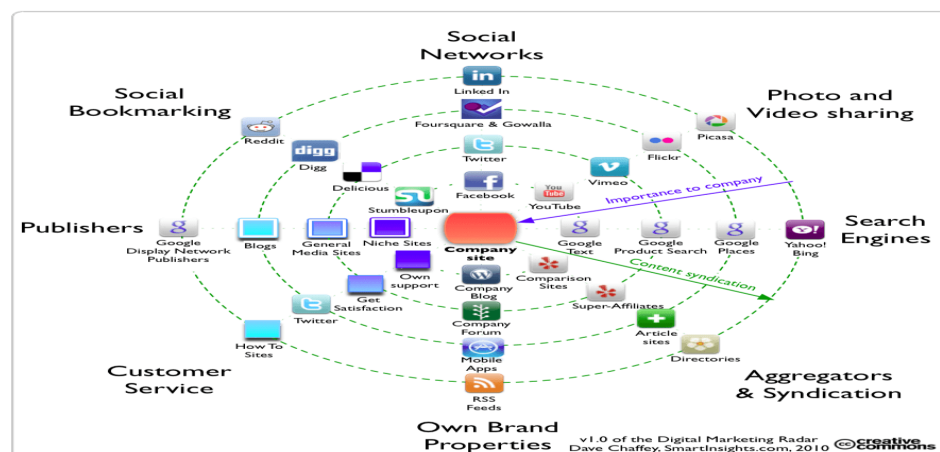

Figure 10.   Social media marketing radar   Dave Chaffey 2010.

4   CASE-STUDY

4.1   Dove online campaign "Dove for real beauty"

The reason for conducting case study is to study in depth about the online campaign and to investigate in detailed how Dove was able to foster brand community in Social Medias. Case-study approach are effective when the focus of the research is to answer How & Why questions. The Dove online campaign is called "Dove for real Beauty". The campaign aim to reach women all over the world, which was successful with a result of 26 million people were engaged with the online community build by the company. It was the first fully digital campaign made by Dove to drive participants to its new online community.

Before the actual campaign Dove parent company conducted a study called "The real truth about beauty" to explore what beauty meant to women's and result shows that only a few per cent of women considered themselves to be beautiful, which are the majority of Doves consumer so the company decided to move the interest off the product onto women to readdress the issue of beauty. To support this campaign Dove developed an online community, where it raised different interpretation of beauty to make all women feel better about their looks depending of their age or size. The aim is to underline that real beauty live in each person.

The initial objective was to inspire women to check out the campaign online then join the community to recover beauty from the popular stereotypes. After joining the community the women can interact and participate in any of digital activities available on the platform like, blog, beauty tips etc. Reading of different interpretation of beauty content make the women feel better about their beauty and the platform gave a chance to interact with same minded people, what becomes an issue-centered community platform.

This platform created for Dove an environment where the brand could be seen in the way the product placement works because the Dove female audience and particularly young girls spent more time online. This marketing technique help the company to challenge the image gave out by competitors in the cosmetic industry. By making new ideals of beauty based on woman's own qualities not by unachievable ideal.

For online community Dove trained online advisers in real time online and continuously post blog related to beauty then the site became a popular form to share beauty related issues. The best solution used in the campaign was having interesting digital content to engage real depth with targeted audience. '' when people are passionate about something you can engage them "(Springer & Carson, 2012 P. 116).

Another interesting fact of this case study is a way how the Company uses social networks to foster brand community, where the discussion around the brand was the main cause. Also how it provide the digital content regarding this case-related campaign to engage its targeted customers.

5   RESEARCH METHDOLOGY AND DATA ANALYSIS

This chapter introduce the methodology and methods been used during the study including chosen research philosophy approach to theory development and process of data collection and analysis. For the primary data collections the Author used mixed research method combines, quantitative survey, qualitative research interview and qualitative case studies of online campaign along with theoretical framework that was used as general guideline base. In order to be able to create an effective digital marketing plan with a focus on brand awareness and traffic generation it was necessary to collect data through both qualitative and quantitative research methods.

5.1   Qualitative Research;

The use of qualitative research methods in marketing has a very long history. Qualitative research aim to describe, interpret and explain felling of people about certain issues through the medium language. Qualitative research devoted to represent the views and perspectives of research participants which was the main reason for choosing it for this Thesis. (Beuving & Vries, 2015, P. 19).

Qualitative research enables the Author to study in-depth about different professional point of view regarding to the subject and their own perspective under different circumstances. Among professional views the data gained through qualitative research include the expressions and body languages of the interviewee. Moreover, qualitative research offers more freedom in selecting topics of interest because other research

methods might be overly controlled by other limitation. (Roberk, 2015, P. 5)

As the qualitative data seeks to answer questions why and how, it was a perfect methods for getting answers to the research questions from professional point of view to guide the development project with future oriented perspective. The qualitative data was collected via semi-structured interview with seven digital marketing professionals with over 5 year of work experience in field, which 3 of them work as SEO specialist, 2 as Social media Specialist and the rest 2 works as content strategist.

The semi-structured interview question was sent beforehand via e-mail and the response from the interview were recorded with a permission of all participants and analyzed afterwards. The case study was another qualitative research method used for getting other company practices regarding to online campaign and successful online brand community. The transcript of interview question can be found in the Appendices 1.

5.2 Quantitative research;

Quantitative research is empirical investigation system that enables the researcher to describe and interpret quantifiable data statistically with numbers. Quantitative research focuses on theories and hypotheses and mainly it expressed in numbers, graphs and tables. In general there are four types of quantitative research which is survey, correlational, causal comparative and experimental. (Peter, 2016, P. 47).

Quantitative research of this Thesis included online survey with 10 closed-ended questions that were made with Google online form and were sent via e-mail for 27 prospects and the rest 25 was printed and given in person. The aim for conducting the quantitative research was to receive data from case company prospect customers concerning their use of social channels, search engines and their experience in online shopping that help the researcher to get the answer to the research questions from customer perspective as well. Online questioner including the responses can be found in Appendices 2. The result of the survey will be used as a supportive document for the developments of the project.

5.3 Data Collection;

In order to be able to answer the research questions fully data were collected from various sources. The study consisted several data

collection stages among the literature review of the subject. The data gathered in each stage has its own purpose and the result was analyzed with specific data analysis methods and tools to process and get insights from them.

Digital marketing is a rapidly changing field so in order to receive relevant and updated information in the Author has conducted two different data collection method which are, an interview with digital marketing expertise and a questioners for Company X prospect customers. For the initial data collection method the Author chosen one to one interview with 7 digital marketing professionals with over 5 year's experiences in the field and it was carried out in their working place. In addition to that two more interviews were conducted during the event held in Espoo City library. The interview with digital marketing professional addressed most effective digital channels supporting brand awareness and traffic generation and website visibilities on the search engines. Semi-structured interview allows the researcher to explore more about the subject and gives for interviewer the opportunities to change the order of questions accordingly.

The primary data gathered from the expertise allowed the Author to clarify on the strategic goals; traffic generation and strengths/weaknesses of each digital marketing channel. As the goal of this thesis is to create a digital marketing plan for Company X it is worth to focus mostly on obtaining the primary qualitative and quantitative data that would allow the researcher to understand the specific features of digital channels toward Web based business. The Information collected in the interview will be used later in the plan together with literature review and case study findings.

Through quantitative data gathering methods the Author were able to collect data through questioners made with Google form which is a web-based app used to create forms for data collection purposes. The interface is very easy to use and simple to save the response data directly to a spreadsheet. The App allow sending questions for about 100 peoples for free so the questions were sent for 27 people via email address and the rest 24 questioners were printed and given in shopping mall, Sello and around the library area during week 34-36.

The idea behind conducting the questioners for total 51 prospect customers were to collect data about the social media used mostly by prospects, the search engines they are using for looking a products online

and their buying behavior online. Whereas the semi structured interview with total number of 7 digital marketing professional provides knowledge about the channels what make up digital marketing as most effective tools for business promotion online. It also provides necessary data regarding the use of each digital marketing channel to leverage the maximum benefits out of it and which channel and mix of channel works better for generating traffic to the new online business. The data collected through both methods help the Author to develop the plan with future oriented perspective.

5.4 Data analysis

Both qualitative and quantitative data analysis method were used to process the data gathered during the research. Because it helps to separate, identify similarities and differences of the data and convert the data into understandable forms. Qualitative data analysis was applied for primary data that was collected through face-to-face interview with digital marketing expertise that was conducted for 7 professionals. The qualitative data consist of text , emotions ,body languages of the interviewee therefore when analyzing qualitative content it should closely examining the data to identify the main themes and patterns and meaning of words or phrases.

Qualitative data is more difficult to analyze so to support the analyzing of data the Author has used also notes taken while the interview and the voice recorded during the interview. The answer for each questions were analyzed and studied separately to get a deep understanding of each answers.

Quantitative data analyses were applied for the quantitative data collected from online questionnaires that was made with Google forms and for 51 prospects customers of Company X. The Quantitative data analysis methods were used to convert data into some form of explanation and statistical graphs. There are two mostly used quantitative data analysis methods which are descriptive statistics and inferential statistics. Descriptive statistics is the first level of analysis that helps the researcher to summarize individual variables and find numerical average of a set of values.
Whereas inferential statistics that shows the relationship between multiple variables to generalized results and make predictions. (Freeman, 2016, P. 3).

However, the Author chose descriptive data analysis method since descriptive statistics provide absolute number. The questioners and the result with graphs and tables will be attached in Appendices 2. The data from the case study were analyzed in a way to study how the company has planned and managed their digital marketing campaign and what strategical techniques they have used to raise a conversation on social platforms.

6 RESULTS

6.1 Experts Interview result

The findings presented in this chapter represent the experiences of professionals in digital marketing field and discuss the benefits and challenges business faces on choosing the right digital channels on the right time for their marketing effort. In order to make it easier for readers the Author has divided the responses into five different categories, thus are Digital marketing strategy and its benefits in online business, Major components, Use of digital channels, Impact of social media presence and Effective digital marketing methods for brand awareness and traffic generation.

Digital marketing strategy and its benefits;

The result from semi-structured interview support the fact that digital trends are changing the marketing landscape so marketing strategy should be revised and updated continuously. The recommendation from most of the interviewed expertise for revising marketing strategy was 3-6 month depending on the size of the Company. According to the interviewed professionals the company X must see digital marketing as part of the entire business goals and customer experience should be taken into consideration while creating marketing strategy.

There are many great benefits and importance of digital marketing for online business growth. One of the respondent said that '' Digital marketing is all about connecting with your customers in the right time, within cost-effective and measurable way to reach potential customers" (SEO specialist. 2019). Digital marketing strategy is a plan for digital activates that allows the company to identify which marketing and tactics

and ways tactics are suitable for the current marketing purpose and the resource to be deployed to achieve the strategy cost effectively.

Six of the respondent highlights the benefits of digital marketing in customer relationship among other benefits like brand awareness, brand loyalty and driving sales. Digital marketing help brands to improve their customer relationships by allowing them to get to know their customers' needs and wants. This customer relationship issue was raised mostly by 2 respondents specialized in social media marketing.

Major Digital marketing components;

The major components of digital marketing, that was mentioned by all of the respondents are the same except the orders, Web design, SEO, Content marketing, SMM, PPC. However, the use of each and mix of components depend on the objectives and needs of the company marketing strategy so the expertise advices reveal the importance of defining the strategy carefully beforehand to ensure the right component will be applied.

Use of digital channels;

Digital marketing channels have three categories which is brand awareness, lead generation, and direct sales so depending on the company business goals all of them might need to include into digital marketing strategy. As the main objectives of this research is to make a plan with a focus on brand awareness the Author asked all interviewer to focus more on the first categories.

All of the respondents were asking additional questions regarding to Company X targeted audience, who they are and what channel do they engage on, budget for the marketing and competitors in the market before giving any suggestion for digital channels to be included in the marketing plan. Because six of respondents strongly believe that knowing the audience and the marketing budget toward each channel help the company X to choose the right channels. Also benchmarking of competitors, what channels they are using and what is the success rate of this channels help the company to communicate with targeted audience.

After discussion with each interviewee the current situation of the Case company, each of them has suggest digital marketing channels that need

to be included in the plan with a consideration of Company X financial situations and other resources.

The suggestion of channels and the purpose for choosing each channel will be presented briefly in the following table.

	Experts	1	2	3	4	5	6	7	Reason
Facebook		X	X	X	X	X	X	X	-The ability to reach large and exact audience.
Instagram		X	X		X	X	X	X	-Highest average engagement rate for visual content.
Twitter			X	X		X		X	-Fastest way to build audience
YouTube		X	X	X	X	X		X	-People consume more video content
SEO		X	X	X	X	X	X	X	- Increase Website referrals - Improve Website usability & user experience

Table 1 Experts suggestion of digital channels

Impact of Social media presence in online business;

The entire respondent agreed on that, how social media becoming the most important aspects of digital marketing and its importance become a critical for the most business operation. But for online business as one of the respondent said "social media presence is all about success or failure in the market"(Social media specialist 2019.) Therefore creating and sharing content on social media networks help the company to achieve its marketing and branding goals. Four out of seven respondents claimed that the social media marketing efforts greatly increased brand awareness and improve user experience.

Most of the respondent refers to the current trend that Company X shall be focused on which is social media stories. The two respondent

specialized in Social Media marketing were said that stories are increasingly popular among Facebook, Instagram, Snap Chat and YouTube platforms as people keep continue to consume stories faster than any posts or feeds. One of the respondent said that today "stories are on track to overtake posts and feeds " because stories are now most common way that people share across all social apps due to better format of the Social media App. for sharing stories.

Two of the respondent said that Company X shall implement stories into their regular social media strategy as a way to engage with their audience and promote the brand awareness and drive engagement. They all agree on how fast stories through Instagram, Facebook or any other platforms used by the company can help to spread the world across targeted audience quickly.

Digital marketing methods for brand awareness and traffic generation;

Social media were presented by four respondents as the most effective digital marketing methods for brand awareness but two of the respondent has also mentioned other marketing ways to be considered like Google ads. But the Author focuses only on those digital channels worth to be implemented in the beginning of business operation which means that the research is limited to some area of digital marketing methods.

Search engine optimization (SEO) was the second most important digital marketing tools that were pointed in several stage of the interview by the entire respondent. Good SEO practices have been proved by most of the respondent as an effective method for increasing the site visibility and customer attractions to the website. Two of the respondent also says that SEO improves the user experience and the usability of a web site.

All of the respondent state the importance of SEO cannot be underestimated by marketers when it comes to organic revenue growth because people uses more and more search engines for looking service or products online so ranking in the top of positions for the keywords that the users enter to the search engines increase the website trust.

6.1.1   Summary of interview result

The result indicates the power of digital marketing in a success of online business and how it has been change the marketing landscape in the

past. Digital marketing strategy plan gives a clear and precise tactics to be used in order to reach the goals of each marketing campaign. With a good digital marketing strategy companies can do branding and storytelling in social media platforms efficiently and cost-effectively.

The selection of particular digital marketing channel depends on the needs of the organization to achieve its strategic marketing goals and its resources to allocate toward each goal.
However, social media presence in the most popular site like Facebook, Twitter, Instagram and YouTube were recommended for the marketing purpose. But as the case company is start up most of the recommendation from respondent considers the size of the company and its finance therefore free and less expensive channels are included mostly in the recommendation.

The use of optimized content were raised in many steps because according to of SEO specialist interviewed, over 70 % of online consumer use search engines when looking for new products whether they knew the company URL address or not. Finally the suggestion and recommendation of the interviewed professionals will be used as a baseline for creating first year digital marketing plan for Company X.

6.2   Result of online questionnaire

The total amount of 51 prospect customers of Company X were answered the questioners and 94.1% of the respondent were female age range over 25 and above only 7.8 % were under 25. The idea for conducting online questioners were to get relevant information regarding Company X prospect customer such us, where they mostly spend time online, what social platforms they used, through which search engines they are looking for products online and their overall buying behavior online.

Knowing about targeted audience behavior online help Company X to identifying the need, expectation of prospect customers and also ensure the marketing efforts are allocated to the targeted market. The result of the study about targeted audience is categorized in three different themes to analysis the answer in detail and depth to understand their implications fully and effectively. These three themes are Social media platforms, Search engines, online shopping and each of them will be presented separately as follows.

Social media Platforms;

As the result of the survey shows three the most used social media platforms by respondent were Facebook, Instagram and Twitter.

Over half of the respondent uses Facebook daily and Instagram was the second most visited platform by 25.5% respondent.

Whereas Twitter follows as a third most visited social media platforms sharing 17.6 % of the result, which is also shown in figure 12.
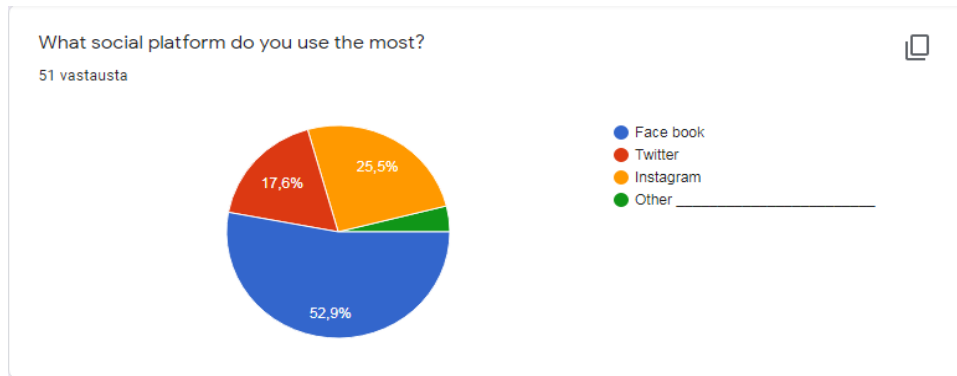

Figure 11.   Most used social media platform.

The online survey indicate that over 76.5% of the respondents has at least two social media accounts and over 31.3 % spent on average 1-2 hour time every day in social media, which proves the power of social medias in reaching targeted audience of Company X. According to online survey result the main purpose for using social media platforms is to stay in touch with friends and colleagues, that give a chance for business to get their marketing messages across easily but the study also shows that 27.5 % of the respondent uses social media for buying and selling purpose. The following graph shows the purpose for using social media platforms by respondents.
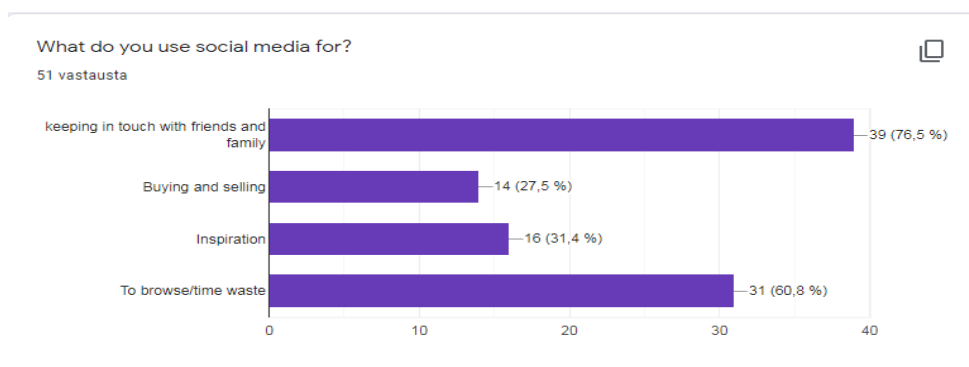

Figure 12.   Purpose of social media use.

Most used search engines;

Today the use of search engines is getting more and more popular with people looking for shopping, entertainment and researches. The result also show the same, over 64.7 % respondent uses search engines most of the time for looking a product online so it proves that the rank of website in search engines is essential for online business success.

Most used search engines by the respondent were Google with a result of 80.4% but 25.5 % of the respondent also use more than one search engines which 19.6 % uses yahoo beside google.
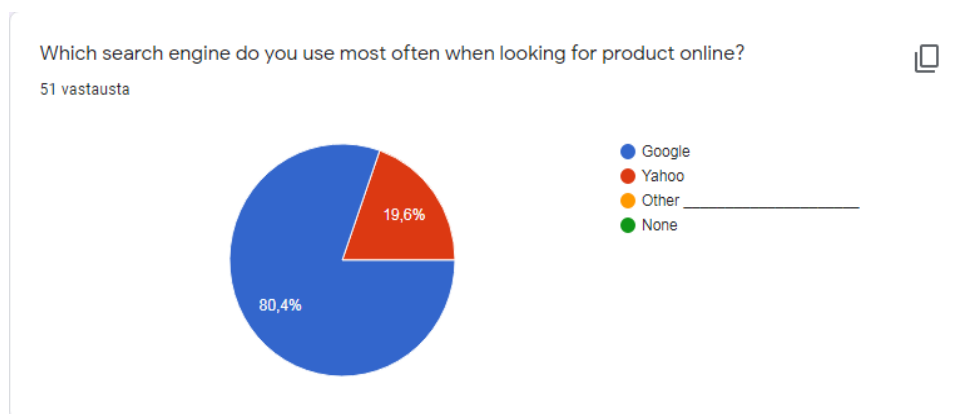

Figure 13.   Most used search engine.

Online shopping Experience;

Online shopping is now one of the most popular ways of making purchase especially among millennials. About 92 % of the respondents have online shopping experience in past six month and they are quite comfortable with online shopping. There were only four people out of fifty one that answered not comfortable at all. The three main reasons why the respondent of the survey prefers online shopping instead of retail shops are, shopping convenience, low price and product variety. The full result of the survey will be presented in Graphs and attached in appendices 1.
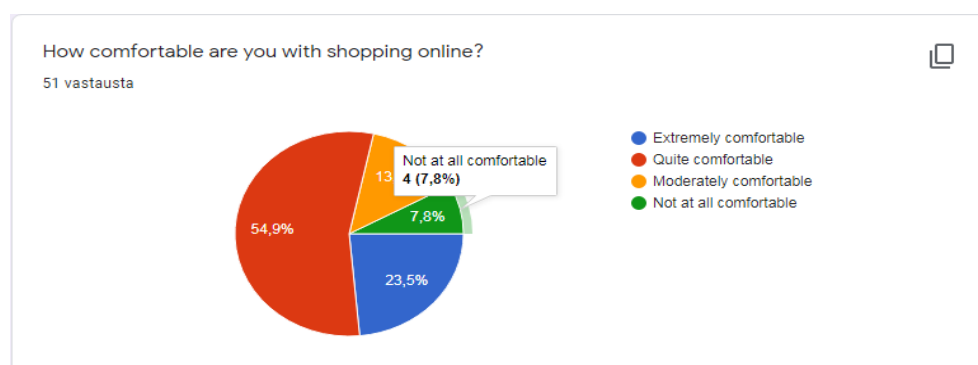
Figure 14.   Respondent Shopping experience

6.2.1   Summary of online questionnaire result

The power of social media platforms cannot be ignored anymore by marketers as people spent more and more time online that is the fact supported also by the result of the survey. Over all the result indicate, those three social media channels, which is Facebook, Instagram and Twitter is now the most effective's methods on reaching Company X targeted audience along with other companies' digital marketing strategies.

The social media presence especially in most used platforms by prospects is crucial for the success of the web shop. Therefore Company X shall put its marketing effort and spend time in those platforms to aware people about the brand. Because now brand awareness should be the most important part of its digital marketing strategy as Company X is new for the market and its web-shop has not launched yet. The result reveals that over 74% of the respondent uses search engine when looking a products online so a better search engine ranking help the company to be found easily by customers which leads to business growth by obtaining new leads. Therefore, Company X needs to optimize its content in the website to improve search engine ranking.

7   PROJECT DEVELOPMENT:

7.1   Project Development process

The project development process of this Thesis includes four different stages, which will form the final project outcome. The process will be shown in figure above and explain briefly the role of each stage in the study.
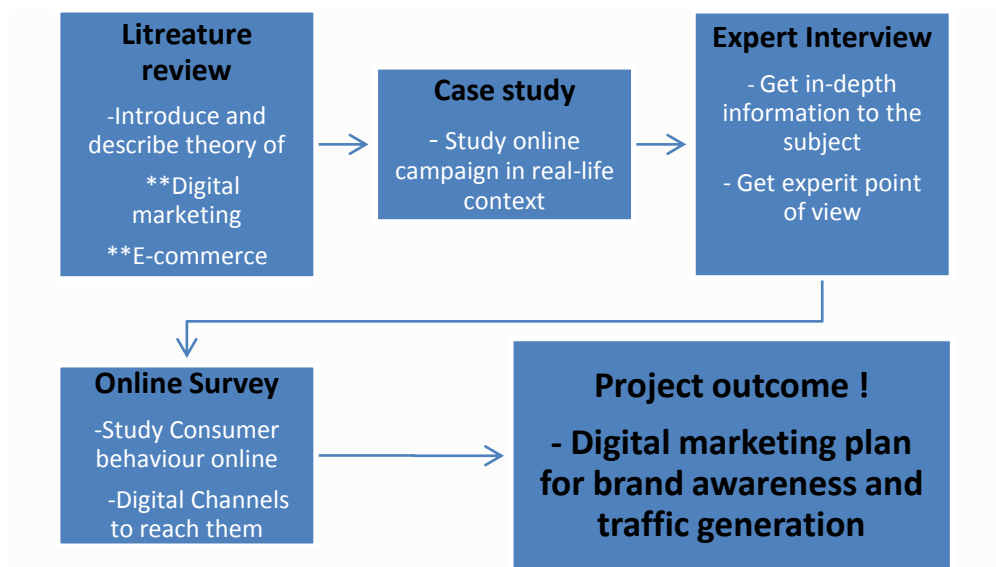
Figure 15. Project development process.

7.2 Digital marketing plan for brand awareness and traffic generation.

A digital marketing strategy plan helps the Company make informed decisions regarding chosen digital marketing channels and allocation of resources. The evolution of digital technology causes continuous changes in the market, meaning that the digital marketing strategy should be updated regularly for best results. (Ryan & Jones, 2009 ,P. 19).

The first year digital marketing plan of Company X includes, Content creation, Optimization of the website, community building and social media participation. The steps of each will be described in a way that how and why Company X shall apply those digital tools and techniques in order to be able to stay competitive in the market. This digital marketing plan is tailored for the current need of Company X, which is brand awareness and traffic generation to the Web-shop Site.

7.2.1 SOSTAC planning frame work

SOSTAC planning framework, that was described in chapter 2.4 is used as a foundation to the strategy planning of digital marketing plan for Case Company X.

Situation analysis;

Situation analysis is the first part of the plan that answers the question 'Where are we now?' After this we can define where we want to go. The

Company is a small startup that will shortly engage in E-commerce business. Currently the Product, target customer, stakeholders and all other legal issues are ready but due to some strategic change in the business plan the Website need some modification and will be soon ready for launching. As the Company is new for the market at the moment its customer rate is 0 %. But there are many direct competitors in the market those provide fully handmade products so the items are not new for the market but the producing way and marketing concept that company aim to provide might be new.

Objectives;

Within the digital marketing plan and tactic the Company wants to increase brand awareness and gain more visibility on the social media platforms through online community. By providing different forms of contents for people interested in ethically produced items can foster brand awareness. As the official Web site still under construction the first objective is to get as much as possible followers in social media and get prospect customers through interested and quality content via chosen platforms.

Strategies;

In order to achieve the objective the plan included the communication channels for brand awareness. The strategy is to use mostly social media platforms as Company X targeted customer spent time online. The customers are segmented based on their Gender and location. In the first phase of the operation the targeted customers are women's lives in Finland and neighboring countries, thus interested and valued handmade products. The products will be delivered direct from suppliers to the customers to avoid middle hands and to stay competitive in the market.

Tactics;

The plan for implementing the strategies is listed with specific timeframe for each digital communication tools and defined how and when each channel will be used to reach targeted audiences of Company X. In order to serve the customer needs and wants all the content of web-shop need to optimized. The digital channels for reaching out the audience are Facebook, Twitter, Instagram and YouTube. The plan differs from one to another based on specific goals to be achieved by each channel.

Action;

The Company shall assign a person responsible for the implementation of digital marketing. Taking into consideration the current situation of Company X the Author introduce the plan for brand awareness and traffic generation to the website with the following actions; Content creation, SEO, optimizing the content of the website to make the site useful and attractive to users after that the suggestion for community building through blog and plan for developing social media campaign for chosen social media channel.

Control;

During this stage the companies carry out the evaluation of the outcome and success of undertaken actions and efforts. There are several digital metrics to measure and track the performance of each channel in brand awareness and traffic generation for instance, Google analytics system that measure and monitor regularly the key elements like website visitors, durations, enquiries, subscriptions, sales, conversion rates, and more. With Google analytics system Company X can also study how people find the website and what they are looking the most in the website. This and many more relevant information can be gathered to control the performance of each digital channel so it can then make necessary changes or improvement accordingly.

7.2.2   Content creation

Marketing content is the main point for success on all marketing channels and its very important part of the entire digital marketing plan. Creation and execution of all business content requires a content team and a plan with timeline of activities to get desired outcome.
There are different content creating ways are available for marketing purpose but the plan covers only, written, Imagery and video content.

Creating and posting valuable, relevant, and logical content on social platforms help to attract and keep a clearly defined audience. However, the marketing content approaches for social media differ between platforms and social media marketing mediums.
The social media audience of Facebook is very different to that of Twitter and the character restraints and limitations also need to be considered when creating content. (Lee, 2019, P. 82).

Content allows the company to attract and retain targeted audience. But before creating any content Company X shall make a search to check what is already out there related to handmade products and think about how the new content can add value to the audience and how can improve on it. In the beginning of the operation it is very important for Company X to create an interesting Blog or explainer Video that introduces the company to its targeted audience and in the meantime aware prospects about the product will be offering on the Web-shop. Creating showcasing video features of a product and production process by whom, where and what kind of raw materials been used to produce the products gives a good insight for customer and help to build up trust within customers.

Sharing infographics content with good headline in social medias like Instagram or Twitter is best way of content distribution to enhance brand awareness. The picture can be from current, upcoming or special products with an interesting subheading to personalize the business. In order to keep the content organized and avoid over sharing Company X need to have content calendar as a part of content strategies, which tells exactly when to publish the content on each of the platforms in use.

7.2.3   Content optimization

Optimization is very important and the foundation of the digital marketing strategies to boost ranking in online search results. SEO is a strategy process for organizing a website's content by topic to helps search engines to understand a user's intent when searching. SEO is a highly specialized content strategy that helps the business to discover opportunities to have an answer for the questions people have about the industry via search engines. (Jones, 2013, P. XX).

Nowadays, SEO has become one of the most important parts of digital marketing tools as the majority of internet users look for products or services online through search engines. The process of search engine optimization makes the Company to be easily accessible by increasing the visibility on different search engines which will then increase website traffic. Therefore, by optimizing a web page around topics within the keywords related to the handmade products offered in the web-shop the Company can increase the possibility to be noticed by search engines in organic results which will help to drive the traffic to the web-shop site. Organic results are the main drive for E-commerce success. The Google page statistics shows that 70 to 80% of sponsored search results are completely ignored by users, this shows the importance of appearing in

the organic results(SEO).Due to reason the Author focused more on SEO(organic search) as the main goal is to increase the traffic to the Company X website. (analytics.google.com)

There are three different types of SEO, which are ON-page SEO, OFF-page SEO and Technical SEO but due to the limitation of time the plan included only ON-page SEO and OFF-page SEO. In On-page SEO, Company X shall focus on the content that is on its Web-shop site and optimize the content to increase website ranking for specific keyword related to hand made products. But in OFF-page SEO Company X shall focus on quality links that are directing to the website from elsewhere to help build trust in the eyes of search engines. Mentioning the link of company X in other popular business social Media pages, like Facebook or Instagram cause to rank higher in the organic search result. Another good way to boost Company X organic search result is ensuring all the texts published on the website include a commonly searched term that is also called as keywords. (Ledford, 2016, P. 19).

Keyword;

The keywords are one or two words in length or phrases that best describe the products available on the Web-shop site. The keyword will affect many of the elements of the plan for content, tags, metadata, blog and social media so it is very important to start the strategies from selection of keywords. Selection of keywords that are relevant to the products and content of each page of the Web-shop is an essential component of SEO and also for the informative approach towards the customers. (Jones, 2013, P. 16)

When writing the keywords it's important to think about what prospective customers of Company X most likely to type into search query so the person responsible for the keywords needs to put themselves in customers' places. The most important keywords in Case like Company X. should be related to handmade products so the first keyword should be "handmade " following closely by clothing, accessories, Jewelleries, scarves and bags. The main goal is to most closely match the prospect customer queries in search engines so keyword should answer the searcher questions.

All content in Web-shop Site need be correct also grammatically as it affect in on ranking on search engines. Organizing the texts inside the

web site just like in a newspaper article, where key words are mentioned in the title and repeated in the text and supported at the end gives an advantage in search results. keyword planning ensures that the Company X will focus on all the valuable key words and avoid keywords that does not give value rather drives the costs up. By using a free keyword search tools such us, Google AdWords, Word tracker and Keyword discovery the company can learn the best keywords to target and use in website content to boost search ranking. (Jones, 2013, P. 15).

Knowing the customer needs and wants helps to modify the keywords around customer needs. It´s very important for Company X. to conduct Google searches quite often using the business name, products name and other related terms to the handmade business and analyze the result from various searches return to make sure that the results related to the handmade business accurately reflect the Company X. business. (Moran & Hunt, 2009, P. 310).

However, SEO is long-term strategy so it takes a time to see the results of marketing effort but once the Company X. website succeed to ranks at the top three in search results then more qualified leads will find Company X Web-shop sites, those leads can easily be converted into paying customers.

7.2.4   Blogging on social networks

Blog is a platform that allows the company to tell people more about its business and product offers. There are two options for setting up company blog depending on what company wants to achieve with it. Blog can be a part of company website or it can be hosted separately and link to the website.

Before the official launching of the web-shop having blog on the social media platform, that address the value of handmade product and its ethical producing process of the item would help to raise a conversation online. The first blog shall aim for introducing the company to its prospects so it is good to have brief introduction of the company and deep explanation of making handcraft products to show the big picture. The first blog shall include some photographs of the making stages in order to build expectation of the final product.

The blog after launching can also include other fashion news, discussions related to the handmade industries because customers who has made an

order handmade items from the website might be interested also about related fashion magazines, blogs, websites or books all these things complementary to the Company X products and will help to engage the social media followers. "Promoting businesses complementary to yours through your social media can often return new fans and new customers. (Pullen, 2015, P. 109).

In the blog post Company X can gives tips and a guide how to use the products, washing/cleaning instruction to keep the product long lasting would be appreciated by the users. Explaining about different types of materials used for making the handmade products and when is best to use each is worth sharing by with followers.

Blog give a chance to tell to people more insights about what is currently in stock or what is coming soon. A blog posts that offer some kind of reward for joining the Company X social media platforms or writing a special discount blog post to attract and get visibilities on the social platforms. Having an attractive picture of the product on Facebook, Instagram, or Twitter will get people clicking to see further information so the blog site can be connected to one of those social media site and the blog can also have a link to one of those sites.

7.2.5   Plan for community building

In the first year of any business operation it is very important to pay attention on building relationship and communities to ensure business stability. Connection is the most important part of any business without a good connection there wouldn't be any success no matter how good product business might have in the market.

Community building is about creating an engaged groups in social media, which is fundamental to online business success. Consumers on social media are control of what and who they will follow therefore getting their support is equivalent to make a connection with customers through simple advertising. (Jones, 2013, P. 106).

For the community building Company X. shall create a group on social Medias and publish interesting content related to handmade products because the more interesting and valuable content the more people will want to join the community and socialize with so before launching the Web-shop site officially the Social media pages need to be created and joined as much people as possible.

To build such strong community Company X need to promote the groups quite often and keep inviting people to join them. Adding a social media pages related to handmade business to the Company X list of like and joining other conversation and leave a comments on other people updates on their social media walls would be a good tactics for getting competitors follower to join the Case company groups.

After having a good content to post the content company X need to invite people to join the page and search also for competitors friends on social media and send friends requests to connect with. In order to reach out potential new connection need to inviting people to like page to get some reward or discount code to be use on the first order on the Web-shop.

7.3 Social media participation plan

Nowadays the way how Companies position their business on social media platforms is critical especially for success of web based business. Today there is a very few of people buy anything online without a little help from friends, families or other unknown person review on social media who have shared their experiences by posting their product or service reviews. However, social media does not replace all other marketing strategies rather its additional channel for Company marketing efforts and should be used along with other marketing channels. (Damian, 2015, P. 136).

Promoting the business in a social media is about competing with thousands of other business, which also try to attract people's interest to convert them into followers so the competition is tough, therefore in order to stay on the top of the competition Company X must provide value to the followers to keep them engaged in other word give something useful that will keep them coming back for more. (Pullen, 2015, P. 106).

Fiona Pullen state that ''Sharing a back story can create an emotional connection to customers" (2015 P. 108) so having a short video about the people and the place where the product is made and how it can be used, wearing tips also how it will fit into the customer needs this kind of informative content on the Company X social media platforms will convince the customers and help to achieve sustained customer engagement.

The above listed social media channels are selected based on the result from the survey, which was conducted for 51 Company X prospect customers and also the recommendations of digital marketing professionals were taken into consideration. This social media participation plan aim primarily to raise awareness and visibility of Company X products through that drive traffic to the Web-shop.

In order to ensure consistent presence on chosen social media platforms Company X shall assign a person, who is responsible for social media marketing and have specific plan with a timetable so that person know what Company X want to accomplish each day. The social media marketing plan introduced by the Author of this Thesis include the timetable with specific task to be done in certain time period.

7.3.1   Facebook

Nowadays Facebook is the most popular social networking site in the world that allows people to connect with anyone worldwide. "Facebook is an incredible digital marketing tool so Companies do not have to be faceless institutions anymore" (Dodson, 2016, P. 200).Today there are more than 1.59 billion people on average log onto Facebook considered daily active and average time spent per Facebook visit is 20 minutes. Facebook become a very popular social media platform used by a lot of people worldwide. (Facebook, June 2019).

Today, over 42% of marketers report Facebook as an important platform for their business which is why Facebook is now a very crowded marketplace therefore Company X needs to use their marketing strategy correctly in order to insure that their marketing efforts stand out from the crowd. (Inbound marketing. 2016).

Facebook Page Promotion is a paid media type since it went public 2012 which caused discontent amongst business users as only a small percentage of Facebook users can see the company posts unless the organization pays for the promotion. The Facebook page promotion allows business to advertise its Page which makes the channel an ideal for brand awareness and traffic generation.

Facebook provides also an opportunity for companies to choose the target audience based on specific interests, location and gender to promote post direct to the Company targeted audience. Therefore,

Company X needs first to segment its audience into gender and demographic groups to adjust the message accordingly because the Facebook posts will only be shown to those fans match to specific targeting criteria. (Facebook.com/business).

There are couples of features in Facebook which makes the platform in top positions for digital marketing purpose. Facebook is optimized for search engines which means, if a Company X uses Business Account on Facebook it can easily be seen as top in most used search engines like Google. Secondly, Facebook Business Account provides analytics information including genders, ages, location of the audience and how often they interacts with certain posts so from Company X perspective this kind of data is relevant for better understanding of its target customers so can share content that suits better. It is also possible to track the performance of the page after each campaign has ended and how was the audience interaction with the post so Company X can make necessary changes and be precise about whom to choose to view a particular post. (Facebook.com/business).

The goal for having a Facebook page is firstly to increase interactions because the more interactions the Company X Facebook page has the advertisement in Facebook become cheaper because when Facebook can see the type of people that are interacting and engaging with Company X posts they don't have to target the right kind of people on company behalf so the marketing cost on Facebook would be less.

Plan for Facebook Campaign;

The plan for the first Facebook campaign of Company X is targeted its prospects based on their behavior on Facebook and their profiles, such as gender and location. The campaign aim to reach at this stage women's between 20-65 years, who lives in Finland and near neighboring countries. The main objectives of the first campaign is to build informed community in Facebook where people interested and valued about handmade products and concern about responsible business can join and shared their feelings about handmade products and overall responsible business. Those peoples demand more information about the background of the company and the production process of items they are going to buy so it would be a great chance for Company X to share imagery and videos with the auto play feature to build brand image in the meantime.

However, the first campaign is towards people who do not yet like the Company X Facebook pages so the company shall post consistently and regularly to attract more customers and grow the Facebook profile Company. The schedule for social media activate is groundwork for successful digital marketing plan. Planning the posts beforehand and having regular schedule ensures that they are in line with Company marketing communication goals. (Dodson, 2016, P. 199). Therefore it is very important for Company X to have separate schedule for each channel and take one step at a time to ensure the strong foundation across all social media channels. (Damian, 2015, P. 151).

Mike Lewis(2016) study finding shows that the best time for posting in social media is between 1- 4 p.m. the time applies for most of social media platforms. Having consistent schedule will help Company X , which platforms to post on and when, also what messages will be sent for the following next days. According to the social media scientist Zarrella (2019) the best day and time for posting on Face book is weekdays except Monday(not recommended for a new posts) 12:00-1:00 pm. and weekend between 2:00-4:00 pm but Facebook sees another increase in click through rates between in the morning 9:00 am and 11:00 AM – 12:00 PM. (Faceboo.com). Further plan for Facebook campaign will be presented in Table below.

Business Goal	Objectives of the Campaign	Task to be done	Schedule	Success metrics
Increase Brand awareness	Reach Facebook users within target audience	- Share blog post related to handmade products - Short company introduction video	Weekdays 9 am 11-12.pm. Weekend 2-4 pm	Social reach - Likes - Video plays
Engagement (Drive consideration)	-Acquire new fans and Increase Facebook page engagement - Build strong community	-Replay to comments and answer questions -Post more product pictures - Share pictures on Facebook	Weekday 8-9 am. And 11-12 Weekend 2-4 p.m. *Throughout the day &	-Volume of Likes -Shares - Volume of Views

		stories	weekends as well	
Increase conversation rate	Traffic generation to the Web-shop	Post Facebook Ads. And Blog including link to the Web-shop or landing page	Weekday 11-12 and Weekend 2-4 pm.	-Volume of Followers - Leads - Sales - Comment on page

Table 2 Facebook marketing plan and schedule.

7.3.2 Twitter

Twitter has become very popular social networking channel among people of all ages around the world. Considering the number of people is being exposed to the messages and the ability for those messages to be shared outside of companies own network gives a big chance for companies who are trying to reach and influence the target audience. (Dadson, 2018, P. 195).

The most important thing what business can do on Twitter is to share short content about their business and engage in conversation that adds value to their audience members. Twitter is not one-sided conversations platform so business must spend time to acknowledge and promote also other people business through their tweets beside its own. Because to engage with other on Twitter Company X need to make an effort by re-tweeting updates and sending @replies and direct messages to audience including links to the website of the company blogs.

The good advantage in using Twitter for marketing purpose is getting other Twitter users to tweet about your business which help to spread the marketing message across targeted audience. By tweeting useful and valuable content like good exclusive deals and promotion codes that

make them to share with their friends and Tweet about the Company X business. However, message in twitter are very fast-paced so Company X must promote it quite often at least more than once because people might not see the tweet at first time around but the company can also use prescheduling features of Twitter that allow scheduling the content for several day a weeks at once. (business.twitter.com)

Twitter marketing activities plan and schedule;

In order to have the Twitter becomes a regular part of Company X marketing channels the company needs to keep twitting at least five times a week but the plan can vary from one day to the next day. The first step what Company X need to make sure before publishing content in Twitter is that choosing its audience to whom need its message will be sharing. Then after publishing the first content and got some followers then the person assigned for the marketing can set 10 min. in the morning to read through the followers tweet and send @replies and retweet. And another five minutes aside in the middle of the day to search for new people to follow and set aside five more minutes at the end of the day to tweet Company X own content it can be promotion, News about upcoming events, products etc. as well as send more @replies and retweets.

The recommendation by Zarrella for most engaging time to post on Twitter is; Monday through Friday between 12:00- 3:00 pm. Wednesday between 5:00-6:00 p.m. Table 4 shows, how the content creation and publication in Twitter shall be done for brand awareness and traffic generation to Company X Website. (Zarrella,2019)

Business Goal	Objectives of the Campaign	Task to be done	Schedule	Success metrics
Brand awareness	Reach a wide audience quickly	- Tweet about the business - Share news; about the official launching day of the Web-shop -Share promotions, discount codes	Monday-Thursday 01 -03 p.m. Wednesday 5-6 p.m.	- Average share and Retweet -Link clicks

Engagement	-Connect with people in the same interests -Provide good customer service	-Tweet with image and add link to interesting articles about Handmade products -Use of # hastag to reach audience	Monday-Thursday 9 am-4 p.m. *Throughout the day & weekends as w	-Click through rate *Engageme nt rate *Use of hashtag
Increase conversatio n rate	- Drive Website traffic -Improve Website SEO	-Promote Companies blog content, videos , - Connect with influencers who already have loyal audiences in same field	Monday-Thursday 9 a.m.-4 p.m.	-Volume of Followers -Favorites the page -Replay to the post

Table 3 Twitter marketing activate plan.

7.3.3   Instagram

Instagram is the most engaged social network after Facebook and it`s one of the most used social media channel for photo, video-sharing and social networking service. Instagram became popular right after its launch in 2010 with one million registered users in two months and now Instagram has 1 billion registered monthly active users as of August 2019. (Instagram-press.com).

Today over 25 million businesses now have profiles on Instagram and over 2 million advertiser's worldwide use Instagram to share their stories and drive business results. According to Instagram 60% of people say they discover new products on Instagram which is a huge amount of audience. In Instagram companies can add a business profile and with a business account companies can add relevant business information such as opening hours, a business address or a phone number for free. (Instagram-press.com, 2019).

As the survey result shows that, Instagram was the second most actively followed Social Media among the people who answered the survey therefore the Author of this Thesis recommend Company X to create

their own Instagram business account and use own hashtag in Instagram because the hashtag features in Instagram allow users to find products easily that will raise brand awareness and build customer loyalty. Instagram will be an ideal choice for publication of new and upcoming products of Company X and share different product pictures on Instagram stories throughout the day. The following table shows the recommendation plan of Instagram for Company X.

Business Goal	Objectives of the Campaign	Task to be done	Schedule	Success metrics
Awareness	-Have more Personal connection with customers	-Share image that inspires people with interest of handcrafts - Current and upcoming product picture.	Anytime Monday-Thursday	- Like *Comment
Reflect Brand uniqueness and differentiate the business	- Create different brand Images	-Share photo, videos of the entire team and happy customers - Share story pictures about the production process of the handmade products included links to blog	*Throughout the day &	-Click through rate *Stories engagement
Engagement	- Build customer loyalty	- Share photo of gift ideas for specific holiday. -Send a holiday wishes with inspiring pictures -Give a shout out with an @mention -Use # Hastag	Monday-Thursday except 3-4 pm. *Don't overuse#	-Saved -Branded hashtags -Mentions

Table 4. Plan for Instagram activates.

7.3.4   YouTube

YouTube is the world´s most popular video sharing site that works today as an effective video marketing channel for business advertisement and story sharing. Nowadays people look for information's more in YouTube than before because YouTube links appear as top in most search engines due to use of search engine friendly keywords and descriptive video titles which help to rank as to top in search results. (youtube.com)

YouTube has several tools for audience engagement such us video rating system that allow viewers to like or dislike which then affect whether the video rise to the top of search results on YouTube to increase their display to larger audience of viewers or not. It also include comments where the viewers can post text comments and links that appear below the video and viewers are also able to post video response by adding additional content to the video or rebutting what is being said in the video this helps to create a conversation (Dixon, 2012, P. 83).

YouTube has been used now mostly for marketing strategy of E-commerce business with incorporate video into advertisement. Having a short video of company background, stakeholders, and products, how it has been made and by whom in general story behind scenes help the company to get its message across quickly and efficiently. The advertisement plan and content proposal for Company X will be presented it Table 6.

Business Goal	Objectives of the Campaign	Task to be done	Schedule	Success metrics
Awareness	-Expand social reaches	-Share short & high quality introduction video of Company X with its logo. **Company background **Stakeholders **Products	-Best time 2-4 p.m. & 7-10 p.m. **Post few hours earlier than best time for video indexes	- Number of Likes **Dislikes -Favorites

Connect and engage with customers.	- Capture People attention - Drive traffic to the Web-shop	-Share greeting videos of employees **What they feel about their works **Share the unique value propositions of Company X with descriptive and keyword titled video. - Share a photo of wearing tips on the stories - Share gift ideas and display the Web-shop URL on the text box	Best time 2-4 p.m. & 7-10 p.m. **Post few hours earlier than best time for video indexes *Throughout the day	- Number of views - Number of shares - Followers -Comments left
Increase the conversation and sales	- Build customer loyalty	-Share interview video of Customers about their experience with the Company X products, customer services, value etc. -Share a Holiday greeting video of The production team.	Best time 2-4 p.m. & 7-10 p.m. **Post few hours earlier than best time for video indexes	-Video retention *Conversation rate -Number of subscribes

Table 5 YouTube marketing plan and content recommendation By Author.

However, the above presented schedule for posting contents is just a guide based on different researches made in the market. Therefore, Company X needs to track the social media interaction to discover the actual time for post. For instance content posted in Facebook can be tracked from the Insights dashboard by selecting the Posts in the left-hand column menu which will take to a detailed breakdown of the days and time where the fans are most active across the week so the content can be targeted to the right time of the day.

8 CONCLUSION

Digital marketing plays a key role on success of online business by driving awareness and sales online. Having well defined digital marketing strategy will lead the marketing plan into the right direction. By using the right content on the right time through the right channels business can provide effective online value propositions to its customers.

The objectives of this thesis was to study a different digital marketing channel, thus are effectives in brand building and driving traffic to the new Web-shop site of the case company and finally make a first year digital marketing plan. The theoretical framework were used as guideline base of the project and the research methods gathered data that help to understand different ways of marketing with digital channels to support brand awareness and traffic generation.

The Key Ingredient of a Successful Digital Marketing Strategy is to create a realistic framework before doing any marketing action so the company shall map out first the entire plan for certain timeframe. It is very important that the plan includes Search Engine Optimization (SEO) because it is a key to all levels of digital marketing. Content is another success factor of digital marketing strategy and content marketing will continue to be a crucial part of digital marketing. However, along with creating high quality content, marketers shall focus also on creating SEO-friendly content of various sorts and how to effectively get audiences to engage with content.

Social media platforms are highly efficient at increasing brand awareness by giving a chance for a business to promote the brand to large number of targeted audience located in targeted demographic area and nearby places. Social media platforms are also effective in creating loyal followers and in the meantime engage new members, which will make Case Company to stand out among its competitors in the industry. However, Social Medias are very crowded market place so in order to stand out from the crowd it requires creating and sharing informative and in the meantime entertaining contents on the right time through the right social platforms.

The success of social media marketing campaign should be measured with regard to company marketing goals rather than actual net revenues generated by a campaign. There is no perfect tool for measuring success in social media but there are some tools that can offer valuable insights

to help you understand whether existing strategies and tactics are good enough or a need for improvement to meet desired goal of the Company. A traffic to the website, blog or other online channel used for online presence are good indicators of the social media marketing performance but it is also important to measure soft metrics and the indirect value that the social media marketing efforts add to the business.

Overall digital marketing plan need to be designed and applied according to the objectives and goals of the company with a consideration of target market needs and resources to be allocated. Evaluating whether the marketing efforts are working or not can be measured through different Web analytic tools like Google console or Google analytics. The Web analytic tools help the Case company to learn how people arrive at the Web-shop or to company social media sites or blogs including the keywords they use in search engine that brought them to the sites so keeping track on what is happening on each of marketing efforts help the company to meet is objectives.

9   **REFERENCES AND APPENDICES**

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Digital marketing plan for new Web-shop

What Digital marketing Channel are best for brand awareness and traffic generation to the Website

Sähköpostiosoite *

Voimassa oleva sähköpostiosoite

Tämä lomake kerää sähköpostiosoitteita. Muuta asetuksia

Gender

◯ Male

◯ Female

How long have you been working in the digital marketing field?

Lyhyt vastausteksti

Which field of digital marketing do you specialized?

Lyhyt vastausteksti

What are the major components of a digital marketing ?

Pitkä vastausteksti

What is the impact of digital media on e-business marketing efforts?

Pitkä vastausteksti

How do you describe the impact of social media in E-commerce business

Pitkä vastausteksti

How can be measured the effectiveness of digital marketing channels in E.business?

Pitkä vastausteksti

What are the benefits of digital marketing in online business?

Pitkä vastausteksti

What are the most important and effective digital marketing channels for brand awareness and traffic generation to the website?

Pitkä vastausteksti

Digital Marketing Study for brand awareness and traffic generation to online store Website

A master Thesis Questioner

Gender

○ Male

○ Female

Age

○ Under 25

○ 25-35

○ 35 years and above

What social platform do you use the most?

○ Face book

○ Twitter

○ Instagram

○ Other _____

How many social media sites do you have accounts with?

○ 1

○ 2

○ 3-4

○ 5 +

How much time do you spend on social media per day?

○ less than 30 minutes

○ 30-60 minutes

○ 1-2 hours

○ 2 +

What do you use social media for?

☐ keeping in touch with friends and family
☐ Buying and selling
☐ Inspiration
☐ To browse/time waste

How often do you use search engines to find a product

○ Always
○ Most of the time
○ Some of the time
○ Never

How many different search engines do you use on a regular basis?

○ Just one

○ Two to three

○ None

On average how often did you shop online in the last six months?

○ Every day

○ Twice a week

○ Every two week/once a month

○ Every two or three month

○ None

Which search engine do you use most often when looking for product

○ Google

○ Yahoo

○ Other _____

○ None

How comfortable are you with shopping online?

○ Extremely comfortable

○ Quite comfortable

○ Moderately comfortable

○ Not at all comfortable

Why are you choosing shop online?

○ Very convenience and time saving

○ Low price

○ Products variety

○ Others_____

53 vastausta

Hyväksytään vastaukset

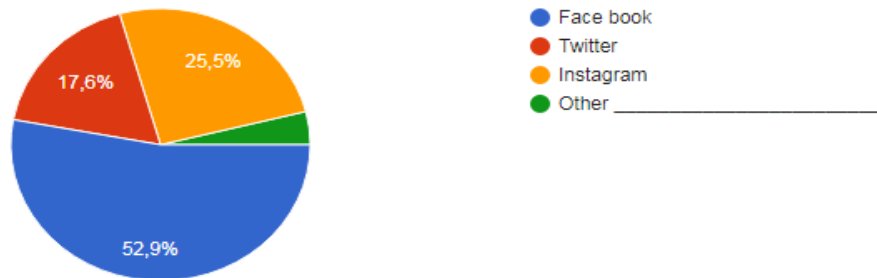| Tiivistelmä | Kysymys | Yksityishenkilö |

Gender

51 vastausta

● Male
● Female

94,1%

Age

51 vastausta

- Under 25
- 25-35
- 35 years and above

29,4%

7,8%

62,7%
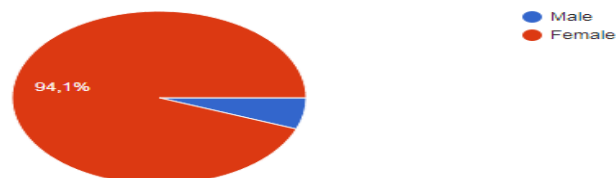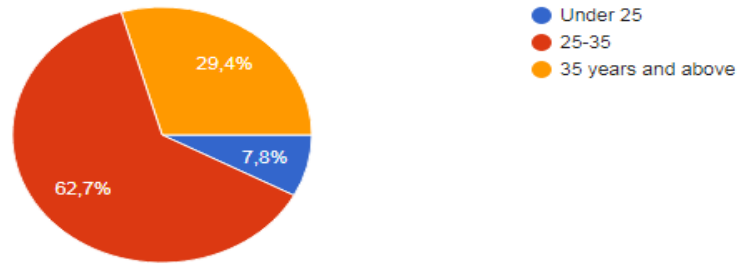
What social platform do you use the most?

51 vastausta

- Face book
- Twitter
- Instagram
- Other _____

25,5%

17,6%

52,9%

What do you use social media for?

51 vastausta

keeping in touch with friends and family — 39 (76,5 %)

Buying and selling — 14 (27,5 %)

Inspiration — 16 (31,4 %)

To browse/time waste — 31 (60,8 %)

0   10   20   30   40
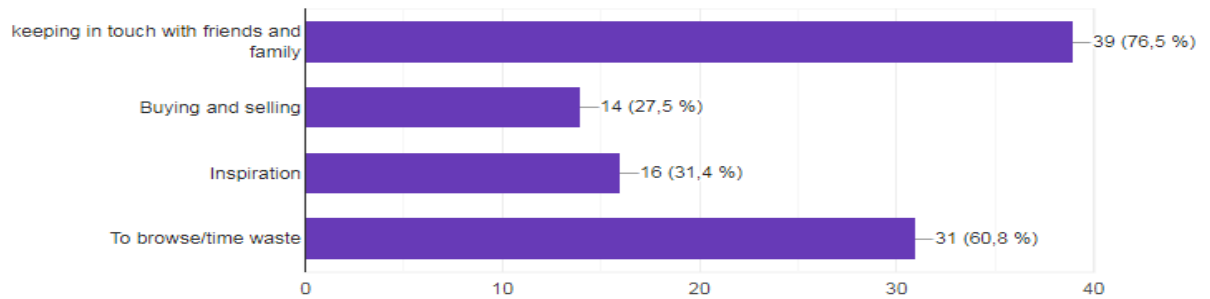
How much time do you spend on social media per day?

51 vastausta

- less than 30 minutes
- 30-60 minutes
- 1-2 hours
- 2 +

37,3%

13,7%

7,8%

41,2%
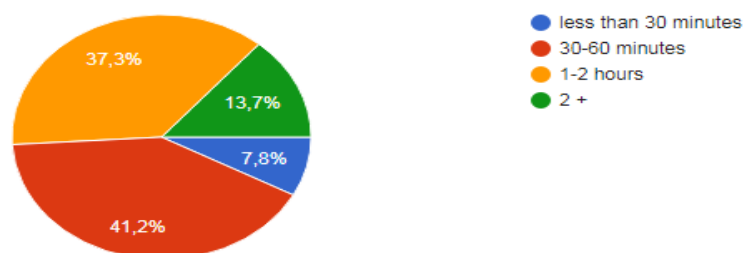
How many social media sites do you have accounts with?
51 vastausta

- 1
- 2
- 3-4
- 5 +

76,5%
11,8%
11,8%
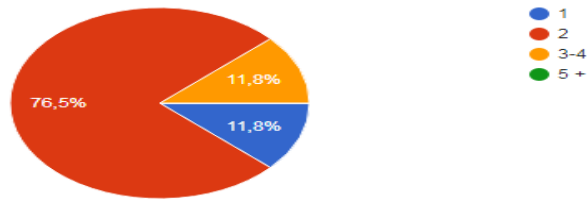
Which search engine do you use most often when looking for product online?
51 vastausta

- Google
- Yahoo
- Other _____
- None

80,4%
19,6%

How often do you use search engines to find a product online?
51 vastausta

- Always
- Most of the time
- Some of the time
- Never

64,7%
13,7%
21,6%
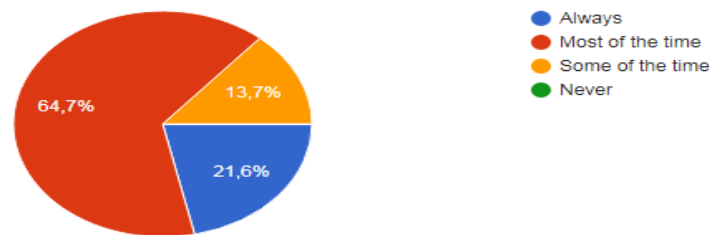
How many different search engines do you use on a regular basis?
51 vastausta

- Just one
- Two to three
- None

74,5%
25,5%
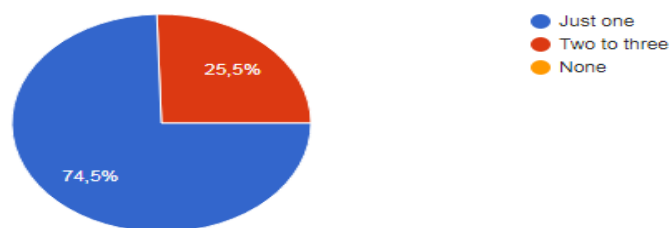
How comfortable are you with shopping online?
51 vastausta

- Extremely comfortable
- Quite comfortable
- Moderately comfortable
- Not at all comfortable

54,9%
13,7%
7,8%
23,5%
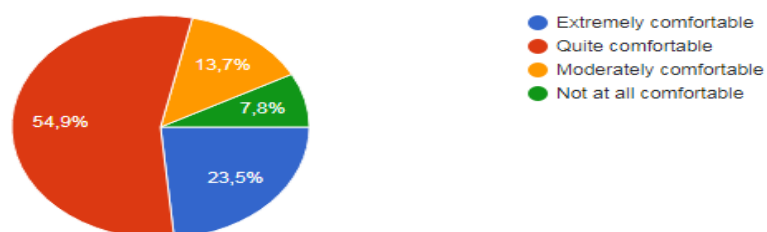
On average how often did you shop online in the last six months?
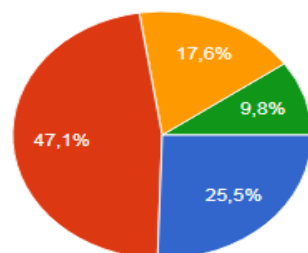
50 vastausta
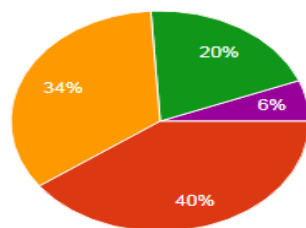
- Every day
- Twice a week
- Every two week/once a month
- Every two or three month
- None

20%
6%
34%
40%

Why are you choosing shop online?

51 vastausta

- Very convenience and time saving
- Low price
- Products variety
- Others_____...

17,6%
9,8%
47,1%
25,5%