

Bachelor's thesis

Degree programme in International Business

2019

Anna-Kaisa Karppinen

DEVELOPING A SOCIAL MEDIA MARKETING PLAN FOR KORJAAMO CULTURE FACTORY

BACHELOR'S THESIS | ABSTRACT

TURKU UNIVERSITY OF APPLIED SCIENCES

Degree programme in International Business

2019 | number of pages 42, number of pages in appendices 1

Anna-Kaisa Karppinen

DEVELOPING A SOCIAL MEDIA MARKETING PLAN FOR KORJAAMO CULTURE FACTORY

Social media plays an increasingly important role in today's businesses. In order to create an effective marketing mix and strategy, social media needs to be taken as a crucial part of the marketing plan. An increasing amount of potential customers are continuously online and are reachable through various platforms. Not only to reach potential customers, social media increases awareness and recognition of a company or brand and can affect directly or indirectly on brand image.

The objective of this thesis is to research the current presence of Korjaamo Culture Factory in various social media channels. Several tools are used to analyze the empirical data, and based on the data collected, a social media marketing plan is created. The aim of the marketing plan is to increase brand image and awareness.

The social media marketing plan includes situational analysis, social media platform optimization plan, social media marketing mix, social media strategy and suggestions for the future in developing social media marketing.

The research and the thesis are done by using both qualitative and quantitative research methods. Material for the thesis is gathered by using literature review, executing an in-company interview and by analyzing the company's current situation.

Main findings of this thesis are that Korjaamo needs to gain more engagement in different social media channels in order to receive more benefit for marketing actions and in order to achieve more visibility. Limitations for the research are lack of knowledge on the paid social media actions of the company. This leads to a situation where organic social media is on focus, and paid advertisement needs to be studied further.

KEYWORDS:

Social media marketing, marketing plan, marketing

OPINNÄYTETYÖ AMK | TIIVISTELMÄ

TURUN AMMATTIKORKEAKOULU

International Business

2019 | 42 sivua, 1 liitesivu

Anna-Kaisa Karppinen

SOSIAALISEN MEDIAN MARKKINOINTISUUNNITELMAN KEHITTÄMINEN KULTTUURITEHDAS KORJAAMOLLE

Sosiaalisen median rooli nykyaikaisessa markkinoinnissa on jatkuvasti kasvussa, ja siitä johtuen sosiaalisen median eri kanavat ja niiden ominaisuudet tulisi ottaa huomioon tehokasta markkinointistrategiaa suunniteltaessa. Sosiaalisen median eri kanavia ja palveluita käyttää jatkuvasti yhä useampi ja potentiaaliset asiakkaat ovatkin yhä enemmän saavutettavissa verkossa. Yrityksille erilaiset sosiaalisen median kanavat tarjoavat alustan asiakashankintaan, brändäykseen, sekä imagon ja tunnettuuden parantamiseen.

Tämän lopputyön tarkoitus on tutkia Kulttuuritehdas Korjaamon verkkoidentiteettiä ja markkinointia erilaisissa sosiaalisen median kanavissa. Sosiaalisen median markkinointisuunnitelma kehitetään erilaisia työkaluja käyttämällä ja empiiristä dataa analysoimalla ja tutkimalla. Tämän markkinointisuunnitelman tavoitteena on kasvattaa tunnettuutta ja rakentaa vahvempaa brändi-imagoa. Sosiaalisen median markkinointisuunnitelma sisältää tilanneanalyysin, sosiaalisen median optimointisuunnitelman ja strategian, sekä suosituksia tulevaisuuden sosiaalisen median kehittämiseen.

Tutkimuksessa on käytetty sekä kvalitatiivisia, että kvantitatiivisia tutkimusmenetelmiä. Tietoa kerätään perehtymällä alan kirjallisuuteen, analysoimalla yrityksen käyttäytymistä erilaisissa sosiaalisen median kanavissa, sekä haastatteleamalla yrityksen edustajaa.

Tutkimuksesta saatujen tulosten perusteella yrityksen tulisi parantaa asiakassitouttamista sosiaalisen median kanavissa, sekä keskittää voimavaroja kaksisuuntaiseen keskusteluun asiakkaiden ja seuraajien kanssa. Tutkimusta rajoittaa tiedon puute yrityksen maksetusta sosiaalisen median markkinoinnista. Tästä johtuen sosiaalisen median markkinointisuunnitelma keskittyy organiseen sosiaalisen median markkinointiin.

ASIASANAT:

Sosiaalisen median markkinointi, markkinointisuunnitelma, markkinointi

CONTENT

1 INTRODUCTION	6
1.1 Research objectives and research questions	7
1.2 Structure of the thesis	8
2 RESEARCH METHODS	9
2.1 Data collection	9
2.2 Limitations of the research	10
3 DEFINING THE MAIN CONCEPTS	11
3.1 Digital Marketing	11
3.1.1 Email marketing	11
3.2 Social media marketing	12
3.2.1 Organic social media marketing vs. paid social media marketing	13
3.2.2 Content marketing	13
3.3 SMO	13
3.4 Engagement	14
3.5 Social media platforms	15
4 SOCIAL MEDIA MARKETING ANALYSIS	18
4.1 Situation analysis	18
4.2 Social media channels in use	19
4.2.1 Facebook	20
4.2.2 Instagram	27
4.3 Summary	32
5 SOCIAL MEDIA MARKETING PLAN	34
5.1 Facebook	34
5.2 Instagram	35
5.3 Blog	37
5.4 Social media content calendar	38
6 CONCLUSION	40
REFERENCES	41

APPENDICES

Appendix 1. Company interview

PICTURES

Picture 1 Projected revenue of Instagram from 1st quarter 2017 to 4th quarter 2020 (in billion U.S. dollars) (Statista 2019)	16
Picture 2 Korjaamo's Facebook overview (LikeAlyzer 2019)	20
Picture 3 Korjaamo's Facebook activity (LikeAlyzer 2019)	21
Picture 4 Korjaamo's engagement (LikeAlyzer 2019)	21
Picture 5 Korjaamo's profile and background picture (Facebook 2019)	22
Picture 6 Korjaamo's FB post with the most likes and/or comments (Facebook 2019)	22
Picture 7 Korjaamo's FB post with the most likes and/or comments (Facebook 2019)	23
Picture 8 Korjaamo's FB post with the most likes and/or comments 2 (Facebook 2019)	24
Picture 9 Korjaamo's FB post with the most likes and/or comments 2 (Facebook 2019)	25
Picture 10 Korjaamo's FB post with the least likes and/or comments (Facebook 2019)	25
Picture 11 Korjaamo's FB post with the least likes and/or comments (Facebook 2019)	26
Picture 12 Korjaamo's FB post with the least likes and/or comments 2 (Facebook 2019)	26
Picture 13 Korjaamo's FB post with the least likes and/or comments (Facebook 2019)	27
Picture 14 Korjaamo's Instagram profile (Instagram 2019)	28
Picture 15 Korjaamo's IG post with the most likes and/or comments (Instagram 2019)	29
Picture 16 Korjaamo's IG post with the most likes and/or comments (Instagram 2019)	29
Picture 17 Korjaamo's IG post with the most likes and/or comments 2 (Instagram 2019)	30
Picture 18 Korjaamo's IG post with the least likes and/or comments (Instagram 2019)	31
Picture 19 Korjaamo's IG post with the least likes and/or comments 2 (Instagram 2019)	32
Picture 20 Instagram posts that have worked for Korjaamo (Instagram 2019)	37
Picture 21 Content calendar example	39

LIST OF ABBREVIATIONS (OR) SYMBOLS

B2B	Business to Business
B2C	Business to Consumer
FB	Facebook
GIF	Graphics Interchange Format
IG	Instagram
ISP	Internet Service Provider
KPIs	Key Performance Indicators
MAU	Monthly Active User
PPC	Pay Per Click
ROI	Return On Investment
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SERPs	Search Engine Result Pages
SMM	Social Media Marketing
SMO	Social Media Optimization
4Ps	Price, Place, Product, Placement

1 INTRODUCTION

In modern business social media marketing plays an increasing role. More than four billion people around the world are using Internet (We Are Social 2018). Out of these four billion people three billion are using social media around the world every month. According to Tilastokeskus, in the end of 2018 there were 5 517 919 people in Finland. In Finland alone, 89% of the population are using the Internet (Tilastokeskus 2018) which brings us to 4 910 947 Finnish Internet users. 61% (3 365 930) of Finnish population have been active in social media platforms in the past 3 months, whereas 31% (1 710 554) of the Finnish population are logged in continuously (Tilastokeskus 2018). With the reach of over 2.41 billion monthly active users in Facebook (Statista 2019), one billion MAU (Monthly Active Users) in Instagram (Statista 2018) and over 1.9 billion monthly active YouTube users (Statista 2019), these three most popular social media channels create a necessity for developing a solid social media marketing plan.

In addition to these three biggest platforms there are plenty of other channels that may be used in social media marketing. The most important fact to realize is that whether running a small corner shop or a big multinational corporation, social media should be an essential part of marketing strategy.

There are more benefits to social media marketing than being able to reach audience easily (Hootsuite 2018). Through social media marketing companies are able to reach their target audience with much lower costs than through traditional marketing media such as TV, radio, outdoor marketing and print. The targeting of the desired target groups has changed substantially, and marketing is ever more effective through social media channels. (Lyfe Marketing)

In addition to that, using social media as the main marketing channel has notable assets. Thanks to social media, the communication between the customer and the company representative is faster, easier and more efficient. If used correctly, it can lead to better customer satisfaction and become a real asset for the company. Faster customer contact also hands out a possibility to utilize instant customer feedback for your company's benefit. Social media advertising delivers us an increasing amount of website traffic, builds conversions, improves search engine rankings, and ultimately raises the brand awareness. (Hootsuite 2018)

Social media marketing is more than logging into Facebook. The classic 4Ps of marketing mix (product, place, price, and promotion) do apply – although the fifth P “people” play a crucial role in social media marketing (Digital Information World 2019). Inappropriate content in inaccurate platforms, poor quality customer service, nonexistent social media crisis management and defective usage of social media marketing and management tools can be harmful for a company.

Korjaamo Culture Factory is the home of the living urban culture, art and unique premises in Helsinki. Korjaamo Culture Factory is a part of Korjaamo Group Inc. Company produces experiences, cultural happenings, events, and food and drink services. Korjaamo hosts circa 400 cultural events and happenings yearly. Not to mention that around 300 business events and private events are being organized every year. The cultural content consists of performers, artists and production that stands out from Finnish mainstream scene. (Töölö Urban 2019)

In addition to event and experience production, the restaurant services play an important role. About a third of Korjaamo Culture Factory’s revenue derives from the profit of the restaurant and business services, whereas 15 percent of the total revenue comes from event ticket sales and venue rentals. The competition in food and beverage industry and in cultural events is intense. (Korjaamo Culture Factory 2019)

For the case company social media and social media marketing (SMM) play a great role in brand building, customer relationship management and cost-effective marketing. This social media marketing plan will only concentrate on Instagram and Facebook. In addition to those, company is also using YouTube and Twitter. (Appendix 1)

1.1 Research objectives and research questions

Objectives for this research and thesis is to assess Korjaamo Culture Factory’s social media presence and to create a social media marketing plan into the case company’s traditional marketing plan.

The goal of the social media marketing plan is to improve the knowledge on the usage of the social media platforms, to raise customer awareness and eventually to boost sales.

The research questions of my thesis are:

How Facebook and Instagram can help increasing customer awareness and brand image?

How organic social media marketing should be integrated into Korjaamo's marketing strategy?

1.2 Structure of the thesis

The thesis is structured in parts to enable a coherent result. First part consists of theory acquired from literature review. In order to understand social media marketing subjects as digital marketing, social media marketing and different social media platforms are reviewed. In the next part a social media marketing analysis is conducted by analyzing the company's current situation in social media marketing based on an in-company interview. Social media channels in use are analyzed by using LikeAlyzer, Phlanx, Social Blade, Instagram and Facebook. In the last part recommendations are made.

2 RESEARCH METHODS

In order to achieve the research objectives and goals, various data collection methods and tools were used. The data was collected by using various tools and by analyzing the case company's presence and social media behavior in different social media platforms. Social Blade, LikeAlyzer and Phlanx are analyzation tools, and they were used in collecting data, whereas Instagram and Facebook helped to analyze the social media behavior. To be able to receive comprehensive results, both qualitative and quantitative research methods were used. A representative of the company was interviewed.

2.1 Data collection

As a data collection method literature review was used. Various sources were reviewed in order to gain deeper comprehension on social media. In order to understand how social media and social media marketing works, it is important to know how digital marketing links to it all. The literature review helps to answer the research question "How Facebook and Instagram can help increasing customer awareness and brand image?".

As for the empirical part, observations were made on the case company's social media presence by looking their social media accounts, analyzing the content in them, and by choosing 10 latest photos or posts for comparison, and two of the most popular (the most likes and/or comments) and two of the least popular (the least likes and/or comments) of them were taken into analysis. 10 latest posts/photos were chosen as the researcher estimated it to be a big enough sample to cover different styles of topics and content in the posts. The posts in Facebook and Instagram were reviewed on 15th of November.

In the quantitative part different tools and actions were taken to measure engagement, presence, likes and followers. Tools that were used were LikeAlyzer, Facebook, Instagram, Social Blade and Phlanx.

As a qualitative method a company interview was conducted via email on September 20th, 2019 and a company representative was interviewed.

2.2 Limitations of the research

When observing social media accounts and analyzing them, the information changes and becomes outdated and invalid. The number of likes, followers, posts and comments are in a continuous change which gives us only indirect results. The extent of the in-company interview might not deliver enough information and lack of knowledge of the company's marketing budget and paid-social media advertising actions affect on the planning of the social media marketing plan.

3 DEFINING THE MAIN CONCEPTS

The tools that are used in different social media platforms are considerable for building and maintaining relationships, growing community and communicating with audience. Despite that, social media tools alone are not necessarily effective enough to create profitable clientele. In order to convert potential members of the social media community into potential customers – a strategy with surrounding marketing operations is needed. (Brogan, 2010, 10) This is how digital marketing and social media marketing tie together to form a web-based marketing entity.

This chapter explains and defines main digital marketing and social media marketing concepts and actions, and creates a base for the empirical part of this thesis.

3.1 Digital Marketing

Digital marketing refers to the marketing of tangible products or intangible services using digital technologies and platforms mainly on the Internet. In addition to traditional marketing methods, digital marketing presents endless possibilities for brands including email, video, social media and website-based marketing methods. Digital marketing offers tools like analytics to monitor the success and ROI of advertising campaigns in real time. It allows companies to assess and alter their marketing methods, and to react in real time. (Investopedia 2019)

3.1.1 Email marketing

Technopedia explains email marketing as follows: “In a typical email marketing scenario, an organization builds an email list to reach or inform established and prospective customers. An email list may be complemented by a marketing database that allows for customization, data mining, precise targeting or other purposes. However, ubiquitous and unsolicited email, also known as spam, has made it difficult for ethical email marketers. Most email and Internet Service Providers (ISP) have significant filters to block spam, so getting legitimate messages across is easier said than done. Given this, email marketing has evolved into a specialized niche in digital marketing” (Technopedia).

All in all, Email marketing refers to using email to reach a group of people to achieve a specific goal, whether it being increasing sales, leads or engagement.

3.2 Social media marketing

Social media is defined to be “the online publishing and communication tools, sites and destinations of Web 2.0 that are rooted in conversations, engagement and participation” (Gunelius, 2011, 10). In other words, social media are the channels where people communicate and engage with others.

”Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as marketing tools. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach” (What Is Tech Target 2014). Whether it is direct or indirect marketing – the purpose is to build awareness, recognition or an action towards a product, person, brand or company, and is carried out by using the tools in social media, such as social media platforms, blogging and content creation (Gunelius, 2011, 10).

Social media websites offer marketers a marketing environment with a wide range of tactics and strategies to be used as a promotion tools for their content. The goal is to create engagement between the customer and the content. Most of the social media channels gather information on their users, selling valid marketing information for the marketers. Detailed demographic, geographic and personal information enable marketers to adjust their content to what is most likely to engage with the desired target market and to build awareness and improve brand image. (Investopedia 2018)

Marketing campaigns designed for various social media platforms have the advantage of reaching a wide audience at once. Marketing and advertisement campaigns can be designed to appeal i.e. current and future customers, media, general public or employees. In the other hand campaigns can be created to reach small niches by using different conditions. (Investopedia 2018)

3.2.1 Organic social media marketing vs. paid social media marketing

Organic social media marketing refers to all the social media actions that are done without investing money in them. Paid advertisement is an alternative method, and with payment and investment, it achieves more reach and visibility. (Kmo 2019)

3.2.2 Content marketing

“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action.” (Content Marketing Institute).

Content marketing aims to produce and deliver valuable content for a set target audience. The content can vary from social media posts and how-to-tips to instructional videos and from blog posts to e-books or podcasts. Content marketing aims to attract attention, increase brand awareness, expand customer base and eventually generate leads and increase sales.

Blogging as a term derives from the word “weblog” and refers to publishing written content on a blog’s website. Nowadays blogs are easy to integrate into company’s websites, making it easier to manage and easier for the visitors and potential customers to access. (First Site Guide 2018)

Blog marketing is a process of reaching a business’ target audience through the use of a blog. Blog marketing is an inexpensive way to market content, products or services. When offering valuable and relevant information, customers will return to the website for tips and updates – which could in best case scenario, lead to a purchase.

3.3 SMO

“One of the key components of SMM is social media optimization (SMO). Like search engine optimization (SEO), SMO is a strategy for drawing new and unique visitors to a website. SMO can be done two ways: adding social media links to content, such as RSS

feeds and sharing buttons -- or promoting activity through social media by updating statuses or tweets, or blog posts.” (What Is Tech Target 2014).

The goal of SMO is to follow a marketing strategy and to create and to share interesting written text, photos or video content. SMO is not exclusively a marketing and brand building medium, but also increasingly important way to show social media presence as part of an engagement strategy.

SMO differs from SEO and SEM by primarily leading visitors to the desired website or landing page by using other sources than search engines. Although a successful SMO can lead to better search engine results. (Investopedia 2018).

3.4 Engagement

Engaging and responding in social media has a different viewpoint than engagement in traditional media. “Engagement on the social web means customers or stake holders become participants rather than viewers.” (Evans and McKee, 2010). Engagement in social media platforms means including customers, followers, fans an alike in the process. Not as viewers – but participants.

The engagement process is fundamental for successful social media marketing. The purpose of being present in social media channels is to invite the people to take personal interest and effort regarding the company. Communities don't usually manage themselves - they need nurturing and care, and someone around to stimulate conversation and lead the people to an active and vibrant community. (Levy, 2010, 64) This means that a company representative with resources and knowledge should be actively present in social media communities. In everyday life engagement refers to commenting, liking, tweeting, retweeting, talking, tagging and sharing posts or information.

3.5 Social media platforms

Facebook

Facebook was founded in 2004 and has become the biggest social network based on global reach and total amount of active users. In 2019 Facebook is the biggest social media network in the world, with 2.41 billion monthly active users. (Statista 2019).

In 2004 Facebook was established to become a networking platform. (Facebook 2019) Its sole purpose was to keep people connected, interact and publish content. Facebook users are able to follow and like pages, brands and companies and receive information on updates on these pages.

As Facebook developed, it became one of the most important digital marketing channels in national and international marketing. Nowadays Facebook offers marketers a global channel to reach potential customers. According to Whizsky an impressive 44 percent of consumers admit that their shopping behavior is influenced by Facebook (Whizsky 2018). For marketers this is good news. In 2018 26 percent of Facebook users who clicked on ads reported of making a purchase (DSIM 2018).

There are more than 65 million businesses using Facebook Pages and more than six million advertisers promoting their businesses on Facebook (Buffer 2019). Which makes it safe to say, that one should be there as well.

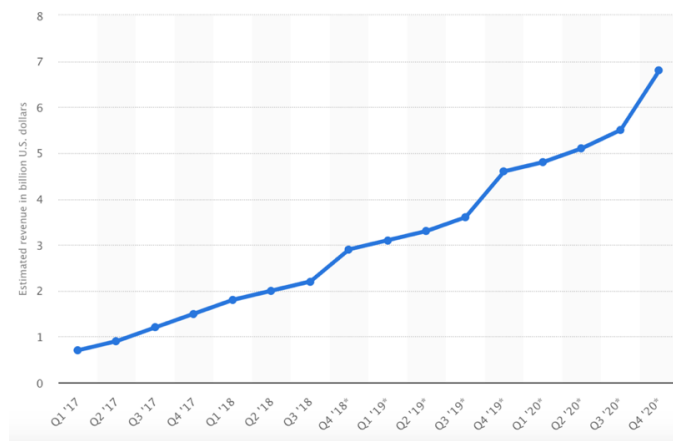
In addition to organic social media marketing, Facebook works with paid advertisement. In order to create ads, objectives for the campaign has to be set. Facebook AdsManager is configurated to deliver options regarding whether the objectives are leading sales to website, downloading an app or to increase brand awareness. (Facebook 2019)

In order to create successful Facebook ads audience needs to be selected (by using variables such as age, gender, location), budget needs to be set, and format needs to be chosen. Measuring and following the success of the ad is done by using the Facebook's in-built AdsManager.

Instagram

Instagram is currently Facebook owned photo and video sharing social media platform established in 2010. Instagram allows you to share a wide range of content, such as videos and live videos, photos and Instagram stories. There are over one billion accounts active every month, which makes it a part of monthly life for one in seven people. (Jumpermedia 2019)

As a marketer one can establish an Instagram business profile, that will allow analytics of the profile and posts and helps to schedule Instagram posts. Instagram is more than just a photo sharing app between friends. There are more than 8 million business accounts regularly publishing posts (Ad Week 2017). Whereas in Facebook, users follow their friends and topics of interests, 80% of Instagram users follow business accounts (Jumpermedia 2019). Also, according to Jumper Media 30% of Instagram users bought something they discovered on Instagram. (Jumpermedia 2019)



Picture 1 Projected revenue of Instagram from 1st quarter 2017 to 4th quarter 2020 (in billion U.S. dollars) (Statista 2019)

This statistic presents an estimate of Instagram's revenue between the first quarter of 2017 and the fourth quarter of 2020. In the fourth quarter of 2020 Instagram is estimated to generate 6.8 billion U.S. dollars in global revenues. (Statista 2019)

Paid social media marketing in Instagram can be executed in various ways. There are options to add advertisement on the feed section either in photo or in video format or in the 24-hour Instagram Stories. Running and controlling ads is done either in the app itself

or in Ads Manager similar to Facebook's. Ads can be targeted for example according to location, demographics, interests, or customer behaviors etc. (Instagram 2019)

4 SOCIAL MEDIA MARKETING ANALYSIS

This chapter includes an analysis of the case company's social media situation by observing and analyzing various social media channels and the company's profiles and activities in different platforms. A situational analysis is conducted by assessing the company interview.

4.1 Situation analysis

To gain knowledge on the current situation of the company, their marketing operations and their future goals, an interview questionnaire was sent to the company's marketing representative. The Interview questionnaire was sent on September 20, 2019. (Appendix 1) The questionnaire consists of various questions regarding to social media marketing, current marketing actions used in the case company, current social media presence and future goals.

When asked about the amount of social media presence in overall marketing mix, the answer of the representative was clear. When conducting a promotional campaign for events, ca. 80% of the marketing actions are conducted in different social media channels. This consists of paid and unpaid advertisement in both Facebook and Instagram. In B2B marketing, merely 20% of the marketing is done in social media channels. The representative notes that social media marketing is the most important marketing channel for the company. (Appendix 1)

The representative of the company announces that the channels they are present in social media are Instagram, Twitter, LinkedIn, YouTube and Soundcloud. LinkedIn, YouTube and Soundcloud are not in active use. The most important channels in use are Facebook and Instagram. Other channels used in marketing are newspapers, websites, outdoor and indoor advertising, influencer marketing, email marketing, telephone marketing and in face to face customer service situations. (Appendix 1)

Engagement with customers in social media channels is conducted by answering queries and questions both in posts and in private messages. In Instagram the stories where Korjaamo is tagged are shared, and the posts where "#korjaamohki" is mentioned are liked and commented. Twitter is mostly used for retweeting other's tweets. (Appendix 1)

The company representative tells that the company does not have any specific methods to measure engagement in social media while they see that engagement does not always correlate to sales. Their goal is to increase ticket sales in their events and movies, to sell venue and production services for B2B clients and to increase the amount of restaurant clientele. The reach is followed monthly in different channels and the number of likes, comments or followers per post are compared to previous months. (Appendix 1)

According to the representative they have a general marketing plan, but not a specific social media or a digital marketing plan – social media actions are conducted according to guidelines: weekly posts about upcoming events and movies are published in Facebook. The goal is to post 2-3 posts weekly in Facebook and 1 post and few stories in Instagram. Paid social media is done actively, and upcoming gigs and events are promoted. Other social marketing actions are agreed upon a weekly corporate level marketing meeting. (Appendix 1)

The representative sees that as the time being, the paid marketing in social media generates clear results. While the tickets to events are being sold by a ticket service Tiketti, straight conversion cannot be measured. The average PPC (Pay Per Click) is followed as well as the total ticket sales. The movie theatre Korjaamo Kino's web shop enables the follow-up on sales that are created through marketing actions. The unpaid organic marketing usually does not create clear results, and only the competitions and draws work without paid advertising. (Appendix 1)

According to the representative email marketing is done by utilizing a 13 000-person customer database who are registered newsletter subscribers. Newsletters are sent to subscribers a few times a month. Content marketing in the form of blog posts has not yet been used. (Appendix 1)

Negative feedback, complaints and possible threat of crisis are handled with care and in a correct manner. The company does not have social media crisis management plan. (Appendix 1)

4.2 Social media channels in use

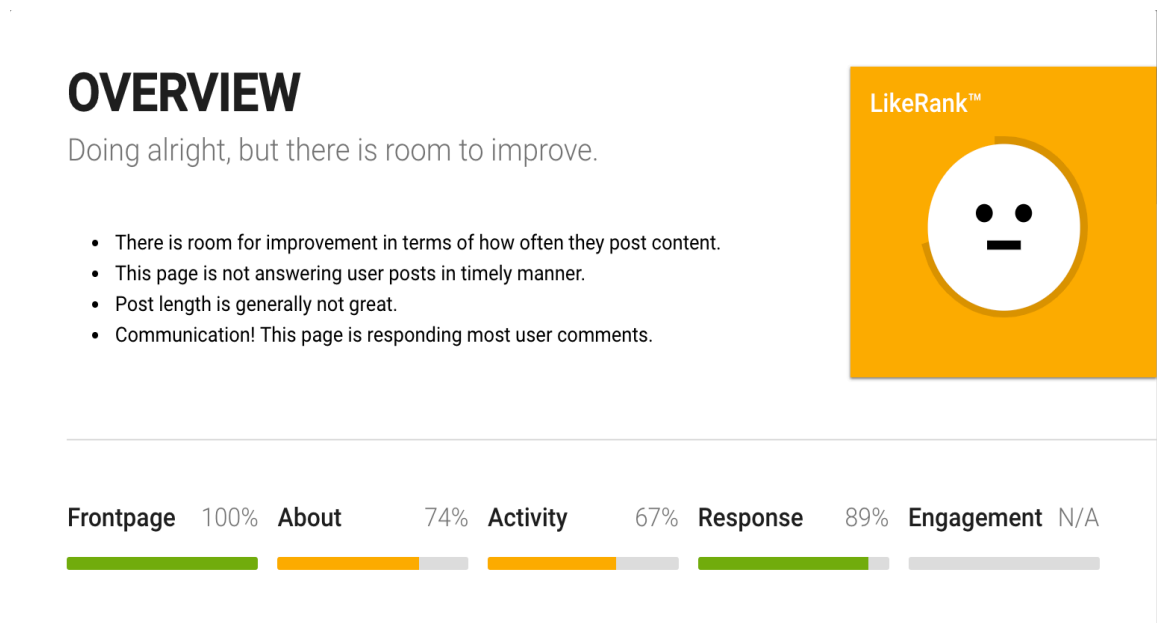
The main focus on the analysis is on Instagram and Facebook. Twitter and YouTube channels are in use - but as they are not the main channels in use – there will not be focus on them.

4.2.1 Facebook

Facebook is one of the two main channels that the company uses in their social media marketing with 16 979 page likes (Facebook 2019). Facebook is an important channel to engage with customers (Appendix 1).

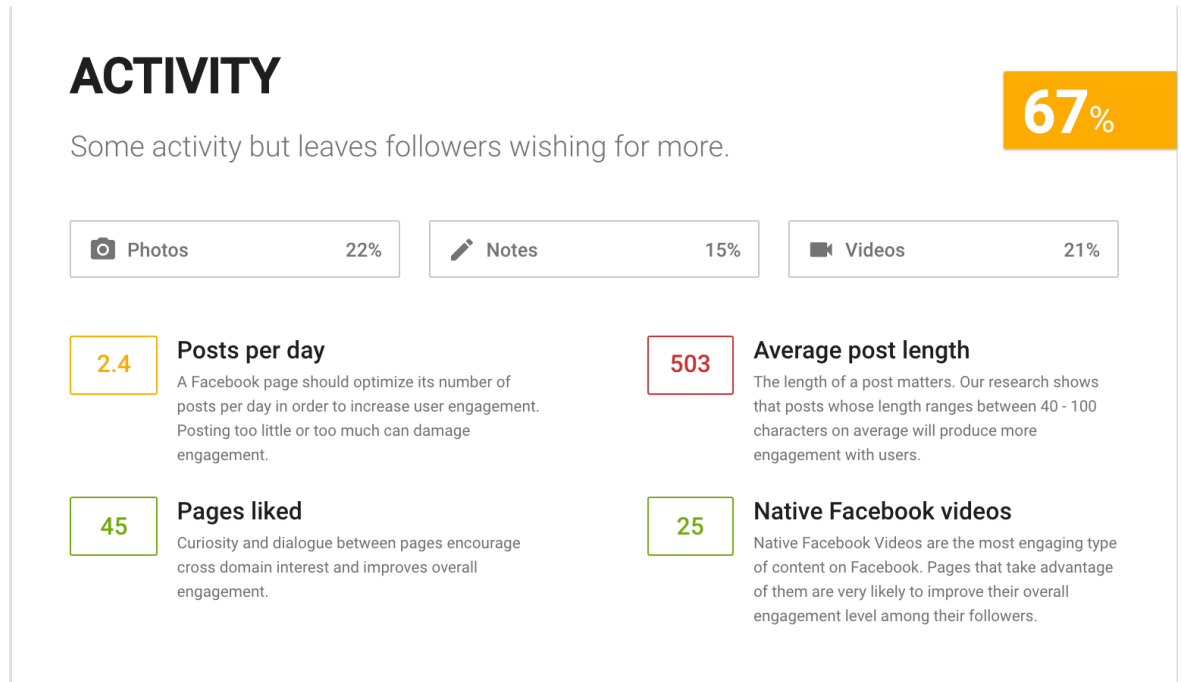
In order to analyze Korjaamo Culture Factory's Facebook presence and their Facebook page, an analyzation tool LikeAlyzer was used. Likealyzer tool helps to grade a Facebook page and helps to see the online presence in metrics. In addition to LikeAlyzer, Facebook insights was used to analyze Facebook posts.

According to the company's overview profile, the frontpage and response rate are doing well, but the About -page is lacking information and activity is not as good as it should be. (Picture 2)



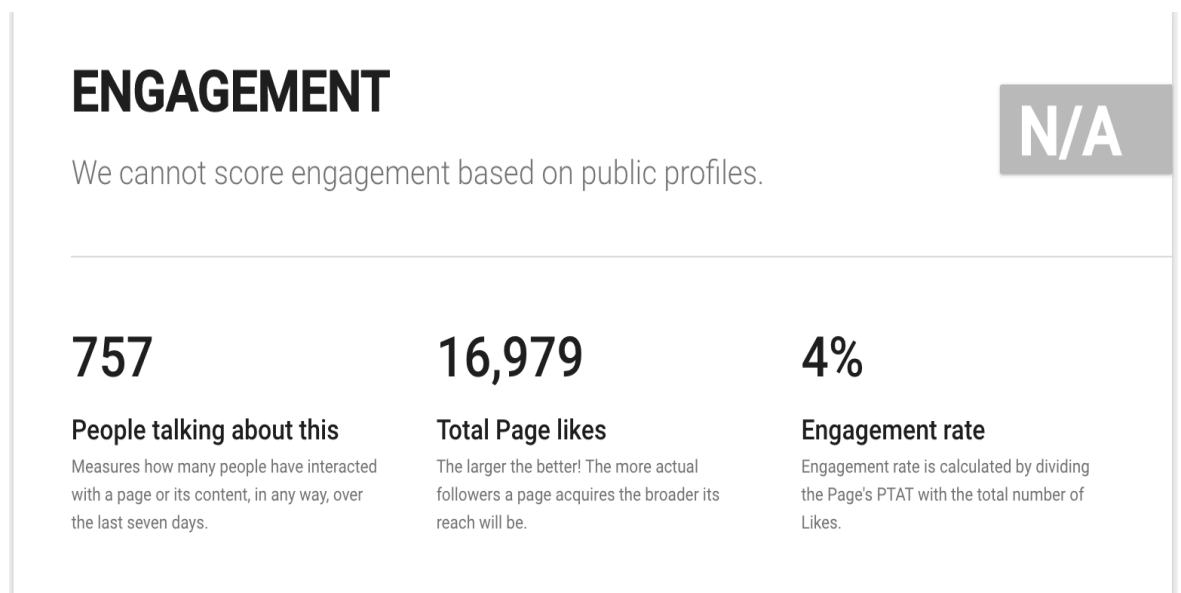
Picture 2 Korjaamo's Facebook overview (LikeAlyzer 2019)

The company is fairly active in Facebook with the average of 2.4 posts per day and the average post length being 503 characters. The optimum length for a post would be between 40 and 1000 characters. (Picture 3). The average post length seems quite long, as shorter posts engage more people, and the longer ones may end up unread. Korjaamo has 45 pages liked and they have uploaded 25 native Facebook videos. (Picture 3)



Picture 3 Korjaamo's Facebook activity (LikeAlyzer 2019)

Considering the amount of 16 979 Facebook page likes, their engagement rate (4%) is quite low (Picture 4).



Picture 4 Korjaamo's engagement (LikeAlyzer 2019)

When observing the case company's Facebook presence, the first thing to notice is their profile and background picture. Usually people tend to respond better when they see

human action (Brogan, 2010). It makes it more interpersonal, relatable and easier to approach than a graphic design. (Picture 5)



Picture 5 Korjaamo's profile and background picture (Facebook 2019)

In order to analyze engagement and likes on Facebook posts, out of the 10 latest posts two with the most likes and/or comments, and two with the least likes and/or comments were chosen and observed.

Analysis of the post with the most likes and/or comments



Picture 6 Korjaamo's FB post with the most likes and/or comments (Facebook 2019)



Picture 7 Korjaamo's FB post with the most likes and/or comments (Facebook 2019)

First one of the Facebook posts with the most likes and/or comments is shown above. (Picture 6 and Picture 7). The amount of likes in the post is 74 and it has been shared three times. With 16 979 Facebook page likes this correlates to 0,45% engagement rate.

The post itself is very newslettery - informing about upcoming events and opening hours. These kinds of informative posts are good to be involved in the social media calendar. These types of posts deliver information, but they do not carry out conversation. When looking back the Facebook posts, quite many of them are these type of informative posts. The use of emojis in posts is a good idea – as it catches attention.

 **Korjaamo** 4. marraskuuta klo 10.59 · 🌐

Tervetuloa marraskuu! ❄️ Tällä viikolla luvassa lasillinen hyvää punkkia, New Age -klubia, Röyhkeyskoulu ja löytöjä designmarkkinoilta! 🍷

Ma 4.11. Viinikoulu 2020
Ke 6.11. Röyhkeyskoulu Show feat Sosié | Korjaamolla 6.11.
Pe 8.11. New Age: Frank Frank Frank, Elia
La 9.11-Su 10.11. Korjaamo Design Market 2019

🍔 Korjaamon ravintola on auki ma-ti klo 11–14, ke-to 11–22, pe-la 11–01 ja su 11–14. Lounasta on tarjolla ma-pe klo 11-14. Baari on auki ke-to 11-22, pe-la 11-01. Viikon lounaslistan löydät osoitteesta <https://korjaamo.fi/fi/menu/>. Suussa sulavasta á la carte -menusta voi nauttia ke-to 16–21 ja pe-la 16–22. Viikonloppuna nautiskellaan herkullisesta brunssista klo 11–14.

Picture 8 Korjaamo's FB post with the most likes and/or comments 2 (Facebook 2019)



  71

1 kommentti 2 jakoa  

 Tykkää  Kommentoi  Jaa

Picture 9 Korjaamo's FB post with the most likes and/or comments 2 (Facebook 2019)

The second Facebook post with the most likes and/or comments is shown above. (Picture 8 and Picture 9). The amount of likes in the post is 71, 1 comment and it has been shared two times.

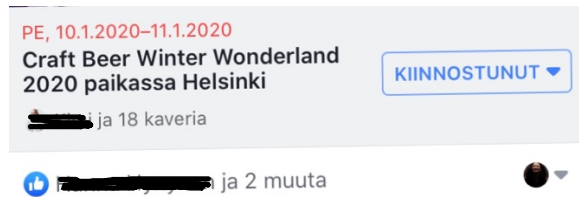
When posting online it is important to be personal, and present oneself foremost a human (Brogan, 2010). Adding a human and a personal touch to posts brings the potential customers closer. Yet again, an informative post, but with an attentive start for the post.

Having a conversation with the customers could help bringing the engagement rate up. Start the post with a question i.e. "What is your favorite November remedy?" and jump in to the conversation. Photos of the post are more interpersonal than in the most popular one, which brings it closer to the regular crowd.

Analysis of the Facebook posts with the last likes and/or comments



Picture 10 Korjaamo's FB post with the least likes and/or comments (Facebook 2019)



Picture 11 Korjaamo's FB post with the least likes and/or comments (Facebook 2019)

The Facebook post with the least likes and/or comments is shown above. (Picture 10 and Picture 11). The amount of likes in the post is 3 and it has no comments, nor has it been shared. With 16 979 Facebook page likes this correlates to 0,02% engagement rate. This post seems purely an advertisement instead of a Facebook post. It seems stuffed with text and information.



Picture 12 Korjaamo's FB post with the least likes and/or comments 2 (Facebook 2019)



Picture 13 Korjaamo's FB post with the least likes and/or comments (Facebook 2019)

The second Facebook post with the least likes and/or comments is shown above. (Picture 12 and Picture 13). The amount of likes in the post is 9 and it has been shared once. With 16 979 Facebook page likes this correlates to 0,06% engagement rate.

There is a very good idea to ask a question in the beginning. It would be useful to ask a question that has no yes or no answer – and lead the followers into a potential conversation. An informative post, that has potential for conversation and a giveaway campaign.

4.2.2 Instagram

Instagram is the other of the two most important social media channels with 3420 followers. The company uses Instagram for both paid and organic advertising. In order to analyze the Instagram account, the amount of followers, posts, likes on average and the amount of engagement are measured. In order to observe the metrics, in addition to Instagram's management tool, a Social Blade tool was utilized.

With 509 posts, average amount of likes per post is around 38 and average amount of comments is 0.56 (Social Blade 2019). With 3420 followers the average percentage of likes is around 1,11%, and the engagement rate 1,13% (Social Blade 2019). The average

percentage of likes seem really low as well as the lack of comments and engagement. (Picture 14)



Picture 14 Korjaamo's Instagram profile (Instagram 2019)

Tips for Instagram:

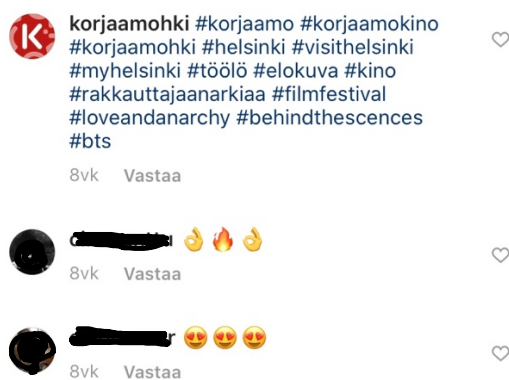
- Post questions, ask, listen, conversate
- Comment follower's posts, lives or stories
- Make sure that the content has both informative and entertaining posts
- Use emojis, tag Instagrammers
- Structure text in sections
- Put hashtags in a comment section – creates a more visual experience and already adds a comment

In order to analyze the most and the least popular Instagram (IG) posts, out of 10 latest posts, 2 posts with the least likes and/or comments and 2 posts with the most likes and/or comments were chosen.

Analysis of the Instagram posts with the most likes and/or comments



Picture 15 Korjaamo's IG post with the most likes and/or comments (Instagram 2019)



Picture 16 Korjaamo's IG post with the most likes and/or comments (Instagram 2019)

The first Instagram post with the most likes and/or comments (Picture 15 and 16) has 64 likes and 2 comments. The post is clearly a teaser - "Something's coming up..." - which

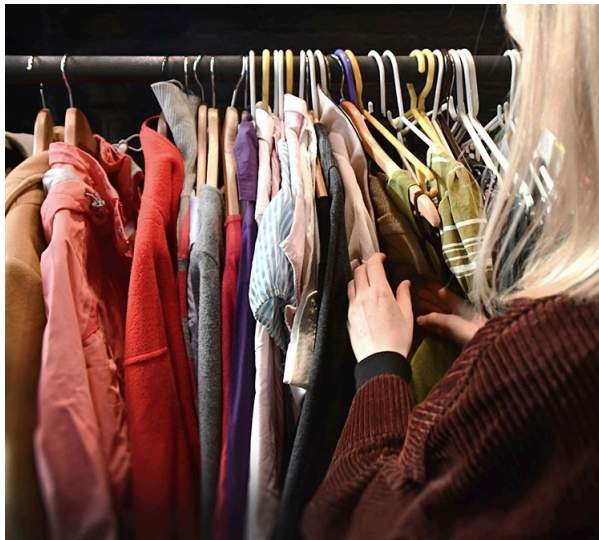
gets a follower's attention. The idea of using their own employees in the photos is a great idea. This here makes it easy for people to approach and find them in the same level. In order to build engagement with customers, it is important to answer comments and post your own comments to their posts as well. The reason to follow people is not only to get followed – but to actually follow them and comment and engage their posts and comments.



Picture 17 Korjaamo's IG post with the most likes and/or comments 2 (Instagram 2019)

The second Instagram post with the most likes and/or comments (Picture 17) received 69 likes, but no comments. It showcases real people, mood, feelings and action. All the things that appeals to people. There is a question present, and the photos show potential answers – on the other hand, the question does not engage in conversation. There were only few hashtags used. The two tagged Instagrammers probably extended the engagement rate in the photo.

Analysis of the Instagram posts with the least likes and/or comments



Picture 18 Korjaamo's IG post with the least likes and/or comments (Instagram 2019)

The Instagram post with the least likes and/or comments (Picture 18) received 19 likes and no comments. The post is about upcoming flea markets. The photo would be more interpersonal if showing the person's face or a quote or a testimonial – “Why the flea markets in Korjaamo are worth attending”.



Picture 19 Korjaamo's IG post with the least likes and/or comments 2 (Instagram 2019)

The post with the least likes and/or comments on Instagram is lacking hashtags (Picture 19). The quote and the photos are the same than on Facebook. In order to get more followers, more engagement and more awareness, a specific content needs to be created for specific channels – otherwise it might feel like spam.

4.3 Summary

To sum it up – the metrics from Facebook and Instagram show that more engagement with the customers is needed. Commenting, listening, liking, reposting and analyzing are in key position to engage people. In order to create content that raises conversation, old photos and posts should be analyzed – which posts are popular, and how to create them again. Metrics from Instagram and Facebook should be also analyzed in order to gain knowledge of the best days and times to publish.

Engagement is to be improved in order to gain more visibility. More activity, commenting, talking and making new followers in Instagram could bring up the engagement rate.

5 SOCIAL MEDIA MARKETING PLAN

This social media marketing plan is created in order to bring suggestions and improvement ideas for the case company's marketing plan and to achieve the goals set by the case company. This social media marketing plan is designed to help the case company to create more consistent engagement with potential customers in social media channels to improve the customer relations and to add active marketing.

The goals of the company's social media marketing for upcoming year are to increase ticket sales to events and movies, increase the venue sales and productions services for B2B customers and to boost the restaurant sales. In the future they want to create more effective and efficient content for social media channels and invest strongly in quality content. (Appendix 1)

This social media mix will identify the key social media channels and combine them as a functioning marketing unit. These social media channels are identified as the most useful and important by the case company (Appendix 1).

5.1 Facebook

In Facebook first impressions count. The profile photo and the background photo or video should tell a constant story, as they are the first elements that the potential followers and customers see. Photos and videos have been increasing their popularity among post types, and they should be a big part of the Facebook marketing plan.

As a company should have a visual appearance, so should social media posts. Visual aspects are a huge part of storytelling. A consistent visual image should be created for social media channels and that visual image should be used as a guideline for everything done in social media. With promotional and outsourced photos used, it may be challenging to find a voice to carry through the photos, but other visual aspects should be taken into consideration – may it be emojis, the language or filters.

The domination of video content has been constantly increasing. Entertaining, helpful, educational or simply short and engaging content should be considered as a part of the content marketing in Facebook.

Engagement with the followers and possible customers should be more active. With active engagement the company approaches the customer, instead of vice versa. Commenting followers' posts on industry related subjects or liking followers' posts that are relevant for your products or services could end up being your most precious weapon to improve engagement.

Written content should vary more from not only being informative and informing about future and upcoming events. Content should be diverse and include educational, encouraging, fun and inspirational posts as well. Written content works with photos that are relevant to the story and bring a visual aspect and extra value to your posts.

Post ideas could include photos of the staff members - real people doing what matters, videos of the chefs, industry related stories, customer testimonials, inspirational blog posts, company information and announcements, motivational quotes for staff, potential employees, guests or customers, links to articles, photos of event prep work, requests for feedback, behind the scenes – a chefs workday, achievements etc. Above all, audience and their wants and needs have to be kept in mind. The company should not be in Facebook in order to do solely marketing, but to create valuable content for its audience. The most essential objective is to stay consistent and follow the plan, strategy and the visual appearance. In order to redirect potential leads to the company web page, links to the landing page and call to actions need to be in use.

Currently the company's optimum objective is to post 2-3 posts weekly on Facebook (Appendix 1). The minimum amount of posts per week would be at least 3-4, one post per day being the optimal amount. According to Neil Patel, with an audience more than 10 000 followers, the optimum amount to post is twice a day (Forbes 2016). The quality should not be affected by quantity, and the key intention is to create content that is worthwhile, well thought and in strategy - posting for the sake of posting does not deliver. According to the interview and the company representative paid advertisement works well for the company in Facebook, so that should be continued and continuously tested. (Appendix 1)

5.2 Instagram

Instagram is the second most important channel for the case company. Like in other social media channels, in Instagram it is crucial to plan in order to achieve results. Why

and how questions should be in mind when considering Instagram presence. Thus, the key objective in mind is to know your audience. Engaging actively with followers and potential customers are as important as any other operation. Instagram is not merely a bulletin board, but a medium where a company can build their brand image by maintaining customer relations. Paid advertising should be considered to be a part of Instagram Marketing, as Instagram works great as a promotional channel as well.

If possible, the visual side on Instagram is even more important than on Facebook. Instagram as a service and a social media platform is built around visual aspects. Photos and videos come first, written content second. It is crucial to set up a visual appearance for your Instagram profile and be consistent when publishing posts. Instagram stories should be counted as important part of Instagram appearance as regular posts. For visual aid, there are various filters and online design tools designed to help. As an example, Canva, Venngage, Boomerang, GIPHY, Quik, StoryBoost, VSCO, PicsArt, InShot, Snapseed, HypeType and Focalmark are great tools to boost visual look on Instagram. When creating a visual look, think what the company image looks like and create everything else around it - whether it is filters, fonts, stickers, company colours, or templates.

Good content for Instagram could consist of quick introductory videos, boomerangs, interactive GIFs, active Instagram stories, promotional images, photos of real people (staff, customers), inspirational quotes or posts, tutorials, behind the scenes, sneak peeks, questions – interacting with the crowd, profile portraits – who are the heart of the company, daily routines etc. For consistency, creating and using hashtags – and creating a list out of them will help when producing content. Hashtags should be added in the comment section of the published photo. Hashtags can also be followed, giving an opportunity to engage with people who are tagging certain topics.

Examples of Instagram posts that have worked for Korjaamo:



Picture 20 Instagram posts that have worked for Korjaamo (Instagram 2019)

When thinking about topics, photos or posts that would bring more engagement, it is smart to look back on previous posts and find out similarities of a successful post. Taking these similarities into account when creating new posts could help. (Picture 20)

In Instagram it is truly essential to engage with people actively and thus do active marketing. When a visual look is created and a personal voice is found, the usage of hashtags is a good addition to the mix. Instagram stories should be published daily, and feed 3-4 times a week.

5.3 Blog

In a way blogs are an extension of social media sites. Blogging is a great way to get content shared in social platforms. Sharing of blog posts helps in getting exposure in different networks and with people who might not be followers or customers yet. When attracting traffic to blogposts and to a web page, an opportunity to convert traffic into

leads is created. Adding lead-generating call-to-actions to blog posts can really make it or break it.

Blogs and content marketing are also a great way to improve hits in search engines. When creating new blog posts, new web pages are created inside the existing one, thus creating new content for search engines. The more relevant keywords the blog has, the more likely it is to show on search engine results.

Blog post ideas can be anything about industry related topics - the same topics that are shared in other social media channels. Adding relevant keywords to the text or after the text will help the blog to find its way through search engines. A well written content can get attention and share quickly. According to Marketing Insider Group publishing 2-4 times a week provides the highest results both in traffic and in conversions. (Marketing Insider Group 2019)

5.4 Social media content calendar

For a successful social media plan, a functioning content calendar and a content bank to load photos and texts to are needed. Instead of just using different platforms and being present in social media, all the content needs to be carefully planned, well thought and ready to use.

A content calendar works just like any other calendar, but it just has platform specific information in it. Alongside the traditional holidays there are specific social media holidays that one needs to remember to enhance the brand image and increase engagement with customers. So, in addition to Christmas, it is valuable to remember i.e. world gin day – and promote the bar.

Coming up a posting schedule is one of the best ways to get and keep followers. Posting schedule varies depending on the platform at hand, and the schedules should be personalized for each channel. The constant and consistent posting schedule engages customers and create better long-term relationships.

Content for the calendar needs to be well organized and scheduled. Written content, photos, videos, stories, tweets and captions should be gathered together in advance. This material should be in a content bank, waiting for a scheduled post or a great idea. Posts should be planned well ahead, and a good amount of content should be ready to

be used on specific day or as well-planned filler content. All of the accounts should stay active, due to the fact that forgetting them and posting irregularly costs time, money, followers and possibly even sales.

Week X	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Frequency
Facebook	Weekly infoletter	Share a blog post	Advertise upcoming weekends' event	Share a blog post about weekend	Post an entertaining weekend post	Post about an upcoming gig	Post about something that evokes feelings	Min 3-4/week Optimum 1/day (with more than 10 000 followers 2/day)
Instagram	Post a story Post a "Monday Motivation" post	Story of your work station. Engage	Post a story of walking to your restaurant and mention your lunch	Promote an upcoming event. Follow more people	Find people interested on your field and engage	Post a story on your brunch Post a photo of people brunching	post a story of your furry visitor i.e. Dog.	1 Story/day Min 3-4 posts/week Keep the frequency steady
Twitter	retweet 5 tweets 1 own tweet About an amazing Monday	Tweet your blog post	Tweet your lunch menu	Retweet. comment tweets	It's time for a Friday tweet!	Tweet from the gig		Optimum amount for optimizing engagement 1-5 tweets/day
Blog		Publish a blog post		Publish a blog post about weekend's agenda				2-4 times/week provides highest results in traffic and conversion

Picture 21 Content calendar example

6 CONCLUSION

This social media marketing plan was created for the case company in order to give recommendations for a social media marketing plan. The thesis and this social media marketing plan aim to answer the research questions “How Facebook and Instagram can help increasing customer awareness and brand image?” and “How organic social media marketing should be integrated into Korjaamo’s marketing strategy.”

This SMM plan was created by combining theoretical research, analyzing the case company’s social media channels and by interviewing the case company representative. This plan is a set of recommendations and guidelines for the social media channels that the company is already active in. These guidelines and recommendations are created by analyzing the case company’s social media channels and are thus eligible for their use. As the company’s goal was to create and publish more quality content that would lead to sales, these tips and tricks are designed to carry the company to its goals.

For the future recommendations more engagement and conversation with customers is highly recommended. Posts and metrics should be analyzed in order to create more content that works. In order to create and publish content in social media channels, a content calendar is crucial.

For the future research a paid advertisement should be researched, since due to the lack of information – the paid advertisement efforts of social media were not covered. In order to develop a fully functioning social media marketing plan both organic and paid social media marketing needs to be taken into consideration.

REFERENCES

Acronyms The free dictionary. URL: <https://acronyms.thefreedictionary.com/MAU> Accessed 4 September 2019

Ad Week. Instagram now has more than 1 million monthly advertisers and 8 million business profiles. URL: <https://www.adweek.com/digital/instagram-1-million-monthly-advertisers-8-million-business-profiles/> Accessed 4 September 2019

Brogan, Chris, 2010, Social media 101 – tactics and tips to develop your business online, John Wiley & Sons, Inc

Buffer. 21 top social media sites to consider for your brand. URL: <https://buffer.com/library/social-media-sites> Accessed 2 October 2019

Clapperton, Guy, 2009. This is social media – how to tweet, post, link & blog your way to business success, Capstone

Content Marketing Institute. What is content marketing? URL: <https://contentmarketinginstitute.com/what-is-content-marketing/> Accessed 2 October 2019

Digital Information World. 5 P's of social media marketing that your business should focus on. URL: <https://www.digitalinformationworld.com/2019/03/5-p-social-media-marketing-strategy-infographic.html>. Accessed 3 September 2019

DSIM Delhi School of Internet Marketing. 70+ Super-useful Facebook stats so far this year. URL: dsim.in/blog/2018/01/25/70-super-useful-facebook-stats-far-year/ Accessed 2 October 2019

Evans, D., McKee, J. 2010. Social media marketing – the next generation of business engagement. Wiley Publishing Inc

Facebook. URL: <https://www.facebook.com/business/ads> Accessed 29 November 2019

Facebook. URL: <https://www.facebook.com/pg/facebookapp/about/> Accessed 13 November 2019

First Site Guide. What is a blog? – The definition of blog, blogging, and blogger. URL: <https://firstsiteguide.com/what-is-blog/> Accessed 4 October 2019

Forbes. URL: <https://www.forbes.com/sites/neilpatel/2016/09/12/how-frequently-you-should-post-on-social-media-according-to-the-pros/#226eda8240f2> Accessed 15 November 2019

Gunelius, Susan, 2011. 30-minute social media marketing, Mc Graw Hill

Hubspot. How to create a social media crisis management plan. URL: <https://blog.hubspot.com/service/social-media-crisis-management> Accessed 4 October 2019

Hootsuite. URL: <https://blog.hootsuite.com/social-media-for-business/> Accessed 29 November 2019

Instagram. URL: <https://business.instagram.com/advertising/> Accessed 29 November 2019

Investopedia. Digital Marketing. <https://www.investopedia.com/terms/d/digital-marketing.asp> Accessed 2 October 2019

Investopedia. Social Media Marketing (SMM) Defined. URL: <https://www.investopedia.com/terms/s/social-media-marketing-smm.asp> Accessed 2 October 2019

- Investopedia. Social Media Optimization (SMO). URL: <https://www.investopedia.com/terms/s/social-media-optimization-smo.asp> Accessed 2 October 2019
- Jumpermedia. 33 Jaw-dropping Instagram Statistics for 2019. URL: jumpermedia.co/powerful-instagram-stats/ Accessed 4 September 2019
- Kmo. URL: <https://www.kmo.com.au/blog/what-is-paid-social-media-marketing/> Accessed 29 November 2019
- Korjaamo Culture Factory. Urban culture, art and unique premises. URL: Korjaamo.fi/en/about-us/ Accessed 11 September 2019
- Kotler, P., Armstrong, G., Harris, L., Piercy, N. 2013. Principles of Marketing. 6th edition, Pearson Education Limited
- Levy, Justin R. 2010. Facebook Marketing. 2nd edition, Pearson Education , Inc.
- LikeAlyzer. Increase your Facebook performance. URL: <https://likealyzer.com/> Accessed 4 April 2019
- Lyfemarketing. URL: <https://www.lyfemarketing.com/traditional-media-versus-social-media/> Accessed 29 November
- Marketing Insider Group URL: marketinginsidergroup.com/content-marketing/how-often-should-you-blog-blog-post-frequency-research/ Accessed 15 November 2019
- Neil Patel Blog. A Beginner's guide to successful email marketing. URL: <https://neilpatel.com/blog/beginners-guide-email-marketing/> Accessed 2 October 2019
- Statista. Global No. 1 Business Data Platform. Number of monthly active Facebook users worldwide. URL: <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/> Accessed 3 September
- Statista. Global No. 1 Business Data Platform. Projected revenue of Instagram. URL: <https://www.statista.com/statistics/448157/instagram-worldwide-mobile-internet-advertising-revenue/> Accessed 4 September 2019
- Technopedia. Email Marketing. URL: <https://www.techopedia.com/definition/1658/email-marketing> Accessed 2 October 2019
- Tilastokeskus. URL: https://www.stat.fi/til/sutivi/2018/sutivi_2018_2018-12-04_kat_001_fi.html Accessed 29 November 2019
- Tilastokeskus. URL: https://www.stat.fi/til/vaerak/2018/vaerak_2018_2019-03-29_tie_001_fi.html Accessed 29 November 2019
- Töölö Urban. Our venues. URL: toolourban.fi/en/our-venues. Accessed 11 September 2019
- We are social. Digital in 2018. URL: <https://wearesocial.com/blog/2018/01/global-digital-report-2018> Accessed 4 October 2019
- What is tech target. Social media marketing (SMM). URL: <https://whatis.techtarget.com/definition/social-media-marketing-SMM>. Accessed 2 October 2019
- Whizsky. Top Facebook Stats Every Marketer Must Know in 2019. URL: <https://www.whizsky.com/2018/02/top-facebook-stats-every-marketer-must-know-2018/> Accessed 9 October 2019

Company Interview

How do you engage with your customers in different social media channels? Do you interact differently in different platforms?

How do you measure engagement in social media?

How do you manage complaints or negative feedback in social media? Do you have a crisis management plan for social media?

What is your social media marketing process? What, how, where, how often?

How big of a portion of the whole marketing is done in social media?

In which channels are you present?

In which channels do you do marketing?

What are the goals for the company in doing social media marketing? How would you like to improve during next year?

Does the paid marketing generate clear results? How do you measure them?

Does the unpaid marketing generate clear results? How do you measure them?

Do you currently have a digital marketing or social media marketing plan?

What are your most important social media channels for your marketing?

How do you do e-mail marketing?

Do you have a blog or other content marketing method/if so, how do you utilize it in marketing?

How would you like to improve your social media presence and improve your social media marketing?

What are your Key Performance Indicators?

How would you describe your Strengths, Weaknesses, Opportunities and Threats?