



Event Promotion

An Analysis of DOSE Social Media Marketing Campaigns

Albina Dukhanova

Degree Thesis
International Business
2019

DEGREE THESIS	
Arcada	
Degree Programme:	International Business
Identification number:	19934
Author:	Albina Dukhanova
Title:	Event Promotion: An Analysis of DOSE Social Media Marketing Campaigns
Supervisor (Arcada):	Tove Kietz
Commissioned by:	Niklas Eriksson
<p>Abstract:</p> <p>In the era of continuous growth and evolution of information technologies, the world of business faced numerous changes. The companies try different platforms, channels or strategies in order to promote a brand, product or service. The marketing managers could not ignore consumer behavior, the factors that influence it and their preferences. The aim of this research was to plunge into marketing, its strategies and species; then analyse five successful and five unsuccessful paid social media campaigns performed by Dose organisation. What is more, give rational answers to the main research questions – how to implement digital marketing campaign and how can digital marketing increase the audience’s interest for Dose parties. This study was delimited to ten out of eighty-one paid Facebook campaigns received from the CEO of the company. The above-mentioned marketing terms were described in the literature review: Digital Marketing, Email Marketing, SEO (Search Engine Optimisation) and PPC (Pay-per-click), Social Media Marketing, Facebook Advertisement, Interactive Advertisement, Viral Marketing, Online Customer, Digital Marketing Framework by Kierzkowski. The case study research approach was employed for investigation. The data was collected with the help and permission of the company’s founder. The documents helped to compare and contrast the various social media campaigns, in-depth analysis of which was an overarching goal of this research. The results showed the differences between the explored advertisements. The measurements contained the impression, success, response and cost rates. This study concluded that the benefit of applying the digital marketing campaign is utmost, understanding of how to choose and implement the appropriate strategy for a company and its target audience is crucial. In addition, the video format turned out to be more effective for Dose rather than links, images or texts.</p>	
Keywords:	Digital marketing, marketing campaigns, Facebook advertising, social media
Number of pages:	
Language:	English
Date of acceptance:	

Table of Contents

1	Introduction	5
1.1	Company Description	5
1.2	Research Purpose and Research Questions	6
1.3	Delimitations of the Study	6
2	Literature Review	7
2.1	Digital Marketing.....	8
2.2	Content Marketing	8
2.3	Email Marketing	9
2.4	SEO.....	10
2.5	Pay Per Click	10
2.6	Social Media Marketing	11
2.7	Facebook advertisement	12
2.8	Interactive Advertisement.....	13
2.9	Viral Marketing	13
2.10	Online Customer	14
2.11	Digital Marketing Framework	15
2.12	Relevance of the Theory to the Study.....	16
3	METHODOLOGY	17
3.1	Research Design	17
3.2	Study Sample	17
3.3	Data collection Methods	18
3.4	Data Analysis Method	18
3.5	Presentation of Selected Campaigns.....	18
3.5.1	<i>Top 5 Successful campaigns</i>	19
3.5.2	<i>Top 5 Unsuccessful Campaigns</i>	20
4	RESULTS	22
4.1	Successful Campaigns	22
4.2	Unsuccessful Campaigns	23
5	DISCUSSION	25
5.1	Research Question One: How to Implement Digital Marketing campaigns?.....	25
5.2	Research Question Two: How can Digital Marketing increase the audience’s interest for DOSE parties? 27	
6	Conclusion.....	29
6.1	Recommendations.....	29
6.2	Recommendations for Further Research	30
7	REFERENCES	31
8	Appendices.....	33

Figures

Figure 1: The Wheel of Consumer Analysis (Peter, Olson, & Grunert, 1999).	7
Figure 2. Digital Marketing Framework, (Kierzkowski et al., 1996).....	15
Figure 3. Source: Dose Facebook events page	19
Figure 4. Source: Dose Facebook page	20
Figure 5. Source: Dose Facebook events page	20
Figure 6. Source: Dose Facebook page	21
Figure 7. Source: Dose Facebook events page	21
Figure 8: Top five most effective marketing campaigns	23
Figure 9. Five least performing marketing campaigns	24

Tables

Differences between SEO and Pay-Per-Click	11
---	----

1 INTRODUCTION

This thesis focuses on examining how digital marketing campaigns employed by the DOSE organization drive the audiences' interest in their events. The research utilized predominantly the case study research method to examine the quantitative data of the digital and social media marketing campaigns applied by the DOSE organization. In addition, theoretical information was gathered with the help of books and articles by foreign and domestic researchers.

1.1 Company Description

Two friends founded "DOSE" on the 14th of March 2019. According to Timur Tan, the founder of DOSE, the company was established to change the nightlife in Finland. Early on, the founders decided that the company's aim extends beyond being a party organiser but a union of street/urban culture (hip-hop) and other subcultures bound together by fashion, music and music labels. DOSE offers young music artists a platform to achieve the audience and fame by promoting them and marketing their video and music production as a marketing agency. Sometimes, parties could grow into festivals or other times they simply organise club events. However, in spite of just being newly formally registered, DOSE has consistently rented venues to throw big parties, and sell their brand products like DOSE hoodies and some other brand products.

Although DOSE was officially established as a registered company in March 2019, the preparation of the company's first ever party kick-started at the end of 2017, and the party took place on the 26th of January 2018. At the time, the company's parties were mainly for students; however, things got a lot bigger. Over 900 people attended their 2019 party themed "Plug Night", and, of course, more than half of them were just youngsters. Now the company's aims are mostly centred on the youth.

Besides the two founders, the DOSE team has grown exponentially to include 7 official workers and about 12 outsourcers, two promoters, one graphic designer/visual content, two video operators, one accountant, two clothing designers and a collaboration with a sewing company that designs and produces the company's hoodies. In addition, DOSE has as a cooperate partnership with Yandex, one of the largest Russian Taxi companies.

With two major collaborations and many small partnerships with small companies, the company has expanded its parties to other cities outside Helsinki: Vaasa and Lappeenranta. The company initially kicked off with one party once every three months, then later two parties, but the events eventually became more frequent when the company started receiving reasonable financial proposals and contacts from prominent event workplaces in Helsinki inviting them to play music and bring traffic to their company.

Currently, the company is strategising and exploring ways to get more traffic on their Instagram page by uploading more photos from their parties, in addition to publishing more contents that are interesting. More importantly, creating enough time to take care of the Instagram page for stability. DOSE is one of the many start-up companies that has been utilising the great opportunities that Social media offer for businesses.

1.2 Research Purpose and Research Questions

The aim of this research is to analyse five successful social media campaigns, in comparison with five of the most unsuccessful social media campaigns as employed by the DOSE organization.

On the other hand, this study's main research questions include the following:

1. How to implement digital marketing campaigns?
2. How can digital marketing increase the audience's interest for DOSE parties?

1.3 Delimitations of the Study

This study was delimited to the following: the visitors of the DOSE organization's social media page were the population for this study, the specific focus was on Facebook social media campaigns. In addition, this study is a case study of a single organization, meaning that only the digital marketing campaigns of one organization were studied. This to some extent means that the research is limited to some degree as the research's discovery might not be easily generalizable for every context. Furthermore, 10 of the social media campaigns were focused on for analyses. That is, 5 of the most successful campaigns and 5 of the worst performing campaigns, out of a total of 81 overall campaigns

2 LITERATURE REVIEW

This section of the thesis made a presentation of a review of germane literature relating to the subject of this study. It also discussed the theoretical framework on which this study was predicated upon. Some of the sub-topics that this section would analyse include: Search Engine Optimization (SEO) and Pay-Per-Click (PPC), e-commerce, digital platforms et cetera.

The development of a sustainable digital marketing campaign would be incomplete without an understanding of consumer behaviours, factors that influence what consumer decide to choose or leave. Hence, implementing a sustainable digital marketing campaign combines the different elements of marketing such as understanding the target demography, product, price. It will also require the combination of consumer behaviour analysis. That is, a discipline in dealing with how and why consumers purchase (or do not purchase) products is essential.

Consumer behaviour is more than purchasing goods; it also includes the study of how owning things influences our lives and how possessions affect the way we perceive ourselves and each other - our state of being (Solomon et al., 2012).

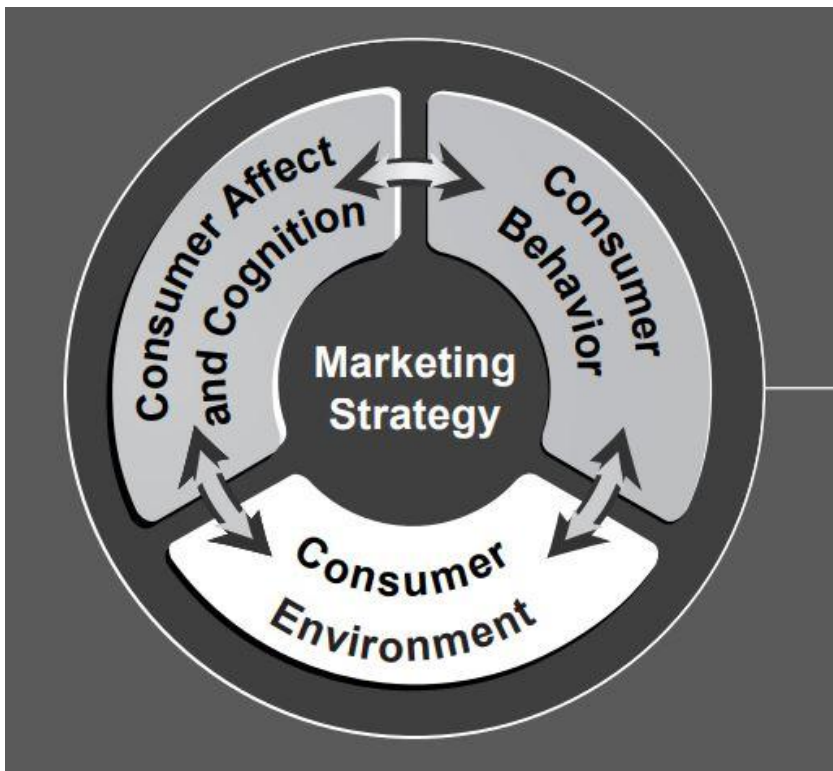


Figure 1: The Wheel of Consumer Analysis (Peter, Olson, & Grunert, 1999).

Marketers often refer to consumer shopping, purchasing or usage behaviour as though they are factors that must be considered after launching marketing campaign. However, these consumer behaviours are not simple acts that should be relegated to a later time for considerations; each is a complex set of actions that requires customers to do several things.

For instance, when forecasting demand for Vegan restaurant, it is important to not only understand that going vegan and eating vegies for many people is a habit that relies heavily on the trend, but also to know that trends come and go and when it eventually eases out, the entire business mode of operation may be affected. According to Peter, Olson, & Grunert (1999), the way in which mental events (that is cognition) influence physical actions is still poorly understood. In spite of this limitation, understanding of consumer behaviour is an essential part of consumer analysis in developing sustainable marketing campaigns.

2.1 Digital Marketing

Digital marketing is the utilisation of digital channels such as television, radio, the Internet and social media to promote a brand. Digital marketing exists to capture the attention of the potential audience through smartphones, tablets and computers. It is also an in-depth analytical and data collection tool. Marketers interpret information about visitors (gender, age, geographical area, interests, et cetera) in order to see the effectiveness of a particular advertisement and know the consumers (Gilligan, 2014).

It is possible to get traffic in two ways: by earning it through SEO, Public Relations or by buying it on Google AdWords, Facebook advertising, retargeting or native advertising. It is difficult to imagine the Internet without advertising because it surrounds all users as soon as they go online. Moving through the site pages, spending time on social networks or while watching video, people are surrounded by plenty of advertisements. All of them are placed by advertisers through special systems and are paid according to the chosen model. There are many types of digital marketing, which will be explained further.

2.2 Content Marketing

As Jay Baer said, 'Content is fire, social media is gasoline'. Content marketing can be defined as "a marketing technique of creating and distributing relevant and valuable

content to attract, acquire and engage a clearly defined and understood target audience" (Charlesworth, 2014). Almost every brand has a social media page nowadays. It can be considered as one of the best ways to interact and influence the customers as it creates value and engages them. Time is the largest investment used for creating content. What is more, this means of digital marketing is cost-effective: the better the content, the higher it is in search engine results (Ryan, 2014).

Content marketing is not only about creating content, but it is also an in-depth analysis of what competitors do, what the trends are, what the customers are looking for, what the goals of work are, what strategy to use in order to achieve success (Ryan, 2014). There are many types of content, i.e. blog posts, news, interviews, infographics, articles, how-to videos, Q&A pages, case studies, white papers, e-books (Dodson, 2016).

Website owners tend to use compelling headlines, which consist of usage of numbers and questions in the first or last sentence, mentioning the ideal customers and talking about errors. However, it is quite easy to make mistakes while creating content that is, not using clear goals, misunderstanding of who is an ideal buyer or client, not promoting the content, et cetera. In the opinion of Lee, (2018), the ultimate headline formula for ensuring that the audience fully understands an advert campaign is that number + adjective + keyword + rationale + promise = well-understood message.

2.3 Email Marketing

In the words of one of the senior marketers at DOSE, 'Email marketing is a license to print money.' It is an easy way to deliver a direct message to a specific customer or a group of customers. This type of digital marketing has many advantages. For instance, it is cost-effective and has high ROI (Return On Investment), consequently increases sales of a business. Company owners can access the statistics without any difficulties: opens, clicks, CTR (clicks through rate), delivery rate, conversion, et cetera. Secondly, it reaches many mobile users as many people have their phones with them almost all the time (Hanna, 2015). Thirdly, email marketing is an excellent way to improve interactivity and engagement.

However, the audience sometimes is not interested in the content the companies send or consider such emails as spam, therefore these letters are always ignored, unanswered, unopened, thrown to spam basket. Thus, marketers should clearly understand the strategy

of email marketing and include a call-to-action in the letters: temporary discount, forthcoming webinar or event, voucher or promo code, special offer, regular information about changes or news (Ryan, 2014).

2.4 SEO

Search Engine Optimization – this entails a variety of practices to increase the visibility of a website in the different search engines. Search engines always set optimisation rules and each of them updates its own ranking algorithms regularly, consisting of many factors. All the formulas are secret, but experts know which factors have the most significant impact. By acting on them, it is possible to improve positions on first lines in search results (Dodson, 2016).

There are many SEO ranking factors. They can be categorised into two groups, namely On-page and Off-page optimisation. On-page SEO concerns everything on the website, such as keywords, mobile optimisation, meta tags, site structure, et cetera. Off-site SEO on the other hand is about everything outside the website, ranging from link building, link format, backlinks, social media, et cetera. For example, user-experience, which is the time spent on the site and scrolling, tagging, freshness and quality of the content. Site speed is another important aspect that creates a positive user experience and increases conversions. The faster the speed, the better the website owners use their resources (Dodson, 2016).

2.5 Pay Per Click

Pay-Per-Click (PPC) advertising is effective because it mirrors the search process, and the two work seamlessly with each other. Understanding the origins and evolution of PPC advertising will also give a glimpse into its future, so persons can continue to take advantage of this ever-expanding form of advertising (Geddes, 2014). PPC (Pay-Per-Click) is a type of SEM (Search Engine Marketing), advertising on the Internet, where the advertiser pays for each click made by the user to go to the site. PPC advertisements are placed on the network with the help of contextual advertising providers. For instance, if a website owner wants to put an advertisement on Google, he needs to pay PPC to Google AdWords. Competitive activity by keywords, the regions in which the advert will

be displayed and the time of day to advertise should also be taken into account. The minimum cost per click on Google Ads is \$ 0.01.

Reaching people at the precise moment, they are searching for an offer refers to the benefits of PPC advertising. What is more, communicating with people who might have commercial intent. Secondly, it is easy to control the budget (starts with a little amount of money), see what works in the ad and what can be improved (Charlesworth, 2014). Thirdly, it provides immediate, consistent, targeted traffic, the possibility to test a campaign and change ad easily, track results (Ryan, 2014). Finally, many webmasters use this kind of pay per click advertising as a means of earning on the Internet, thereby providing advertisers with a broad audience reach and relatively high-quality traffic. Matching the advert with a landing page of the website is significantly essential to engage, persuade a visitor even more (Teixeira, 2010).

Differences between SEO and Pay-Per-Click

SEO	PPC
- Not immediate result	+ Momentary result
+ The amount of traffic is not influenced by the budget	- Payment for the transfer to the website
- Making changes takes more time	+ Easiness of making changes
+ Long-term effect, organic traffic continues to grow	- Customer flow stops when the campaign is over

Table 1. Source: Author’s Computation.

Its disadvantages are that it is time consuming, more expensive (more expensive than Facebook) and competitive, that is, it is more challenging to manage than Facebook adverts.

2.6 Social Media Marketing

Social Media is a bundle of the Internet sites that enables the users to communicate, write reviews, share knowledge, experience and opinions; produce text, music, photo and video content. Social networks, blogs, forums, date webpages, virtual games are all different types of Social Media. The reason for its attractiveness for marketers is because the popularity of social media is huge and still growing (Ryan, 2014). People check their social media channels right after they wake up and before they go to bed; therefore, the power of appropriate usage of content and advertising is crucial (Ryan, 2014).

At the time while conducting this research, the most frequently used online channels for advertising purposes were Twitter, LinkedIn, Facebook, VK, Instagram, Snapchat, Pinterest et cetera. This is one of the tools to increase brand awareness. A key feature of advertising in social networks is the targeted and segmented settings of the target audience. An advertiser is capable of choosing their target audience for marketing purposes, such as gender, age, place of residence, interests, education, et cetera (Golbeck, 2015). Some of the benefits of social media marketing are increased traffic, developed loyal fans, generated leads and increased exposure.

2.7 Facebook advertisement

Facebook at some point was the most utilized platform employed for marketing purposes and is arguably not just the leading social network in the world. However, it is pertinent to note that in this era, especially with regards to DOSE's target audience, their most utilized social media platform is no longer Facebook but Instagram. This does not reduce that fact that a large variety of companies continue to benefit from Mark Zuckerberg's invention to make their products or services more recognisable. Facebook is an open way to foreign markets if a company is planning to expand its business or, for example, do information business (sell the courses, conduct training sessions, give advice to residents of different countries). People spend lots of time on Facebook, which has over one billion active users, but marketers do not need all of them.

Target groups are always created for marketing campaigns – that is the easiest way to transfer visitors into customers. Creating a Facebook advert is quite simple; there are many unique tools for managing the advertising campaign. The network also offers an opportunity to contact the consumers directly: reviews, private messages. This helps to strengthen trust with the customer. It is also important not to forget to regularly make some useful or exciting publications in the groups on social networks. The companies should always keep in touch with people who are already interested in them. What is more, Facebook is entirely self-sufficient. A properly built ad campaign allows a company to save money for other advertising platforms.

2.8 Interactive Advertisement

Wang et al., (2002) posits that the Internet has been confirmed as a platform for the conduct of advertisement and is also gradually replacing traditional media such as billboards and television. Furthermore, Chaffey (2009) adds that the portrayal of adverts in websites help boost engagement and traffic to the website and is subsequently utilized to establish brand awareness, create product familiarity and favourability among the audience with the goal of creating an intention to make a purchase in the audience. Therefore, interactive advertisement could appear either in graphical, text and rich media formats, which include pop-ups, pop-under advertisements, banners, text adverts or video streaming.

There is currently a debate in the academics regarding the assertion whether digital advertisements are effective or ineffective. In the opinion of McCoy et al., (2007), recent online advertisements were deemed useless, devoid of information, easily forgettable, ineffective and replete with invasion of privacy. In addition, Wang et al., (2002) further claims that digital advertisements are more appropriate for the goal-oriented users.

In furtherance, Chaffey (2009) asseverates that numerous adverts require interaction between the user, which might entail rolling over the video in order to play and hear the sound or clicking on the advert in order to land on the mentioned website. In other cases, it involves the user to fill out forms or probably to play a quiz.

2.9 Viral Marketing

Chaffey and Smith (2008) define the concept of viral marketing as a tool that takes advantage of the effect of network of the Internet, which is very influencing in connecting with an enormous volume of persons at a very fast pace, similar to the manner in which a computer virus can infect millions of computers globally. This form of marketing can be in the format of a link, a song, text, picture or even a video.

In the opinion of Cruz and Fill, (2008) viral marketing is a form of word of mouth interaction that is converted for the Internet or online communication. It allows many people air their opinions, information, new or entertainment contents via the online network from one person to another. The two authors further add that individuals love to spread their ideas, experiences and preferences about a particular product or service for

many different reasons. Frick (2010) comments that if the advert material of a particular product is good enough to grasp the attention of users, it would be easily shared among social media platforms such as Twitter, Facebook, YouTube and others in that category and push such product or service to attain thousands, and in some cases, millions of viewership in very minimal timeframe.

2.10 Online Customer

Beginning with the word “end-user” that was initially utilized by academics towards the end of the 1970s and was used to describe people that would eventually enjoy the advantages of utilizing information. Subsequently, after about two decades later, the word “consumers”, which is used to describe people with the economic might to make purchases became popularized Nicholas et al. (2003).

According to Nicholas and Dobrowolski, (2003) the characteristics of an online customer are:

- a. Huge and almost unbelievable numbers of online customers as traffic to websites is usually discussed in either thousands or millions of visits.
- b. All-powerful online customers enhanced by their large numbers.
- c. Limited span of attention and short visits, which Nicholas et al., (2003) makes reference to as “bouncers”.
- d. Online consumers always visit many websites; however, they make purchases from very few.
- e. They do not trust at all as every communication online is always in two-dimensions, and the source of information may be deceitful.
- f. Online consumers are mostly unpredictable.

All of the characteristics as mentioned above are also prevalent in online customers' online attitude as discussed by Nicholas and Dobrowolski (2000). Some of them include that: they abhor making direct payment for information and knowledge; they are quick to leave a website without observing every piece of information. This is even more worse, particularly for advert contents; they move from one website to another as a result of short span of attention; they rely on search engines for information without understanding the

reason or rationale behind the responses or information these search engines provide; they are very brand conscious, and also very disloyal to brands.

2.11 Digital Marketing Framework

In the words of Kierzkowski et al., (1996), every company ought to create a model or framework for its digital marketing campaign to attain success in the era of widespread digital marketing campaigns. This framework will serve as a form of guideline for these companies and guide them through the various processes of their digital marketing decisions. Kierzkowski et al., (1996) created a novel model that he dubbed the Digital Marketing Framework.

This Digital Marketing Framework is comprised of five activities that come one after another. These activities include: acquiring or attracting new customers, engaging the already attracted customers, retaining these customers via ensuring that they always revisit the website, learning through their attitudes and behaviours, and finally, interacting by making available individualized services or products.

According to Chaffey (2009), online marketing communications are categorized into six tools, some of which include: Search Engine Marketing, Interactive Ads, Email Marketing, and Viral Marketing as discussed in the subtopics above. The figure below shows a diagrammatic representation of this framework called the Digital Marketing Framework.

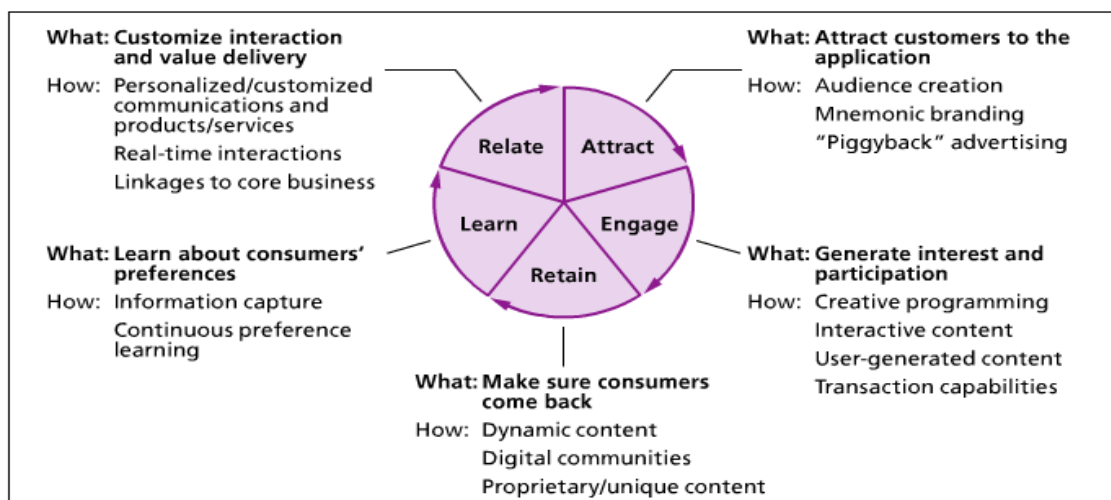


Figure 2. Digital Marketing Framework, (Kierzkowski et al., 1996).

2.12 Relevance of the Theory to the Study

Kierzkowski's theory of Digital Marketing Framework succeeded in describing the activities that are conducted in every digital marketing communication or campaign. All of these five activities interplay to form the framework of all digital marketing activity. Hence, for the ease of study, since this theory has clearly identified the various processes of every digital marketing activity, it therefore makes it easy for the researcher to evaluate every digital campaign based on the stage of the marketing campaign. For instance, to measure the effectiveness of a particular choice of digital marketing strategy employed by an organisation, the researcher can easily check on any of the identified five stages or activities of the digital marketing framework and conduct its analysis based on a selected activity or stage.

Furthermore, this theoretical framework demystifies the concept of digital marketing and breaks it down into five simple activities, which digital marketing employees or managers can use as a form of guideline to evaluate the effectiveness of any digital marketing campaign. In addition, this theory allows the researcher better understand the relationship between organisations and their consumers and in the words of Danaher and Rossiter (2011) also gives organisations better insight into the psychological component of their consumers, so that they can discover the appropriate digital marketing strategy to adopt in order to incite their consumer to make more purchases.

3 METHODOLOGY

The research's overarching goal was to analyse the DOSE organization's usage of social media to grow its business and also offer a plan of improvement engagements with its customers. The researcher employed a case study approach for this thesis. This chapter provides an outline of the methods used in this study and explains the research design and data collection methods.

3.1 Research Design

The organisation known as DOSE was under investigation for this work. It was officially established in 2019 and sells tickets for parties of the same name. The case study research methodology was chosen for examining the changes in the total number of visitors on DOSE Facebook page after utilising the paid advertising campaigns and how these forms of digital advertising had influenced the process of promoting events.

According to the results of the research, the conclusions and suggestions about the impact of Facebook advertising on the process of attracting potential audience would be made. Therefore, the discussion was based on the analysis of data from eighty one different social media campaigns.

3.2 Study Sample

The source of population for this research is predominantly from a primary source, that is, from the DOSE's managers. It is worthy to indicate that a total of 81 campaigns were viewed for this study. The investigated campaigns were relatively recent from 07-06-2017 till 04-08-2019. However, due to the large number of independent campaigns under the study, this research was conducted based on the selection of the five most successful campaign, that is, the campaigns that achieved high positive response from the audience and also five of the worst paid campaigns, that is, the campaigns that drew the smallest positive responses from the consumers.

The study has many criteria for selecting its sample. One of the criteria for the selection of the DOSE organization was the fact that it was a small business that had less than 50

employees and that the organization was recognized for using social media as a strategy for growing its business.

Similarly, 97/100% of the audience were within the age-range of 18-35 years, while merely 2% of them were within the age-range of 36-50 years. Only one percent was above 50 years old. In the same vein, the visitors comprised of 51% men, while the female audience were 49% out of 100%.

3.3 Data collection Methods

This research gathered data for this study through requesting for relevant data from the managers of the organization. Similarly, this research utilized the unobtrusive method of data gathering, which is a procedure of collecting data without disturbing or interfering with the flow of activities for the organization (Marshal and Rossman, 2010). The research data gathered in this process for the study is referred to as documents. These documents contained all of DOSE's social media campaigns as well as the reach that these respective campaigns attained in meeting the objectives of the marketing campaign. These documents also made it easy for the researcher to be able to compare and contrast the various social media campaigns and also conduct an in-depth analysis of them.

3.4 Data Analysis Method

Having legally and with permission gathered the DOSE organization's document that contained all of its completed Facebook campaigns. They all were analysed quantitatively, using the simple frequency counts and percentages of the overall responses. All of those were calculated and presented in tables to indicate the nexus between different digital social media marketing campaigns and their impacts on DOSE's events posts.

3.5 Presentation of Selected Campaigns

This analysis was conducted based on five most effective marketing campaigns and the worst or least performing five marketing campaigns. That is, the top five digital campaign tools that received the best result in achieving the goal of the marketing campaign, which is not only to create impression in consumers, but also to drive the consumers to take action to either buy a product or service (join the event or not). While on the other end,

the top five least performing digital campaign tools that did not achieve the goal of the marketing campaign, which suggests that these five least performing digital marketing tools merely created impression on the consumers, but did not actually drive them to any action. In addition, all the listed campaigns were the results of Facebook advertisement.

3.5.1 Top 5 Successful campaigns

“*Want to win FREE VIP TICKETS*” was a short video-campaign conducted on 09.01.2018. It prolonged for 7 days and was done through Facebook advertising. The event took place on 24.01.2018 in non-existing nowadays club LeBonk. In addition, this event was a starting point for DOSE organisation, therefore they put plenty of effort in promotion even it was the first event ever organised by them. What is more, another successful campaign in the top five was also dedicated to this event. “*Soon, grab your tickets now at bailataan*” started 21.01.2018 and lasted for 3 days. “*I’ve been fking hoes and Poppin Pillies*” took four days in the beginning from 3 to 7 of January. The ad contained a picture.

Dose: LeBonk



Figure 3. Source: Dose Facebook events page

The 10 seconds video-campaign called “*Early Bird tickets sold out for Cub Maxine*” was a quick reminder for the fans to get the tickets before they were sold out. It was the first time for DOSE to appear in Club Maxine. It was a good connection; therefore, they continue throwing the parties there. The dates of the advertisement were from the 23 of March till the 30 of March. Only in one week the campaign gave profitable results. The

dates of the advertisement “*Dose Hip Hop, RnB*” are 03.04.2018-10.04.2018 and it came right before the event. The post did not contain a video; therefore, it was measured by post engagement. The tendency of one-week ads could be seen in three different campaigns among the top five.

Dose: Maxine



Figure 4. Source: Dose Facebook page

3.5.2 Top 5 Unsuccessful Campaigns

The campaign “*Event: 2 weeks*” lasted from the 20 of July till the 27 of July. The advertisement contained from the event and a Facebook user had a chance to pick one of those options: “going”, “interested” or “not going”. The party was located in Hernesaaren Ranta and offered free entrance for everyone over age of eighteen.

Dose. Last Summer party



Figure 5. Source: Dose Facebook events page

“Dose Maxine 17.04” was a party at Club Maxine in Kamppi on a stated date. The campaign lasted for one week starting from 19.03.2019 and contained an active clickable link to the ticket sales website. It had a special guest TheoFuego and welcomed all students of the closest areas who were into hip hop.

Dose. International Hip Hop Party

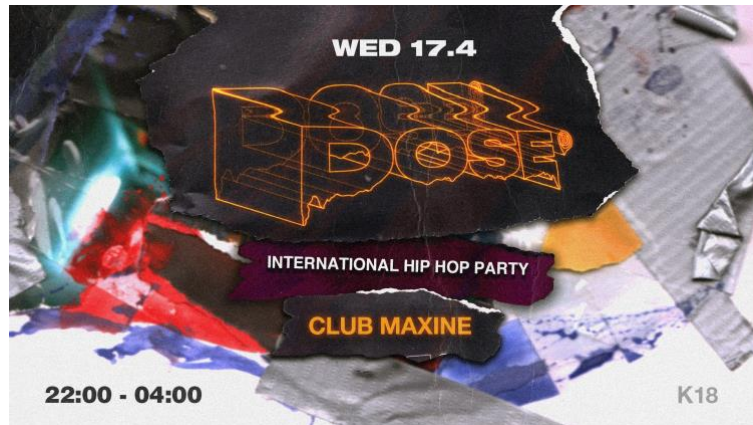


Figure 6. Source: Dose Facebook page

The campaigns “*Dose Vappu, week 3*”, “*Dose Vappu week 2*” and “*Dose Vappu week 3*” were dedicated to one event which was celebrated on 30.04.2019 at Kellohalli. They were going one after another from the 19 of March till the 1 of April. The ad contained the link to the website with tickets sales. It was possible to buy VIP tickets which had special offers, including VIP entrance and tables.

Dose. Vappu



Figure 7. Source: Dose Facebook events page

4 RESULTS

4.1 Successful Campaigns

In the analysis of the campaigns that were the most effective, the marketing campaign, which was a Facebook post titled, *"Want to win FREE VIP TICKETS"* proved to be the most effective campaign ever ran by the DOSE organisation. This was because in only 748 impressions of the three-second video, it got 650 positive responses, thus attaining an 87% success rate at a very affordable cost of 5.51 euro only.

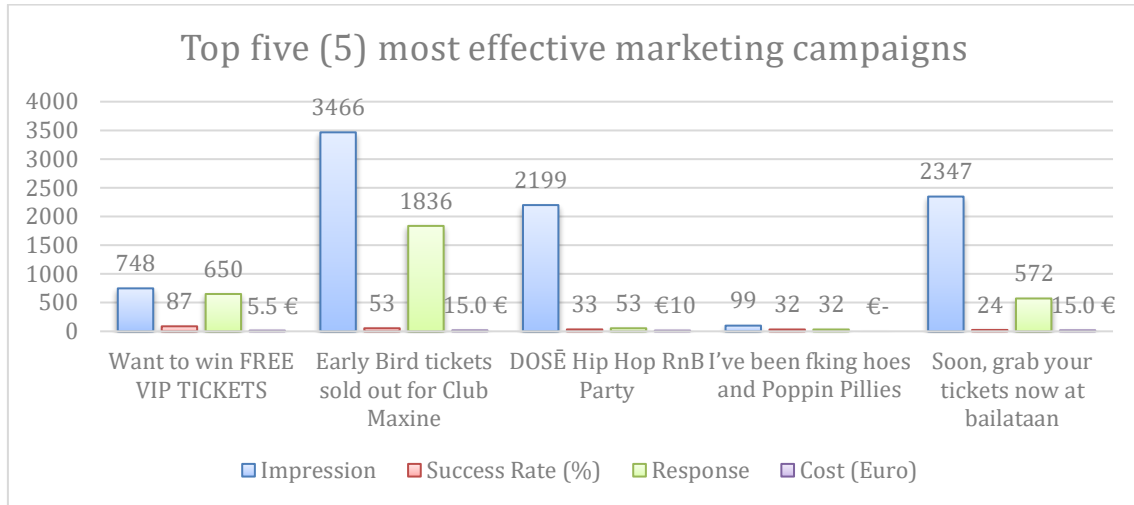
The second most successful marketing campaign was the *"Early Bird tickets sold out for Club Maxine"* which created 3466 impressions of the ten-second video, while receiving 1836 positive responses, thus representing a 53% success rate and driving consumers to purchase tickets for the show, while the cost of the campaign was 15 euro.

The third most successful was the post called the *"DOSE Hip Hop RnB Party"*, which received only 2199 impressions of the post and represent a success rate of 33%, while eventually claiming three positive responses. That post cost 0.3 euro to run and a total cost of 10 euro. On the other end, the fourth most successful campaign was called, *"I've been fking hoes and Poppin Pillies"*. It claimed 99 impressions and a successful result of 32 ticket purchases, representing 32% rate of success. The post, which cost only 0.26 euro to run can be said to have achieved its campaign aim.

Finally, the fifth campaign, which cost 15 euro was called, *"Soon, grab your tickets now at bailataan"* and generated 2347 impressions as well as 572 positive responses from the consumers, representing 24% success rate, placing this campaign as the fifth most successful marketing campaign ever conducted by DOSE.

In Figure 3, one can see that the most effective social media campaign results were the Facebook post titled, *"Want to win FREE VIP TICKETS"*. This was considered the most effective and successful of all of the social media campaigns because even though it recorded only 748 impressions of the three-second video, it received 650 positive responses. Thus, in comparison with the other 80 of the DOSE organisation social media marketing campaigns, this most successful campaign attained the 87% success rate, especially at a relatively cheaper cost in comparison to more expensive, but less effective campaigns.

Figure 8: Top five most effective marketing campaigns



Source: Author's Computation, underlying data from Facebook statistics provided by Dose in 2019.

4.2 Unsuccessful Campaigns

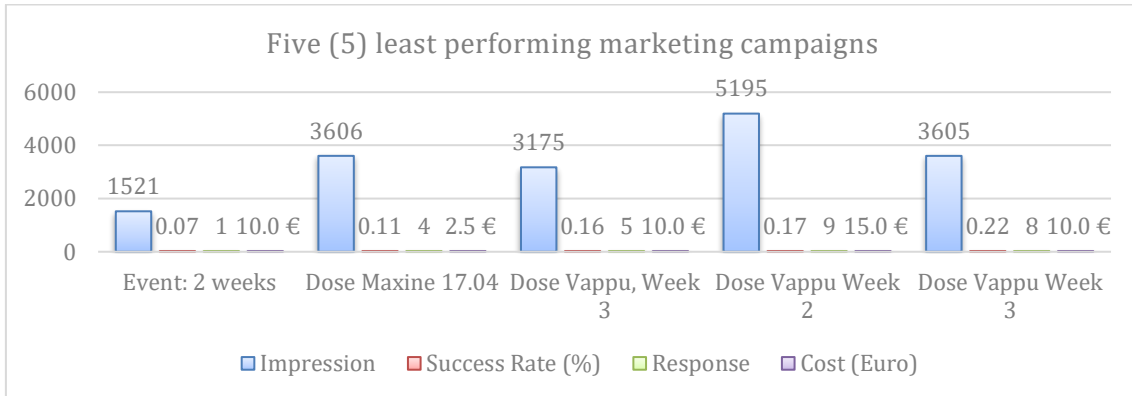
In contrast to the most successful campaigns in DOSE's catalogue, the least successful of the total eighty-one campaigns is called the "Event: 2 weeks". This campaign cost 9.96 euro and attained 1521 impressions. However, it only succeeded in receiving just one positive action, representing 0.07% success ratio. Furthermore, the second least successful campaign was the, "Dose Maxine 17.04". That campaign cost 2.50 euro, it drew 3606 impressions of the link clicks, but only 4 positive consumer engagement, thus representing a mere 0.11% success ratio.

The third most unsuccessful marketing campaign was called the, "Dose Vappu, Week 3". Here, there were 3175 created impressions of the link clicks, out of which only 5 was positive engagement with the consumers. This means only 0.16 rate of success of this digital marketing campaign. It was important to add that this cost 10 euro to run in spite of its failure to fulfil its purpose.

The fourth least successful campaign under review was called the, "Dose Vappu Week 2", which got 5195 impressions of the link clicks, but in the aspect of positive results, got only 9 positive engagements, being only 0.17% success rate, while the cost of running it was 15 euro, which cannot justify its huge cost. In the final analysis, the fifth most

unsuccessful campaign was the, “Dose Vappu Week 3” that also cost 10 euro to run. In this link click, total impressions of 3605 impressions were made, while only 8 positive consumer engagements were recorded, which is 0.22% of success. Thus, it can be claimed that this also was not a successful marketing campaign, as the aim for conducting it was not fulfilled.

Figure 9. Five least performing marketing campaigns



Source: Author’s Computation, underlying data from Facebook statistics provided by Dose in 2019.

It is important to mention at this junction, that apart from the numbers of ticket purchases that the five successful social media campaigns helped to achieve, which was evidently higher in the successful campaigns than in the unsuccessful ones, the prices of the five successful campaigns seemed to be more economically and affordable than the five unsuccessful campaigns. This suggests that the success of a digital marketing campaign does not rely on its high cost, but instead on the appropriateness of the employed campaign tools on the organisation’s targeted audience.

5 DISCUSSION

In this chapter, the study's results and discussion of the findings have been presented. Findings from this study have been found to be consistent with the findings of several related studies to digital marketing, and its influence on inciting consumers to make decisions.

This study discovered through the first research question that the appropriateness of the selected marketing campaign is of utmost importance in achieving all the goals set in a campaign. It also discovered that the DOSE organisation could adopt more of the video-based digital marketing campaigns to increase the interest for the parties because it has indicated to be effective for them and has also shown to be cheaper and more affordable than other forms of marketing strategies. In addition, good attention-words like FREE VIP TICKETS certainly influenced more successful campaigns.

In addition, through the second research question, this study discovered that there were five activities or stages in the implementation of an effective digital marketing strategy. These involve acquiring or attracting new customers, engaging the already attracted customers, retaining these customers via ensuring that they always revisit the website, learning through their attitudes and behaviors, and finally, interacting by making available individualized services or products.

5.1 Research Question One: How to Implement Digital Marketing campaigns?

This particular research question aimed at discussing the processes of implementing an effective and appropriate digital marketing campaign. Therefore, to provide the answer to this research question, references shall partially be made to the analysis of the various marketing campaigns as discussed above, while this research question would be answered mainly with the aid of this study's theoretical framework, which is known as the, "*Digital Marketing Framework*", which highlights the processes and steps that an organisation should take in the process of developing or implementing a particular choice of digital marketing strategy.

As contained in the analysis of the campaigns conducted by DOSE, it can be agreed upon that marketing managers have to make a selection out of the very many options available, of the most appropriate digital marketing campaigns that will best achieve the identified

and set goals of a marketing campaign. Then having made this choice, indulge in the actual marketing itself. However, it is important that marketing managers are knowledgeable in the various theories of digital marketing, so that they can make informed choice that will lead to the achievement of marketing goals. It is against this foregoing that the theory of Digital Marketing Framework becomes relevant as it provides step-by-step activities and processes of how organisations can effectively implement various digital marketing campaigns.

For example, the theory presents five processes or activities that are involved in the digital marketing process. These activities include, initially acquiring new customers. This can be achieved through making targeted posts that will grasp the attention of targeted consumers or through attractive branding. The second stage is engaging these already acquired customers through creative programming, interactive content, user-generated content and transaction capacities, while the third stage is retaining these consumers so that they keep making a return. This can be achieved through creating digital communities or very unique contents.

The fourth stage is learning and acquiring information about their targeted audiences or consumers. This will make the adopted digital marketing strategy more responsive to the organisation's audiences' preferences. The final stage of effectively implementing a digital strategy for an organisation is to interact with its consumers in a manner that ensures individualized or personalized communication and provision of products and services to suit the specific needs of every consumer.

With regards to DOSE's digital marketing campaign, especially in relation to this research's theoretical framework and the five processes or activities that are involved in the digital marketing process. In relation to acquiring new customers, DOSE did well in its utilization of social media and not the utilization of traditional media marketing. With the employment of social media platform such as Facebook, DOSE already succeeded in rightfully targeting its audience, who are mainly young users of social media. In addition, with the utilization of Facebook post titled, "*Want to win FREE VIP TICKETS*". A video marketing campaign that lasted only three seconds, based on the analysis of the success recorded with this campaign, especially the "FREE VIP TICKET" incentive, DOSE was able to get new customers from this campaign.

Furthermore, with regards to the second phase of this research's theoretical framework, which is engagement with the generated customers, DOSE was able to achieve this via the names of all of their digital marketing campaigns, some of which are: *"Want to win FREE VIP TICKETS"*, *"EARLY BIRD TICKETS SOLD OUT FOR CLUB MAXINE"*, *"DOSE HIP HOP RNB PARTY"*, *"I'VE BEEN FKING HOES AND POPPIN PILLIES"*, et cetera. All of these catchy marketing campaigns relatively drew traffic to the organization's pages, as some of the prospective attendees who need more information about the events of their choice interacted with the organization through these campaigns that caught their attention.

To the third activity, which is retaining the already acquired customers, DOSE sustained this through giving out complimentary tickets for parties, giving their marketing campaigns names that easily attracted the attention of their customers. For instance, *"Want to win FREE VIP TICKETS"*, which turned out to be DOSE's most successful marketing campaign gave out free tickets to their audience.

In conclusion, the instances above indicate the practical manner in which, DOSE was relatively able to implement its digital marketing campaign, especially as prescribed by the Digital Marketing Framework, which suggested five processes of implementing an effective digital marketing campaign or strategy.

5.2 Research Question Two: How can Digital Marketing increase the audience's interest for DOSE parties?

This research question seeks to determine the manner in which digital marketing can increase the visitors' interest in parties either organised or publicised by DOSE. Thus, in order to provide a response to this research question, the analysis conducted above will be used as the basis of providing responses for all of this study's research questions.

As discussed above, in the digital marketing campaigns that achieved the maximum success and impact among the audience, it can be concluded that with the application and adoption of the appropriate digital marketing strategy for different forms of campaigns, DOSE as an organisation can increase recognition. For instance, as contained in the analysis, in the campaign that achieved 87% success rate, which is the post titled *"Want to win FREE VIP TICKETS"*, it was revealed that with very short and catchy videos, especially on Facebook or Instagram, the interest can be increased. As proven in this

campaign where, out of only 748 created impression, a whopping 650 positive responses was recorded, thus suggesting that with videos especially, and not just text advertisement or images, the interest for the parties organised or publicised by DOSE can be increased.

In addition, in the “*EARLY BIRD TICKETS sold out for Club Maxine*” campaign, this was also another proof that digital marketing can boost the interest for the parties, as a total of 53% success rate was achieved on this campaign, where out of 3466 impressions made on specifically target audience, a total positive response of 1836 were recorded. It is important to mention that the applied digital marketing tool has to be appropriate for the specific purpose of increasing the interest, or ticket sales, or profile visits, or sharing the post, hence, such campaign will not be effective as indicated in some of the campaigns where some failures were recorded.

For instance, in the campaign called, “*Event: 2 weeks*”, which recorded the poorest success rate among all the eighty-one marketing campaigns run by DOSE, it can be assumed that the wrong or inappropriate digital marketing strategy was utilized. In spite of its relatively large cost when compared to video posts, which costs very less, link clicks and texts posts were more expensive and recorded very low success rate. As shown in the experimental analysis, in the “*Event: 2 weeks*” campaign, out of 1521 impressions created; only one positive audience response was recorded.

It is important to mention that “*Vappu Maxine*” party was during the finnish feast “*Vappu*” which is celebrated everywhere. Therefore, bad results might be caused by high competition among all clubs at that day. What is more, the event “*Last Summer Party*” happened during the last week of August when people are trying to catch the last warm days and tend to stay outside. This issue could also be the reason of the above-mentioned results.

Therefore, it can be concluded that the appropriateness of the selected digital tool is of utmost importance in achieving all the goals set out in a digital marketing campaign. Hence, to summarily answer this research question, the DOSE organisation could adopt more of the video-based digital marketing campaigns to increase the interest and engagement for the parties, since it has proven to be effective for them. Due to the beginning of Dose career, they had to face a competition. At that moment, they had to double check the dates and events happening in the central area to win the audience and its attention.

6 CONCLUSION

The findings of this study show that there is a beneficial effect of digital marketing on the activity of the DOSE organisation. There is however a caveat, which is that in order to attain a successful campaign through digital marketing, the organisations and their marketing managers must learn how to select and apply the most appropriate strategies for their organisation and its target audience. In addition, this study concludes that the video format of digital marketing is more effective and appropriate for DOSE's target audience as it ensures more positive consumer reaction, achieves a higher success rate and is cheaper than other formats of digital marketing campaigns such as link clicks, images and text formats.

In furtherance, this study concludes that the managers determine the success or failure of not only its marketing campaign success, but also the organisation's success, therefore, they should be aware of the processes and theories of digital marketing strategies and tools, communications with consumers and many other. The study also concludes that the five activities or processes, identified by Kierzkowski et al., (1996) is essential to a successful digital marketing campaign implementation.

6.1 Recommendations

Based on the findings and conclusions of this research, these recommendations are hereby suggested as follows:

- In order for DOSE to further increase ticket sales for the parties it either organises or publicises, then the managers of its digital marketing campaigns have to observe the various campaigns it has adopted, so as to discover the most effective. Based on the discovery of this study, the video format of digital marketing has recorded the highest success rate thus far. Thus, DOSE should gradually jettison other campaigns and fully adopt the video format of digital market so as to further boost ticket sales for the shows.

- Usage of Instagram stories could be beneficial because of the short 15 seconds video. However, during the writing of this thesis, the organisation has started using this tool.
- In addition, this study also discovered that the high cost of a digital tool or campaign does not guarantee its effectiveness, as even very cheap and affordable formats such as the video formats have the capacity to achieve than more expensive formats such as link clicks, images or text formats. The recurrent feature here however is the appropriateness of the applied campaign.
- Furthermore, it is recommended that in order to ensure effective implementation of digital marketing campaigns, marketing managers should acquire sufficient knowledge in the various theories of digital marketing, so that at every turn of events, they would be armed with information to make informed decisions.
- For organisations that possess sufficient funds, they can utilise different digital campaigns in order to reach different demographics and audience. This means that they can use a combination of video, text, or image formats for their digital marketing campaigns to reach different consumer targets.
- At the moment of investigation, the parties usually happened on weekdays. It could be suggested to move closer to weekends as more people are free to go out, especially, the ones who already work. However, in autumn 2019 DOSE already started to throw their parties on Fridays and Saturdays.

6.2 Recommendations for Further Research

This study conducted an evaluation of the effects of digital marketing in influencing consumers to make the decision to purchase a product or service from a company's perspective, based on the belief that the Internet is utilized as a marketing tool that organisations anticipate reaping benefits from. However, in spite of this, there is very minimal research that considers customers' perspectives. Therefore, researches have to be conducted to further evaluate the impact of digital marketing strategies and campaigns from the opinion of the consumers.

7 REFERENCES

- Ali, Ejaz, Aleem, Saeed, & Tahir. (2015). Understanding E-Marketing as a Firm's Promotional tool and Its Impact on Consumer Perception. *International Journal of Academic Research in Business and Social Sciences*, 365-379.
- Belch G. and Belch M. (2012); Advertising and Promotion; An Integrated Marketing Communications Perspective; 9th Edn McGraw-Hill.
- Bhatt, S. and Bhatt, A. (2012) —Factors Influencing Online Shopping: An Empirical Study in Ahmedabad, *Journal of Marketing Management*, Vol 11 (4).
- Chaffey, D. (2009). *E-business and E-commerce Management: Strategy, Implementation and Practice*, GB, Pearson Education.
- Chaffey, D. & Smith, P. R. (2008). *E- Marketing, E-Xcellence: Planning and Optimizing your Digital Marketing*, Butterworth-Heinemann.
- Charlesworth, A. (2014). *Digital Marketing: A Practical Approach*, Routledge, London. Available from: ProQuest Ebook Central. [27 February 2019].
- Cruz, D. & Fill, C. (2008). Evaluating Viral Marketing: Isolating the Key Criteria. *Marketing Intelligence & Planning*, 26, 743-758.
- Danaher, P. J. & Rossiter, J. R. (2011). Comparing Perceptions of Marketing Communication Channels. *European Journal of Marketing*, 45, 6-42.
- Delafrooz, N., Paim, L. H. and Khatibi, A. (2010). Students' online shopping behavior: An Empirical Study. *Journal of American Science*, Vol. 6 (1).
- Dodson, I (2016). *The Digital Marketing Playbook: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*, John Wiley & Sons, Incorporated, Hoboken. Available from: ProQuest Ebook Central. [27 February 2019].
- Frick, T. (2010). *Return on Engagement: Content, Strategy, and Design Techniques for Digital Marketing*, Elsevier Science & Technology.
- Gangeshwer, D. K. (2013). E-Commerce or Internet Marketing: A Business Review from Indian Context. *International Journal of [i]u- and e- Service, Science and Technology*, 187-194.
- Geddes, B 2014, *Advanced Google AdWords*, John Wiley & Sons, Incorporated, Indianapolis. Available from: ProQuest Ebook Central. [4 March 2019].
- Gilligan, C, & Hird, M 2012, *International Marketing (RLE International Business): Strategy and Management*, Routledge, London. Available from: ProQuest Ebook Central.
- Golbeck, J 2015, *Introduction to Social Media Investigation: A Hands-On Approach*, William Andrew, Rockland, MA. Available from: ProQuest Ebook Central. [4 March 2019].

Hanna, RC, Swain, SD, & Smith, J 2015, *Email Marketing in a Digital World: The Basics and Beyond*, Business Expert Press, New York. Available from: ProQuest Ebook Central. [1 March 2019].

Khitoliya, P. (2014) —Customers' Attitude and Perception Towards Online Shopping. *Indian Journal of Research*, Vol. 3 (6).

Kim, J. (2004) *Understanding Consumers Shopping and Purchasing Behaviours*. Department of Apparel Merchandising and Design, Research for Degree of Philosophy, Faculty of Oklahoma State University.

Lasswell, H. D. (1948). *The Structure and Function of Communication in Society*. *The Communication of Ideas*, 37–51.

Lee, K. (2018). *30+ Ultimate Headline Formulas for Tweets, Posts, and Emails*. [online] Buffer Marketing Library. Available at: <https://buffer.com/library/headline-formulas> [Accessed 28 Feb. 2019].

McCoy, S., Everard, A., Polak, P. & Galletta, D. F. (2007). The Effects of Online Advertising. *Communications of the ACM*, 50, 84-88.

Nicholas, D. & Dobrowolski, T. (2000). Re-branding and Re-discovering the Digital Information User. *Libri*, 50, 157-162.

Nicholas, D., Dobrowolski, T., Withey, R., Russell, C., Huntington, P. & Williams, P. (2003). *Digital Information Consumers, Players and Purchasers: Information Seeking Behaviour in the New Digital Interactive Environment*. MCB UP Limited, 23-31.

Peter, J. P., Olson, J. C., & Grunert, K. G. (1999). *Consumer behaviour and marketing strategy* (pp. 329-48). London: McGraw-Hill.

Reijonen, H. (2010). Do all SMEs Practice same Kind of Marketing? *Journal of Small Business and Enterprise Development*, 17(2), 279–293. doi:10.1108/14626001011041274

Ryan, D (2014). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Kogan Page, London. Available from: ProQuest Ebook Central.

Seock, Y. K. & Norton, M. (2007). Attitude toward Internet Websites, Online Information Search, and Channel Choices for Purchasing. *Journal of Fashion Marketing and Management*, 11, 571-586.

Sharma, R., Mehta, K., and Sharma, S. (2014) Understanding online shopping behaviour of Indian shoppers, *IJMBS*, Vol.4 (3).

Solomon, M., Russell-Bennett, R., & Previte, J. (2012). *Consumer behaviour*. Pearson Higher Education AU.

Teixeira, J 2010, *Your Google Game Plan for Success: Increasing Your Web Presence with Google AdWords, Analytics and Website Optimizer*, Wiley, Hoboken. Available from: ProQuest Ebook Central. [4 March 2019].

Wang, C., Zhang, P., Choi, R. & Eredita, M. D. (2002). Understanding Consumers Attitude toward Advertising. *Citeseer*, 1143–1148.

8 APPENDICES

Campaign name	Ad set name	Impressions	Frequency	Result Type	Results	Cost per result	Amount spent (EUR)	Ends	Starts	Reach	Reporting starts	Reporting ends
		122771	2,525528676				571,48			48612	2017-07-06	2019-04-08
DOSE VAPPU FB event	DOSE VAPPU FB-EVENT	4955	2,255348202	Event responses	42	0,69	28,94	2019-04-30	2019-03-11	2197	2017-07-06	2019-04-08
Post: "DOSE Party"	Post: "DOSE Hip Hop RnB Party"	4218	1,436648501	Post engagement	98	0,26	25,00	2018-10-03	2018-09-25	2936	2017-07-06	2019-04-08
Event: Plug Night - The Circus 16.02.	Event: Plug Night - The Circus 16.02.	3548	1,897326203	Event responses	11	1,82	20,00	2019-01-27	2019-01-14	1870	2017-07-06	2019-04-08
Event: DOSE	Event: DOSE	2197	1,993647913	Event responses	12	1,67	20,00	2018-01-02	2017-12-26	1102	2017-07-06	2019-04-08
DOSE VAPPU week 2	DOSE VAPPU - insta video week 2	3258	1,188183807	Link clicks	14	1,07	15,00	2019-03-26	2019-03-19	2742	2017-07-06	2019-04-08
Post: "Early bird tickets sold out. #11April #ClubMaxine..."	Post: "Early bird tickets sold out. #11April #ClubMaxine..."	3466	1,898138007	10-second video view	1836	0,01	15,00	2018-03-30	2018-03-23	1826	2017-07-06	2019-04-08
DOSE VAPPU week 2	DOSE VAPPU - pic week 2	5195	1,294542736	Link clicks	9	1,67	15,00	2019-03-26	2019-03-19	4013	2017-07-06	2019-04-08
dose 31.01 insta	18-30	4477	1,191325173	Link clicks	76	0,20	15,00	2019-01-20	2019-01-15	3758	2017-07-06	2019-04-08
Event: DOSE - Maxine 3.10	Event: DOSE - Maxine 3.10	1943	1,50620155	Event responses	12	1,25	15,00	2018-09-07	2018-09-03	1290	2017-07-06	2019-04-08
Event: DOSE	Event: DOSE	4256	1,405084186	Link clicks	36	0,42	15,00	2018-01-24	2018-01-22	3029	2017-07-06	2019-04-08
Post: "Soon... 🍷 Grab your tickets now at bailataan.fi!"	Post: "Soon... 🍷 Grab your tickets now at bailataan.fi!"	2377	1,469097651	Post engagement	572	0,03	15,00	2018-01-24	2018-01-21	1618	2017-07-06	2019-04-08
Event: Friday Night w/ Kuya Kai	Event: Friday Night w/ Kuya Kai	3502	1,69178744	Event responses	8	1,66	13,26	2018-01-17	2018-01-11	2070	2017-07-06	2019-04-08
Event: DOSE	Event: DOSE	1406	1,960948396	Event responses	27	0,48	13,00	2018-03-07	2018-02-27	717	2017-07-06	2019-04-08
Instagram Post	Instagram Post	2905	1,149129747	Link clicks	12	1,00	12,00	2019-01-14	2019-01-11	2528	2017-07-06	2019-04-08

Event: 13.12 Helsinki Clubhouse	Event: 13.12 Helsinki Clubhouse	943	1,362716763	Event responses	4	3,00	12,00	2017-12-13	2017-12-10	692	2017-07-06	2019-04-08
Event: DOSE	Event: DOSE	1328	1,988023952	Event responses	9	1,33	11,96	2018-01-18	2018-01-11	668	2017-07-06	2019-04-08
DOSE MAXINE 17.4. WEEK 2	Ad set A – DOSE VAPPU	3242	1,140344706	Link clicks	14	0,83	11,67	2019-04-10	2019-04-03	2843	2017-07-06	2019-04-08
DOSE MAXINE 17.4. WEEK 2	Ad set B – DOSE STUDENTS	2398	1,176066699	Link clicks	12	0,96	11,55	2019-04-10	2019-04-03	2039	2017-07-06	2019-04-08
Event: DOSE Anniversary - Maxine 31.01.2019	Event: DOSE Anniversary - Maxine 31.01.2019	1276	1,291497976	Event responses	4	2,75	11,00	2019-01-12	2019-01-11	988	2017-07-06	2019-04-08
Hip Hop Helsinki v2	18-30	1268	1,424719101	Event responses	5	2,00	10,00	2019-01-17	2019-01-14	890	2017-07-06	2019-04-08
Event: DOSE - Maxine 3.10	Event: DOSE - Maxine 3.10	1028	1,485549133	Event responses	8	1,25	10,00	2018-09-19	2018-09-13	692	2017-07-06	2019-04-08
DOSE VAPPU week 3	DOSE VAPPU - pic week 3	3605	1,165535079	Link clicks	8	1,25	10,00	2019-04-01	2019-03-27	3093	2017-07-06	2019-04-08
Post: "♦ HIP HOP, RNB, TRAP STUDENT PARTY"	Post: "♦ HIP HOP, RNB, TRAP STUDENT PARTY"	1063	1,572485207	Post engagement	24	0,42	10,00	2018-03-14	2018-03-10	676	2017-07-06	2019-04-08
Instagram Post	Instagram Post	1377	1,359328727	Link clicks	10	1,00	10,00	2018-03-26	2018-03-21	1013	2017-07-06	2019-04-08
DOSE MAXINE 17.04.	Students	3860	1,239961452	Link clicks	11	0,91	10,00	2019-03-26	2019-03-19	3113	2017-07-06	2019-04-08
Post: "🎁 DOSE B-DAY GIVEAWAY 🎁 "	Post: "🎁 DOSE B-DAY GIVEAWAY 🎁 "	1547	1,380017841	Post engagement	42	0,24	10,00	2019-01-30	2019-01-23	1121	2017-07-06	2019-04-08
Post: "Hip Hop, Rnb, Trap. "	Post: "Hip Hop, Rnb, Trap. "	2199	1,690238278	Post engagement	53	0,19	10,00	2018-04-10	2018-04-03	1301	2017-07-06	2019-04-08
DOSE MAXINE 17.04.	Ad set A – DOSE STUDENTS	1442	1,720763723	Link clicks	9	1,11	10,00	2019-04-03	2019-03-27	838	2017-07-06	2019-04-08
DOSE MAXINE 17.04.	Locals	3606	1,311272727	Link clicks	4	2,50	10,00	2019-03-26	2019-03-19	2750	2017-07-06	2019-04-08
DOSE VAPPU week 3	DOSE VAPPU - first wave week 3	3175	1,203107238	Link clicks	5	2,00	10,00	2019-04-01	2019-03-27	2639	2017-07-06	2019-04-08
Instagram Post	Instagram Post	1783	1,266335227	Link clicks	17	0,59	10,00	2018-03-18	2018-03-13	1408	2017-07-06	2019-04-08
DOSE MAXINE 17.04.	Ad set B – LOCAL HIP HOP	1660	1,484794275	Link clicks	33	0,30	10,00	2019-04-03	2019-03-27	1118	2017-07-06	2019-04-08

Hip Hop Helsinki Students	18-30	1479	1,306537102	Event responses	10	1,00	9,99	2019-01-18	2019-01-14	1132	2017-07-06	2019-04-08
Event: 2 weeks 🍷	Event: 2 weeks 🍷	1521	2,160511364	Event responses	1	9,96	9,96	2018-07-27	2018-07-20	704	2017-07-06	2019-04-08
DOSE MAXINE 17.4.	18-30	1548	1,484180249	Event responses	24	0,41	9,79	2019-04-09	2019-04-06	1043	2017-07-06	2019-04-08
DOSE BDAY - 31.1 - CLUB MAXINE	DOSE BDAY - 31.1 - CLUB MAXINE	2453	1,243914807	Link clicks	14	0,69	9,64	2019-01-31	2019-01-21	1972	2017-07-06	2019-04-08
Event: DOSĚ	Event: DOSĚ	1080	1,621621622	Event responses	17	0,53	9,00	2017-12-23	2017-12-12	666	2017-07-06	2019-04-08
Post: "made a mix of some of my fav tracks atm. "	Post: "made a mix of some of my fav tracks atm. "	1082	1,362720403	Post engagement	227	0,04	8,00	2018-05-21	2018-05-14	794	2017-07-06	2019-04-08
DOSE VAPPU	Ad set for ad A	2577	1,338006231	Link clicks	20	0,38	7,50	2019-03-18	2019-03-11	1926	2017-07-06	2019-04-08
DOSE VAPPU	Ad set for ad B	2876	1,335190344	Link clicks	8	0,94	7,50	2019-03-18	2019-03-11	2154	2017-07-06	2019-04-08
Post: "DOSĚ Fresh Hip Hop and RnB Spotify playlist has..."	Post: "DOSĚ Fresh Hip Hop and RnB Spotify playlist has..."	1592	1,064171123	Post engagement	319	0,02	7,00	2018-07-09	2018-07-07	1496	2017-07-06	2019-04-08
Post: "made a new dance video, check it out! 😊 "	Post: "made a new dance video, check it out! 😊 "	1415	1,140209508	10-second video view	268	0,03	7,00	2018-07-09	2018-07-02	1241	2017-07-06	2019-04-08
DOSE MAXINE POSTER	Ad set A – DOSE VAPPU	2980	1,081669691	Link clicks	11	0,57	6,25	2019-04-10	2019-04-05	2755	2017-07-06	2019-04-08
DOSE MAXINE POSTER	Ad set B – DOSE STUDENTS	2514	1,107977082	Link clicks	5	1,24	6,19	2019-04-10	2019-04-05	2269	2017-07-06	2019-04-08
Instagram Post	Instagram Post	1913	1,280455154	Link clicks	17	0,35	6,00	2019-01-31	2019-01-25	1494	2017-07-06	2019-04-08
Post: "Want to win FREE VIP TICKETS to one of the last..."	Post: "Want to win FREE VIP TICKETS to one of the last..."	748	1,1561051	3-second video views	650	0,01	5,51	2018-01-16	2018-01-09	647	2017-07-06	2019-04-08
Post: "Hip Hop, Rnb, Trap. "	Post: "Hip Hop, Rnb, Trap. "	925	1,414373089	Post engagement	22	0,23	5,00	2018-04-03	2018-03-31	654	2017-07-06	2019-04-08
Event: Plug Night - The Circus 16.02.	Event: Plug Night - The Circus 16.02.	453	1,046189376	Event responses			3,09	2019-01-12	2019-01-11	433	2017-07-06	2019-04-08
Post: "Just released a bootleg mashup of my instrumental..."	Post: "Just released a bootleg mashup of my instrumental..."	487	1,57605178	Link clicks	5	0,58	2,90	2017-09-07	2017-08-31	309	2017-07-06	2019-04-08

Event: DOSE - Maxine 3.10	Event: DOSE - Maxine 3.10	246	1,154929577	Event responses			2,27	2018-10-02	2018-09-24	213	2017-07-06	2019-04-08
Event: Plug Night - The Circus 16.02.	Event: Plug Night - The Circus 16.02.	373	1,068767908	Event responses			2,23	2019-01-15	2019-01-14	349	2017-07-06	2019-04-08
Post: "♦Win a TABLE and access through the VIP-LINE for..."	Post: "♦Win a TABLE and access through the VIP-LINE for..."	266	1,310344828	Post engagement	10	0,22	2,22	2018-03-29	2018-03-21	203	2017-07-06	2019-04-08
Instagram Post	Instagram Post	392	1,002557545	Link clicks	6	0,33	2,00	2019-02-01	2019-01-31	391	2017-07-06	2019-04-08
Instagram Post	Instagram Post	581	1,043087971	Link clicks	3	0,67	2,00	2019-01-20	2019-01-18	557	2017-07-06	2019-04-08
Instagram Post	Instagram Post	468	1,010799136	Link clicks	6	0,33	2,00	2019-01-23	2019-01-22	463	2017-07-06	2019-04-08
Event: Plug Night - The Circus 16.02.	Event: Plug Night - The Circus 16.02.	425	1,136363636	Event responses	2	0,97	1,93	2019-01-14	2019-01-13	374	2017-07-06	2019-04-08
Instagram Post	Instagram Post	701	1,001428571	Link clicks	7	0,19	1,31	2019-01-14	2019-01-11	700	2017-07-06	2019-04-08
Instagram Post	Instagram Post	249	1	Link clicks	1	1,15	1,15	2019-01-14	2019-01-11	249	2017-07-06	2019-04-08
Instagram Post: BROCKHAMPTON - RENTAL [REDACTED] Produced...	Instagram Post: BROCKHAMPTON - RENTAL [REDACTED] Produced...	485	1,070640177	Link clicks	14	0,07	1,00	2018-11-29	2018-11-28	453	2017-07-06	2019-04-08
Instagram Post: DENZEL CURRY - CLOUT COBAIN [REDACTED]	Instagram Post: DENZEL CURRY - CLOUT COBAIN [REDACTED]	222	1,115577889	Link clicks	5	0,20	1,00	2018-11-27	2018-11-26	199	2017-07-06	2019-04-08
Instagram Post: Have you heard about JID? [REDACTED]	Instagram Post: Have you heard about JID? [REDACTED]	243	1,051948052	Link clicks	3	0,33	1,00	2018-12-01	2018-11-30	231	2017-07-06	2019-04-08
Post: "DOSE B-DAY 2019 AFTERMOVIE"	Post: "DOSE B-DAY 2019 AFTERMOVIE"	4705	1,034520668	10-second video view	109	0,01	1,00	2019-02-14	2019-02-13	4548	2017-07-06	2019-04-08
Event: DOSE	Event: DOSE	114	1,055555556	Link clicks	4	0,22	0,88	2018-01-20	2018-01-10	108	2017-07-06	2019-04-08
Instagram Post	Instagram Post	244	1,004115226	Link clicks	1	0,83	0,83	2019-01-31	2019-01-21	243	2017-07-06	2019-04-08
DOSE MAXINE 17.4. WEEK 1 VIDEO	Ad set B - Helsinki, Espoo, Vantaa - 18-30	93	1,107142857	Link clicks			0,67	2019-04-03	2019-03-26	84	2017-07-06	2019-04-08

DOSE MAXINE 17.4. WEEK 1 VIDEO	Ad set A – DOSE VAPPU	95	1,091954023	Link clicks	3	0,20	0,61	2019-04-03	2019-03-26	87	2017-07-06	2019-04-08
Post: "check it out:..."	Post: "check it out:..."	117	1,103773585	3-second video views	24	0,02	0,47	2018-01-04	2017-12-21	106	2017-07-06	2019-04-08
Instagram Post: 5 DAYS Jazz Cartier - Tempted	Instagram Post: 5 DAYS Jazz Cartier - Tempted	103	1	Link clicks	3	0,12	0,36	2018-12-11	2018-12-10	103	2017-07-06	2019-04-08
Post: "I've been fking hoes and poppin pillies, man I..."	Post: "I've been fking hoes and poppin pillies, man I..."	99	1,010204082	Post engagement	32	0,01	0,26	2018-01-07	2018-01-03	98	2017-07-06	2019-04-08
Post: "DOSE Hip Hop RnB Party "	Post: "DOSE Hip Hop RnB Party "	9	1	Post engagement	3	0,08	0,23	2018-10-01	2018-09-24	9	2017-07-06	2019-04-08
Instagram Post: session w/ the boys #hiphop #bboy...	Instagram Post	353	1	Reach	353	0,54	0,19	2018-07-12	2018-07-05	353	2017-07-06	2019-04-08
Event: DOSE - Maxine 3.10	Event: DOSE - Maxine 3.10	15	1	Event responses			0,09	2018-09-07	2018-09-03	15	2017-07-06	2019-04-08
Event: Friday Night w/ Kuya Kai	Event: Friday Night w/ Kuya Kai	8	1	Event responses			0,04	2018-01-18	2018-01-11	8	2017-07-06	2019-04-08
Post: "Released a summer mixtape. :)"	Post: "Released a summer mixtape. :)"	8	1,142857143	Post engagement	3	0,01	0,02	2018-05-21	2018-05-14	7	2017-07-06	2019-04-08
Post: "summer mix vol. 2 <3 #hiphop #rnb "	Post: "summer mix vol. 2 <3 #hiphop #rnb "	6	1	Post engagement			0,02	2018-07-16	2018-07-09	6	2017-07-06	2019-04-08
Event: DOSE Anniversary - Maxine 31.01.2019	Event: DOSE Anniversary - Maxine 31.01.2019	1	1	Link clicks			0,00	2019-01-12	2019-01-11	1	2017-07-06	2019-04-08
Event: DOSE	Event: DOSE	1	1	Event responses			0,00	2018-03-06	2018-02-27	1	2017-07-06	2019-04-08
Event: DOSE - Maxine 3.10	Event: DOSE - Maxine 3.10	2	1	Event responses			0,00	2018-09-10	2018-09-03	2	2017-07-06	2019-04-08
Post: "♦Win a TABLE and for you and 5 friends and access..."	Post: "♦Win a TABLE and for you and 5 friends and access..."	1	1	Post engagement			0,00	2018-03-29	2018-03-21	1	2017-07-06	2019-04-08

