



# **Marketing Plan for a Mobile Application**

Case Toodo

Netta Ahokangas

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Author:	Netta Ahokangas
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Supervisor (Arcada):	Susanna Fabricius
Commissioned by:	
Abstract:	
<p>Todoo is an invention of a mobile application that collects events and activities on one platform providing an effortless way for users to search something to do for themselves. The success of the mobile application depends on market needs but also, how it will be marketed to the target audience. The purpose of this study is to create a functional marketing plan for Todoo by investigating the components of a marketing plan; Marketing Mix, Marketing Strategy, SWOT analysis, STP model, as well as the marketing communication channels in the field of digital marketing; outbound and inbound marketing, social media, SEO and sales promotions. The research questions in this study are: What elements a marketing plan includes and How to create a marketing plan for a new invention? The data is collected through individual interviews with three marketing professionals and through focus group with a sample of 7 respondents which all are in targeted audience of Todoo. The components of a digital marketing plan are mainly studied from consumer behavior point of view. The findings of the study are utilized in a marketing plan conducted for the mobile application.</p>	
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# CONTENT

<b>1</b>	<b>Introduction.....</b>	<b>5-7</b>
1.1	Presentation of the Mobile Application .....	5-6
1.2	Research Aim and Questions .....	6
1.3	Focus and Limitations.....	7
1.4	Structure of the Study .....	7
<b>2</b>	<b>Marketing Plan .....</b>	<b>7-15</b>
2.1	Marketing Mix.....	8-9
2.2	Marketing Strategy .....	9-10
2.3	SWOT Analysis .....	10-11
2.4	Segmentation, targeting and positioning (STP) .....	11-12
2.5	Marketing Communication Channels & Techniques .....	12-15
2.5.1	<i>Outbound Marketing</i> .....	13
2.5.2	<i>Inbound Marketing</i> .....	13
2.5.3	<i>Social Media</i> .....	14-15
2.5.4	<i>Search Engine Optimization (SEO)</i> .....	15
2.5.5	<i>Sales Promotions</i> .....	<b>Error! Bookmark not defined.</b>
<b>3</b>	<b>Method.....</b>	<b>16-20</b>
3.1	Focus Group as Data Collection .....	16-17
3.2	Focus Group Guide .....	17
3.3	Interview as Data Collection.....	17
3.4	Interview Guide.....	17
3.5	Sample Selection.....	18
3.6	Data Collection .....	19
3.7	Data Analysis .....	19
3.8	Research Ethics .....	20
<b>4</b>	<b>Results.....</b>	<b>21-28</b>
4.1.	Focus Group Results .....	21-25
4.1.1	Consumers behavior towards Events and Activities.....	21-22
4.1.2	Consumer behavior in Marketing.....	22-24

4.1.3	Consumer behavior in Mobile Applications Usage .....	24-25
4.2	Interview Results .....	25-28
4.2.1	Marketing Plan for Start-Up.....	25-26
4.2.2	Social Media Channels as Marketing tool.....	26
4.2.3	Digital Marketing from professional point of view .....	26-28
<b>5</b>	<b>Discussion .....</b>	<b>28-32</b>
5.1	Consumer Behavior .....	29-30
5.2	Components of a Digital Marketing Plan.....	30-31
5.3	Limitations of the Study.....	31-32
5.4	Final Words .....	32
	<b>References .....</b>	<b>33-38</b>
	<b>Appendix 1 - Focus Group .....</b>	<b>39-40</b>
	<b>Appendix 2 - Single Interview .....</b>	<b>40-42</b>
	<b>Appendix 3 - Single Interview .....</b>	<b>42-45</b>
	<b>Appendix 4 - Single Interview .....</b>	<b>45-48</b>

## Figures

<i>Figure 1</i>	<i>4P's of Marketing Mix .....</i>	<i>8</i>
<i>Figure 2</i>	<i>The elements of SWOT analysis.....</i>	<i>10</i>
<i>Figure 3</i>	<i>STP model.....</i>	<i>11</i>
<i>Figure 4</i>	<i>The main event categories joined by respondents.....</i>	<i>22</i>
<i>Figure 5</i>	<i>Prevalence of different channels to search for events and activities.....</i>	<i>23</i>
<i>Figure 6</i>	<i>Mobile Phone versus Laptop.....</i>	<i>24</i>
<i>Figure 7</i>	<i>Mobile App versus Web Browser .....</i>	<i>24</i>

## Tables

<i>Table 1</i>	<i>Respondent Sampling .....</i>	<i>21-22</i>
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# **1 INTRODUCTION**

The research surrounding this thesis focuses on an invention of a mobile application, named Toodo, by giving tools for creating a functional marketing plan for the mobile app. Marketing plan is a process which makes the goods and services move from producers to consumers providing revenue, product and positioning enhancements to improve the market share by creating demand for the good or service (Stevens, Loudon & Nykiel, 2003 p. 219.) Since the mobile application is only on its planning stage, the need for this study is essential. Marketing is crucial for new inventions especially during their launch phase when it's extremely important to reach the target audience successfully.

Marketing is a process of planning, executing, pricing and distributing company's ideas, goods and services to consumers determining their needs and wants to deliver desired satisfaction effectively. Companies use marketing to meet customers' expectations, wants and needs better than their competitors do (Nwankwo & Gbadamosi, 2011 p. 44.)

Marketing planning is necessary for companies since it helps developing a strategy to reach competitive advantage and inform the target market consistently of goods and services of the company. Marketing planning involves various activities that are intended to compose plans to reach the goals. These activities are divided in four phases; setting goals, reviewing situation, formulating strategy and allocating resources (McDonald & Wilson, 2011 p. 23-44.)

The study first presents the theory of a marketing plan for mobile application introducing Marketing Mix, Marketing Strategy, SWOT-analysis, STP model and the most applicable marketing communication channels for the mobile application. After theory is presented the method is described and the data of the interviews and focus group will be analyzed. The final part focuses on presenting the results and discussion with conclusions.

## **1.1 Presentation of the Mobile Application**

Toodo is an invention of a mobile application that collects events and activities on one platform. The app is designed to provide easier access for people to find things to do

nearby them. Additionally, the mobile app provides a platform for companies to advertise special offers to users.

The mobile app is on its planning stage, so it hasn't been launched yet. Therefore, before launching the mobile app a marketing plan is important to create for reaching the target audience through the right communication channels. To create as comprehensive marketing plan as possible, it needs to include elements such as Marketing Mix, Marketing Strategy, SWOT analysis and a marketing plan as well as a definition of communication channels. In addition to these main elements of a marketing plan, STP model is studied as well to add value to the marketing plan.

## **1.2 Research Aim and Questions**

The main aim of this thesis is to research the elements of a marketing plan and how these elements can be used for creating an efficient marketing plan to increase awareness and visibility of the mobile application among consumers. The theory of a marketing plan will be analyzed and associated with the results from data collected from interviews and focus group. The theoretical findings of the study together with the research results will be a main base for a concrete, confidential marketing plan conducted for Toodo. The focus will be on digital marketing by studying the models and channels suitable for online marketing and reaching the right consumers. Since the mobile app will advertise offers to its users, sales promotions as a marketing communication channel will be presented as well. The marketing plan is a crucial part of the study giving recommendations on Toodo's future actions in marketing and it will be utilized when entering the market.

The thesis is to answer questions concentrating on forming a marketing plan for the mobile application presenting necessary, modern tools to create a marketing plan as well as digital marketing communication channels as marketing tools. The two main research questions are the following:

- What elements does a marketing plan include?
- How is a marketing plan designed for a new invention?

### **1.3 Focus and Limitations**

In this thesis the elements of a marketing plan will be studied as well as how to use them when developing a marketing plan for a mobile application. The focus will be on the main tools of marketing plan and in digital marketing tools and channels, therefore the text will not consider traditional, physical marketing methods nor B2B market as the research focuses on consumer behavior and on the most contemporary and cost-effective marketing tools since the invention is only at a preliminary stage.

### **1.4 Structure of the Study**

The study is divided into four sections, Introduction, Methods, Results and Discussion (IMRD.) The introduction part presents general information, background and previous researches about the topic. Selected methodology applied in this study will be determined in method section. Fourth chapter of the study presents both literary and empirical findings of the results with details. Last section presents conclusions and discussion outlining the findings which can be utilized in marketing plan for Toodo.

## **2 MARKETING PLAN**

A marketing plan helps company to benefit its business and reach its target audience successfully and is especially useful when developing a new business idea. Additionally, it helps the company make better financing and marketing decisions, attracting buyers and investors and maintaining employees' motivation. The marketing plan includes 4 P's (Marketing Mix) that refers to Product, Price, Place and Promotion and a strategy that guides the company to achieve its objectives (McDonald & Wilson 2011 p. 46.) The marketing plan often includes a SWOT analysis which helps the company to forecast those objectives that can affect the business and define processes that outlines the company's long-term strategies (Kruger, 2015 p. 1-5.) By applying Segmenting, Targeting and Positioning (STP) approach to a marketing plan, a company can improve its performance, effectiveness and efficiency in their marketing (Davis, B. 2017.) Companies also need a strategy of how they will deliver a product or service to consumers by defining appropriate marketing channels.

## 2.1 Marketing Mix

Marketing Mix is a tool commonly used in marketing process that helps a company to add value for it and provide customer satisfaction by meeting the requirements of its target audience and trying to build the longest possible relationship that are profitable for the company. Marketing Mix concentrates in 4P's; Price, Product, Place and Promotion (Khalid, 2018.)



*Figure 1 4P's of Marketing Mix*

**Product:** The first element of the Marketing Mix is the Product. Product is a physical element that is offered to the target audience to build customers' satisfaction and loyalty. To succeed, companies must provide quality products and services that meet customers' needs or wants. This can be anything that attracts market's attention or consumption.

**Price:** Price is the second element of a marketing mix, influenced by the organization, costs, differentiation of a product, level of competition in the market and the market share, and also how customers perceive the product, and do they feel that it brings value to their need or want. Therefore, the price is greatly influenced by the purchasing power of customers but also by the product's total costs, profit margin and lifecycle, regulations and various policies in the economy. Pricing can be done by cost-based method (e.g. analyzing the break even or contribution), competition-based method (e.g. by competitive pricing) and demand-based method (e.g. pricing according to the customers' needs.)



**Place:** Place is an element of marketing mix which includes everything from distribution channels to transportation and logistics, from warehouses to inventory and location. In other words, it is a mechanism that brings goods and services from a provider to consumers. Delivering a product or service to the right place at the right time is crucial for a company to achieve the desired goals.

**Promotion:** Promotion is an extremely important element in marketing mix which identifies the target audience's needs and wants and communicates the product or service to them so that they want to purchase it. Otherwise speaking, the promotion process includes all marketing activities where the company informs, or reminds, its target market about the goods or services it provides, even as aiming to build a positive image of the company in customers' minds. According to Kotler and Armstrong in Khalid's study, promotion is a human activity based on a communication process that can be direct, for instance through personal selling points or indirect through the media e.g. by advertising (Khalid, 2018.)

Although, the marketing mix tool was first developed for traditional marketing, it can also be used in the field of digital marketing, also known as the E-marketing mix. Digital marketing mix includes same components than traditional marketing mix does: Product, Price, Place and Promotion only difference to be that products may be digital, discounts are online discounts, distribution can be implicated e.g. as co-marketing in online and the inbound marketing can be done e.g. via e-mails or in social media. According to Chaffey, the e-marketing mix can be extended to People, Process and Physical Evidence that include for instance, culture or image (people), IT-supports (process) or customers' experiences in online (Physical evidence) (Chaffey, 2019.)

## **2.2 Marketing Strategy**

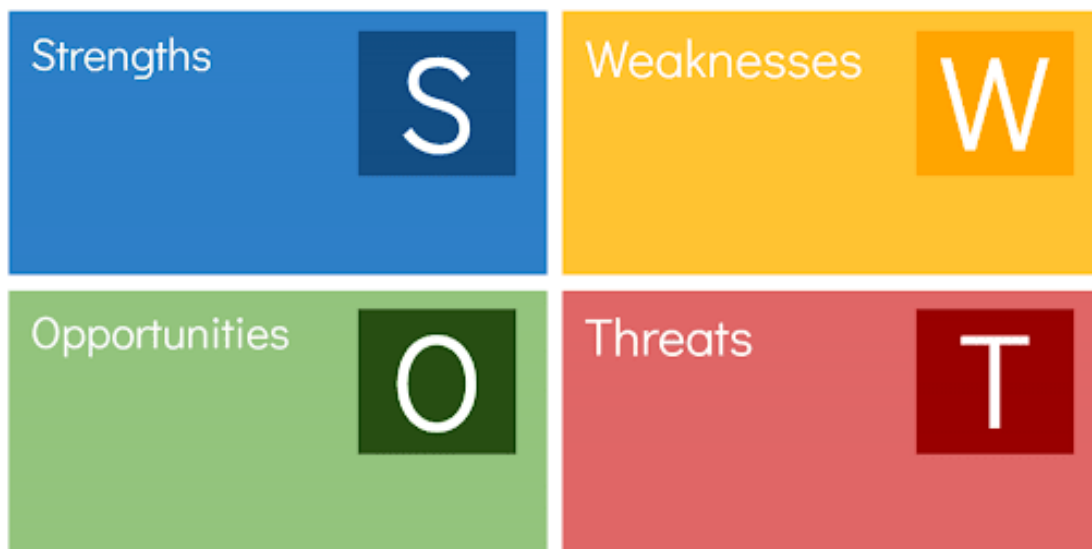
A marketing strategy is vital for a company to stay active and reach great outcomes. (Paley, Norton, 2000.) A marketing strategy aims on reaching the target audience and turning them into customers of the company. In other words, a marketing strategy is a company's overall tactical plan for communicating with potential customers. The company's value proposition, key brand messaging, information on target customer de-

mographics and other high-level elements are all part of the marketing strategy (Investopedia, 2019.) A marketing strategy can be also created more modern way; digitally. Digital marketing is a modern strategy of online advertising and E-marketing which is a valuable communication tool for the companies to connect with prospective or extant customers (Damian, Ryan, 2009)

### 2.3 SWOT Analysis

SWOT is a strategic approach that assists the company to define its current situation and make decisions based on its Strengths, Weaknesses, Opportunities and Threats.

Strengths and weaknesses are internal factors while opportunities and threats are considered as external factors of the analysis (Büyüközkan & Ilıcak, 2019.)



*Figure 2 The elements of SWOT analysis*

Strengths are those factors that bring advantages to the company, for instance motivated employees. Weaknesses are factors that a company lacks compared to its competitors. This can be, for instance, poor employee performance. Opportunities are considered as positive factors that increase the company's competitiveness, for instance, the sector of business is expanding while threats include external elements that affect the company negatively by causing problems for the company. Opportunities and threats are both factors that the company cannot control (Uluslararası, 2017.)

The SWOT is a traditional and plain tool to use in assessing alternatives and making decision in a company, and it is also a convenient starting point for strategic planning. Internal factors, strengths and weaknesses, that marketing marketers consider can include the image, efficiency, capacity and structure of the company as well as accessibility to resources and its financial assets. Opportunities and threats concentrate on external elements such as customers, competitors, partners and suppliers, changes in social, economic or political environment and new trends (Helms & Nixon, 2010.)

## 2.4 Segmentation, targeting and positioning (STP)

A Segmentation, targeting and positioning, in other words STP model is a model which can be applied when creating a marketing plan. The approach of STP model is to identify potential customers by segmenting the market, targeting those customers using a suitable communication channel and positioning what the company has to offer and what is its competitive advantages (Davis, 2017.)



*Figure 3 STP model*

**Segmentation:** The first phase of the STP model is segmentation. Market segmentation is a process where customers who share similarities in their interests and needs are split into a same segment by first developing the segments and after by prioritizing and selecting them. Approaches of market segmentation can be divided into three segments: demographics, geographic and psychographics. Customers' behavior toward products or services and what channels they prefer to use can be one approach of segmentation as well. Segmentation helps the company in making decisions so that they will reach the potential customers with specific needs and wants (McDonald, Malcolm & Dunbar, 2012 p. 7-15.)

**Targeting:** The next step of STP model is targeting. In targeting phase, marketers decide which segments to target by analyzing several tangible and intangible factors that affect in their decisions. These factors are for instance customer needs, objectives of the company, both internal and external environment and an assessment of opportunities and issues (Weinstein, 2004 p. 136-137.)

**Positioning:** The last phase, positioning, is for formulating a marketing strategy or plan that appeals to the selected target audience in a unique way. This is a creative phase of the STP model where the company strives to create competitive advantages by searching for unique marketing advantages or searching for new segments of the market, or developing new approaches to former needs (Weinstein, 2004 p.139.) It is crucial to decide and limit if the company provides a solution to a larger whether smaller group of people (Williams, 2010 p. 37.)

## **2.5 Marketing Communication Channels & Techniques**

Marketing is a whole picture of how a product or service is delivered successfully to the market. Therefore, defining the right communication channel is crucial when creating a strategic marketing plan for the company (Tikkanen & Vassinen, 2009 p. 72.)

According to Chunawalla the marketing process starts from creating a strategic business plan, after which the company needs to create their marketing plan. When the marketing plan is done, the company designs the communication plan defining which channels they'll be using in marketing. Interpersonal communication differs from mass communication being slower and slightly more expensive in reaching large audiences, but it is more efficient in reaching the audience's attention. Different marketing activities should be considered as a whole instead of separating them from each other (Chunawalla, 2009 p. 7-8.)

### **2.5.1 Outbound Marketing**

According to Goodwill outbound marketing, also known as traditional marketing, is a strategy in which a company advertises the product or service to the consumers even if they have not searched information of them. Outbound marketing is often more high-cost than modern strategies are (Goodwin, 2013.) Outbound marketing is a technique in which the company strives to reach larger public with interruption-based marketing where the consumer needs to pay attention to the message. Outbound marketing is not seen as the most effective tool to get a message through to consumers any longer. New strategies such as Inbound marketing tends to create more traffic on companies' websites and gaining more results from the internet (Dakouan, 2019.)

### **2.5.2 Inbound Marketing**

Inbound marketing is an internet-based marketing strategy established by Halligan and Shah in 2009 which linked to other online marketing tools like SEO (search engine optimization) and social media marketing (Bezhovski, 2015.)

Unlike the traditional outbound marketing method where marketers approach consumers by advertising directly to them (e-mails, TV...), inbound marketing method focuses on getting the consumers find the company. According to Halligan and Shah this can be done by creating a remarkable value proposition for the company that stands out from the market being unique and valuable (p. 26, 41.) Inbound marketing is an organic strategy which aims to not smother the customers by advertising them in traditional way, which according to customers prefer more. It is necessary that the platform for inbound marketing is selected based on company's target market which needs a little researching to know where the target audience exists. Inbound marketing can be time-consuming plus distributing the content aren't free of charge, inbound marketing is frequently more inexpensive than what traditional, paid marketing is (Fishkin & Høgenhaven, 2013 p. 3)

### **2.5.3 Social Media**

One of the main and most important communication channels of digital marketing is Social media. Social media is not directly a tool or technology but is more a channel that allows companies to use their tools and technologies for marketing. Social media gives a platform for companies to share their ideas, contents, thoughts and relationships by sharing texts, audios, videos, images and communities. Social media is a set of many different platforms where people, and companies can share their media. Those sites are for instance Google, Facebook, Instagram and LinkedIn (Meerman Scott, 2013 p. 54-56.) These sites ease searching for information and connecting for people cutting off the mass media and it is important that companies success building a community and engaging their attention in social media (Leroux Miller, 2013 p. 8-11.)

One of the most used communication channels that companies use for marketing is marketing is Facebook. Facebook is a social networking site established by Mark Zuckerberg in 2004. The marketing content in Facebook can be added as images, videos or short messages that help the company to connect with their customers closer increasing a company's equity and brand value the same time (Moriuchi, 2013 p. 18-25.) Facebook has created a Facebook Business Manager for companies to manage their social media accounts (Facebook and Instagram.) Facebook Business Manager helps companies to reach their target audience through social media by posting and tracking their ads, connecting with their customers and helping to find new customers. Also, Facebook provide companies a possibility to create a shop or advertising their stores and items (Facebook Business.)

Instagram is a form of communication for sharing photos and videos that has been launched in 2010 and sold to Facebook for 1 billion dollars in 2012. In 2013, Instagram had attracted over 150 million active users, 55 million uploaded photos and 16 billion photos shared (Hu, Manikonda & Kamphampati, 2014.) By the year of 2018, Instagram had grown until 1 billion monthly active users, so it is a constantly growing,

most-influential platform and it plays a crucial role in popular culture world-wide but also in the field of Marketing. It is an important platform for companies to market their products or services online and it has a central role in companies' and brands' strategies (Mansoor, 2020.) In 2019, 57% of individuals uses Instagram in Finland (Statista, 2019.)

#### **2.5.4 Search Engine Optimization (SEO)**

SEO is a process of optimizing the website to get targeted traffic to the site. The goal is to appear as top organic results for searches (e.g. in Google) by using suitable keywords in the website (Goodwin, 2018.) In other words, achieve the best possible ranking in the search engine and stand out in a crowd of other websites by being among the first pages which is done by using relevant keywords, optimizing the pages for search engines and adding topical links to the site. To achieve a successful SEO, the company needs to set clear goals and customize a clear SEO plan (Ledford, 2007 p. 18-20.)

#### **2.5.5 Sales Promotions**

Sales promotion is a tool in marketing that forwards the efforts of marketing process by adding something extra to the product or service stimulating the effectiveness of consumer purchase. It is not a mandatory element of company's marketing plan, but it can pay substantial dividends, gaining market share, expand the target market, developing the consumer experience and motivating the consumer to make a purchase in the sale process, bringing additional value to the good or service and developing franchise of the brand (Sherlekar & Gordon, 2009 p. 204-205.)

The aim of Sales Promotions is to increase the consumption and it is crucial that the target audience has been narrowed. The main tools of sales promotion are: consumer content in which consumers are invited to the contest to show their creativeness, price-off deals, refunds from the purchase price, coupons and samples, premiums (e.g. free delivery,) and free goods or services, rewards on purchases, free trials, warranties of the product, cross-promotions and POP, in other words point of purchase (Chunawalla, 2010 p. 175-182.)

### **3 METHOD**

This study had a qualitative approach of the chosen topic. Theory of the study needs to be an outcome of an investigation in qualitative research, not something that only precedes, and qualitative research is often more open-ended strategy of researching than quantitative is. When acting as a qualitative researcher it is important to know how to see through the eyes of the participants of researches since it is important that the researcher understands the participants and their opinions. Some writers have depicted that qualitative research a greater affinity with a feminist point of view than quantitative research can exhibit (Bryman, 2012.)

The main steps of qualitative data research (Bryman, 2012);

1. General research question(s); identifying the biases of the study
2. Selection of relevant site(s) and subjects; identifying the research material and participants.
3. Collection of relevant data; writing down the researches for instance from interviews or focus groups.
4. Interpretation of data; picking the most relevant data from the research.
5. Conceptual and theoretical work
  - Step 1: Tighter specification of the research question(s): identifying if the research question needs to be adjusted and specify it more narrowly.
  - Step 2: Collection of further data: identifying if more data needs to get collected and how it will be collected.
6. Writing up findings and/or conclusions: writing down the possible findings or conclusions the data has given for the study.

#### **3.1 Focus group as Data Collection**

Focus group is a traditional qualitative research method in which the researcher aims to identify a group's perspective on the research issue by interactive discussion between the participants. Focus group discussions normally consist 6-8 pre-selected participants who possess similar background and democratic. The aim of the discussion is to gather several



perspectives and experiences from a specific issue. The focus group is led by the pre-designed questions and a moderator leads the discussion (Hennik & Leavy, 2014, p. 1-2.)

### **3.2 Focus Group Guide**

The focus group discussion was a semi-structured interview discussion in which the questions were pre-prepared and same for all seven participants. The participants belong into Todoo's target audience and in one of the three buyer personas that have been determined in the confidential marketing plan. The focus group discussion was divided in three different themes: respondents' behavior towards events and activities, their behavior in marketing and behavior in mobile applications usage. The focus group questions and structure can be found in Appendix 1.

### **3.3 Interview as Data Collection**

The interview is the most used method in qualitative research and it is divided in two categories: unstructured interview (can be only a one question that the interviewer asks and then the interviewee answers the question as he/she wants to without strict options of answers etc.) and semi-structured interview meaning that the interview is less structured, so it tends to be more flexible since the participants of the interview can bring the interview to indeterminate direction and the researcher wants detailed answers instead of answers that can be coded. The interviewee can be interviewed on more than one occasion (Bryman, 2012.) It is suggested that the researcher asks him/herself that what exactly is the question that is unclear (in what question the research should give the answer) and what he/she needs to know in order to answer the research questions. Therefore, interviews need a specific interview guide before executing them to make them flow as easy as possible; it is important that the interview is introduced clearly to interviewees and that the language in the questions are clear. Interviewing can be demanding, and it is necessary to also understand that personal issues are involved on it. Qualitative interviews need to be recorded and transcribed (Bryman, 2012.) Interviews collect the views, experiences, beliefs and motivations of participants to get comprehensive insights of the phenomena (Gill, Stewart, Treasure & Chadwick, 2008.)

### **3.4 Interview Guide**

Individual interviews of the study were scheduled, virtual interviews with three professionals who all have a special expertise on marketing. The interviews were semi-structured, and the questions are related to the theoretical framework. All respondents were informed about the details of the study in advance and that the interview is wholly anonymous and confidential. The interviews were recorded, and the researcher makes field notes during the interview to help in analysis process (Gill, Stewart, Treasure & Chadwick, 2008.)

The first interview was conducted with a start-up founder; therefore, the questions were drafted to get data of marketing plan components from entrepreneur's point of view. The research questions are based on the main marketing models and tools when starting a new business, e.g. SWOT-analysis, Marketing Mix and STP-model as well as the main channels e.g. Social media. The interview questions can be found in Appendix 2.

One of the interviews was implemented with a marketing professional who has a broad knowledge of various areas in marketing such as SEO and Social media marketing. The structure of the questions focuses on those two marketing tools as well as in data analyzing, sales promotion, short-and long-term marketing plans, marketing strategy and Marketing Mix. These interview questions can be found in Appendix 3.

The third interview was from a social media perceptive and it was conducted with a marketing professional who has an expertise in social media marketing, specifically Facebook and Instagram marketing which are also main social media channels studied in theoretical research. The research questions can be found in Appendix 4.

### **3.5 Sample Selection**

Respondents were chosen based on the nature of the mobile application; a new business idea that needs a plan to success in marketing and reaching its target audience. The inter-

view respondents were professionals who work in the field of marketing or as an entrepreneur. The focus group participants were chosen based on the target audience of the mobile application based on demographics such as ages and with a requirement that the participants join events and activities regularly. All participants belong in one of the buyer personas group which are defined in the confidential marketing plan created for Todoo.

### **3.6 Data Collection**

Data for the research was collected by individual and focus group interviews. All interviews were held via video conference tool Microsoft Teams. The interviews were recorded and transcribed as well. The researchers presented the questions after the respondents answered them in interviews. The structure was same in focus group, although the questions were not directly answered by participants but more discussed. All questions in individual interviews were open-ended whereas the questions in focus group discussions were mainly open-ended but also closed-ended questions that were answered with ‘Yes’ or ‘No’ (Dossetto, 2020.) The interviews lasted 30-50 minutes, the focus group discussion lasted one hour. The researched analyzed the data after both individual and focus group interviews were transcribed. After transcription the data was interpreted.

### **3.7 Data Analysis**

Analyzing the interview data can be time consuming which is why the number of respondents was narrowed to 3 persons in individual interviews and 7 participants in focus group discussion. However, the information collected from interviews is often comprehensive giving more insights about the topic (Abawi, 2013.) The data of this study was analyzed by thematic content analysis method which is a commonly used method in qualitative research that aims to research frequent patterns from the set of the data. Thematic content analysis method is divided in six stages below:

1. Learning the data by reading it through several times
2. Coding the text
3. Searching for frequent themes and common patterns
4. Ensuring that themes with the data by re-reading the data

5. Giving definition and label to themes
6. Writing a narrative report of findings which includes respondents' citations (Rucker, 2016.)

The research material can be collected and organized on software programs like ATLAS.ti or NVivo to manage the data better. They provide a more effective and manageable way to work with the data collected from interviews (Rucker, 2016.)

### **3.8 Research Ethics**

Interviews can gain a lot of information about a certain topic, but it may also give rise to ethical concerns, for instance, in case if the confidentiality or privacy agreement is rene-gaded or a discussion of a traumatic experience causing psychological harm to an interviewee. Even though, a researcher can cause harm to an interviewee intentionally, he or she should always be conscious about possible issues. A researcher needs to provide information about the consent of the interview, respect respondents' privacy by avoiding insensitive questions, respect respondents' cultural norms by avoiding taboo topics, always protecting the data leaking for aby third party and informing the data collected honestly without informing the respondent's name (Unite For Sight).

Privacy and confidentiality are important issues in the ethics of interviews which requires an attentive approach from the researcher. It is suggested that the researcher change details in report so that they won't identify the respondent and that all respondents are informed that reaching a complete confidentiality in the interview may be impossible in interviews with narratives or respondents' history. A predicts of the events occurring in interviews can be also beneficial to avoid any harm caused to the respondents or researcher. Any potential imbalance in power is suggested to reduce which can be done, for instance, by offering something back to the respondents (Allmark, Boote, Chambers, Clarke, McDonnell, Thompson & Tod, 2009.)

## 4 RESULTS

This chapter will present the results and data provided from focus group discussion and individual interviews. The results will be discussed in latter paragraph. The results are analyzed based on the theoretical framework and the result findings offer a relevant guidance for the marketing plan creation.

### 4.1 Focus Group results

The participants for the focus group were chosen based on their demographics, age and with a requirement that they join events and activities occasionally. The participants are all in the main target audience of Todoo and the most important buyer personas group defined in the marketing plan. The three main themes of the discussion were Consumer behavior towards events and activities, marketing and mobile application usage. The aim of the research is to give beneficial data to answer the two main questions of the study which are “What are the main elements of a marketing plan?” and “How is a marketing plan designed for a new invention?” These results are utilized when conducting the marketing plan for Todoo.

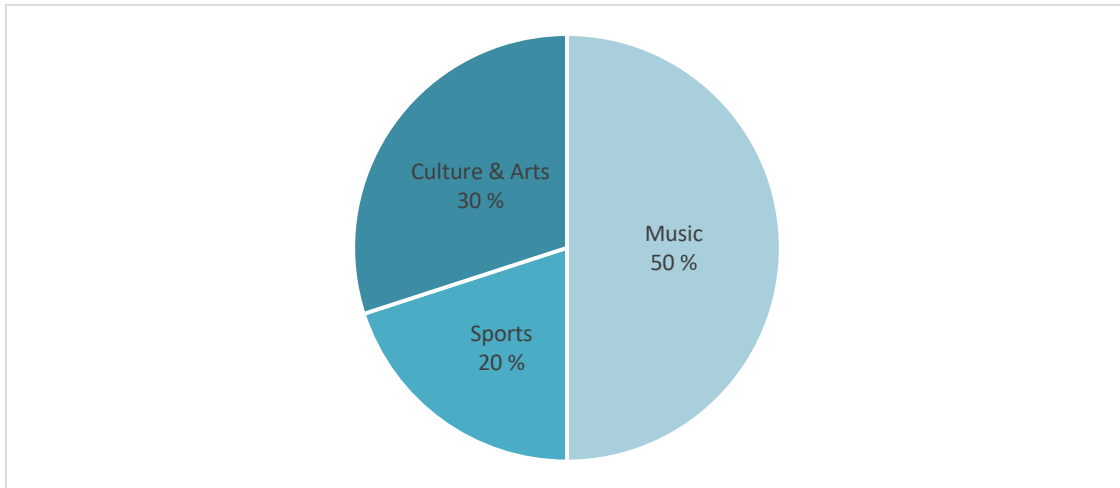
#### 4.1.1 Consumer behavior towards Events and Activities

The focus group participants were between the ages 20-28 and they were all females. The respondents were asked how often they join events and do activities per year as well as the main event categories they join.

*Table 1 Respondent Sampling*

Respondents	Age	Frequency of taking part in events per year	Frequency of doing activities yearly
1	27	4	3
2	28	4	6
3	27	3	4
4	20	1	3

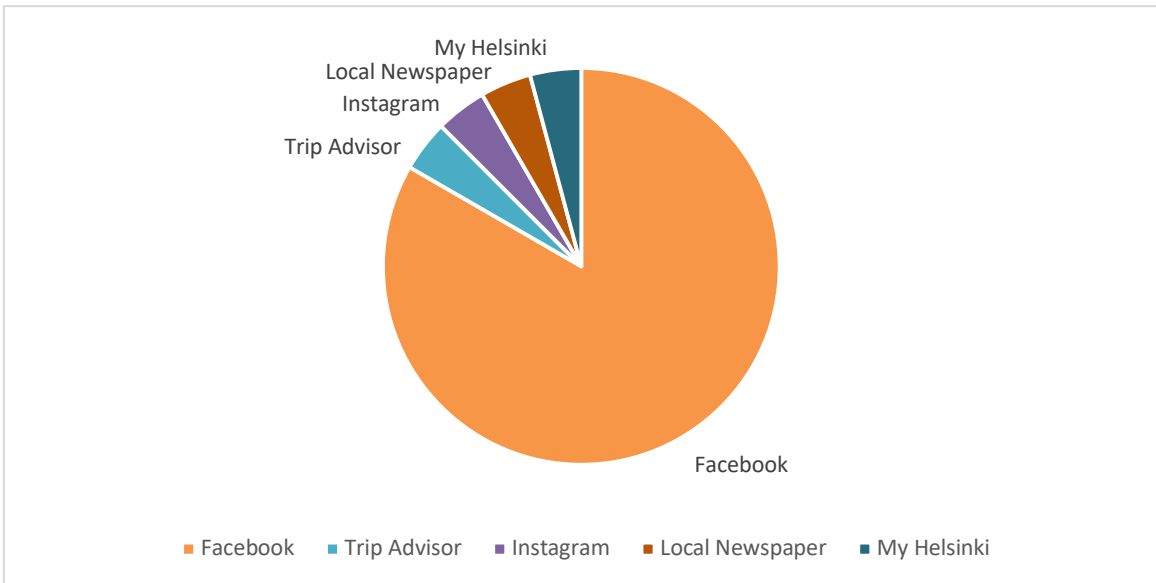
5	23	4	5
6	26	4	4
7	27	3	2



*Figure 4 The main event categories joined by the respondent*

#### **4.1.2 Consumer behavior in Marketing**

The respondents discussed of the most user-friendly channels and websites they prefer to use when searching things to do online. The whole group agreed that they find challenging to look for things to do since many events and activities listed online are designated often for travelers, not locals. The group pointed out that it would be more convenient if all events and activities would be gathered in one place rather than scattered in many different sites e.g. Trip Advisor, Facebook, MyHelsinki. Trip Advisor is convenient for searching activities whereas Facebook and MyHelsinki are specified in communicating about events.



*Figure 5 Prevalence of different channels to search information of events and activities*

When comparing the social media channels, Facebook and Instagram, as event and activity searching tools, Facebook was far more often used than Instagram. Facebook seemed to be the most used channel when looking for things to do since most companies add their events there and Facebook also shows what other people are interested about which helps people to find interesting events and activities nearby them. Although based on the results, it seemed to be difficult to search events and activities on Facebook if you do not have a specific company on mind. The respondents explained that Instagram is more for visual content and not as suitable for searching things to do yet Instagram can be helpful to fulfill information what has not been offered on Facebook. The respondents emphasized that they prefer to see what other people are interested at e.g. Facebook friends. Six out of seven participants were not familiar of MyHelsinki yet one respondent has used it few times. All participants thought that TripAdvisor is designed more for travelers than locals. Local newspaper was used by one respondent who explained that it is particularly useful to look for upcoming sports events.

The research showed that sales promotions such as vouchers, lifestyle discounts (e.g. student discount) can have an enhancing effect in purchase decision if the buyer finds the service or product appealing enough. Percentage discount was seen more appealing sales promotion tool than rewards on purchases from consumer point of view.

The responses had recurring patterns when asked if the respondents prefer traditional outbound marketing when services are advertised through e.g. mail, posters, e-mail or modern inbound marketing e.g. SEO. Inbound marketing was seen as more pleasant and prominent way of marketing. The respondents pointed out that they do not notice or read the e-mail or posters frequently and they were also seen more bothersome than companies using e.g. SEO or cookies to identify the visitors on the page.

#### 4.1.3 Consumer behavior on Mobile applications usage

The research studied if the respondents prefer to use Mobile phone or Laptop for searching information and booking tickets in general and also if they search information via Mobile application or Web browser.

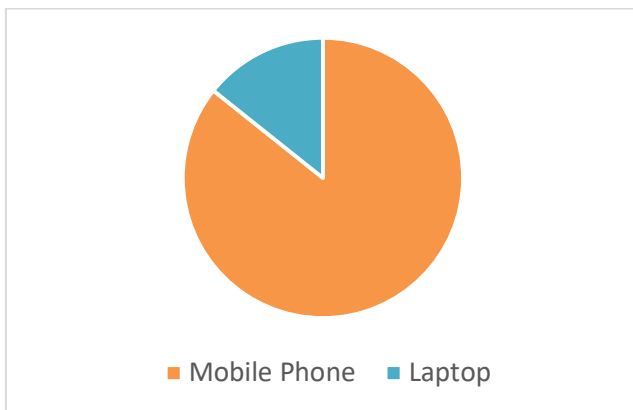


Figure 6 Mobile Phone versus Laptop

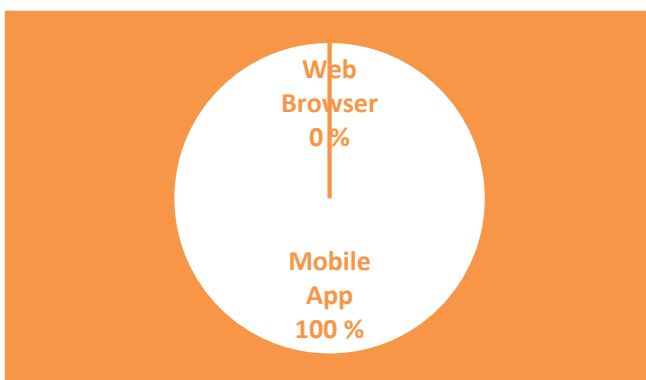


Figure 7 Mobile App versus Web Browser



The respondents claimed that the mobile application is more preferable than web browser when searching information or booking tickets since personal data, payment details etc. can be saved easily to applications. Although, downloading a mobile application only for one-time use was seen as irritating and unnecessary process to the respondents.

The moderator then asked if the respondents would use a mobile application for searching events and activities nearby them. Seven out of seven respondents stated that they would download an application for that since they experienced that they often miss the notifications and advertisements in Facebook, which was seen as the most popular site for searching events and activities, since they do not use it actively. The respondents emphasized that they would prefer to see which events and activities other people (e.g. friends, family) are interested, the same way than in Facebook.

## **4.2 Interview results**

The respondents were chosen based on their expertise on the field on marketing. One of the respondents is a founder of a start-up and the aim of the individual interview with her was to gain data of crucial marketing components for a new business. The second interview research was conducted with a social media professional to gather data of essential social media marketing tools and channels. The third in-depth interview was held with a marketing specialist who has a broad expertise in various marketing functions such as E-commerce, SEO and social media.

### **4.2.1 Marketing Plan for a Start-up**

Marketing tools, models and channels play a crucial role in this study since it focuses on establishing a new invention and create a functional marketing plan around it. Thereby one of the interview respondents is a start-up founder who giving insights of setting a target audience for the business, importance of using different models, tools and channels for marketing. The start-up executed a SWOT-analysis when they started the company to define what are the strengths, weaknesses, opportunities and threats for the company. The respondent explains that the company has a semi narrow target audience although they did not use any specific marketing tool, for example STP model, when defining who they are going to market their services. When discussing about the marketing plan, the founder

explains that the most challenging part when creating a plan for marketing is to solve how to get visibility for the company in social media. One of their tactics is to follow potential customers yet they need more researches and strategies to learn how to achieve the full potential of social media visibility. She determines it is less effortless to reach consumers through social media than companies when marketing services or products.

#### **4.2.2 Social Media Channels as a Marketing Tool**

A social media professional was interviewed to gain more data about the social media as marketing channel. The respondent had a social media experience from two companies which both had divergent approaches on social media marketing. One of the companies focused more on organic marketing where one person managed the whole social media content from its content creation to the data analyzing and the other used more external partners for creating data.

The research showed that the only main social channels used for marketing are Facebook and Instagram. The data indicates that Facebook's target audience is older demographics where Instagram is targeted for young generation e.g. millennials. The social media marketing professional explained that Instagram is utilized more for informing about the company's culture and employment branding, therefore it is more informative channel than Facebook which seems to be more suitable for advertising products. The research showed that it is more undemanding to reach visibility and followers on Facebook than on Instagram. Analyzing the data gathered from Google Analytics of each post seemed to be more important than the content itself; by getting data of the visitors' demographics give crucial information to the company that who they should target their content even more.

The study showed that separate short-term and long-term marketing plans differ from one another. Short-term plans seemed to be based on the topical discussion in society and trends whereas long-term marketing plan appears to align frequently with company's main strategy.

#### **4.2.3 Digital Marketing from a professional point of view**

One of the interviews were conducted with a marketing professional who had a broad knowledge in social media marketing, SEO, campaign marketing and websites. In the

interview the importance of social media marketing and SEO was emphasized. The main social media channels were definitely Facebook and Instagram which differ from each other by their target audiences. Facebook marketing is suitable when the target segment is 45+ years old customers whereas Instagram marketing is used for younger generation. In its entirety target audience of social media marketing are women since they seem to use Facebook and Instagram more than men. The plus side of social media marketing is that it is free if we do not consider the paid advertises which also are exceptionally affordable.

Data analyzing and Search Engine Optimization (SEO) were described as a base for digital marketing. Both of these tools act a crucial role in marketing nowadays since they are affordable and give much important data for companies. The company where the respondent is working uses Google Analyzing as data analyzing tool which is convenient for monitor company's KPI's, weekly conversion, visits on social media channels and websites, sales and real-time revenue. Based on the professional point of view, SEO's most significant advantage is that it is free of charge and an effective method to increase the ranking in Google. With this visibility the company is able to increase the traffic on their website and attracting new customers. The challenging part of SEO is that it is time-consuming and that it is challenging to maintain SEO especially during Covid-19. Search Metrics is a great tool as well based on the respondent's competence. It indicates which key words have increased in percentage (=SEO has been successful), if there is a decrease in percentage and how the competitors are working with the SEO. Search Metrics is a digital marketing analytics tool that helps companies to make search and content decisions based on data and analytics (Searchmetrics.com.) Sales promotion as a marketing tool plays a smaller role when it comes to marketing in the company the respondent is working for. She emphasizes that sales promotion depends much of the discount provided. Since the services the company provides are rather expensive, the customer has made up their decision already before entering company's websites. Although the respondent notifies that if the customer is wobbling if to purchase the service or product the sales promotion like "Buy now – cancel until February" might encourage them to make the purchase. Sales promotion is mostly part of campaign marketing in the company the respondent works at.

The role of marketing mix, marketing strategy and marketing plan (both long and short-term) were discussed as well. Long-term and short-term marketing plans performs a significant role in the company's business. The company uses a "year-clock" as a tool for long-term marketing plan which in this case is usually one year. They first monitor all yearly campaigns to the year clock since the customers' buying behavior does not change that much yearly. The campaigns and plans are marked to the year clock seasonally. The respondent emphasizes that a functional marketing plan is flexible meaning that there should not be too much initials planned ahead since in marketing there is often some urgent campaigns, discounts etc. The short-term marketing plan is a five-weeks plan where are the main campaigns and discounts that are coming during those weeks. The respondent notifies that sales and revenue define the marketing plan little requiring that a specific service or product need to be marketed more to increase the sales. The company has not had an update in their marketing strategy in five years and the respondent points that the marketing strategy does not perform a big role in their day-to-day marketing functions. The marketing mix does not play a crucial part in the company's marketing either. Although, the respondent points out that marketing mix surely is beneficial to have in the background and that when one understands the company's marketing mix and knows how to benefit it, there can be some benefits of using it.

## **5 DISCUSSION**

The aim of the study is to answer following questions:

- What elements does a marketing plan include?
- How is a marketing plan designed for a new invention?

The researcher has gained beneficial data to find solutions on what are the main elements of a marketing plan for a new invention, in this case for Toodo mobile application. This chapter focuses on discussing the results from theoretical framework and information accumulated from qualitative research; interviews and focus group. The findings gained from this thesis are the main base for the confidential marketing plan created for Toodo. In addition to the findings from this study also the business canvas, key business goals,

competitors and required funding are determined in the marketing plan to give even more comprehensive guidance for Toodoo's market entry. The marketing plan is confidential; therefore, it is not published.

## 5.1 Consumer behavior

In the focus group discussion, the author aimed to research if respondents prefer more events or activities. The data indicated that respondents join events slightly more than activities, yet the outcome was almost even. Based on the discussion, the most visited event types were music, sports and culture & arts. All respondents claimed that they occasionally struggle to receive and search for information about things to do nearby them. Respondent 1 states:

*“Facebook has this good feature which shows me that which events my friends are interested at but other than that I find it difficult to search for events and activities there and since I am not using Facebook actively anymore I often miss some events since I have not received information about them on time.”*

All respondents were part of the target audience based on their age. To gain beneficial data for Toodoo app about the mobile phone – and application usage of their target audience, the respondents were asked if they prefer to use mobile phone or laptop for searching information and making bookings in general, six out of seven replied mobile phones. When asking if they prefer to use either mobile applications or web browser for that, all voted mobile application.

According to Moriuchi (2013) Facebook is one of the most used communication channels that companies use to connect with their customers aiming to increase its' equity and brand value at the same time. As a verification to this, all respondents but one claimed that they use Facebook for searching information especially about events. All three marketing professionals stated that social media channels, specifically Facebook and Instagram, play a crucial role in marketing these days.

The idea of inbound marketing is to provide interesting content for the target audience in such a way that they desire to discover more about the product or service on their own initiative. Outbound marketing is a strategy in which the company advertises its' products or services to consumers even though they have not looked for those items or services. Inbound marketing is an affordable marketing strategy comparing to traditional outbound marketing thereby it is more convenient strategy for small companies (Goodwill, 2013.) The seven respondents were asked which of these two marketing strategies is more appealing for them. The most common response was inbound marketing. The respondents mentioned that they often feel bothered of traditional, direct marketing. Inbound marketing tools e.g. SEO and social media marketing was seen as less bothering than outbound marketing tactics, for example e-mail and newsletter marketing.

The marketing professional who work as an E-commerce specialist for an international company explains that SEO and Data analyzing are the base for marketing these days, yet they still utilize outbound marketing tools such as newsletter marketing as well in their business.

Sales promotion is a marketing tactic that aims to increase the demand of a product or service by attaching supplementary additions on it, for example price-off deals and rewards on purchases (Sherlekar & Gordon, 2009.)

The results from focus group and individual interview with an E-commerce specialist had recurring patterns concerning sales promotion. Sales promotion was seen beneficial when the additional items were tempting enough. Based on the data gathered from focus group research, price-off deals were seen more appealing than rewards on purchases to the respondents.

## **5.2 Components of a Digital Marketing Plan**

Three individual interviews were conducted with professionals who had diverse expertise on digital marketing. The main focus was on same components that were studied in theoretical framework: Marketing Strategy, Marketing Mix, SWOT-analysis and STP-model, marketing plan as well as the contemporary digital marketing channels.

The study showed that marketing strategy plays a slightly crucial role in company's marketing functions, but it is not included in day-to-day marketing functions. The marketing strategy was explained as a useful tool in background. The start-up founder explained that it was not necessary to create a marketing strategy when beginning the business, yet it would be beneficial to create sooner or later. The social media expert claimed that company's long-term social media marketing plan is aligned with company's overall strategy. Marketing Mix possesses a fundament base for digital marketing, yet it does not act in day-to-day marketing functions.

SWOT-analysis was determined when start-up founder established the business and that performed more considerable role in the beginning of starting a start-up than e.g. STP model did. Yet, segmentation, targeting and positioning model plays a crucial role based on the data gathered regarding the importance of targeting a specific audience for company and its' solutions for consumers. Particularly in social media marketing it seemed that the narrower the target audience the better.

Based on the interview results, marketing plan was familiar to all respondents and they have utilized it in the marketing operations. Both short-and long-term marketing plans were utilized by marketing professionals. One of the respondents explained that the company she works at elaborates a "year-clock" for their marketing functions. The "year-clock" is the long-term marketing plan whereas the short-term marketing plan is a five weeks plan of forthcoming marketing functions.

Both, the interview results and theoretical framework indicated that inbound marketing is more popular these days than outbound marketing is. Inbound marketing tactics just as SEO, Data analyzing, and Social media played an important role in modern digital marketing.

### **5.3 Limitations of the study**

The study gained plenty of significant data for consumer marketing. Yet, the data of marketing for companies would been worth to research since the mobile application requires that companies are willing to advertise and add their services to the application. Therefore, the further research from B2B point of view is necessary to conduct for To-doo.

The data was gained from a new start-up point of view, yet it would have been beneficial to collect data from someone who would have wider experience of creating a marketing strategy and plan for a company using marketing mix, SWOT and STP models for a company e.g. management level or a founder who has several years of experience as an entrepreneur.

## **5.4 Final words**

This bachelor thesis has taken approximately nine months to write and it has been instructive, interesting and surprisingly inspirational process. I understand the importance of research when studying a new subject or especially conducting a marketing plan for business. Before starting the focus group discussions, I had some expectations of certain answers but in the end, I proofed my assumptions wrong which confirmed the fact that a research is extremely important to set when finding solutions, developments or businesses.

The results gathered from individual interviews are surely strengthening the knowledge I have gained from my studies. I got masses of new perspectives and information especially of SEO and data analyzing. Initially I was not planning to study SEO in my thesis but after I learned how huge impact it has in digital marketing field these days I wanted to add it into my bachelor thesis.

I am happy with the results and the topic I chosen. I believe the learnings gained from this will be beneficial for me in my future line of work.



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## APPENDICES

### APPENDIX 1 – FOCUS GROUP

The participants of the focus group were seven females between the ages 20-28. The focus group was held on October 5<sup>th</sup>, 2020 in Microsoft Teams.

Moderator: Netta Ahokangas

1. How often you join events yearly?
2. How often you do activities per year?
3. Which one you do more often; events or activities?
4. What kind of events you mostly join? Music, sports, culture etc...?
5. Where do you search information about events? How about activities?
6. Have you found any challenges in searching things to do?
7. Would you find it beneficial if the events and activities would be gathered in one channel?
8. Do you utilize Instagram for searching information of events and activities?
9. Do you utilize Facebook for searching information of events and activities?
10. Do different sales promotions techniques, etc. discounts or rewards on purchases motivate you to purchase events or activities? How much on a scale of 1-5?
11. Which one do you prefer more; discounts or rewards on purchases?
12. Which one do you prefer more; inbound or outbound marketing? (Moderator explained the difference between the techniques with examples of both.)
13. What are your feelings of SEO?
14. What do you think about traditional news letters or e-mail marketing?
15. How often you use your mobile phone for searching information of different events and activities?
16. How often do you use your mobile phone for purchasing events to join or activities to do?
17. How often you use your laptop for searching information or purchasing events or activities?

18. Which one you prefer more for searching information or booking things; mobile apps or web browsers?
19. Do you find it beneficial that different services (e.g. hairdressing services) are gathered specifically in mobile apps these days?
20. Do you find it frustrating that downloading an app is necessary for making purchases or searching information these days?
21. Would you download a mobile app for searching and purchasing “things to do” even though you would not necessarily use the app weekly or even monthly?

## **APPENDIX 2 – SINGLE INTERVIEW**

The respondent of this interview was Elli Jalonen (Founder of Vanha Raha Oy) on October 5<sup>th</sup>, 2020

Interviewer: Netta Ahokangas

Me: Please tell me briefly about your start-up and when you have established it?

Elli: We established an advertising agency, Vanha Raha Oy, in February 2020 together with my friends. We mostly offer services for web site development, social media marketing and also consultancy in future. This all began kind of as a funny idea between friends that we should establish an advertising agency but then we decided to make it actually happen. Honestly, we didn't plan too much before starting the company; we decided that we can develop and plan the strategies, business plans etc. little by little.

Me: Have you defined a target audience for your business?

Elli: SME companies are our target audience, not like big companies. The main focus is now on restaurant and grocery store entrepreneurs plus some artists. For example, we are designing an album cover to a band at the moment. We will probably narrow our target audience at some point.

Me: Did you use Segmentation, targeting and positioning (STP) model to set-up your target audience?



Elli: We did not use STP model when defining our target audience. The audience were defined mostly based on our first customer which was a small company. All our customers have been small companies.

Me: Did you make some research before defining your target market?

Elli: The target audience was based on our first customers. We didn't do a research in the market. Although a research of the market need could have given us some beneficial data.

Me: What would you say are the challenges when creating a marketing plan for a start-up?

Elli: The biggest channels is to get visibility for example in Social Media. You could think that visibility e.g. on Instagram is easy but it really is not. Our tactic in Instagram has been that we follow possible customers there. Lately we have begun to make more research of how to get more visibility in social media.

Me: Have you used some kind of Marketing tools when starting your company (Marketing Mix, Marketing Strategy...?)

Elli: We did not use that many marketing tools when we started the company. We have started to focus on them just recently.

Me: Which one needs more Marketing tools: when marketing for companies or consumers?

Elli: It seems that consumers are easier target to market your services comparing to companies. It is quite difficult to get in contact and reach out the companies.

Me: Are you familiar with SWOT analysis? If yes, have you used it for your start-up?

Elli: Yes, we did use SWOT analysis when we established our company.

Me: What are the main Marketing communication channels you use for marketing?

Elli: Social media (Facebook, Instagram and LinkedIn) is the most important communication channel to us at the moment. We have also produced few shopping bags with our company's logo on it for marketing purposes.

## **APPENDIX 3 – SINGLE INTERVIEW**

The respondent of this interview was Anni Knuuttila (E-Commerce and SEO specialist at Apollomatkat) on October 12<sup>th</sup>, 2020

Interviewer: Netta Ahokangas

Me: Please tell me briefly what your job includes at Apollomatkat?

Anni: I am an E-commerce specialist. I work mainly with the websites, campaigns, landers. Our team also does development work by testing AB, analyze the data, marketing in social media, newsletters and marketing lists.

Me: How important the data analyzing performs in marketing?

Anni: I would say it is one of the main bases for marketing. Data analyzing shows clearly what works and what does not work. It helps to develop the campaigns and web sites, shows that which sites the customers mainly visit, how many of them open the news letters.

Me: Do you use Google Analytics as data analyzing tool?

Anni: Yes. We can see there the KPI's for our channels and tools and check weekly conversion. From Google Analytics we can see which sites and pages the customers visit the most, how much sales we have done and the real-time revenue. For example, on Black Friday we will see first thing in the morning how visits on our pages increases, how the customers found our pages and demographic information of the customers e.g. age.

Me: Do the marketing channels and tools vary much between different target segments?

Anni: Yes. The largest target audience in social media are women and then again on Instagram the main target audience are younger people whereas on Facebook the target segment is 45+. We use marketing lists from CRM when designing the newsletter and defining who we will market the product.

Me: What are your main social media channels?

Anni: Facebook and Instagram. We focus a lot to get followers on those sites and we change the tone in our marketing material depending on are we marketing in Facebook or Instagram since they have different target audiences. A plus side is that they are free if we do not consider the paid advertises. But even those are very profitable way to increase the visibility. We also use Business Manager which reveals all demographic information of the website visitors and customers.

Me: What are the advantages of SEO (Search Engine Optimization)?

Anni: The best advantage is that it is free. Especially with this Covid-19 situation the role of SEO is even more important than it was previous. It is an effective way to increase the position in search engines for free. Even though SEO requires a lot of work it is still an important tool to get traffic on the web sites, to enable new customers to find us and increasing the ranking in Google.

Me: What are the challenges of SEO?

Anni: SEO is time consuming and it is challenging especially these days because the work effectiveness has decreased because of Covid-19 (layoffs etc.) Gladly there are very good tools to follow the company's and its' competitors' position, to get important marketing lists to see what campaigns, newsletters etc. are important and which are decreasing their visibility. Search metrics is a great tool as well; it reveals the "risers" of the week (which key words have increased) and which key words have decreased. Search metrics shows how much individual key words have increased in percentage (increase in percentage = SEO has succeeded.) If there is a decrease in percentage we will research if we have non-functional links, if the competitors have done better job with

SEO. It is sometimes enough to just follow the most important key words. It is crucial to maintain the SEO ongoing and it is a huge mistake for a company to neglect SEO.

Me: Where you usually advertise your campaigns? Do you use sales promotions on them?

Anni: One of the largest campaigns for us is e.g. Matkamessut and Black Friday. We advertise our campaigns in our social media pages and we also use paid advertising (e.g. teasers like “be the first one to know about our offers.”)

Me: Do you find sales promotion an effective marketing tool?

Anni: Yes, but it also depends of the discount. We have offers of extra services like ”buy now, cancel until February”, ”book now and travel in 1st class” etc. Nevertheless, holidays are quite expensive purchase so usually customers have made a buying decision already when they enter on our sites. But if the customer is wobbling, sales promotion might help them to make a buying decision and book a holiday with us.

Me: Do you run both long-term and short-term marketing plans?

Anni: Yes, we use both of them. We have a ”year-clock” where we mark all those things that run every year (usually there are changes in the plan every year but some e.g. campaigns we monitor straight to the next year) since customers’ buying behavior is same yearly. We have a peak on January since we have Matkamessut then. After Matkamessut we start to market summer holidays in full effect. In summertime we start to sell last minute travel deals and after summer holidays we start to sell holidays for next winter. And we of course consider all other holidays as well e.g. Easter, Mother’s Day... We duplicate many functional campaigns.

We usually look five weeks ahead at which campaigns are coming, what we sell, for who etc. Usually our revenue team informs which destinations and hotels need sales. In outline we have a big picture of the whole year. From my point of view a good marketing plan is flexible. It is important that the most important campaigns are in the year-clock, but smaller initials are not necessary to mark there in case we suddenly need to increase sales of a specific destination or hotel. Sales and revenue cannot define too

much what we market and usually in every company the other is division mainly defines what to market. I think it is more important to think from both marketing and revenue side that what to market and when.

Me: How big role a marketing strategy have in your company and work? Do you have strategy updates often?

Anni: Not really. We have not had any bigger updates or reforms in our strategy for five years, I think.

Me: Do you use marketing mix for marketing and promoting?

Anni: No. We have not talked about marketing mix in our team. I think I have thought about it last time at university. I am sure it is beneficial to have it” in the background” but we do not use it in marketing. When you understand the company’s marketing mix and know how to benefit it, there can be some benefits of using it.

## **APPENDIX 4 – SINGLE INTERVIEW**

The respondent of this interview was Iina Lehto (Social Media Trainee at Fortum) on November 4<sup>th</sup>, 2020

Interviewer: Netta Ahokangas

Me: Please tell me what is your area of expertise?

Iina: Content planning and after posting the content, analyzing the data and developing the social media channels through that data. If I see something is not working in social media I try to fix it and create better content based on the data received.

Me: Have you worked in more than one companies in this area?

Iina: Yes. This is my second social media job.

Me: Have the companies been SME companies, large organizations etc.?

Iina: Both are big companies. First one was global, worldwide company and the one I am working at now is a Finnish company which also has offices in many countries. I

would say working at these kind of companies it is important that the content is aligned with other countries which have marketing operations as well.

Me: Have there been many differences in social media marketing between these two companies?

Iina: The company I worked before did mainly organic posts meaning that I was the only one in charge of the whole process in social media marketing. The company where I work now has a bigger budget for social media so there are a lot of external partners creating content to our social media.

Me: The focus of this thesis's Social media part is on Facebook and Instagram? Are you familiar in using these channels in marketing?

Iina: Yes. They are the most important channels because they have the biggest audiences.

Me: Do you have a specific marketing strategy for these channels individually? Or are they included in the main Marketing Strategy?

Iina: I would say that the both are included in the same strategy, but the content needs to be different between Facebook and Instagram because they are used for different reasons, for example Facebook has a larger audience and the main target group is the older generation and in Instagram the target audience are millennials etc.

Me. How they usually differ?

Iina: We do not advertise our services there that much since it is more like telling about the company culture and about employment branding, so it is more like a informative channel. Instagram now has this new Reels feature which we will try in near future. Facebook has more wide content and it is more for advertising our services and products.

Me: How about a Marketing Plan? Do you have an individual plan for each channel?

Iina: In social media marketing we do not have a specific marketing plan. Usually it goes like if I have a good content idea I just discuss with my colleagues if it is good for both channels or only onw. Sometimes we post the same message but with different

content. It is important to think about the audience which defines what works in each channel.

Me: If yes, do you have separately long and short-term plans?

Iina: Yes. We have three different areas where we focus, and the content should be aligned with company's strategy and the strategy is of course set in advance. Short-term plans are based a lot of what people are speaking right now and what is trending. In long-term plans there are the main teams we focus based on marketing strategy. The strategy is quite the same for Facebook and Instagram since the message is often the same but the way of bringing that to customer differs a bit. There are of course some expectations, for example Facebook has an own plan for creating content in advertising purposes etc.

When I post something on Facebook, then I will make an add. There is always money in the posts and right after you have posted the ad you can see the statistics that how many people have seen the ad, how many have liked etc.

Me: Can you give me a quick brief that how you use Facebook as a marketing tool?

Iina: When I post something on Facebook, then I will make an add. There is always money in the posts and right after you have posted the ad you can see the statistics that how many people have seen the ad, how many have liked etc. am looking at the statistics that how the ad is performing. We also use it for interacting with customers since Facebook gives you a notification of message right away.

Me: Do you have some guidance on how to get the most out of Instagram's marketing benefits?

Iina: I think the most important thing is to target the audience really well and think that who would be interested of the content. We sell electricity and insurances so for example, we want to target our content to people who are moving, might need an insurance. Facebook collects the data that gives the necessary information to us. It is important to analyze the data, only posting is not enough. For example, if you see that some post has been seen mostly by people in their 30's, we will target the content more for that age group to get better results.

Me: What are the plus sides of each channel?

Iina: Facebook is used by larger audience, 2.8 million are registered on Facebook only in Finland.

Instagram is probably better to get the attention of younger people and it also seem that they use more time on social media. It is a good place to get audience

Me: And the challenges?

Iina: On Facebook there is so many ads right now, so consumers might feel frustrated about this and feel it is too much. It is not the same in Instagram because the feed is not as full of ads than Facebook is. On Instagram the challenges are that people do not have to use their own name which gives room to write very negative comments sometimes. There are not these problems on Facebook since usually people are there with their own name.

Me: Can you say if the costs differ a lot between Facebook and Instagram marketing?

Iina: Facebook marketing is more expensive since they are usually more ads and it is faster-paced. It is also easier to grow your audience on Facebook than on Instagram; for example, our company has over 40 000 followers on Facebook but only approximately 3000 followers on Instagram. On Facebook people like to search for restaurant and see the reviews. Instagram is more for inspiration and visuality.

Me: Which one you'd say is a more important channel if we think about starting a new company?

Iina: I would say Facebook. On Facebook you can get much more data from algorithms etc. It is also easy to arrange raffles on Facebook which always increases the visibility.

Me: Are you familiar with SEO?

Iina: No. But we use Google Analytics to get the social media data.