



Development of a social media marketing plan

Case study: Superson Oy

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<p>Sammandrag:</p> <p>Detta examensarbete var ett projekterat examensarbete för Superson Oy, ett mellanstort marknadsförings- och kommunikationsföretag. Företagets byråer ligger i Helsingfors och Singapore. Undersökningens syfte var att skapa ett operationell social media plan genom att förstå företagets företagsmodell. Forskningsfrågan för denna studie var följande: Hur producerar man sammanhängande och kvalitét innehåll för Supersons företagsmodell? Undersökningen utfördes som fallstudie. Begränsningar för studiet var att endast förklara hur skapas ett social media plan för ett företag. Betalda reklamer uteslöts ur studien. Den kvalitativa undersökningen utfördes som deltagande observation på grund av att författaren är anställd av företaget på uppdragsavtal som marknadsförings- och kommunikationsproducent. Den kvantitativa undersökningen studerade fallstudieföretagets konkurrens och tidigare innehåll som kan anses vara vällyckat. Observationen och analyserna var riktade mot fallstudieföretagets företagsmodell och operationer. Intervjuer med vissa centrala anställda var utfört som stöd att förstå företagsmodellen och företagets önskemål bättre. En SWOT analys utfördes för att kunna förstå företagets styrkor, svagheter, möjligheter och hot. Teoretiska ramverket bestod av att förstå vad är sociala medier, var sociala medier står jämfört med traditionell marknadsföring, presentation av populära social media kanaler och hur man bygger ett fungerande social media plan för et mellanstort företag, medan man tar i hänsyn företagets företagsmodell. Undersökningen förevisar vilka faktorer ett mellanstort business-to-business företag borde ta i beaktandet när ett social media plan byggs. Dessa faktorer innebär situations analys gällande existerande omständigheter och företagets användning av sociala medier, definiering av målsättning, och resurser, definiera målgrupper och -segmenten, val av lämpande kanaler, och definition av tonalitet och innehållstyper. Samarbetsprocessen som skapades för social media planet testades som kollaborativt skapande.</p>	
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<p>Abstract:</p> <p>This bachelor thesis was commissioned by Superson Oy, a medium-sized marketing and communications agency operating in Helsinki and Singapore. The objective was to create an operational social media plan through understanding the company's unique business model. The addressed research question for this bachelor's thesis was: How to produce cohesive and quality Social Media content for Superson's business model? The research was conducted as a case study. The limitations of this thesis are to exclusively explain how to craft a social media plan for a business, excluding paid advertising on social medias. The qualitative research was conducted by participating observation, as the author is employed by the case company. The quantitative research studied the case company's competition and well-performing content topics. The observations and analysis were directed towards the case company's business model and operations. The theoretical framework consisted of understanding what are social medias, where social media marketing stands in comparison to traditional marketing, and how to build an operational social media plan for a medium-sized business taking into consideration the company's business model. The research demonstrates which factors a medium-sized business-to-business company should take in to consideration when establishing a social media plan. These factors include a situation analysis of the current state of social media usage in the company, defining goals and resources for using social medias, defining targets groups, selection of channels, and the definition of tone of voice and content types.</p>	
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<p>Tiivistelmä:</p> <p>Kyseinen opinnäytetyö on kirjoitettu toimeksiantona Superson Oy:lle, joka on keskisuuri markkinointiviestintätoimisto. Supersonin kaksi toimistoa sijaitsevat Helsingissä ja Singaporessa. Tutkimuksen tavoite oli kehittää operatiivinen sosiaalisen median suunnitelma ymmärtämällä yrityksen uniikkia yritysmallia. Tutkimus vastasi kysymykseen ”Kuinka tuottaa yhtenäistä ja laadukasta sosiaalisen median sisältöä Supersonin yritysmallille?” ja se toteutettiin tapaustutkimuksena. Tutkimuksen rajoituksena oli selittää ainoastaan, kuinka luoda sisältöä yrityksen sosiaalisen median kanaviin, poissulkien maksetun mainonnan sosiaalisissa medioissa. Kvalitatiivinen tutkimus toteutettiin osallistuvana havainnointina, tutkimuksen laatijan ollessa työllistettynä tapaustutkimuksen yrityksen johdosta. Kvantitatiivinen tutkimus perehtyi tapaustutkimusyrityksen kilpailijoihin sekä menestyneiden sisältöjen aiheisiin. Havainnointi ja analyysi kohdistuivat tapaustutkimuksen yrityksen yritysmalliin ja operaatioihin. Teoreettinen viitekehys koostui sosiaalisen median ymmärtämisestä, miten sosiaalisen median markkinointi positioituu verrattaessa perinteiseen markkinointiin, ja kuinka rakentaa operatiivinen sosiaalisen median suunnitelma keskisuurelle yritykselle ottaen huomioon sen yritysmalli. Tutkimus havainnollisti mitä osatekijöitä keskisuurten B2B-yritysten tulee ottaa huomioon luodessaan sosiaalisen median suunnitelmaa. Osatekijät sisälsivät analyysin sosiaalisen median käytön nykytilanteesta, kohderyhmien määrittelyn, kanavavalinnat, äänensävyn sekä sisältötyyppien määrittelyn.</p>	
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1 INTRODUCTION

This bachelor thesis was commissioned by Superson Oy, a small to medium-sized marketing and communications agency operating in Finland and South-East Asia. The objective was to understand how the agency currently operates in their chosen social media channels, and to understand the best practices for these operations, taken into notice the case company's untraditional business model. In order to survive the modern competition, marketing and communications agencies are expected to be the experts of the digital marketing era. Because of this, their strong presence in social media channels and producing quality content to create more business is crucial.

1.1 Background

1.2 Aim and research questions

The aim of the research is to find a solution to develop the use of social medias to support case company's business and build a plan suitable for the company's unique business model. The case company is a small and medium-sized business (SMB). The main target for the research is to build a cost-effective plan that can be easily operated by the case company. The aim of the social media plan is to support and establish brand and build brand awareness in two different segments: customers and specialists.

Research question:

How to produce cohesive and quality Social Media content for Superson's business model?

The concrete results that are expected is a method of operation for how to operate the social media accounts smoothly. The abstract results are more new business leads, a stronger sense of community for freelance-based employees and positioning the case company as a thought leader in the industry. Other possible results are more followers and engagement from existing followers, and increased commitment from the employees.

1.3 Limitations

The research is limited to study how a medium-size B2B company can utilize social media presence in its various marketing purposes. The research will exclude Search Engine Optimization and paid advertising on social media, and focus only on cost-free, organically spread content produced by a business, not individuals. The research focuses on the case company and its unique business model, and how to build an operational social media plan based on that. The theoretical framework touches the topic of traditional marketing, but that is not the center of this research.

1.4 Terminology

In this chapter the required terminology for this research is explained.

B2B: The acronym stands for Business-to-Business. The term refers to corporate marketing, meaning that the marketing is targeted from one business to another. This is not to be mixed with B2C, which stands for Business-to-Customer. The products marketed can be the same in B2B and B2C marketing, but the differentiating factor is who is the marketing targeted to. (Kananen 2019, p. 11)

Marketing and communications agency: Marketing and communications agencies provide various marketing mix services for other companies. The agencies workload consists of planning, designing, and executing marketing activities. Marketing and communications agencies are often referred to as Advertising agencies, who traditionally focuses more on communications campaigns such as advertisements, TV spots and online advertising. (Brand Trust 2020)

Specialist: A Specialist is a commission based, freelance employee working with the case company of this research, Superson. The word “Specialist” stems from the fact that all these freelance employees have their own area of expertise and specialty. Specialists are an essential part of Superson’s business model, referred to as the Specialist model. (Superson 2019)

2 METHODOLOGY

In this chapter the research strategy, collection of data and analysis are presented.

2.1 Research strategy

The primary data for this research will be through a case study. The secondary data is based on researching existing theories and discoveries in the relevant fields. The secondary data used will be literature, academic articles and online materials available by trusted authors. The empirical research for the primary data will be executed in the form of observation and interviews. The methodological choice of observation and interviews was based on the authors employment at the case company.

According H. Simons (2009), a case study can be explained to be the following:

Case study is an in-depth exploration from multiple perspectives of the complexity and uniqueness of a particular project, policy, institution, programme or system in a 'real life' context. It is research-based, inclusive of different methods and is evidence-led. The primary purpose is to generate in-depth understanding of a specific topic (as in a thesis), programme, policy, institution or system to generate knowledge and/or inform policy development, professional practice and civil or community action. (Simons 2009, p. 21)

Simons emphasizes, that despite the case studies they refer to in their book tend to rely on qualitative methods, it does not define them, but that a case study can be based on quantitative methods as well. Instead they point out that the singularity and uniqueness is what defines a case study. (Simons 2009, p. 19)

A way case studies can be divided in different types is *intrinsic*, *instrumental* and *collective*. In the intrinsic type the case is studied for the natural interest in the case itself. In the instrumental case study, the case is chosen to gain insight and understanding about something else. In the collective case study several cases are chosen to form collective understanding. (Stake 1995, p. 3-4)

This research studies an individual company, but also utilizes the case study to understand

the phenomenon of social media marketing for small and medium size businesses, making it both intrinsic and instrumental.

A case study may also enable participants to engage in the research process. Researchers may also be capable of taking a self-reflexive approach to understand the case and themselves better. (Simons 2009, p. 23)

Engagement and self-reflexivity are the crucial for this research, as the author is employed by the case company. Engaging the staff responsible for communications in the case company was important to gain understanding of where the company is now, and where it is headed.

2.2 Data collection

In this chapter the primary and secondary data collection is explained.

2.2.1 Observations

Like interviewing, observing may be seen on a continuum from structured to unstructured or, in field settings, complete participant observation to non-participant observation. In many case studies the norm is somewhere in between. (Simons 2009, p. 55)

Observations may be divided into two categories: structured and unstructured. Structured ways of observing can be utilized in scenarios where specific hypotheses are being studied, with a specified observation tool, the context is restricted, and the observations are done by several observers covering various settings. In comparison, unstructured observations lean to be more direct and natural, as they are not constricted by preset patterns or intents. Unstructured observations describe incidents in the particular context occurring naturally in the given circumstances. (Simons 2009, p. 56)

Observation tends to be constitutionally descriptive and interpretative, and they use intuitive and rational ways of conveying the core of the subject observed. Descriptive and interpretative forms of observation is the most utilized form to document an event or incident, define culture or provide the base for interpretation of data collected in other ways in case studies. (Simons 2009, p. 56)

The five reasons for formal observations can be described to be the following:

- 1) One is able to gain a comprehensive ‘picture’ or a ‘sense of the setting’, which may not be obtained exclusively through speaking with people.
- 2) Documentation of observed events and incidents provides a detailed description and a layout for deeper analysis and interpretation.
- 3) Through observation, one may discover the values and norms that are a part of an institution’s culture or subculture.
- 4) Observation may offer an alternative way of obtaining the experiences of those who may be less articulate.
- 5) Observations tend to provide a cross-check on the data gained from interviews.

(Simons 2009, p. 55)

In order to understand the context and business model of the case company, observation was a needed method for this research. Observations in this research were unstructured and participating, as the aim was to understand how to optimize an internal process and establish the best policies and resources for it. The author works with the case company’s social media content, making the observation by default participating. The observation targets included for example a company culture book (vision statement), collaborative working and internal workshops in the case company.

2.2.2 Interviews

Like observations, interviews can be divided into two categories: unstructured and structured interviews. The interviews for this research were executed as in-depth interviews. In-depth interviews serve four main purposes:

- 1) Documenting the interviewee’s perspective on the topic
- 2) Active engagement and learning it may avail for both the interviewer and interviewee in analyzing and identifying issues.
- 3) Flexibility as changing the direction to touch upon more emergent issues is possible, inquire a topic or further research a certain topic.
- 4) Unveiling and representing unobserved feelings and other events that may not be observed otherwise.

An unstructured, interpersonal interview enables possible that the interviewee reveals more than could be detected by sheer observation of a situation. (Simon 2009, p. 43-44)

Interviews may also be shifted to ‘conversations with a purpose’ (Burgess 1984) or ‘guided conversations’ or ‘building conversational partnerships’ (Rubin and Rubin 1995) or ‘knowledge as a conversation’ (Kvale 1996).

The aim of these interviews was to support the understanding of the business model, current operations on social media, targets, the pre-existing resources and possibilities of using other resources for the case company. The interviews were executed as conversations with a purpose. The participants in the conversations were the Project Coach for the case company, who is responsible for internal and external communications, the Head of Culture responsible for company culture, and the CEO for the case company, who together with the case company’s jury is responsible for strategic targets for the company.

2.3 Analysis

In this chapter the analysis methods are described.

2.3.1 Qualitative analysis

[...] qualitative data refers to types of information that are non-countable or not expressed numerically. This information includes elements that are termed ‘intangible’, or ‘immeasurable’ because they express qualities, values, states of mind, and ideas; in themselves open to any number of qualifications. (Franklin 2013, p. 17)

Qualitative analysis deconstructs, generalizes, infers and assembles data in order to critique, describe, discover, explain, improve and understand a phenomenon. (Franklin 2013, p.11)

Qualitative analysis method was used to primary understand the business model. The analysis helped also to understand the company structure, needs and targets of the case company. The qualitative analysis on social media content was conducted in April 2020

by researching existing content and data during the span of 12 months (1st January 2019 to 1st January 2020) of chosen social media channels. The qualitative analysis on interviews and work sessions were conducted in September 2019 and March 2020.

2.3.2 Quantitative analysis

[...] quantitative data refers to the types of information that can be counted or expressed numerically; expressing a certain quantity, amount or range. (Franklin 2013, p. 17)

Quantitative analysis deduces, generalizes, validates and test hypotheses on data in order to describe, focus, refine and predict a phenomenon. (Franklin 2013, p. 11)

The quantitative analysis method was used to track what type of content performed well in the case company's social media channels. The limitations of the well performing content for Facebook was posts that gained the reach above 700 and/or the minimal engagement value 70. A quantitative analysis was also executed on posting frequency to calculate how often the case company made posts. The quantitative analysis methods were also used to track patterns rising in interviews with company employees, to map overlapping content for specific segments and to determine frequencies for posting.

The quantitative analysis on past social media content was March 2020 by researching existing posts and the sampling was taken from 1^s of January 2019 to 1st of January 2020.

2.3.3 SWOT analysis

SWOT is an acronym which stands for Strengths, Weaknesses, Opportunities and Threats. The analysis method is commonly used in business and strategic planning. Understanding its strengths, a company can enforce them. Recognizing the weaknesses helps to avoid them and through this improve. For opportunities, the external factors that impact success positively should be utilized. Recognizing the threats that could negatively impact business is important to help avoiding them. (Kananen 2019, p. 18-19)

The SWOT analysis was conducted in April 2020.

3 EMPIRICAL FINDINGS

In this chapter the empirical findings of the research are presented.

3.1 Interviews

3.2 Observations

4 THEORETICAL FRAMEWORK

In this chapter the theoretical framework for the research is presented. The chapter consists of an explanation of what is social media, what does social media marketing and traditional marketing have in common and how do they differ, how do some of the most popular social media channels work, and what opportunities and challenges does using social media bring for businesses.

4.1 What is social media

Social media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. (Safko, Brake, 2009, p. 6)

To understand the concept of social media it's crucial to understand the development of the internet. The web solutions used function one-way only, referred to as Web 1.0. As the current web solutions allows the receiver to interact with the sender, we have moved on to Web 2.0, the interactive social technology that is available for us at anytime, anywhere. Web 2.0 enables access to an enormous amount of data: the collective knowledge of its users, access to even the smallest micro-markets, cross-device platforms that function across mobile to tablet to desktop and so on, and interactive interfaces. (Tuten, Solomon 2013, p. 2, 7)

The social media ecosystem consists of different type of networks. CIPR (2012) identifies them as following:

Networks and platforms that range from self-publishing and content sharing, through to discussion boards and virtual worlds. What they have in common, though, are principles founded on Web 2.0 technology. Principles that ensure communications are two-way, interactive and, above all, shareable. (CIPR 2012, p. 6-7)

Why do we use social media? One reason is, that humans are naturally motivated to connect and share. Social media sites themselves are not the destination, but the vessel to fulfill the desire to connect. The platforms themselves do not drive the conversation and engagement; the users do. Users can connect by sharing interests and passions, where the

content acts as the trigger for engagement. The need of maintaining social connections has always existed. Thanks to social media networks we can now connect with friends, family, co-workers and even strangers, and belong to groups, clubs and societies online. The magnitude of social media networks grows and evolves constantly, and the consumers of social media embraces the new communication channels wholeheartedly. (CIPR 2012, p. 3-5)

Social media mediums allow users not only to engage with existing content, but also to share and create content themselves. (CIPR 2012, p. 4) Enormous amounts of content are uploaded online every day, for example as of May 2019 YouTube (a social media channel presented in a later section in this chapter) had more than 500 hours of video content uploaded per minute to its platform. (Sahu. & Malik 2019, p. 3)

The number of individuals that can potentially be reached through social media is enormous: in 2020 nearly 60% of the world's population is online, and according to the latest trends more than half of the world's total population will be using social media by the end of the first half. From January 2019 to January 2020, the number of social media users grew 9,2%, totaling 3.8 billion users. (DataReportal 2020, p. 3, 8)

The term "Always Online", referring to that individuals are always reachable, is proven to be true in 2020, as the percentage of total social media users using social media via mobile devices is 99%. (DataReportal 2020, p. 77) The usage of internet is no longer tied in to a certain type of hardware, but consumers can access the web via pocket held devices, such as mobile phones, tablets and even smartwatches. This also means that the Web 2.0 services and social media is accessible at all times, despite the situation or location. (Tuten & Solomon 2013, p. 7) The average amount of time per day an individual spends on using social media is 2 hours 24 minutes. Out of all internet users 43% use social media for work purposes. (DataReportal 2020, p. 77, 90)

When an audience can be influenced by a brand or an individual, their behaviour can be changed, and Twitter starts to become a tool for transformation, not just engagement. (CIPR 2012, p. 75)

Being present on social medias can be an effective way of marketing for brands and companies. Social media enables businesses to engage and maintain customer service, uphold customer relationships in channels that are intrinsic to the consumer, as they already use the platform for social communication. (Tuten & Solomon 2013, p. 14) Through its messaging on social media brands can build relationships with the consumer (CIPR 2012, p. 3)

According to a study conducted by Content Marketing Institute, 83% of B2B-marketers utilize social medias in their marketing. According to a Forbes research 92% of decision makers utilize social medias one way or another when making purchasing decisions. Social media is considered to be one of the most effective marketing channels when it comes to selection of service providers. (Kananen 2019, p. 124)

4.2 Traditional marketing vs. social media marketing

As presented in the previous chapter, usage of social media ensures consumers are "Always Online" – making them reachable more or less everywhere. (CIPR 2012, p. 4) Social media offers marketers the chance of reaching the consumer at all times. (Tuten & Solomon 2013, p. 14)

Traditional marketing relies on so called interruption-disruption model. After gaining the consumers attention through for example television or radio program, the content the consumer is volitionally consuming is interrupted by a commercial message. Social media marketing partly utilizes the same model, by providing messages alongside the content consumed. (Tuten & Solomon 2013, p. 13)

Tuten and Solomon (2013) define marketing the following way:

Marketing is the activity, set of institutions, and processes for creating, communicating delivering, and exchanging offerings that have value for customers, clients, partners and society at large. (Tuten & Solomon 2013, p. 14)

The traditional view is, that businesses do marketing by utilizing a mix of actions, that consist of the 4 P's: Product, Price, Promotion and Place. What differentiates social media marketing from traditional marketing is the fifth factor, Participation, which social media enables. (Tuten & Solomon 2013, p. 14)

In 2012 all media must be social – and public relations practitioners who want to continue to work in the industry must quickly adapt to this new environment. (CIPR 2012, p. 8)

By creating an overlapping communications strategy brands can utilize both traditional and social media in their marketing. Creating content in mass media channels that drive consumers to an owned social media platform is an example of mixing traditional media with social media.

Compared to traditional marketing, social media marketing provides a great amount of data of consumer behavior and preferences. This enables businesses to target their messaging to consumers who are statistically more likely to be interested in their content. The algorithms of social media platforms rely on social referrals when ranking information: in short, content that interests the peer group of a consumer is likely to interest the consumer themselves. (CIPR 2012, p. 6) The user data available for marketers can consist of demographical location, gender, age or time of activity. Businesses can also view the data of their content, accessing information on what type of content performs the best. The performance can be measured for example by likes, reach, comments, views and shares. This type of data allows marketers to optimize their content for desired target groups in real time. (Instagram Business Account User Data, accessed February 2020)

4.3 Popular social media channels

This chapter presents some of the popular social media channels, and their primary use for individual and businesses.

4.3.1 Facebook

Facebook was founded by Mark Zuckerberg in 2004, with the initial purpose of Harvard students to use it as a social platform to get acquainted. The purpose of Facebook is to provide a platform for users where they can connect with acquaintances in various ways: users can be a part of groups, upload their own statuses, photos, videos, or experiences – and react to others. Facebook profiles for businesses can be used to network, gain business leads, promote products or services, create and track events. (CIPR 2012, p. 452) Facebook has a separate module for businesses, where teams can manage their business profile in one place. The business module allows teams to for example view data insights on individual posts and the whole account, manage advertising and payments and create new content such as posts or events. Facebook supports for example native advertising, in which the advertising resembles user-created content appearing in the platform feed, in-stream advertising, where in order to proceed watching video content the user must watch an advertisement first. (Business Facebook 2020) In January 2020 the platform reported, that 1.95 billion users can be reached with advertising on Facebook. (DataReportal 2020, p. 101) Facebook's mobile application ranked as second on monthly active users in 2019. (DataReportal 2020, p. 202)

4.3.2 Twitter

Launched in 2006, Twitter is the most known microblog platform on social media. It is described to be a real-time information network, that enables users to connect with the latest available information on topics of interest. (CIPR 2012, p. 8, 71) Being a microblog platform, Twitter allows its users to post short blog posts with the character limitation of 280. These blog posts are called "tweets". (Twitter 2020)

Like many other social media channels, Twitter in addition to business profiles supports tweet-resembling native advertisement in the format of video, images, links and text. Brands also have the chance to react and engage with their audiences thanks to the fast pace discussions on relevant topics. (Twitter 2020) For marketers, Twitter reported 339.6 million people can be reached through advertising. (DataReportal 2020, p.150)

4.3.3 LinkedIn

LinkedIn was founded by Reid Hoffman together with his colleague friends in 2003. In 2020 LinkedIn reported having more than 660 million users from over 200 countries. The platform describes its mission is to connect the world's professionals. (LinkedIn 2020) It is used to maintain and build professional relationships, search for jobs and recruit candidates and share industry related content. Users add others to become their connections. Connections are used to make introductions, as becoming a connection brings a level of trust. In addition to posts, users can publish their professional resumes on LinkedIn on the built-in profile. (CIPR 2012, p. 461)

Marketers can use LinkedIn to engage audience through sponsored (private) messaging, native advertisement that appear in the platform feed and text and dynamic advertisement. (LinkedIn 2020)

4.3.4 Instagram

Facebook-owned Instagram is a mobile-first photo and video sharing application founded by Mike Krieger and Kevin Systrom in 2010. Users can upload photos and videos to their feed for their followers to see. Users can comment, like and share content on the platform. (Instagram 2020)

Instagram has over 1 billion monthly users, out of which 500 million uses the Instagram Stories function daily. Instagram Stories are short videos available only for 24 hours, after which they disappear from the top of the feed. Instagram offers a free business account for businesses, which helps businesses to track visitor insights and data. Adverts on Instagram are native. (Instagram Business 2020)

In 2019, Instagram was ranked fifth of mobile applications by monthly active users. (DataReportal 2020, p. 202)

4.3.5 YouTube

YouTube was founded in 2005 by Chad Hurley, Steve Chen and Jawed Karim, and it was since bought by Google in 2006. It is a video-sharing platform that allows users to upload,

view, rate, share and comment on videos. Users can also subscribe to other users and create playlists. (Sahu & Malik 2019, p. 2) Businesses can also upload their own video content, such as show reels or promotional videos, or buy native-like in-stream adverts that viewers either can skip after a certain amount of time, or in some cases have to watch entirely. (YouTube 2020)

In 2019, YouTube had approximately 2 billion logged in users each month. Users watched a total of 1 billion hours of YouTube content per day. (DataReportal 2020, p. 164)

5 BUILDING A SOCIAL MEDIA MARKETING PLAN FOR A B2B - BUSINESS

This chapter explains the suggested process for building a social media plan for a B2B-focused business. The required knowledge and steps are explained.

All online activities, website content and social media posts by a company should never be randomized, as randomized content leads to pointless activities. Companies have tendencies to have an online presence without strategic planning, and without understanding the mechanics of online presence the results remain minimal. (Kananen 2019, p. 15) This is why it is crucial for a company to build a strong, executable marketing plan also for the use of social media.

Having clear understanding of the business is a cornerstone for any solid strategic marketing planning. According to Kananen (2019), a strategic plan contains the understanding of following:

1. Mission: Why does the company exist?
2. Vision: What does the company want to be in the future?
3. Business idea: For whom, what and how?
4. Strategy: How do we reach the vision?
5. Principles: In what environment does the company act in?
6. Targets: What is the target of the company?

(Kananen 2019, p. 15)

A company's social media accounts, used for the purpose of B2B-marketing, should be combined with strategic planning. (Kananen 2019, p. 136)

Kananen (2019) lists out the components of strategic B2B-marketing in social media to be the following:

1. Defining target group (buyer personas)

2. Content: Themes

3. Medias: Channels

4. Targets

5. Measuring

(Kananen 2019, p. 137)

5.1 Analysis

Understanding the existing conditions for the business is crucial for any strategic planning. When defining a strategy, a company must know where it currently stands and where it aims to go. Building a strategy requires understanding of competition and other external factors. For this an analysis is required.

According to Tuten and Solomon (2013), a situation analysis should consist of the following parts, answering the following questions:

1. Internal environment analysis

- What activities exist in the overall marketing plan that may be leveraged for social media use?
- What is the company culture?
- What resources are available that can be utilized as social media activities?
- Is the company internally ready for social media activities?

2. External Environment analysis

- Who are the company's customers? Do they use social media?
- Who are the company's competitors? What kind of social media activities do they pursue?
- What are the main trends for the environment that may affect the company's decisions on social media marketing?

3. SWOT Analysis

- Based on the internal and external environment analysis, what are the key strengths, weaknesses, opportunities and threats? (Tuten & Solomon 2013, p. 31)

The SWOT analysis can be conducted by answering a pattern of questions. What are the company's strengths? In what is the company at its strongest? What makes the company better than its competitors? What are the company's weaknesses? What ought to be improved? What are the competitors stronger in? What external factors provide opportunities? What are the current trends? What kind of obstacles are there currently? What are the future threats? (Kananen 2019, p. 19)

5.2 Setting objectives

A company's presence in social media should also include objectives. The objectives should be measurable, precise, reachable, actual and time bound. (Kananen 2019, p. 141)

Aligning social media objectives with the overall business core drivers may also help to gain approval for a social media plan internally. (CIPR 2012, p. 17)

An objective is a specific statement about a planned social media activity in terms of what that activity intends to accomplish. (Tuten & Solomon 2013, p. 39)

Objectives can consist of goals such as increasing brand awareness, improving reputation, increasing website traffic, amplify or grow PR-work, improve search engine optimization, improve quality of customer service, generate sales leads and through that reduce costs of customer acquisition, increase revenue. Stating the objectives help the company in further decision making and planning, as well as measuring accomplishments. (Tuten & Solomon 2013, p. 39)

Business Driver	Social Media Goal	Achieving What?
Brand	Awareness	Earning attention/reaching more people/ building profile
Finance	Sales	Generating enquiries, leads or sales
Customers	Loyalty	Keeping stakeholders engaged/ maintaining reputation/encouraging repeat business

Figure 1. Chart of business drivers with social media goals. (CIPR 2012, p. 17)

Objectives may also be approached through business drivers (see figure 1), such as brand, finance and customers. This would indicate, that a common understanding of the business is required when building a social media marketing plan.

5.3 Defining resources

Defining resources allocated to use the company social media accounts is a part of the planning process. Many companies lease their PR or marketing professionals, or customer service staff for this. Operating social media accounts actively can require collaboration through various sectors of the business. Keeping the designated team up to date with the existing plan and actions that come with it and gaining input is crucial. (CIPR 2012, p. 16) However, smaller to medium-sized companies do not necessarily have a PR department. The case company for example provides various social media services, including planning and content execution to full management for its clients. These handpicked specialists who execute the work obtain a desirable skillset, varying from visual to verbal communicational skills. However, during the research process it became evident, that the need for overall knowledge of the business is also required.

5.4 Target groups and segments

Without a defined target group social media marketing is rather pointless. Defining target groups is crucial for well executed marketing in general. It is essential to keep in mind that for B2B-services, the end-buyer might not be the same as the person searching for information on suppliers. (Kananen 2019, p. 138, 150)

Free competition and social media communications drive businesses to communicate to more defined targets, and to have a more customer-oriented approach in their marketing. Defining the target groups through buyer personas and finding the key elements that effect on the purchasing decisions help companies to aim their marketing at the right individuals. (Kananen 2019, p. 138)

[...]a person's life is digital varies based on their lifestyle, personality, demographics, and even their geographic and economic conditions. These characteristics represent the bases of segmentation marketers use when they divide a population into manageable groups. (Tuten & Solomon, 2013, p. 69)

Understanding various segments of target groups is an important component of a successful social media strategy. Marketers can divide a market into various groups that have similar needs and characteristics. The division can be made through several different variables, such as geographical, demographic, psychographic, benefit and behavioral variables. The geographical segmentation takes into consideration factors such as region, country, size and density of market or climate. Demographic segmentation observes factors such as age, gender, income level, ethnicity, level of education, family life cycle, and occupation. Psychographic segmentation considers factors like personality, motives, lifestyle, attitudes and general opinions. Benefit segmentation views groups through the marketing universe and the benefits they seek in products available. Behavioral segmentation splits individuals into groups based on how they act with brands or product categories. (Tuten & Solomon, 2013, p. 69-73)

5.5 Channels

Each social media channel has their characteristics, that should be taken into account when selecting suitable channels. Understanding what each channel is optimal for, choosing the right channels and acting according to the terms of the channels is important for successful social media marketing. (Kananen 2019, p. 124-125)

An important factor for channel selection is where do the prospect and possible clients act? Selecting channels where these target segments can be reached is essential. One way

to find indication of this is to observe what channels do the competitors use. (Kananen 2019, p. 125)

5.6 Execution

This chapter gathers suggested areas to mind when building a successful social media plan for a small to medium-sized business.

5.6.1 Tone of voice

Social media are about presenting the human side of your business, engaging with your audience to build trust, understanding and brand loyalty. (CIPR 2012, p. 18)

Establishing tone is an important part of corporate communications. Tone of voice is based on the company's brand persona. Brand personas are used as a tool for brands and businesses to clarify what kind attributes are intrinsic for the brand and as a base for communications and marketing. A brand persona explains brands through personality traits and by answering the questions "What in the brand is something that you could be smitten over?" and "What in the brand could you fall in love with?". The answers are combined with a brand core. (Superson 2018, p. 60-65)

The predictions for 2020 are, that especially the Gen Z audience is expecting more human commerce, meaning more intimate communication on social media with the businesses they purchase from. The research results prove, that consumers want less corporate content, and build more meaningful connections with brands on social media. The popularity of personal channels is growing, but public channels are still crucial for brand discovery. Providing prospects with content that creates emotional commitment in the public feed and deepening the relationships in private channels is seen as a trend in 2020. (DataReportal 2020, p. 11, 231)

5.6.2 Content types and themes

Social media content exists in various different formats, such as blogposts, videos, photos, podcasts, newsletters, articles and webinars. Originally online content would be

considered as something shared online from the traditional media, but due to the interactive nature of it, it has become social. (Tuten & Solomon 2013, p. 123)

All content should align with a company's overall personality (and be executed in the brand's tone of voice) and strategic objectives. Identifying relevant topics and well-performing content types is important. (Tuten & Solomon 2013, p. 126) Social media content by businesses should serve the customers' needs, challenges and problems. (Kananen 2019, p. 141)

According to Kananen (2019), visual content performs better when it comes to social media algorithms and audience interest. Content without images, video, diagrams or other infographics are considered boring by some consumers. (Kananen 2019, p. 92)

Kananen (2019) lists out the following categories to be the standard expectation of B2B-marketers:

- **Themes:** Development trends of industry, purchasing decisions, product on service familiarizing, challenges in business.
- **Content format:** Blogs and articles, summaries, product descriptions, videos and webinars, case presentations
- **Product or service:** support making the purchasing decision, support in using products, support in work tasks, development of skills, how to appear good and entertainment. (Kananen 2019, p. 77, referral to Caffey 2018 and Kemper 2018)

Figure 6.3
Content Value Ladder

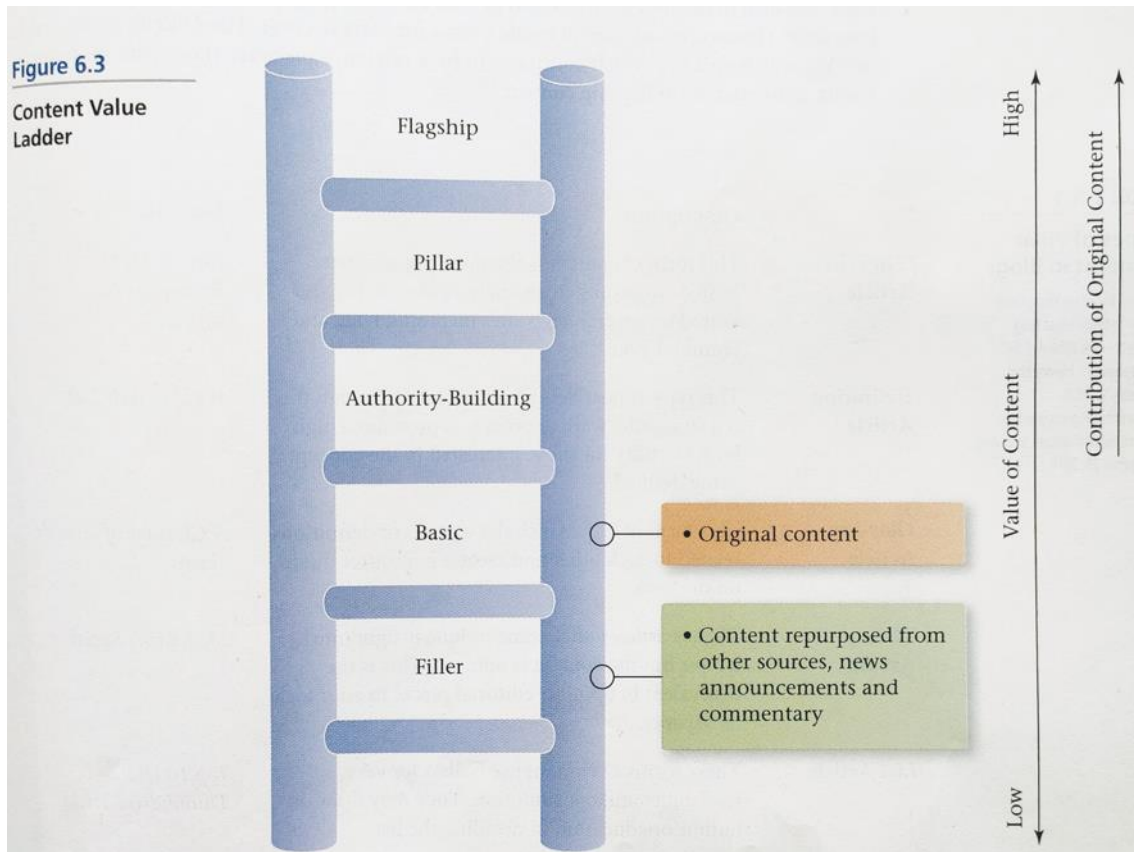


Figure 2. Content Value Ladder (Tuten & Solomon 2013, p. 127)

According to Tuten and Solomon (2013), social media content types can be divided based on originality and the value that they bring to the business. Starting from the bottom towards the top of the ladder (see figure 2) the content's originality and value increases. Tuten and Solomon (2013) explain the different content classification the following way:

- **Filler content:** Content that is shared or copied from other sources, such as media outlets or blogs. Due to its easy execution, this type of content does not require very much resources.
- **Basic content:** Starting from Basic content, all the above is considered Original content. Basic content is something that is not considered heavy enough to establish the creator to have authority in the given area, and the content won't serve as reference for the audience.
- **Authority-building content:** If the content poses as an authority in the given field and is considered to be original content by the creator, it is referred to as Authority-building.

- **Pillar content:** Content, that acts as a steady foundation is referred to as Pillar content. An example of Pillar content is educational content, that is read over time, saved, and shared with others. As other users share this type of content, more and more audience can be reached.
- **Flagship content:** Type of content, that help reform a phenomenon or impact the audiences' point of view on topic. Flagship content is also a form on authority building, but it has the tendency to have a longer impact then the content categorized as Authority building content.

The trend within the recent years has been more personal, humanized content. (DataReportal 2020, p. 231) It is suggested, that using the real individuals behind brands, and their actual words in content can create more memorable and meaningful content, that can be conversed in to better results. (CIPR 2012, p. 19)

The strategy of what kind of content to post should be combined with frequency. This can be done though building a social media calendar. (CIPR 2012, p. 19)

5.6.3 Frequency

In order to manage workloads, the content creators need to be appointed and duties need to be assigned. Establishing a publication calendar, also known as a social media calendar, helps teams to manage duties and meet deadlines. This helps teams to manage the time required for the content production. Social media calendar should include relevant activities, that could be relevant to share with the targeted audience. (Tuten & Solomon 2013, p. 126)

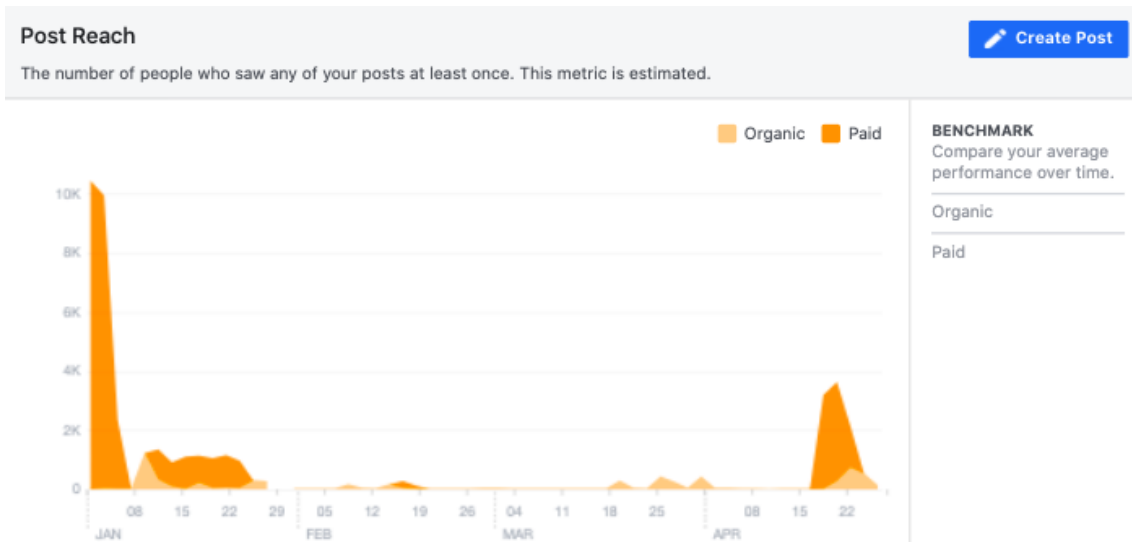


Figure 3. Superson post reach between 1.1.2020 26.4.2020, Facebook Business 2020

Based on the research observation, posting more frequently gave better results (see figure 3) than posting infrequently. The results showed, that the organic post reach was higher during times when content was posted more frequently, such as the peak in January, several peaks in March and April. (Facebook Business)

5.7 Analyzing results

The objectives set for the social media presence need to be measurable, meaning there needs to be some sort of measurable results. (Kananen 109, p. 141)

CIPR (2012) suggests, that instead of measuring Return of Investments for social media, following Key Performance Indicator (KPI) metrics could be a better way of measuring success. Marketing media author Chris Lake (2011) created list of more than 30 different micro-measures that can be used to measure KPI's, such as number of new fans or followers, views on videos and shares of content. The most valuable thing to do is to focus on measuring whether the channel is meeting the key goals. CIPR gives an example of brand awareness being the main goal, which would make for example increased brand mentions on social media the measurable KPI. (CIPR 2012, p. 21)

Many social media tools provide in-built measuring tools to analyze results. Business profiles on social media have access to detailed profile analytics, such as page views, unique visitors, custom button clicks and visitor metrics. (LinkedIn Admin 2020) Admins

can also view individual post performance, and measure for example engagement (any actions, such as liking, sharing or commenting taken on a post), reach (number of individuals who saw the post on their feed) or post clicks (how many individuals clicked on the post). (Facebook Business 2020)

6 SOCIAL MEDIA MARKETING PLAN FOR SUPERSON OY

In this chapter the social media plan for Superson Oy is presented. The structure of the social media plan consists of the following factors:

- Analysis
 - Business model
 - Internal environment analysis
 - External environment analysis
 - SWOT analysis
- Setting objectives
- Defining resources
- Defining target segments and groups
- Channels
- Execution
 - Tone of Voice
 - Content types
 - Frequency
- Analyzing results

For the analysis, the company's unique business model is explained, as it acts as a driver for the plan. The questions posed by Tuten and Solomon (2013) are answered, to reach conclusion of an internal and external environment analysis. A SWOT analysis was utilized to understand the company's strengths, weaknesses, opportunities and threats. For setting objectives, the company's social media objectives were clarified. Understanding why the company will use social media is established. Definition of resources are done to ensure that the plan is executable with the resources available for the company. Defining target groups and segments is included in the plan to understand who the company aims to communicate to; in what ways these groups overlap and how that can be utilized. Selection of social media channels is done to clarify which channels the company will be using, keeping in mind possible future suggestions. The executional section of the plan consists of establishing tone of voice, content types and frequency.

Lastly, the closing section for this chapter is an analysis of the results of whether the actions taken based on the plan were successful or not, and how they should be adjusted.

6.1 Analysis

6.1.1 Business model

6.1.2 Internal environment analysis

6.1.3 External environment analysis

6.1.4 SWOT analysis

6.2 Setting objectives

6.3 Defining resources

6.4 Target groups and segments

6.5 Channels

6.6 Execution

6.6.1 Tone of voice

6.6.2 Content types

6.6.3 Frequency

6.7 Analyzing results

7 SUMMARY

7.1 Conclusion

The aim of this research was to understand how to produce cohesive and quality social media content for Superson's business model. The plan established helps the company to manage its social media consistently through a steady process, and to produce both relevant and quality material for its various channels.

As a conclusion of this research, managing social media accounts for business should be a thought through and planned task. Establishing a strong process is important to gain the maximal benefit of a social media presence. For a small-to-medium-sized company resources may be a challenge, which can be overcome through trial and error, and careful planning.

Building a social media plan consists of several steps, out of which analyzing the existing conditions of the company appeared to be important. The key to this research ended up being the observation and through that understanding of the business model. Without understanding the business model, it would have been nearly impossible to create a plan that fits the case company. The interviews supported to understand the company structures and desires. Observing the company's Culture Book helped to understand where the company is headed strategically, and how that can be taken into consideration in the social media plan.

Understanding the framework of social media and where it stands in comparison to traditional marketing is explained in this research. The research proves, that social media is a constantly changing phenomenon, which requires that its users keep their knowledge up to date.

7.2 Discussion

Having worked in the marketing and communications industry for a year and a half, it was interesting to take the time to research a lot of the methodologies, theories and

strategies I use in my daily job. However, I would have hoped to find something a little more unexpected out of this research.

The research helped me to become more process orientated and acted as a reminder that also the journey is important, not just the end results. The plan has a detailed process which I look forward to utilizing with clients at my work. Understanding client's business models better is a learning I will carry on to my work from this study. This research also helped me to understand the correlation between traditional and social media.

For Superson, it was clear that a proper process is required to keep the social media on a required level. As a global company the focus needs to be shifted more internationally, especially since the two offices in different countries and markets will continue to operate under the same account for now.

7.3 Suggestions for further research

Throughout the research process it was evident that the social media channels discussed have very varying sets of algorithms. The platforms do not straightly disclose the way these algorithms work, so researching them and best practices for each channel would help businesses further develop their social media marketing plans.

Although excluded from this study, advertising in social media channels is noted to be an excellent way of reaching defined target groups. According to DataReportal, the advertising spend on social media was 89.91 billion in 2019, so sheerly the magnitude of the industry makes social media advertising an interesting research subject. Investments can be made with small budgets as well, so researching how to include paid adverts in social media plans would be worth the further research.

As a part of this research the general concept of social medias were studied. The DataReportal "We Are Social 2020" (2020) report, as well as other sources have given a strong indication of how much the usage of social media has changed both within the recent decade but as well the recent years. Researching to understand the future and create

predictions for social medias would give businesses better precautions to adjust their social media plans accordingly.

Studying the users of social media deeper would help to understand how they behave on social media and how to optimize content for each behavioral group. Tuten & Solomon (2013) brought up the Forrester Research concept of social technographics, through which different behavioral patterns can be divided into segments. Researching this concept to create even stronger engagement with target groups would be intriguing.

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9 SUMMARY IN SWEDISH

9.1 Introduktion

Examensarbetet är skrivet för Superson Oy, ett medelstort marknadsförings- och kommunikationsbyrå som opererar i Finland och Sydostasien. Målsättningen var att förstå hur byrån beter sig i dom valda social media kanaler, och vad är dom bästa vanor för Supersons företagsmodell.

9.2 Bakgrund

Efter min praktikperiod i 2019, har jag jobbat vid Superson som internationell marknadsförings- och kommunikationsproducent.

Superson grundades i Helsingfors i 2012. I 2019 lanserades sidokontoret i Singapore. I jämförelse med andra marknadsföringsbyråer, Superson opererar på ett så kallat Specialist modell. Detta tyder att företaget anställer endast en liten grupp av anställda, som jobbar med administrativa uppgifter. Tack vare sin specialistmodell, Superson lovar sina kunder att de får den bästa möjliga teamet, som är skräddarsydd för deras behov och bransch.

Efter att ha jobbat vid marknadsförings och kommunikations branschen blev jag intresserad om hur marknadsföringsbyråer beter sig i sociala medier, eftersom de borde vara experter i att marknadsföra företag.

9.3 Syfte och frågeställning

Syfte för detta studie är att hitta sätt att utveckla användning av sociala medier för att stöda fallstudieföretagets verksamhet, och skapa ett lämpande och kostnadseffektiv plan för företagets businessmodell.

Forskningsfrågan för detta studie är: Hur producerar man sammanhängande och kvalitetsinnehåll för Supersons företagsmodell?

Resultat som förväntas är ett plan hur social media konton opereras smidigt.

9.4 Avgränsning

Denna studie är avgränsat att studera endast hur medelstora B2B-företag kan utnyttja sociala medier i sin marknadsföring. Search Engine Optimization och betalda reklam exkluderas.

9.5 Terminologi

B2B: Akronym för business-to-business. Detta betyder, att företagets målgrupp är andra företag.

Marknadsförings- och kommunikationsbyrå: Byrå som erbjuder olika marknadsförings- och kommunikations services för andra företag och organisationer.

Specialist: Ett kommissionsbaserat freelance anställd, som jobbar med fallstudieföretaget Superson.

10 METOD

10.1 Forskningsstrategi

Primära datainsamlingen gjordes genom fallstudiet. Sekundära datainsamlingen baseras på existerande teorier och fynd i relevanta fält, så som litteratur, akademiska artiklar och online material av källor som kan anses pålitliga. Empiriska undersökningen av primära data genomfördes som observation och intervjuer.

Denna undersökning studerar ett individuellt företag, men utnyttjar också fallstudien för att kunna förstå social media marknadsföring som ett fenomen ur små och medelstora företags synvinkel.

På grund av författarens anställningsförhållande med fallstudieföretaget interaktion och självreflektion var centralt för undersökningen. Det var viktigt att kommunicera med dom anställda som sköter både interna och externa kommunikations operationer, för att kunna förstå vad är företagets nuvarande läge.

10.2 Datainsamling

10.2.1 Observationer

Observationerna var delade i två: strukturerade och ostrukturerade observationer. Observationer är i största allmänhet beskrivande och tolkande. Beskrivande och tolkande observationer är det mest använda sättet dokumentera en händelse, definiera kultur eller att skapa basis för att tolka data insamlat på andra sätt i fallstudier.

Observationer för detta fallstudie var ostrukturerade och deltagande, eftersom syftet för undersökningen var att optimera interna processer och skapa bästa praxis och resurser.

10.2.2 Intervjuer

Intervjuer kan också delas till två kategorier: ostrukturerade och strukturerade. Intervjuer för denna studie genomfördes som djupintervjuer.

Intervjuer kan skiftas att bli ”diskussioner med ändamål” (Burgess 1984) eller ”handledda diskussioner” eller ”att bygga samtalspartnerskap” (Rubin och Rubin 1995) eller ”kännedom som diskussion” (Kvale 1996).

Syftet för diskussionerna var att stöda fattningen om företagsmodellen, social media operationer, målsättning, resurser och tillgång till utomstående resurser. De anställda som deltog processen var företagets Project Coach, kulturansvarig och VD.

10.3 Analys

10.3.1 Kvalitativ analys

Kvalitativ data hänvisar till information som kan inte uttryckas numeriskt, så som egenskaper, värdering, mentalitet och idéer. (Franklin 2013, s. 17)

Kvalitativ analys användes att förstå företagsmodellen, företagsstruktur och behov. Kvalitativ analys av social media innehåll innebär 12 månader av existerande innehåll och data. Intervjuer och kollaborativa arbetssessioner var också analyserade kvalitativt.

10.3.2 Kvantitativ analys

Kvantitativ data hänvisar till information som kan uttryckas numeriskt, så som kvantitet, mängd eller avstånd. (Franklin 2013, s. 17)

Kvantitativ analys användes att ta reda på hur ofta innehåll ansågs vara lyckad baserat på utförande med viss avgränsning. Uppdateringsfrekvens för social media kanaler var också analyserat kvantitativt. Kvantitativ analysmetod användes att kartlägga repetition av teman i intervjuer, överlappande innehåll inriktat till olika segment och ideal frekvens för social media uppdatering.

10.3.3 SWOT analys

Akronymen SWOT består av Strengths (styrkor), Weaknesses (svagheter), Opportunities (möjligheter) och Threats (hot). SWOT analys klargör dessa faktorer. (Kananen 2019, s. 18-19)

SWOT analys för fallstudieföretaget utfördes i april 2020.

11 RESULTATREDOVISNING

11.1 Intervjuer

11.2 Observationer

12 TEORETISK RAMVERK

I detta kapitel teoretiskt ramverk för social media, hur social media marknadsföring används i jämförelse med traditionell marknadsföring, populära social media kanaler, möjligheter och utmaningar presenteras.

12.1 Vad är social media

För att kunna förstå sociala medier måste en förstå internet. Web 1.0 lösningar betydde att interaktion var endast enkelriktat. Web 2.0 lösningar möjliggör interaktivt sociala teknologier, dvs. kommunikativ interaktion, så som sociala medier. (Tuten & Solomon, 2013, s. 2, 7)

En anledning varför vi använder sociala medier är, att människan är naturligt motiverad att engagera och dela med sig. Sociala media kanaler styr inte diskussionen och engagemang; användaren gör detta. Tack vare social media kanaler vi kan förenas med andra. I sociala medier kan användaren också skapa innehåll själv. (CIPR 2012, s. 3-5)

År 2020 nästan 60% av världens befolkning är online, och över hälften kommer att använda sociala medier i slutet av första halvan av året. (DataReportal 2020, s. 3, 8) 99% av social media användare använder sociala medier på mobil apparater. I princip är konsumenter alltid online. (DataReportal 2020, s. 77, Tuten & Solomon 2013, s. 7)

För företags- och varumärkesnärvaro i sociala medier kan vara ett effektivt sätt för marknadsföring. Företag kan engagera med sina kunder, uppehålla kundrelationer i kanaler som är naturliga för dom flesta. (Tuten & Solomon 2013, s. 14)

Enligt Content Marketing Institutes undersökning 83% av B2B -marknadsförare använder sociala medier i deras marknadsföring. Enligt Forbes undersökning 92% av beslutsfattare använder sociala medier när de för inköpsbeslut. (Kananen 2019, s. 124)

12.2 Traditionell marknadsföring vs. social media marknadsföring

Sociala medier möjliggör att marknadsföraren kan nå konsumenten i princip närsomhelst. (Tuten & Solomon 2013, s. 14)

Traditionell marknadsföring utnyttjar så kallad avbrottsmodell, dvs. efter att ha nått konsumentens uppmärksamhet, konsumenten visas ett kommersiellt meddelande. Sociala medier utnyttjar likande modell, genom att visa kommersiella meddelanden mellan social media innehåll. (Tuten & Solomon 2013, s. 13)

I traditionell marknadsföring marknadsförs tjänster och produkter genom att använda olika funktioner, som består av 4 P: produkt, pris, promotion och plats. Sociala medier framför ett fjärde P, Participation (deltagande), på grund av den engagerande karaktären. (Tuten & Solomon 2013, s.14)

Genom att skapa ett överlappande kommunikationsstrategi kan företag utnyttja både traditionella och sociala medier i marknadsföring, t.ex. att skapa innehåll för massmedia kanaler, som driver konsumenter till företagets egna sociala media kanaler.

Jämfört med traditionell marknadsföring, skapar social media marknadsföring ett enormt mängd av data av konsumenten, som kan utnyttjas. (CIPR 2012, s. 6)

12.3 Populära social media kanaler

12.3.1 Facebook

Facebook grundades år 2004, och den primära meningen är att hålla kontakt med andra, t.ex. genom att dela status, bilder, videon eller erfarenheter, och reagera på andras innehåll. För företag kan Facebook användas som nätverksverktyg, skapa businessledtråd, marknadsföra produkter eller tjänster. Facebook skapat ett businessverktyg. (CIPR 2012, s. 452, Business Facebook 2020)

12.3.2 Twitter

Twitter är en mikroblogg plattform som lanserades 2006, var individer kan dela korta meddelanden. Den beskrivs som ett realtids informationsnätverk, som möjliggör att användaren kan ansluta med den nyaste informationen. (CIPR 2012, s. 8, 71, Twitter 2020) För marknadsförare bjuder Twitter möjligheten att nativ-reklam i formaten av video, bilder, länkar och text. (Twitter 2020)

12.3.3 LinkedIn

LinkedIn grundades i 2003, och har ca. 660 million användare i 200 länder. Plattformens mission är att förena alla världens yrkesmän. (LinkedIn 2020) LinkedIn används att uppehålla professionella relationer, rekrytering, arbetssökning och industri relaterat innehåll. (CIPR 2012, s. 461) Marknadsförare kan kommunicera med publiken genom att skicka privata meddelanden, nativ-reklam och dynamiska reklamer. (LinkedIn 2020)

12.3.4 Instagram

Instagram lanserades år 2010. Användaren kan föra över sina bilder och video för andra att engagera med. (Instagram 2020) Instagram har 1 miljard användare månadsvis. För marknadsförare erbjuder plattformen ett gratis företagskonto. Instagram erbjuder nativ-reklamer. (Instagram Business 2020)

12.3.5 Youtube

Videoplattformen Youtube grundades år 2005. Användaren kan ladda upp sina egna videon, titta samt dela och kommentera på andras innehåll. (Sahu & Malik 2019, s. 2) Företag kan ladda upp sina videon, så som showreel eller reklamvideon, och köpa in-stream reklamer. (Youtube 2020)

13 BYGGANDE AV ET SOCIAL MEDIA PLAN FÖR B2B-FÖRETAG

I detta kapitel förklaras den förslagna processen att bygga ett social media plan för ett B2B-företag.

Alla online aktiviteter, så som webbsida innehåll och social media posts, borde aldrig vara randomiserat, eftersom detta leder till meningslösa aktiviteter. (Kananen 2019, s. 15)
Företag ha ett starkt, verkställbart marknadsföringsplan också för sociala medier.

Ett strategiskt plan innehålla förståelse om följande:

- 1) Mission
- 2) Vision
- 3) Verksamhets idén
- 4) Strategi
- 5) Principer
- 6) Målsättning

(Kananen 2019, s. 15)

Ett strategiskt B2B-plan kan byggas av följande komponenter:

1. Definition av målgrupper
2. Innehåll: Tema
3. Media: Kanaler
4. Målsättning
5. Måttagning

(Kananen 2019, s. 137)

13.1 Analys

Det är viktigt att förstå gällande situationen företaget är i. Att bygga en strategi, behövs förståelse om konkurrens och andra externa faktorer. För detta krävs analys.

Enligt Tuten och Solomon (2013), ska en situations analys bestå av en intern och extern miljöanalys, och en SWOT analys.

13.2 Målsättning

Social media målsättning borde vara mätbart, exakt, nåbart, aktuellt och tidsbundet. (Kananen 2019, s. 141)

Mål kan bestå av t.ex. ökning av varumärkeskänedom, förbättring av rykte, ökning av trafik på webbplats, uppgång av PR-arbete, förbättring av Search Engine Optimization, förbättring av kundservice, generering av businessledtråd. (Tuten & Solomon 2013, s. 39)

13.3 Definiering av resurser

Många företag använder sina PR- eller marknadsföringsanställda för denna uppgift, men små eller medelstora företag har inte sådana resurser. Att operera social media konton kan vara ett kollaborativt insats, som överlappar flera avdelningar i företaget. (CIPR 2012, s. 16)

13.4 Målgrupper och segmenten

Utan att ha ett definierat målgrupp är social media marknadsföring meningslöst. Att definiera målgrupperna genom t.ex. buyer personas, och genom att hitta de nyckelelement som utför inköpsbeslut hjälper företag att sikta sin marknadsföring till de rätta individerna. (Kananen 2019, s. 138, 150)

Marknadsförare kan segmentera målgrupper till liknande behov och karaktäristiker, så som demografiska, psykografiska, nytta och beteendemässiga variabel. (Tuten & Solomon 2013, s. 69-73)

13.5 Kanaler

Det är viktigt att företaget förstår hur karaktäristiken av olika kanaler fungerar, när val av social media kanaler görs. Det är väsentligt att förstå vilka kanaler målgruppen och konkurrensen använder. (Kananen 2019, s. 124-125)

13.6 Verkställandet

13.6.1 Tonfall

Tonfall baseras på företagets varumärkespersona, som är ett verktyg som hjälper företag att klargöra hurdana attribut är inneboende för varumärket. (Superson 2018, p. 60-65)

Enligt undersökning förväntar konsumenter att företag och varumärket kommunicerar mer intimt på sociala medier. Detta kan hjälpa fördjupa förhållandet mellan konsumenten och företaget. (DataReportal 2020, s. 11, 231)

13.6.2 Innehållstyper och teman

Social media innehåll existerar i varierande formaten, så som blogginlägg, video, bilder, podcast, nyhetsbrev, artiklar och webinarer. (Tuten & Solomon 2013, p. 123)

Enligt Tuten och Solomon (2013) social media innehåll kan delas baserat på originalitet och värden den skapar åt företaget: filler, bas, auktoritet-skapande, pilar och flagship innehåll.

13.6.3 Frekvens

För att organisera innehåll och uppdateringsschemat bättre, rekommenderas innehålls kalender. (Tuten & Solomon 2013, s. 126) Bättre resultat kan nås genom att uppdatera frekvent. (Facebook Business)

13.7 Resultatanalys

CIPR (2012) föreslår att istället för att mäta ROI (avkastning på investering), KPI (nyckelprestationsindikatorer) skulle mätas. Chris Lake (2011) har listat över 30 olika mikromätare, men viktigast är att fokusera på att mäta om kanaler möter nyckel målen. (CIPR 2012, s. 21)

Dom flesta social media kanaler har inbyggda mättnings verktyg.

14 SOCIAL MEDIA MARKNADSFÖRINGSPLAN FÖR SUPERSON OY

I detta kapitel förklaras hur planet implementeras för Supersons behov.

14.1 Analys

14.1.1 Företagsmodell

14.1.2 Intern omgivningsanalys.

14.1.3 Extern omgivningsanalys.

14.1.4 SWOT analys

14.2 Målsättning

14.3 Definiering av resurser

14.4 Målgrupper och segmenten

14.5 Kanaler

14.6 Verkställandet

14.6.1 Tonfall

14.6.2 Innehållstyper och teman

14.6.3 Frekvens

14.7 Resultatanalys

15 SAMMANFATTNING

15.1 Slutsats

Målet för denna undersökning var att förstå hur produceras sammanhängande och kvalitét innehåll för Supersons företagsmodell. Konklusionen är att sociala medier borde vara en genomtänkt och planerad operation för företag. Att bygga ett social media plan består av flera olika steg. För denna undersökning visade sig att observation och förståelse av företagsmodellen var viktigt. Intervjuerna samt analys av företagets kulturbok gav insikt som krävdes.

Det bevisades att sociala medier ändrar konstant, och det är ytterst viktigt att hålla sig up-to-date.

15.2 Diskussion

Efter att ha jobbat på marknadsföringsbranschen, det var intressant att kunna undersöka fenomenen, teorier, metodologier och strategi som jag använder dagligt i mitt arbete. Undersökningen hjälpte mig att bli mer processorienterad, och lägga märke till också kundens företagsmodell. Undersökningen hjälpte mig att förstå relationen mellan traditionell och social media marknadsföring.

15.3 Fortsatt forskning

Ämnen för fortsatta forskning är betalda annonser på sociala medier, algoritmer, framtidstrender för sociala medier och social media användarbeteende.