

**APPLICATION OF DIGITAL MARKETING STRATEGIES TO INCREASE
THE PROFITABILITY OF AN ENTERPRISE**



Bachelor's Thesis

International Business, Valkeakoski Campus

Spring semester 2021

Mariia Emelianova

Name of degree programme: International Business

Abstract

Author Mariia Emelianova

Year 2021

Subject Application of digital marketing strategies to increase the profitability of the enterprise.

Supervisor Dr. Sajal Kabiraj

This thesis provides an overview of the application of digital marketing for enterprises that seek to utilise the practice of using social media marketing as a platform for business development. The topic is examined by conducting surveys and comparing different methods of marketing. Strategic growth in the branching business is concluded with the results obtained throughout the research process. The theoretical framework introduces aspects regarding digital marketing in a business context and strategic marketing tools. The theory was completed with secondary data extracted from academic books, journals, and suited institutions' publications.

The main objective of this research was to determine the most common marketing strategy through social media networking platforms for a local enterprise. The study was implemented with the quantitative data research method to gain in-depth information from the perspective of individuals.

For analysis, the author applied: situation analysis and strategic analysis, SWOT, PEST, 5s Of Digital Marketing, customer behaviour analysis, competitor analysis, the company's KPIs, SOSTAC model, targeting and segmentation analysis.

Keywords Social Media Marketing, Social Media Strategy, Enterprises

Pages 43 pages

Contents

1	Introduction	1
1.1	Company	1
1.2	Research Objective	2
1.3	Research Question.....	2
1.4	Research Methods	2
2	Theoretical Framework.....	3
2.1	Digital Marketing	3
2.2	Content Marketing	4
2.3	E-mail Marketing	4
2.3.1	E-mail Marketing Funnel.....	5
2.4	Social Media.....	6
2.4.1	Facebook for Business	8
2.4.2	How to create a business page on Facebook and run the first advertisement 10	
2.4.3	Instagram for Business.....	11
2.4.4	Setting up Business Page on Instagram and creation of advertising	12
2.4.5	YouTube for Business.....	12
2.5	Conventional Marketing and PR.....	13
2.6	The demystification of Social Media	14
2.6.1	The customer's decision-making journey	15
2.7	Principles of Current Marketing	19
3	Current Situation.....	23
3.1	Digital Marketing Tendency in 2020.....	23
3.2	Influencer Marketing for Millenials.....	25
3.2.1	The Principles of Influencer marketing.....	26
4	Research and Analysis.....	27
4.1	Situation Analysis.....	27
4.1.1	PEST.....	27
4.1.2	5S of digital marketing	28
4.2	Strategic Analysis.....	29
4.2.1	SWOT	29
4.2.2	Customer behavior analysis.....	31
4.2.3	Competitor Analysis.....	32
4.2.4	Company's Key Performance Indicators	33
4.2.5	Analysis of Influencer Marketing Impact	34
4.2.6	Segmentation, Targeting and Positioning.....	34
5	Recomendations and Conclusion.....	35
5.1	Strategy.....	35
5.2	Tactics	37
5.3	Action.....	38
5.4	Control	38
5.5	Conclusion	38
	References	39

Tables

Table 1	SWOT analysis
Table 2	Competitors Engagement Rate

Figures

Figure 1.	The diagram above illustrates six main types of digital marketing channels. p.3
Figure 2	Demonstrate the idea of three types of email marketing funnels based on brand goals, p. 5
Figure 3.	Demonstrate the example of email-marketing form on the website, p. 6
Figure 4.	The Global digital population as of October 2020, p. 8
Figure 5.	Facebook example of a Lookalike Audience, p. 10
Figure 6.	Social media empowers targeted marketing responses at individual touchpoints beside the consumer decision making procedure, p.16
Figure 7.	Content trends by customer's preferences, p.23

Appendices

1 INTRODUCTION

Digitalization affects all areas of human activity. Digital technologies have significantly reduced the cost of searching, sharing, and storing information. The information field of people and enterprises has expanded substantially. The rapid development of information technologies in modern markets leads to the development of theoretical and applied management tools companies, including marketing technologies.

In the current conditions, a company's success is determined by how marketing tools are positioned and how effective they are. Traditional marketing is replaced by Internet marketing, which has several differences from conventional marketing.

In Internet marketing, there are fundamentally new ways and tools to attract a target audience. Internet marketing is an extremely fast developing sphere: what was relevant a year ago now may not work without bringing any result. Therefore, it is essential to study each tool's detailed features, monitor trends and trends in Internet marketing, and improve individual tools' effectiveness.

Internet marketing is a management and social process to meet Internet users' needs and demands for information, purchase/sale of goods and services. Internet marketing includes creative, organizational, and technical aspects of marketing management on the Internet, including developing and creating media (Internet resources), designing and placement advertising, and promoting both media and the information itself, goods, and services.

Nowadays, entrepreneurs looking for new channels for selling and disseminating information about their products, services, and brands began to consider this segment of Internet users as target customers of their selling sites. So, the concept of SMM or Social Media Marketing was born, which today is an essential component of Internet marketing and implies a set of measures to promote a commercial product through social networks. The development of a competent SMM strategy is a step-by-step implementation in life that can attract a significant amount of new traffic to the target resource, increase sales, make the brand recognizable, and be discussed. Internet marketing is a management and social process to meet Internet users' needs and demands for information, purchase/sale of goods and services.

It cannot be said that the same ways of promotion in social media will be equally useful for every business. That is why it very important to choose the right digital marketing strategy and evaluate its capabilities and perspective.

1.1 Company

Biohacking Center Finland, the company, was established in 2015 in Finland, Helsinki, by Finish entrepreneur Mikko Kemppe. Biohacking Center provides services and networking events addressing topical to health well-being themes.

What is Biohacking? There is no single, established definition of the term yet. According to the author's opinion, biohacking is about how a healthy person can change the quality of life through an in-depth analysis of vital signs, habits, state of body and mind. Nowadays, people are in need of personalized prevention of health conditions, and biohacking is an approach that takes into account individual characteristics, gives recommendations and prescribes preventive measures.

The best results can be achieved by a knowledgeable and enthusiastic person who knows what works for best for the body and what destroys it. Therefore, the key is to personalize and track the various health's markers. There is no universal system of biohacking methods that suits everyone without exception. For this reason, everyone's path in biohacking is very individual and based on a starting point - where the person is now, what are the health indicators and in which direction person want to develop and improve them.

The main task of biohacking is to keep the body at the peak of efficiency. Maintain the balance of all systems work, prevent physical and mental health problems, improve the quality of life, increase mood, which is directly related to the biochemical process in the human's body.

The main difference between biohacking and a healthy lifestyle is a comprehensive long-term personalized strategy for improving performance in various areas, including body, mind and spirit, for example, through the practice of meditation and breathing techniques.

However, according to some sources, biohacking refers to using biology with the mindset of a hacker. The closest definition on author's opinion is "*Optimizing your body through the use of biology and technology.*" Which was mentioned by Teemu Arina in Biohacker's HandBook.

Currently, Biohacking Center Finland is seeking new ways to continue raising awareness as well as the efficiency of the communications with its clients, in particular wellness customer group, through active utilization of social media channels. Digital marketing development and its increasing role for both Business-to-Business as well as Business-to-Customer environments have a direct impact on the marketing strategy of the company. By the author's opinion the primary corporate values of the organization at the moment are customer centricity, integrity and innovation.

1.2 Research Objective

This research aims to create an effective social media marketing strategy for the well-being of the local brand. A few main tasks were set to achieve the goal. The first objective is to find the most effective social media platforms and improve their performance and content. The second one is to analyse a new target audience and increase the loyalty of existing consumers. The third is to investigate how influencer marketing can improve sales and attract new consumers from different market areas.

The essence of the study is to attract a group of customers through various channels of social networks. At the same time, the adjustment of an already prepared strategic plan and recommendations for improving the existing online marketing strategy.

1.3 Research Question

The research question is determined as follows: "How can Biohacking Center Finland can reach the well-being industry customer group via social media marketing within half a year in the most efficient way?"

1.4 Research Methods

To answer the question and achieve the goals described above, specific research methods were used. To find the most effective social media platform was applied to a customer

behaviour analysis in various networks. To understand the need for the new marketing tool - influencer marketing, the author was conducting a questionnaire survey; information was collected from individuals. Data collection techniques are done only with primary data, which was organized through a questionnaire. To find the most suitable social media channel was applied to PESTLE and 8-SWOT analysis. In addition to the previous methods, the author also applied a target market analysis to focus on the most suitable audience.

2 THEORETICAL FRAMEWORK

2.1 Digital Marketing

Digital strategist Dr. D. Chaffey (2016) define digital marketing or also called online marketing or Internet marketing as a applying digital technologies to achieving marketing objectives. Digital marketing suggests application of tools that produce drive traffic, leads, and sales. Internet marketing involved marketing strategies and tactics like creating content, SEO, a boost from paid media, digital advertising, affiliate programs social media marketing via social network channels. (Chaffey, 2016)

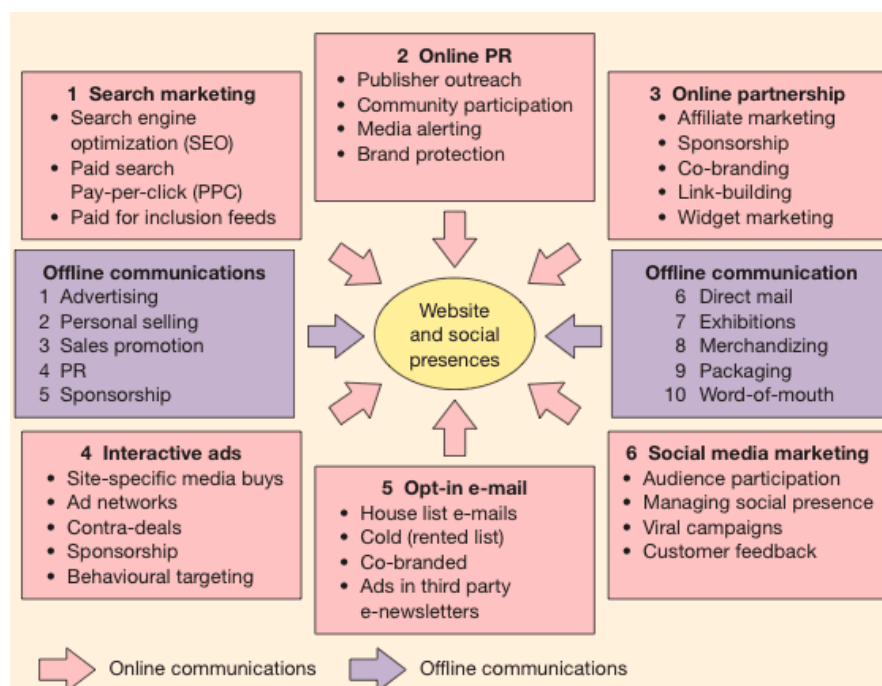


Figure1. The diagram above illustrates six main types of digital marketing channels. (Chaffey, 2016)

2.2 Content Marketing

According to writer J. Steimle (2014) the idea of content marketing is to create and distribute appropriate written, downloadable and visual art and media. The audience of the business can learn about the company and products or services, through content marketing and the main goal of content marketing is to provide as much value from a company's marketing to target audience.

Infographics are imagery, charts, and minimal text that include statistics and other information. Infographics can be useful on social media channels and websites for years. The marketer can get a professionally designed infographic through free online platforms or hire a designer for this. There is additionally a matter of promoting that infographic to bloggers and the media. Here is also an alternative way to create an infographic by the company on via Social network platform Pinterest and curate it so that this way will cost to marketer only the time. The provider of search engine optimization related tools, resources and design will not make even scientifically studies boring. (Steimle, 2014)

The podcast as a part of content marketing works if the creator gave useful information and offers valuable data and bits of advice. Podcast supposed to leads to more sales and promote goods or services. (Steimle, 2014)

Creating video content help enterprises and individuals promote businesses or projects. Through the videos and right promotion, the company can achieve a new audience and potential customers. Creating high-quality video and audio content nowadays is easier than ever. (Steimle, 2014)

Marketers sell books as marketing tools. The books might have become a tool for driving customers. Self-publishing became easier for individuals; it's still the thought that it's hard, and only reputable experts can publish a business book. An individual can publish a business book in the purpose of the business promotion, and it will be a form of content marketing. (Steimle, 2014)

Value is the most important in the content creation purpose. Innovative companies are intentionally avoiding obvious information. Internet users and potential customers skip advertising when it doesn't provide any value. The content which marketer or entrepreneur produce might be helpful now or would be beneficial in the future. (Steimle, 2014)

2.3 E-mail Marketing

Writer S. Ward (2020) defines what anytime a client can receive an email from the company, which is not a response to customer questions, it could be considered as a form of email marketing. Email marketing encompasses online marketing through the websites, social media channels and blogs. Email marketing includes the company's updates, sales promotions and special deals for subscribers. Also, companies can send a general message about crises, a company's vision and some updates. In the most beneficial use, email marketing allows customers to be informed and tailor the company's marketing for the target audience.

Author S. Gunelius (2018, p.33) suggests what email-marketing always require strategy. The marketer should promote the brand without being annoying with spam, send useful and

meaningful information, solves the problem of the target audience. A Right tailored email has to motivate clients to take some actions and want them to purchase the company's products or services.

Email Marketing is useful and practical, but marketer should keep in mind that it is not the only marketing tactic which will help the business grow. S. Gunelius (2018, p. 40-41) highlights the importance of integrated marketing plan. The meaning of integrated marketing plan is to create a seamless brand experience overall marketing channels: emails, social media, advertising, direct mail, customer service. Brand promises must be consistent with all marketing messages and matters. If an opportunity does not meet the brand's promises, it is easy to lose customers and destroy the reputation of the brand. By building a company's integrated marketing plan, it is essential to ensure that marketing messages represent the brand promises across all marketing channels.

2.3.1 E-mail Marketing Funnel

S. Gunelius (2018, p.125) propose idea of Email Marketing Funnel which can be described by three selection: acquire, nurture and convert. The type of funnel depends on the company's goals for it.

1. To acquire prospective clients leads
2. To nurture prospective clients leads
3. To prospective convert, clients lead to the purchasing process or to achieve the client's desired action.

Audience Marketing Funnel Position	Your Goal	Email Funnel to Use
Top	You have a small list and need to generate more leads to fill the top of the funnel.	Acquisition
Middle	You need to keep the people who are on your list and in the middle of the funnel engaged so they move to the bottom of the funnel.	Nurture
Bottom	You need to nudge people who are at the bottom of the funnel to act so you can reach a specific marketing or business objective.	Conversion

Figure 2. Demonstrate the idea of three types of email marketing funnels based on brand goals (Gunelius S., 2018, p. 126)

The process of building a marketing funnel requires detailed planning, rights tools, technical knowledge and time. First of all, the marketer needs to select the email marketing tool for optimization and data-keeping. After selection the most suitable optimization platform, it necessary to review tutorial videos and read help articles to learn about general and specific actions. Every tool and program are different, and actions often change as software is updated, so it necessary to learn the correct steps to achieve specific goals. The first step is to

create a form on the company's website within the email marketing tool where potential clients can enter email addresses. The company need to identify a list of client's data which will be added to the email software and after start to connect with the audience. (Gunelius S., 2018, p. 138)

Once the company's form and list with customer's data are created, a marketer can build email automation chain. These processes include identifying each of the steps that cause the email messages, in sequences to be sent as the content. A marketer might produce a sequence which will send a message with the free promotional material to the user who will submit the email form. After this, a marketer might decide to send another message a little bit later or send one message to users who clicked the link to download promotional material or to another client. A marketer can create an automated sequence of messages which supposed to cooperate with an integrated marketing plan. Once everything is set up correctly, the form with free promotion added to the website, the email-submission form is ready; it is good to test it. If everything works, it is time to promoting it through social media and online advertising. The building marketing funnel is more manageable with email marketing software and landing page builders. Once marketer creates an automated email marketing funnel, it is not necessary to do it manually all the time. (Gunelius S., 2018, pp. 139-140)

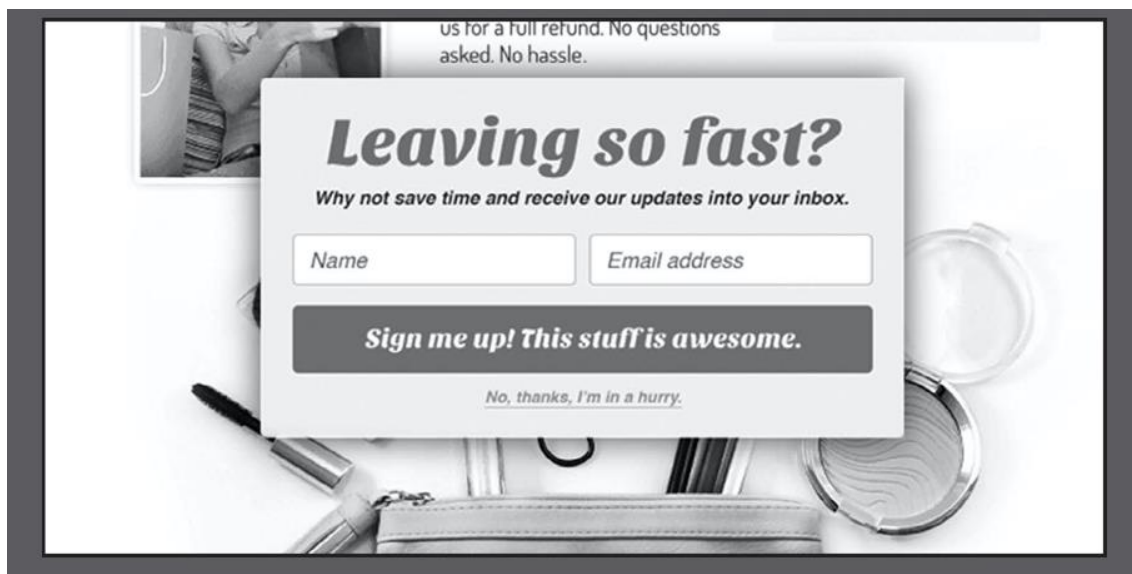


Figure 3. Demonstrate the example of email-marketing form on the website. (Gunelius S., 2018, p. 158)

2.4 Social Media

The authors A.J. Bradley and M.P. McDonald (2011) declares that social media is the web shift's publishing to a program for the users to share content and opinions. Then the corporate world understands that Social Media is not only for sharing a personal opinion and individual content. The Web was taking inside the enterprise that emphasizes user-generated content,

and the phrase Social Media expanded to include both. (Bradley A.J. and McDonald M.P, 2011)

A.J. Bradley and M.P. McDonald (2011) have clarified usage of social media on three common way:

1. Social Collaborations, it means an online environment established for mass collaboration with a purpose. For example, the purpose of Facebook is an online environment - interaction with a user's friends. And new social technologies as wikis, blogs, social networks, idea engines. (Bradley A.J. and McDonald M.P, 2011)
2. The social sites are referring to the general public. This usage takes most of the press - millions of users on Facebook, massive Twitter traffic and colossal web blogosphere. Large organizations maintain marketing communication through major social sites on the Web. (Bradley A.J. and McDonald M.P, 2011)
3. Leading organizations are experiencing a real transformational business value. Social businesses, enterprises, organizations improve collaboration between employees and business customers, prospects and suppliers. (Bradley A.J. and McDonald M.P, 2011)

Businesses and enterprises now focus on achieved tangible business value from social media. First of all, it is necessary to understand how the enterprise can obtain this kind of collaboration with social media. Success involves the addition of the core principles.

Participation is when company mobilize the consumers to involve in the company by contribution. The real value appears from technology and user's participation and generation of the facilitates. Collective is creating the content and contribution to the users in an exact way. Transparency is a goal. The company should allow the community to approve and organize the content. Users have to see, use, validate and rate each other's contribution. This transparency develops the content and information, produces evolution and drives advancement. Independence passes any moment, any collaboration with users. Coordination or pre-existing of that collaboration with users is not required. Contributions necessity allow the estimated value, obtained in a persistent case for users to view, share and negotiate. Members learning from each other, feedback and references generate the most valuable content. Users behaviour cannot be planned, designed, optimized or be controlled like traditional systems. Users emerge overhead through the interactions of community members. Emergence provides to these communities to grow with the new ways of working or new clarifications to intractable with problems. (Bradley A.J. and McDonald M.P, 2011)

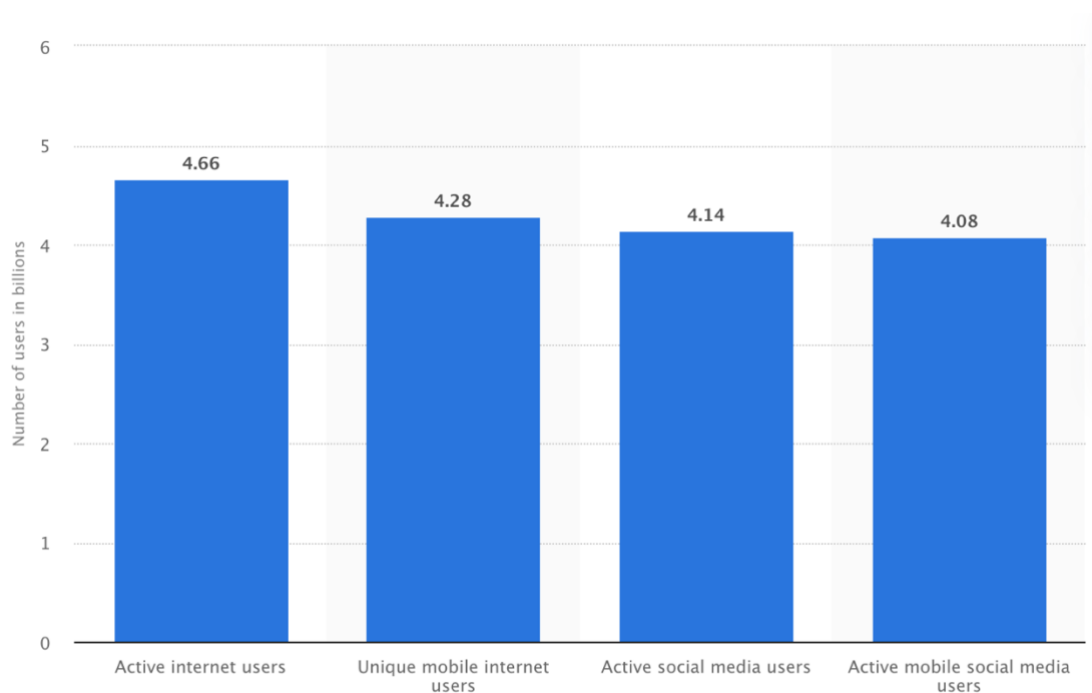


Figure 4. The Global digital population as of October 2020 (Statista, 2020)

According to Statista, by October 2020, almost 4.66 billion people were active internet users, encompassing 59 per cent of the global population. Mobile internet became the main channel for internet access worldwide with 91 per cent of total users of the internet. (Statista, 2020)

2.4.1 Facebook for Business

Marc Zuckerberg started Facebook at Harvard in 2004 at the age of 19 for classmates to match their names with photos. Marc makes Facebook public in May 2012 and still holds around 15% of the stock. (Forbes, 2020)

According to the official statistic, which is made by Facebook, 1.66 Billion of the people use Facebook every day. 2.5 Billion of the people use Facebook every month, and 7M+ advertisers are active and run across Facebook's services. (Facebook, 2020)

For example, brand Banana Republic has success with the implementation of Facebook marketing. The Banana Republic opened in 1978 and became a global brand which focuses on modern fashion for professionals. The goal of the company was to reach younger customers "Lookalike Audiences" helped the retail chain increase reach by finding new purchasers with similar characteristics to the brand's younger clients. The Banana Republic used "Lookalike Audiences" modelled on the company's loyal customers to increase clients base during the competitive festive season. The result was four times higher than the expected return on advertisement spend. Facebook became a top-performing channel to find new customers, and Facebook's click-through was on 60% higher compared to other display media. Banana Republic Facebook strategy included: Online retargeting programs, identifying the characteristics of consumers who tended to buy more. Produce of compelling adverts which are matches the target segments. The Banana Republic designed Facebook News Feed with chosen photo adverts and link adverts and tested different unique images and messages. Ann Cleveland, the Global Media of Banana Republic (2020) noted: "Facebook's

Custom Audiences was a way for us to identify our best customers, lapsed customers and prospects, and then build Lookalike Audiences specifically against each group. Facebook also has massive reach. Once we were able to prove that this test worked, we were able to scale to where it brought in enough incremental sales to contribute to the bottom line." (Facebook, 2020)

Facebook automatically show the company's advertisement to people who are finding this advertisement relevant. The audience can be defined on "core audience", "custom audience" and "lookalike audiences", in "Core audiences" users based on criteria such as age, interest and geographic Location. "Custom audiences" when the company get back in touch with people who have engaged with business offline and online. Moreover, "Looklike Audience" finding the new users whose interests are related to the company's loyal users. The company can define the audience for smart targeting. With "Core Audiences" marketer can set the advertisement rules and choose how to deliver it. The company can set up adjustments based on Location, Demographics, which is based on age, gender, education, job title. Also, based on Interests, consumers behaviour, connection to the business Facebook's page. Customization of Audiences let companies connect with people who have already show some activity on the business page; it might be loyal customers or users who just visited the company's website. Facebook also allowed enterprises to use contact lists. Enterprise can connect with customers using information from the CRM system or email lists or even the information that was collected in store for online retargeting. With the "Facebook Pixel" can automatically create a custom audience of users who visit the website or take specific actions there. Pixel allows the company to show people targeted advertisement for items which people just viewed on the website. Developers can install Facebook SDK to create a more relevant advertisement that drives users to take in-app actions like returning to a game or making a purchase or seeing the item. (Facebook, 2020)

Facebook can be part of the company's marketing strategy. The company can start building the social media marketing strategy with free and paid solutions on Facebook, Instagram, Messenger and Audience Network to connect the best possible users. The company can build awareness, promote the application, increase sales, generate leads and retarget existent customers. (Facebook, 2020)

Enterprise can build awareness for the brand with Facebook and Facebook's applications like Instagram, What's app and Messenger Conversations. The company can create a Facebook page to connect with the community and keep the audience updated with all news. The Instagram business profile is excellent for showcasing products and developing a visual brand identity. WhatsApp business profile helps to keep in touch with clients and help them to solve any issues. Enterprise can create an automation bot to send the message to the private clients through Messenger application. (Facebook, 2020)

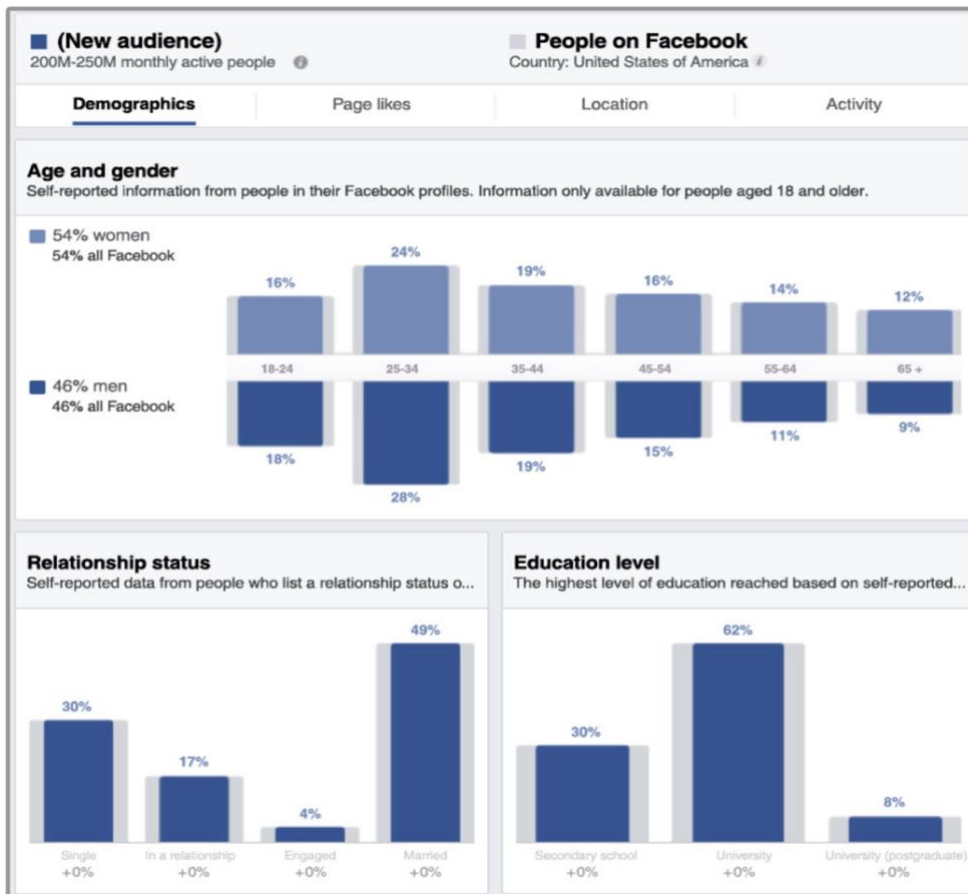


Figure 5. The table shows an example of a Lookalike Audience as a way to reach new people who are likely to be interested in the company's business. (Facebook, 2020)

Types of Facebook advertisement formats: Photo Advertisement, Video Advertisement, Stories Advertisement, Messenger Advertisement, which help people to start a conversation with a business. Carousel advertisement, which is let business showcase up to ten images or videos in a single promotion. Slideshow advertisement is a video which is made of motion, sound and text. Collection advertisement - let people tap on advertisement link and learn more about the product within the fast-loading experience. Playables advertisement offer an interactive preview before application downloading. This "try-before-you-buy" option can find potential users for the company's application. (Facebook, 2020)

2.4.2 How to create a business page on Facebook and run the first advertisement

Once the company have set up the business Page, it is time to build an audience of people who might be interested in the company's offers, goods or services. Page can grow by inviting current customers who can support by sharing the company's content, establish credibility and build a brand's reputation. People who like the company's Page will get notifications with every update about new products, promotions and events. Company's Page makes it easy for people to find out more about the business. Enterprise can reach more people with page promotions and boosted posts. Boosted posts can reach a larger audience and keep clients engaged with industry information. People stay connected with products or services; on the Page, the company can schedule appointments, drive people to the website's shop. Messenger Application familiar to the people and company can offer customer service and help out the clients. (Facebook, 2020)

How to create the first company's advertising on Facebook:

First of all, the marketer should choose the right advertisement objective; it could be sales on the website, application downloads or development of brand awareness. (Facebook, 2020)

The secondary, marketer need to select the right audience for the company, with the usage of the company's target market about the audience - such as age, location, demographics, interests. (Facebook, 2020)

Third, the marketer needs to choose the platform between Facebook, Instagram, Messenger or across them all to advertise and to set up the budget with entering the lifetime budget and dates during which advertisements will be active. (Facebook, 2020)

Next, marketer picks a format from six versatile formats, which is designed to work on every device and choose between a single image or video in the advertisement and submit it. Also, the marketer can measure and manage the advertising and make data analysis in Ads Manager. (Facebook, 2020)

2.4.3 Instagram for Business

Instagram was founded by Mike Krieger and Kevin Systrom in 2010. Founders focused on being good at one thing, and mobile photos was an opportunity to try out a new idea. Instagram's core differentiator is simple photos taking on mobile camera with the opportunity to like and comment. Facebook recognized the uniqueness of the company and acquired Instagram in April of 2012 for \$1 billion. (Raice And Spencer, 2012)

Instagram is a free photo and video sharing app. Instagram statistics show what in 2020, Instagram Have 1 billion users worldwide. People come to Instagram for inspiration and to discover new information and things. During the statistics, 60% of people say they discover new products on Instagram. The business account on Instagram gave the brand opportunities to get real-time metrics performance of promotional posts and stories. Also, a business can get insights on how followers interact with post and stories. (Instagram, 2020)

On Instagram's business website companies can find successful business cases with the application implementation. The story of modern mattress company Simba is one of these successful cases. The company Simba was founded in 2015 in London, Simba sells mattresses which designed to provide excellent night sleep, using a combination of memory foam and a pocket-strung layer. Simba ran a series of Instagram and Facebook advertisements to reach clients with appropriate messaging at specific points along the customer journey. The company achieved a 73 % higher return compared to the budget which was spent on advertisement. The goal was to reach new prospective clients with a targeted advertisement based on the customer's journey. To reach the right for the company people with the right messaging, Simba uses an ongoing trial strategy for the campaign. By splitting the audiences which were based on behaviors, for example, website visitors or users who have added an item in a cart. The company reached specific audiences with advertisement

creative that matched the customer's stage of the journey and allowed it to address different concerns people have a different time. Through a series of video, photo and carousel ads on Instagram and Facebook, as well as ads in Instagram, Stories, Simba showed the mail brand's technological benefits in a quick and engaging way. By advertising testing method, Simba was able to see which creative, and messaging resonates in the best way with the right audience. Company continues to use this strategy with well-performing advertisement rather than spend all budget on just one campaign. Simba's Paid Social Lead Andrea Ursini said: "Being able to have a near-real-time view of metrics on the platform allows us to measure and attribute results—helping us to optimize campaigns, iteratively test, and improve our ads and results on an ongoing basis." (Instagram, 2020)

2.4.4 Setting up Business Page on Instagram and creation of advertising

First of all, it necessary to have a Facebook page, because only with Facebook page marketer can create a free business profile on Instagram. Through Facebook Ads Manager marketer can select advertisement objective, format and target audience. Alternatively, promote post directly through the Instagram application. Instagram can also automatically create an audience of people similar to the brand's existing followers. Second, the company has to determine the Budget for advertisement. The marketer needs to set up target preference by location, demographics, interests, behaviors, custom audience, find people who are similar to existing customers and get automated targeting option. (Instagram, 2020)

During the Instagram statistics, 200 million user's accounts take a look at business profile daily, and 2 in 3 visitors of the business profile are not following page. (Instagram, 2020)

Potential customers can contact the brand through Instagram by responding to comments, sending direct messages and replies to Instagram Stories. Now Instagram provides the ability for business profiles to filter messages and flag important once. Also, the new ability is a visual shopfront which allowed the user to shop with a single tap directly from the platform. According to Instagram statistics, over 400 million use Instagram Stories every day and one-third of the most viewed stories coming from businesses. Instagram Stories allow the brand opportunity to show new products, take viewers behind the scenes and get real-time feedback. (Instagram, 2020)

2.4.5 YouTube for Business

YouTube was founded in 2005 as a video-sharing website. YouTube allows billions of people to discover, watch and share unique video content. YouTube provides an online forum for people to join, inform and inspire others across the globe and acts as a sharing platform for original content and advertisement. According to its site, YouTube believes that everyone deserves to have a voice, and the world might be a better place. The Values of YouTube are based on essential freedom. The Freedom of Expression, Information, Opportunity and Belong. (Youtube, 2020)

Internet search leader Google has bought YouTube for \$1.65 billion, to take a role in the online video revolution. Nowadays, YouTube brought in \$15 billion in advertising revenue in 2019, which is nine times more compare to the price which Google paid to acquire the site 14 years ago. (Leskin, 2020)

YouTube advertisement provides an opportunity to reach potential customers and take action when users watch or search for videos on YouTube and pay when users show interest. Advertisement on YouTube can help the company to connect with people who are interested in contact which company have to offer. From fans of the sport to fashion lover, and everyone in between, people come to YouTube for their favourite content. With "Find my Audience" company can get a deeper understanding of most valuable customers, understand customer's interests, habits and what they are planning to purchase. (YouTube, 2020)

The company need to pay for YouTube advertisements only if someone chooses to watch at least 30 seconds or clicks on the company's banner or click on the link. All necessary advertisement data can be found on "TrueView ad». Company determine the size of the budget and amount of payment which can be changed at any time. Also, YouTube allowed measuring results; the company can get real-time insights about how people are responding to video advertisement and where to make adjustments. (YouTube, 2020)

2.5 Conventional Marketing and PR

Author of the book Scott, D.M. (2008) explain the list of principles, which conventional marketing and PR used to have.

List of principles, marketing used to have:

- Branding and promoting were the only functions of marketing.
- The promotion of goods and services was meant to invite the multitude.
- Advertising- to reach people's attention to the message - was necessarily prone to hinder them.
- Advertisement operated only in a one-sided mode - between the customer and the corporation.
- The function of advertising was limited merely by the sale of commodities.
- Short-dated campaigns were a base of promoting.
- Elements of creativity were regarded as the foremost critical factor of the advertisement.
- The advertisement organization's main priority was to earn rewards for their efforts in advertising rather than to appeal to new consumers.
- Advertising and PR were two distinct fields managed by separate individuals, who had their control style.

Since the Internet altered the then norm, none of these principles holds today. Instead, one has to modify its approach to get the most out of the online market. (Scott, D.M., 2008, p. 8)

List of principles, PR used to have:

- Mass media served as a single way of gaining popularity.
- Publications like magazines and newspapers were the primary source of interaction between firms and journalists.
- Readers barely followed those publications except a few press people themselves.
- Significance of the message was the main criteria for a company to get its notes issued on pages.
- Because press people could grasp the jargon, it stayed in use.
- Permission to press release was given only after the overview by observers, specialists, and clients.
- Customers got acquainted with the composition of the announcement only with the help of mass media.
- "Clip books" was the only tool in identifying the efficiency of the press releases.
- Marketing and PR were two distinct fields managed by separate individuals, who had their control style. (Scott, 2008, p. 12)

Since the Internet altered the then norm, none of these principles holds today. Instead, one has to modify its PR approaches to get the most out of the networked market square.

Nowadays, it is not an easy matter to make a move in the Internet's dominant market is becoming more evident. Therefore, it is necessary for those who want to succeed in this area to seize the new patterns of PR and press-release.

However, the above statement seems unconvincing when it comes to people who hold significant power, fame, or authority. Such a category of people can always make sensations even with a little effort, which makes it sensible why they still can rely on media for PR. (Scott, D.M., 2008, p. 13)

- If Netflix makes a movie or series and releases it this month, it will reach millions of views by the next month, which is another example of how easily media captures it.
- If Kylie Jenner publishes a press release representing a new collection of "Kylie Cosmetics," the release will be grabbed by media straight away. (Scott, D.M., 2008, p. 13)

2.6 The demystification of Social Media

Divol, Edelman & Sarrazin (2012) thinks what since social media has proved its efficiency in the field of marketing, it is time to treat it as a real practice. Below are given techniques of how marketing leaders use Social media as a means of anticipating and customizing buyers' choices. The term social media' has already been in deep usage by marketing company's leaders. Similarly, it can be noted that Facebook has such popularity that around a fifth of all people of the planet uses it. Company leaders consider that the possibility of an unpaid form

of promotion is a prime factor that causes social media to get capacity. (Divol, Edelman & Sarrazin, 2012)

Regardless of the above fact, the large number of chiefs still do not know how to make social media work for themselves. Companies limit themselves with simple steps like registering and designing good-looking Facebook or Instagram pages with only little reflection on specific actions crucial for self-promotion. The reason that company leaders lack enthusiasm when it comes to social media is rooted in two correlated grounds. First of all, harnessing social media as a scene, where buyers get informed about, the debate over, and assess products and services makes it quite vague to measure productivity and success in efforts. Secondly, even if most of the efforts and donations bear its fruit, it might take plenty amount of time before. (Divol, Edelman & Sarrazin, 2012)

Thereby, it is necessary, first and foremost, to represent social media with all its merits and dispel prejudiced pessimistic views regarding it. So that companies get the most use out of using social media, they have to recognize social media have critical operations like observing, reacting, enhancing, and conducting customer's manner and characteristics. If one can determine precisely in what way social media impact on buyers takes place, he can formulate relevant approaches in improving his interactions with consumers. If one can determine precisely in what way social media impact on buyers takes place, he can formulate relevant approaches in improving his interactions with consumers within the limits social media platforms allow. It follows that being aware of the nuances of social media allows companies to benefit from the financial point of view, as well. The term 'social media' generally has meant to play a secondary role in the field of marketing, carrying insufficient attention from executives. Given its pre-eminence over conventional marketing techniques, social media has to rank top priority for executives, and it entails an intense set of activities like coming up with a detailed network schedule, establishing and strengthening relationships with consumers. If the activities mentioned above actually take place, it is granted that executives and their co-workers will be able to identify appropriate social media platforms for the more intense link with consumers, increase exposure, and rearrange their trademark. (Divol, Edelman & Sarrazin, 2012)

2.6.1 The customer's decision-making journey

Divol, Edelman & Sarrazin (2012) explain the idea of customer's decision-making journey. It did not take a long time for companies to be convinced that social media functions efficiently. According to the research, one-third of all reviewed companies treat Social media as the primary mechanism in their interaction with clients, while this number seems to increase double in the near future. What contributes to this rising number are the dominant companies with their good example. (Divol, Edelman & Sarrazin, 2012)

Stimulating the interest: In an attempt to submerge anew in an American car market introducing a new Fiesta design, Ford initiated a comprehensive advertising operation. The primary measure was to request influential media personalities to advertise the European simulate of the car, sharing with their impressions on various social networks. As a result of this advocacy effort, Ford ended up with a case of 6.5 million times reviews on YouTube, which is followed by tens of thousands of feedbacks, resulting in ten thousand sales in less than a week. (Divol, Edelman & Sarrazin, 2012)

Lesson by consumers: Social media was successfully used by PepsiCo Company when they launched appealing promotions, that gave birth to Mountain Dew product. In the end, for slightly more than a decade, the company witnessed a realization of 36 million sales.

Client focus: Levi Strauss adopted social media in their place-based marketing messages to appeal to customers to be in a tighter relationship physically. This attempt justified itself and increased the number of customers to a considerable extent. (Divol, Edelman & Sarrazin, 2012)

Although an increasing number of people and companies are becoming aware of potential opportunities, social media embodies they still keep struggling with turning successful experience into reality. Therefore, there is no way to lose time anymore and perceive social media as a real working instrument of marketing. The main objective of marketing is to make better decisions based on consumer behaviour. Since a customer is a central point in marketing deals, and customer needs and wants are a base that companies orient, it is necessary to investigate factors that influence consumer decision making process. Social media is a valuable approach to go by for those who seek to understand where people are paying attention to online platforms and strives to make their agenda impact consumers' decisions. Even the fact that social media can influence on buyer's decision-making journey, it does mean that it will be suitable for any enterprise. Depending on the business and industry, some touchpoints are more significant to competitive advantage than others. (Divol, Edelman & Sarrazin, 2012)

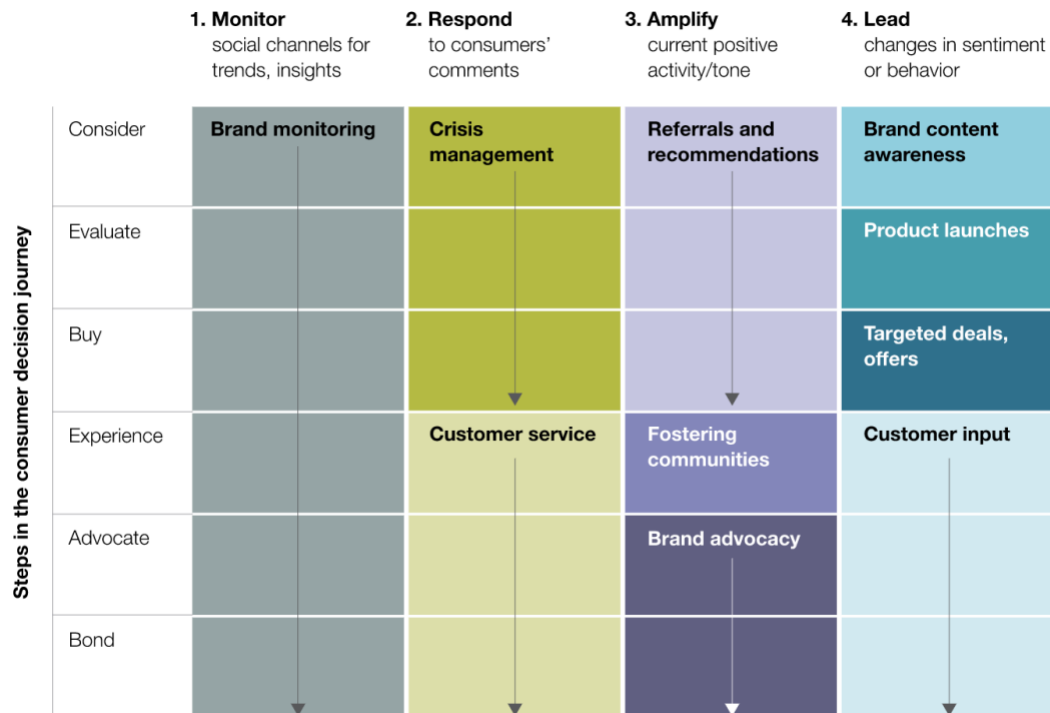


Figure 6. The diagram above illustrates the Social media empowers targeted marketing responses at individual touchpoints beside the consumer decision making procedure. (Divol, Edelman & Sarrazin, 2012)

1. **Monitoring.** A soft drink Gatorade, designed for sporting activities by PepsiCo, has the most ambitious marketing-based objective to build ongoing relationships with customers during the brand-building process. Its marketing sector in Chicago has begun to practice an organized tactic, which is responsible for following up the brand quality throughout social media. Marketing specialists utilize all opportunities social media offers such as online campaigns in launching the product and, afterwards, getting millions of feedbacks. The gathered feedbacks are analyzed in order to improve the content of the Website and the target page. It goes without saying that after taking the first step, that is, monitoring, communication with online customers raised, and the Webpage of the company started to be visited actively. It leads to concluding that monitoring with its potential of informing everything about customers' opinions about goods has to be permanently carried out. (Divol, Edelman & Sarrazin, 2012)
2. **Respond.** One cannot count on extensive but effortless monitoring - to succeed, and it is necessary to reflect on where components need to be upgraded. Identifying relevant discourse forms regarding the answer to consumers at the one-to-one stage is an alternative way of participation on social media. If marketing specialists handle responding satisfactory to consumers' concerns, this will facilitate social media regulation in their favour even if it is not everything. There is a well-known story of McDonald's that thoroughly embodies the successfully used case of responding. It came out of the hashtag #seriouslymcdonalds movement, which was widespread on social media, especially on Twitter, after the release of the fake pictures, on which was written down an offensive message. However, the given situation entailed not the

scandal, as might be expected, but an outstanding opportunity to earn respect from customers, and reach an increased value of shares. This fruitful outcome would not come true if McDonald's executives were slow to react on time. Therefore, the critical remark is to reply instantly, precisely, and sincerely to make a favourable impact on customers. (Divol, Edelman & Sarrazin, 2012)

3. **Amplify.** The process of amplifying consists of shaping the promotional measures in a way that consumers strive to keep lasting interplay and linkage with a company. This process is not about merely designing social media content that triggers customers to discuss the products across the networks. It is more about the notion that social media campaigns are supposed to be constructed in a way to provoke consumers to keep engagement over the whole existence of the brand. However, to exchange with client's discoveries or adventure regarding a particular product or service. When a consumer is in search of necessary products, when observes different brand models, the probability that picks up precisely the product recommended by buyer surrounding is high. It shows that word of mouth marketing, which is a component of the consumer decision journey, is significantly more effective than classic approaches like digital promotions. Similarly, that is why, in the majority of the cases, newcomers are privileged with special discounts and offers by the company. After the purchase of a product is done, companies proceed to amplify further - use social media, aiming at the ensuing communication with customers. Last but not least, creating communities on online platforms of the company for the customers trust in the choice of the brand and getting instructions about how to make a better purchase. (Divol, Edelman & Sarrazin, 2012)

4. **Lead.** By taking actions of rigorous social media control for durable communication with clients can help to realize behaviour management. For a start, the consumer decision journey can contain simple steps like providing informative messages on networks so that consumers begin getting familiar with the brand name. For example, the 'Old Spice Man' advertising campaign, composed by Old Space, has initially been led to increase the awareness of the given good, seizing the chance that at that time American football league was held, afterwards, entailed a rapid and considerable profit. Besides, the range where social media can be utilized involves the case when companies initiate a new model and make people aware of it by creating a hype, how did it, Ford. Moreover, time-sensitive targeting on social media is capable of inviting customers to participate in various trade operations. One more story that has to be mentioned is about the Bonobos: the company announced on Twitter its offer that if followers repost the products, they will get a reduced cost - a deal that ended up with an increased number of new visitors on the company. As a final point, social media keeps its benefit as a marketing tool even after the purchase is already committed. Due to the informational potentiality of social media, companies can rely on it regularly to gather and analyze feedback and proposals by consumers regarding possible improvements of specific goods and services. (Divol, Edelman & Sarrazin, 2012)

Social media has incomparable advantages in impacting customers; the share of social media on the money plan of the marketing department still constitutes a low percentage. More importantly, the primary barrier in the invest to social media marketing is the scepticism that the efficiency of such investment is vague because of the limited knowledge about the efficient marketing strategies which social media has offered. In order to make social media

work on the name of the brand, executives must provide the marketing department with all data and technical resources. After a thorough analysis of the companies, which invested satisfactory effort to make use out of social media in their marketing strategy, there were compiled three different hypotheses:

- If advertising campaigns on social media work out, their outcome has to be exhibited over social media in the form of positive feedback and recommendation.
- If resending and reposting products are profitable for marketing, it has to lead to a higher number of requests on the search engine.
- If the above two hypotheses are entirely accurate, social media tools have to accelerate sales volume at a more speedy temp than traditional marketing actions do. (Divol, Edelman & Sarrazin, 2012)

Subsequently, those companies measured whether their belief in social media marketing proved its cost or not, identifying the fact that profits from social media outweighed that of classic methods in any category. Apart from that, the usage of social media can involve some more peculiar parts like assisting in introducing new products and increasing the number of positive feedback. Further, techniques such as making an excitement over the product, exploring and tracking web visitors can be analyzed. While the operations involved in social media marketing expand, the main question becomes the appropriate management of social media procedures rather than financial issues. As mentioned, active engagement with the customers is a must-do not only in the form of consistent posting but also in the form of elaborate campaigns that contribute to enhancing interaction with the core audience. Overall, the role of social media has been underpriced up to recent, and leaders should now consider coming up with new modern approaches and tend to listen carefully to their marketers and consumers to find out better ways to lead the sale of goods and services. (Divol, Edelman & Sarrazin, 2012)

2.7 Principles of Current Marketing

Lewnes and Keller (2019) agrees that marketers who want to be successful in the digital era should rethink classic approaches and apply the best of new and modern practice.

Technology has changed the marketing field in recent years and also affect the broader practice of management. Innovative changes were significant not only for the marketers but also for the enthusiasts who are seeking to get new skills and techniques. (Lewnes and Keller, 2019)

Everything has changed by technology. Essentially, it provides the new vision of customer experiences, new mechanist of development communication with customers, and a lot of data in the purpose of understanding of customer behaviour. Even with all that progress, it's just the beginning of the deep-felt impact technology on the future of business development. Marketers who want to realize the full potential of technology need to recognize the transformation of technology. (Lewnes and Keller, 2019)

Digital transformation - is about adopting the processes and practices of the business in the purpose of achieving effectively in an increasingly digital era. Fundamentally, digital

transformation is how the company responds to digital trends. It includes adapting to how business customers, partners, employees and competitors applying digital technologies to change actions. (Kane, 2017)

Nowadays, knowledge of technology is not the only criteria for future success in the era of modern marketing. Appropriate people and methods must be in the position for a suitable development, manage to achieve the advantages of that technology. Today's marketers must be flexible, agile, curious and fast. Marketers need to continue the development of new and innovative skills. (Kane, 2017)

For example, the company Adobe. Adobe is an American computer software company. The company help users to create, deliver and optimize content and applications. (Adobe, 2020)

The company supports skill development in a wide variety of methods. Adobe conducts work rotation with new position every few years, learning programs and internal training. Marketing managers should ensure their teams with members who produce creativity and analytical abilities, and also with individuals who have skills in web development, e-commerce and new media. Some of these skills did not require even four of five years ago, and even if those skills were in demanded technology changed in recent years. Marketing can benefit from the field of Informational Technology, Finance, Sales and product management. Unlike ever before, marketing can demonstrate the importance of impact on business. Marketers can get the most out of data by testing, optimizing and activation new methods. (Lewnes and Keller, 2019)

In convention marketing, company-selling and the consumer-journey process was approximately simple with buyers entering into business sales and marketing funnel along the direction to became loyal. Right Technology products are and always will be necessary. From touchpoint online and offline to wide-ranging as a tweet, social purpose, corporate culture and executive's behavior - can develop an experience that defines a brand for clients. Marketers operate the customer's experience and shape future directions for the company's brand. Marketers of technology products must create full experiences for clients and the whole brand. Experiences are the new competitive battle its means to develop robust differentiation from other competitors. For value realization, customers need to use a company's products successfully, so they will not switch to the company where they can use and access product or service easily. Company's customer service must have a wide range of support to help clients with product installation and use. As an example, it might be informative forums, social channels and websites. Company Adobe put massive effort to educate customers of usage products; fixing arises problems, deal with the unique situation which occurs, all easily and quickly. Adobe does as much as it can through digital channels. Every digital channel present to helm consumers learns and fully understand its products. With social media platform, a company can build a strong community, besides the support web chat, email and telephone. (Lewnes and Keller, 2019)

Customer-brand relationships have evolved from single to daily continuous. In the modern world customers own the brand in multiply ways, and it is every marketer charge to make customers an essential part of a company's brand. This equation creates by asking for constant feedback, listening to it and co-work with them. It is not necessary to do everything that customers said, but marketers need to tell customers why they think differently. When company Adobe moved 'Creative Suite software' to the 'Creative Cloud subscription service.', some of the users were not satisfied with what switch. The only way for the Adobe to change user's behavior was to make it real and provide a lot of information and explanation. The

company starts to get close to customers through online forums, social media channels, learning events. After analyzation of this movement, Adobe ensured this value and innovation. "Creative Cloud" was offered through communication at every touchpoint. Instead of investing in one big marketing promotion to highlight the significant launch. The change in marketing behavior help to support a new model with educational and inspiring campaigns that also build a relationship with customers. Through this strong communication, the company helped users became satisfied with a new subscription model. Strong customer relationship includes deeply understanding of customer feelings. This understanding helps to try to solve customers' problems and achieve the goals of individuals. (Lewnes and Keller, 2019)

Company is still responsible for customer's success even with all automation and technology. The variation of data available today suggests that brands know their customers and support at every possible digital touchpoint. However, at the same time, it's still important to meet with clients in real life. Nothing can compare with an in-depth conversation with involved customers an in-depth conversation. Even with qualitative methods like researches and focus groups which can be implemented online, live events still in demand. Adobe notices the unprecedented levels of engagement on live events all around the world. Nothing can compare with the power of live events where customers and businesses coming together in person, to learn, get inspired and have fun. (Lewnes and Keller, 2019)

Value of the product or service must be effectively and efficiently delivered through communication. For marketing of the innovative-technology product, marketers should try to find ways for simplifying the explanation of the product or service. With a detailed description of an innovative product, the business gets customer understanding and appreciation. (Lewnes and Keller, 2019)

For marketer in the digital world, it is essential to build a culture of testing. It is a benefit to be able to test all the time and learn from that process. Adobe company perform it in many ways for the perspective of a product company activate beta testing with customers. Engagement with customers during the beta-testing for soliciting feedback shaped the product maps and added new functionality. From the side of marketing mix perspective, Adobe applied real-time attribution modelling for media investment prediction and testing. The company also uses data for building correct segmentation models based on customer activity factors. Engagement starts with the first stage of the customer journey to offer relevant and custom experience for the individuals. A world-Famous company like Amazon, Netflix, Pandora run thousands of tests for marketing effort optimization for successful improvement of customer experience. Notwithstanding all this data science, it's still an art to manage customer relationships. Everything can't be automated, which is why machines can't do marketing without specialists. Judgment and instinct analytics will always matter. (Lewnes and Keller, 2019)

Despite technological changes which have created the rich-data world for marketers, creativity is still valuable. Marketing has always been able to create an emotional hook with customers. Even creative persons like to see the impact through social-sharing metrics or data sets analysis of online user's behaviour. The brand's community with customers shaped the most successful brands. All form of co-creation can feed the creative process and bring benefit to both entities. (Lewnes and Keller, 2019)

Technology products cannot go to the market on their own if a product can be a part of something bigger via, the incorporation as a result of collaboration with others. Platforms

included a combination of various interrelated company's services and products—the main benefit of platforms which can improve the value of individuals only in collaborations. Collaborations - is a partnership with third parties which can provide value for a brand, in the right collaboration membership of the collaboration benefit from equal of market influence. (Lewnes and Keller, 2019)

Apple Inc. is an American multinational technology company which is based in Cupertino, California. Company designs develop and sell consumer electronics, computer software, and online services and tech accessories. (Apple, 2020)

Hermès International S.A., or Hermès, is a French high fashion luxury goods manufacturer which was based in 1837. It specializes in the production of leather, lifestyle accessories, home furnishings, perfumery, jewellery, watches and ready-to-wear clothes. (Forbes, 2020)

CEO of Global Icons Jeff Lotman (2016) notes that Apple company determines the Collaboration with Hermes as "the culmination of a partnership based on parallel thinking, singular vision and mutual regard." This connection seems valuable to a partnership of two top-rated and respectful brands, making Apple's watch desirable even more with Hermes's fashion boost. (Jeff Lotman, 2016)

The customer gave the most significant criticism, and judgment about design aesthetics and Apple offers an upscale version with Hermes handmade leather strap and exclusive watch face-ups. This collaboration helped to reach the new target of fashion consumers. This collaboration represents a symbol of status, and clients who were not satisfied with design got an opportunity to own a highly functional watch with luxury design. (Jeff Lotman, 2016)

Lewnes and Keller (2016) concludes that nowadays, consumers expect from the company which they do business with or buying goods or services do good things for the world. Since the beginning of the company Adobe, founders have made meaningful donations which were essential to its purpose. Emphasis on human impact is in the company's culture. Behind the collective programmatic works to promote matters such as sustainability, Adobe identifies the positive effect of its products which can make a world better. Here is one of the examples, Adobe cooperate with NCMEC this is National Center for Missing and Exploited Children. With Adobe software enabling authorities have a chance for better recognition of missing children and it gave more opportunities to find and help. The best businesses have the soul of a brand and meaning which company passionately protect. This standard might become challenging if the leaders or founders move from the company to another one. (Lewnes and Keller, 2019)

Marketing management itself has had to grow and transform. The future marketing leader must also be responsible for customer service, consumer experience and growth officer. The marketer leader should try to be a chief customer officer. It is a chance to be a customer hero and support them with every issue and always listen and reply to the feedback. Marketer leader should also focus on the user's experience. Create experiences significantly for long-lasting relationship and loyalty. Marketer chief could drive sales by bringing design and intelligence. In today's challenging business environment, a leader is always taking the risk. Marketers must be willing to look deeper into the statistic to provide rational decisions. Technology marketing stays a driver of change and small enterprise and businesses should look to the effects of companies such as Adobe and Apple. It is also good to keep basic marketing principles but update or modify the form. The success of the company in the 21st century requires using the best latest modern methods. (Lewnes and Keller, 2019)

3 CURRENT SITUATION

3.1 Digital Marketing Tendency in 2020

CEO of Digital Beverly Marketing Solutions O.V. Barsegyan (2020) say that new technology evolves changes in digital marketing: recent trends and tools letting businesses better provide consumer online and offline needs. (Barsegyan O.V., 2020)

Growth of Voice Searches and Digital Assistants. Voice search satisfied the consumer's needs for urgency. Smartphones and the internet offer customization to the immediacy. Voice searches have changed a consumer's digital experience, which is offered by the internet and user's smartphones. Targeting of the voice optimises the website for highlighted fragments and searches without the click. Digital assistants mostly read the top listing on the website. Voice searches produce various characteristics as opposed to typed queries. The voice search optimization strategy for business can be divided into three categories. (Barsegyan O.V., 2020)

- Voice searches apply straightforward language and topics alternatively from keywords. People using the voice search as people usually speak.

Instead of a chain of words, the company can propose a simple search which is based on questions. (Barsegyan O.V., 2020)

- Content has to answer directly on the user's questions. A marketer can add "people also ask." case on the company's search engine pages which will give a analyze associate with the original question. A marketer can also answer these in the company's website content to provide more extra value to the user. (Barsegyan O.V., 2020)

- Separate from targeting search, which is based on questions, the website needs to keep a conversational tone. Google's search engine optimization in the developing process and always updates. The search engine optimization nowadays understands the context of search instead of individual words. Nowadays, Google can process simple human's language fully and even better than ever. So, the marketer has to prioritize readability and integrate it into the copy on the website. (Barsegyan O.V., 2020)

Video is the leader of the content. YouTube, Facebook popularized the video and live streaming to the users. Most users want more video content from the company's which they like and support. The growing number of labels that tap influencers and vloggers feeds the demand for video. Those personalities lead to building more personal connection with the viewers compared—and marketers seeking to build a relationship with the public. (Barsegyan O.V., 2020)

Millennials are not interested in branded emails

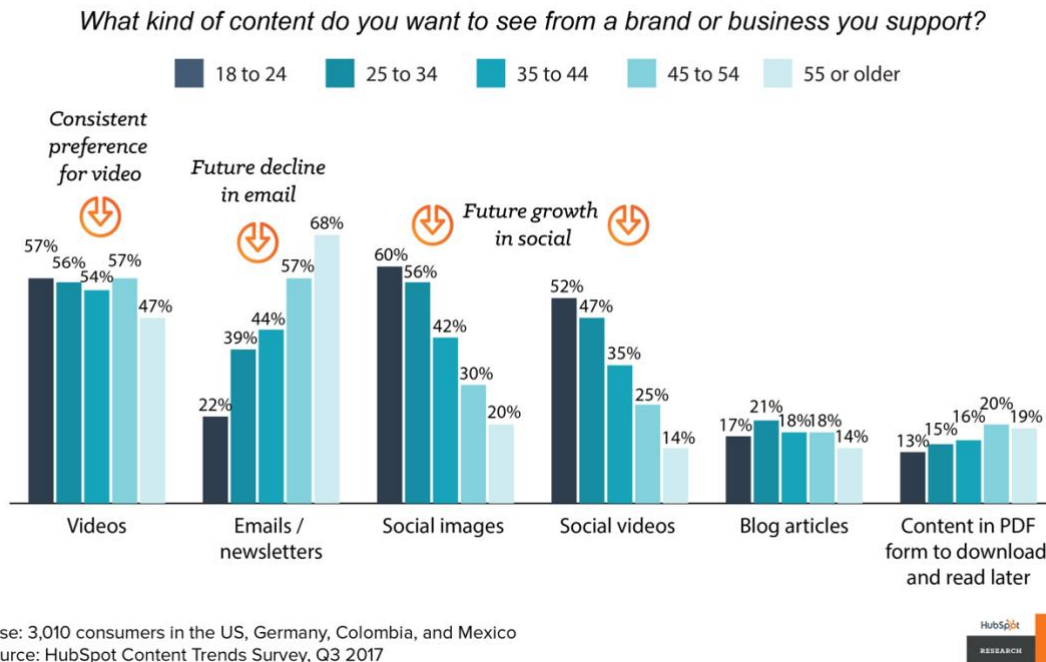


Figure 7. Content trends by customer's preferences. (Mimi A., 2017)

YouTube became a second-biggest search engine for users of the internet. The opportunities of the sale might be lost if marketer will not use the video for content marketing. Maximizing of the engagement can handle video across digital media channels. For marketer is essential to create a valuable and relevant video for the clients. On the brands' websites, user can find tutorial videos and product demos. For the users, video is more engaging compare to the text, and it gives visitors to stay longer on the website. (Barsegyan O.V., 2020)

Facebook, Instagram and Youtube famous for their live-stream stories. Live stream is useful for conferences the launches of the new product and company's events. The company can ask on customer's questions and in real-time and attract more engagement. Video can also be useful for engaging paid ads on social media. With search and display ads, the company can control the targeting of video ads. Marketer supposes to monitor the platform and be sure what it matches the company and the user's search. (Barsegyan O.V., 2020)

O.V. Barsegyan (2020) conclude that social media is a top priority. Social media platforms are multi-function. Opportunity to allow users to shop, create groups, play games and participation of the life events. The goal of the marketer is to maximize the social media strategy. The users of Facebook and Instagram can shop right away on the platform. Now businesses can integrate the online stores from the social media platforms. Social media makes the company's performance listening through online societies. More often, the companies can create a close group on Facebook to communicate with the clients. The client can join the company's close group and join the discussions and engage with other users for a better understanding of the company by them. Trends show that digital marketing will only go up, and it might become even more advanced to continue presenting the digital experience for the users. The company have to achieve the different needs of the consumers across all digital touchpoint. (Barsegyan O.V., 2020)

3.2 Influencer Marketing for Millennials

States of J.I. Sinha and T.F. Fung (2018) is that companies are trying to be successful in the Millennials engagement via "nano-marketing" strategy that uses social media influencers as brand representatives. (Sinha J.I. and Fung T.T., 2018)

K. Speier (2016) provide the statistics that in the United States, about 80 million of the millennials and it make it largest demographic group in the country. Millennials are also in the workforce compared to other generations, with an expected 1.4 trillion dollars by the 2020 year. (Kim Speier, 2016)

For the marketer, it is essential to develop a marketing strategy to feed the millennials highly digital nature. Millennial generate much potential for acquiring power and brand loyalty. Campaigns should add a variety of elements to appeal to any demographic target. The brand is always trying to get the "it" generation of the current moment. Millennials now are entering the adulthoods and the peak spending times. Later on, Generation Z will also become the focus target market when Millennials became older. The cycle repeats itself endlessly. (Kim Speier, 2016)

Author's J.I. Sinha and T.F. Fung (2018) agrees that Millennials have grown up with Social Media and social media tendency to filter the more massive informational content in the verbal post, preferring short videos and photos that can be visually quickly processed. This makes platform such as Instagram and Youtube, among others. (Sinha J.I. and Fung T.T., 2018)

Colourful, visually artsy and intense pages that are curated by amateur users and followed by the fans on Social Media platforms for the Millennials. Many users have achieved a modicum of fame by concentrating on a specific topic of interest, like food, travel, beauty, fitness, fashion, design and others— and the thousands of readers of their blog. The "Influencers" defined as those who have a follower base form 10000 and 1 Million, has a particular interest to the market. Public and private companies are taking advantages of influencers appeal and actively cultivated to recommend the company's offerings. (Sinha J.I. and Fung T.T., 2018)

Large public companies and recognizable brands have selected famous people, such as models, actors, music artists and sports figures to be a face of their brand to the society. On Social Media, those celebrities became influencers, carrying millions of followers and possessing considerable attention. Companies may not have the time to develop a vast audience, and company delegate some marketing to the influencer. The influencer might become an expert of the follower's area of the interest. (Sinha J.I. and Fung T.T., 2018)

Also J.I. Sinha and T.F. Fung (2018) observed that now companies are trying to find a micro-influencers not just because of affordability, but because they have the highest rate of engagement with the real followers due to the topic specificity and authority. Consumers see micro-influencers as real people who know the insider information and expertise and who is ready to help them with honest advice. Micro-influencers operate with offering the personal response and replying to the unique needs of each follower. Large companies like Nike and Starbucks figured out that collaboration with micro-influencers allows the companies to be relevant to the millennial's consumers. Through the content which micro-influencers can adept and produce, companies can promote new offerings. Micro-influencers can also be useful to reach out to young audiences in specific countries all around the world. For the small consumer-based companies which have a limited budget, the micro-influencers allow

reaching millennial and become more significant. Some of the micro-influencers have grown their businesses from the startups to a significant brand because of the following among millennials. Micro-influencers are not useful only for B2C companies which are selling young oriented items, even B2B companies and tech giants have benefited from the collaboration. (Sinha J.I. and Fung T.T., 2018)

Micro-influencers have too segmented and targeted audiences. Micro-influencers have too segmented and targeted audiences, and it gives the real value to the company to access the problematic subgroups. For example, micro-influencer can help the company to identify a trainee among female IT professionals. Alternatively, micro-influencer can bring own personal stories which agreed with the brand which supposes to resonate with today's public. Advertisements itself should not become a heavy-handed and pushed marketing. Micro-influencers can make the content as a form of art. Nowadays, influencer mostly refused to promote the brands which they do not trust, believe or like. Young and creative micro-influencers can produce innovative content and show the brand in a new and exciting way. The influencer will create an entertained contact and add a company's offer, so it will not be annoying for the followers. The interactive and dynamic relationship, personalization and unique content this is what Millennials seeks from brands, services and products. (Sinha J.I. and Fung T.T., 2018)

3.2.1 The Principles of Influencer marketing

According to the statistics, by C..O'Neil-Hart and H. Blumenstein (2016) 70% of Teens Trust Influencers more than Celebrities. For a brand to build the same level of trust which influencers hold is extremely difficult. However, influencer marketing can transmit that trust to the company. 4 in 10 millennials tell that favorite influencer understands them better than real friends. Influencers can speak for the brand and deliver the message to the right target market. (O'Neil-Hart C. and Blumenstein H., 2016)

Author S. Oriola (2019) suggests that for the brand and businesses over various industries, participation in social media marketing increasingly means to develop campaigns with influencers. Nowadays, influencer marketing has become a necessary part of digital marketing programs. Businesses have dedicated the budgets for the influencer in the integrated marketing plan, and most companies increase their budgets. It is easy to see how influencer marketing became more widely adopted to find customers. (Oriola S., 2019)

The main issue of influencer marketing is the wrong management. Social media was not developed for marketing from the beginning, but now it has grown and become essential for reaching customers and audience. Usually, influencer programs started with marketers who are asking somebody with a large number of followers to promote a company's goods or services. Millennials familiar to social media and marketing leaders put a young specialist on the head of coordinating with influencers. It means that the specialists who are working with influencers have less experience compared to the marketing specialists with a background. In order to better manage the relationship with influencers here are a few practical steps for the business. (Oriola S., 2019)

To be successful with influencer marketing is not just to find someone who is famous in any social media platform. Everything begins with the finding of the appropriate person — someone whose followers, storytelling and personal brand cooperate with the marketing campaign and the company's messages. Several followers are not essential when it comes to social media following. Micro-influencers with followers from 10,000 to 50,000 — can have

a more significant impact when those influencers for the top campaigns. Micro-influencers have a specific audience with an interest in topics and products which blogger choose to highlight. When marketer reaches out to the suitable influencers, it is crucial to explain why the company want to collaborate with an influencer. The marketer should explain to the influencer that company fully understand influencer's vision. (Oriola S., 2019)

Social Media Influencers produce authentic, engaging content. If influencer posts parroted talking points about the company's goods or services, the influencer would lose authenticity that their followers want from them. The company should let the influencer develop content that tells the story for the followers with promoted company's product. Restrictions in the content development process can refuse to work with a company because of the overly restrictive content guidelines. However, if the company requires strick rules, it might be better to look for other campaign solutions, rather than influencers. (Oriola S., 2019)

S. Oriola (2019) concludes that when the company investigate in influencer marketing, the company merely buying space on a popular social feed. The company produce an interpersonal relationship with someone who was worked a lot to build an audience, but if a marketer can manage these connection organization more likely can achieve a big sale success. (Oriola S., 2019)

4 RESEARCH AND ANALYSIS

4.1 Situation Analysis

4.1.1 PEST

PESTEL analysis is a tool for analyzing the internal environment of an enterprise and better understand the macro-environment. PESTEL helps to evaluate and estimate such significant factors as political, economic, social, technological, environmental, and legal. Through PESTLE analysis team can better understand the market and business positions of the organization, strategically plan and conduct market research from a new perspective.

Political

Finland was ranked by The World Bank in the category of 15 best business environments in the world. Also, EuCham ranks Finland number three in Europe as the Best European country for business in 2017. Finland successfully won for the 7th year in a row as the most stable country in the world. Finland is one of the least corrupt countries in the world and this fact reflects on business life. The lowest level of corruption makes the process of doing business in Finland straight forward and attractive for investors. The judicial system is fair and independent, and all cases process fairly and always following the law. (Business Finland, 2020)

Economic

Finnish economy's highly industrialized, knowledge-based, and innovative economy is based on open trade and opportunities for investment. Finland offers a business environment with stability, continuity, and predictability. Finnish business environment is highly international and became attractive for international investment. Finland's corporate tax rate is 20% is one of the lowest in the EU. (Business Finland, 2020)

Social

The development of technology increases consumer spending, allowing them to buy goods and services at any time of the day and any place through The Internet. Digitalization in Finland creates a global competitive advantage and international ecosystems. Innovative fundings, internationalization services, and programs that follow the latest global digital trends. (Business Finland, 2020). Analysis of society from the sociological perspective is essential for the development of digital strategy, since models, which determine consumer habits could be explored and modified. Finnish government support the business sector and also attract and invest in Research and Development area. Finland has World-leading higher education institutions 13 universities and 22 universities of applied sciences. The Finnish education system is one of the best in the world. (Study In Finland, 2020). Finland has ranked number 1 in the UN's 2020 World Happiness Report.

Technology

Nowadays digitalization is the main world's driver. The digital industry guarantees that upcoming changes will fundamentally transform society. The main focus of worldwide professionals is spread on areas such as cloud computing, digital services, data analytics, and form of digital marketing. Finland has to the world the SMS and the Wearable Heart Rate Monitor. Currently, Finland test 5G network which is the most advanced in the world. Finland is a perfect test environment to develop and test new 5G applications. The 5G bringing together leading global connectivity companies and operators. The 5G tests encouraging new members to join the developing ecosystem. Finland number 1 in the world in mobile data usage and number 1 in Europe in Research and Development expenditure as a percentage of GDP. (Business Finland, 2020)

Conclusion

Finland is one of the most influential players in the worldwide sphere of both innovation and the business industries. Finland gave a wide range of opportunities for local enterprises and small businesses. Government offers a wide range of actions and programs which support top industries' growth. At the same time, its powerful focus on education and the Research & Development sector ensures the stability of technological and scientific progress. Finland is one of the best business environments in the world, the most stable country in the world, and the happiest county in the world.

4.1.2 5S of digital marketing

The second part of current situation analysis. The 5S of digital marketing is a simple structure to analyze and define the leading goals of digital marketing in enterprise. They were defined by PR Smith (Chaffey, D. and Smith, P.R., 2017) 5S model mean: Sell, Serve, Speak, Save, Sizzle.

Sell

The Internet provides an excellent way to maximize the financial success of the business. The company's first responsibility is to understand how a company can take advantage of its own online platforms and social networking. The goal is to attract new customers through social networks and save their data to the system for cooperation. Additionally, a book on biohacking topic was produced for the company's website and in order to exchange it for free

to new users for their email address. Book automatically comes to the indicated email, and Biohacking Center received an enthusiastic client and the opportunity for further communication.

Serve

Serve - No working hours exist in the Internet term. And the internet makes the company available 24 hours a day and 7 days a week. And Biohacking Center has provided a detailed description of the services and extra information based on most asked customer questions. Anytime a visitor of the website can obtain the required information and support on any issue of interest without delay.

Speak

Speak - Providing useful information for clients plays an important role in the promotion, helping to gain and maintain trust and the formed community to share impressions. The most important thing here is to demonstrate that the company listens to its consumers and appreciates the connection with them. Having a marketing content strategy is key to marketing success. It is important to constantly analyze the audience, communicate with it on social channels, and give to the followers what they really want to read or see. Endless cooperation helps the company grow in demand.

Save

Traditional advertising investments such as prints, brochures, promotions in magazines, and banners expensive for the company. But it is still working, so the company trying to do it for at least half a year. Regular customer service costs a lot to the company and the price can be reduced by adapting the CRM system with all customer data and preferences. In addition, automation of email and calls with automatic answers depends on the question. This is might be appropriate for Biohacking Center as for service company.

Sizzle

First of all, the enterprise needs to think about what is most valuable and interesting for the audience. Showing appreciation for the company's client is important. Biohacking Center start to make offers for the clients on their birthday and Memberships with discounts to gain new potential clients and provide the best possible customer service. Live cooperation with the audience, special live events for the loyal groups. Free drinks and healthy snacks offer also help to create a loyal community. Clients like to feel appreciable, have free benefits and special discounts. To predict customer's desire is crucial to put all data into the CRM system and check it every time before a client visit the center.

4.2 Strategic Analysis

4.2.1 SWOT

The next step in market analysis is SWOT. SWOT identifying internal weaknesses and strengths and on the other hand external threats and opportunities. Right defined strengths gave the opportunities to the marketer to develop the brand online. Identifying the weaknesses helps to reduce their impact. Opportunities influence online marketing externally and have to be searched in every detail to recognize all-new digital trends and applied them to

business. Digital marketing is a fast-growing and regularly changing environment that is giving new opportunities for enterprises, small businesses, and corporations day by day. Threats have to be defined to take control of it and trying to minimize the risks.

S	W
<p>Worldwide Networking</p> <p>Good Reputation</p> <p>Latest equipment</p> <p>Opportunity to pay via financial platform such Smartum and Easybreak</p> <p>Memberships program for loyal clients</p> <p>Customer database with more than 20 000 + emails</p> <p>Excellent features client support services</p> <p>Initial satisfied clients, who are sharing their good experience on their Social Media channels and Personal Blog</p>	<p>New development field</p> <p>Some tools became popular and it increases competition with the same services in Finland</p> <p>Potential clients may be skeptical because of unknowledge</p>
O	T
<p>Worldwide networking</p> <p>Growing opportunities with Social Media Marketing</p> <p>Opportunity to create new projects with loyal customers</p>	<p>Hard-to-reach location</p> <p>Competitors with a location in the city center</p> <p>Commercial space without modern design</p> <p>Reducing prices for services from competitors</p> <p>Lack of interest due to ignorance of the meaning of Biohacking</p>

Table 1. SWOT Analysis

Straights helping to minimalize the weaknesses and opportunities to avoid treats. To be ahead of the competitor's Biohacking Center Finland should not increase the prices and continue with the Membership Discounted Program for loyal customers. If the company will describe goods and services in every detail and proof the real benefits potential customers will not be skeptical. With a map on the website and video with location tips and customer service who is helping clients to reach the location through the phone call if the customer lost. Nowadays Modern design is becoming critical for enterprises that provide services. But if the enterprise

is not able to invest in the fashionable renovation, it is important to decorate the space with lights, flowers, and make it look cozy for the clients.

4.2.2 Customer behavior analysis

Questionnaire

Customer behavior analysis help to understand the reasons for selective decisions and customer attitude. First of all, author with the company's representative has decided to use the online questionnaire through email. And the company's Facebook page as a method to obtain and analyze data. Limitation in potential client motivation to practice in the research via email and social media channel adds the form of personal negotiation which has been selected as the additional communication form for the exploratory study. The additional form allowed a deeper understanding of customer preferences and behavior during the customer journey. For the in-person form, special terms were applied for selecting interviewees. Responders supposed to be with a different professional background and age to engage a wide customer segment group. All in-person participants have been contacted before to get a confirmation for using the results of the interviews for educated purposes. The list of the question was made together with the company's representative and sent through email to the customers also the question-pool was made in the Facebook group. During the interviews, the author was asking clients and made notes with the answers. The author's notes helped to produce reliable data and focus on the answers. Additionally, the author was asking some clients extra questions to better understand the answers. At the beginning of September 2020, the research was made. It took 3 weeks to interview 16 participants.

Outcomes

To create an actual and exact customer profile qualitative research has been applied. Questions were formulated and answers were collected through interviewing 16 randomly chosen Finnish well-being industry customers aged from 26 years to 42 years old. 67 % of interviewees were male and 33 % female. 63% of people come to the Biohacking Center Finland after they found out about the website on the internet and 27% of the people find it because of a friend's recommendation and 10% through a Facebook advertisement. 11 people active Social Media users and 5 people do not use platform such Instagram and Facebook to follow the company's news and only prefer email updates. 11 interviewees who are active Social Media users used Facebook several times per day and Instagram a few times. 40% of the characters have Ph.D. 15% Master's degree and 55% Bachelor's degree.

Persona Summary

Regarding all information collected about customer's preferences and online behavior the Biohacking Center Finland's customer profile persona has been created. A person aged 30 years old who is a citizen of Finland. A person demonstrates a generally high level of internet activity and social network activity. Facebook is the most regularly visited channel used for checking news and friend's updates. The second important channel is Instagram. Third is email updates for those who are not familiar with Social Media platforms, but also want to know about all company's updates. Customers a highly educated with an interest in science and health-related topics.

Implementation

After the customer's behavior analysis author with a company's representative has decided to produce the new content for the Social Media Pages. Customers are highly educated, and a significant part has a Ph.D. degree, which means that a specific audience requires to apply relevant content which supposes to be attractive for people who are interesting in science. Biohacking Center Finland start to post on Facebook and Instagram only scientifically proof information about health topics and the company's services. All posts must have relevant and actual scientific references, so customers will be able to evaluate the scientific benefits of the services which the company provides. This implementation has a positive impact and growth of new subscribers which will be shown below in the company's social media key indicators part.

4.2.3 Competitor Analysis

The list of competitors has been created based on the subsequent principles: the same geographical area and at least one familiar service like in Biohacking Center Finland. All companies also have to operate in Helsinki and have a physical space. The Facebook profile has been considered to evaluate a competitor's performance. Circumstantial benchmarks have been determined beforehand. The first one is the number of followers that showed the amount of online audience. The second is the engagement rate. The formula to calculate the Engagement Rate is Total Engagement which refers to the number of interactions the total amount of shares, likes, reactions, and comments on Facebook divided by Total Follower and multiply by 100. The author decided to calculate and compare Biohacking Center Finland's engagement rate with the competitors. Biohacking Center Finland on the Facebook page had 4808 total page likes and 4934 followers on Facebook.

The first competitor is a small-sized enterprise Float Center Helsinki Oy. Which is also provide Float Tank Service in Helsinki. It has two physical spaces in the city center. Enterprise had 4,753 total page likes and 4,872 followers on Facebook.

The second competitor is Kellumo Oy. The company also provides Float Tank service and Neurosonic. The company has one physical space in the Center of Helsinki. The company had 2,297 total page likes and 2,305 followers on Facebook.

Page	Biohacking Center Finland	Float Center Helsinki	Kellumo Oy
Total Followers	4,934	4,872	2,305
Total Likes (from 1 st of October to 31 st)	64	73	28
Total Shares (from 1 st of October to 31 st)	5	0	2
Total Comments (from 1 st of October to 31 st)	6	0	0

Table 2. Competitors Engagement Rate

Biohacking Center Finland = $(64 + 5 + 6) \div 4,934 \times 100 = 1,52 \%$

Float Center Helsinki = $(73 + 0 + 0) \div 4,872 \times 100 = 1,49 \%$

Kellumo OY = $(28 + 2 + 0) \div 2,305 \times 100 = 1,21 \%$

From the resulting figures above, Biohacking Center Finland saw a higher engagement rate than the competitors. The numbers imply that the content on the company's Facebook page is more appealing to followers than that of similar pages. Summarizing results of competitors' social platform analysis - Float Center Helsinki Oy, a competitor that has almost the same engagement rate and even more likes for the mentioned period, but very little volume of engagement activities.

4.2.4 Company's Key Performance Indicators

The company's social media key performance indicators are a set of performance measurement that demonstrates the effectiveness of the organization and determining the business progress. Instagram was chosen for the social media performance of Biohacking Center because the companies actively developing this social channel and according to customer behavior analysis actively used by the clients.

First of all, Biohacking Center Finland already has a small audience which is organically grow and generate leads. The formula was applied to measure the reach because the number of followers does not mean that all of them would see the company's posts. The author has decided to measure the Audience growth rate for the period of 3 months and Post reach progress for 3 months. This data will help the company to understand the real situation and analyze the effectiveness of the current social media marketing strategy.

To calculate post reach which is defined as the total amount that has seen the post, a formula was implemented. To calculate the post reach, the author divides the number of post views by total followers and multiply by 100. The number of post views is available for business pages on Instagram.

Instagram company's page had 1994 followers by 1st of September 2020, according to Instagram statistic, the last post was viewed by 324 users. $(324/1994) \times 100 = 16,2\%$

Instagram company's page had 2561 followers by 1st of October 2020, according to Instagram statistic, the last post was viewed by 521 users. $(521/2561) \times 100 = 20,3\%$

Instagram company's page had 3800 followers by 1st of November 2020,

according to Instagram statistics, the last post was viewed by 1254 users. 3800 followers divide by post reached 1254. $(1254/3800) \times 100 = 33\%$

Post reach analysis shows that the number of actual post views is growing with the page followers. The company needs to take action to continue to increase visibility for followers.

The second part is to measure the audience growth rate. For success, the company should identify the number of new followers at the end of every month. A huge number of new followers would mean that people love the company's content. It is critical to evaluate social

media strategy when the number of followers is growing monthly. To calculate the audience growth rate percentage, it is necessary to divide the number of new followers by total followers and multiply the result by 100.

The number of total followers in September was 1994, in October this number grows to 2561. By October the number of followers grows to 567 users. $(567/2561) \times 100 = 22,1 \%$.

The number of total followers in October was 2561 and in November this amount grows to 3800. By November the number of followers grows to 1,239 new subscribers. $(1239/3800) \times 100 = 32,6 \%$.

The audience growth rate grows by 22,1 % from September to October and by 32,6 % from October to November and these results mean that Biohacking Center Finland is currently applying the right marketing strategy. But nowadays, with technological innovations progress it is important to monthly measure the audience growth rate and calculate the actual post reached to evaluate the effectiveness of digital marketing strategy.

4.2.5 Analysis of Influencer Marketing Impact

To analyze the effectiveness of Influencer marketing's impact on the Social Media Strategy plan author has made a special strategy. First of all, it was important to find a micro-influencer with an audience that matching the company's targeting decisions. The influencer preferred to be anonymous, so the author will not mention the name in this research. The idea was to contact the chosen influencer and suggested a free service trial in exchange for advertising on the influencer's social media channel Instagram about the Offer in Biohacking Center Finland. The influencer allowed this deal and has created a post on Instagram with the mention of Biohacking Center Finland and posted the promo code for potential clients to apply on the online shop on the website. With code, it became easy to calculate the clients who came after the influencer's post. Two weeks after the author checked the applied code through the company's internal website and find out that 12 people used the offer and got a discount for the first Float Tank session. And half of this customer followed a Biohacking Center Finland's page after the first visit.

The result met all expectations and prove that influencer marketing is truly working. The amount of twelve people giving the company more than profit, it gave the chance to provide the best possible customer service, answer all real-time questions, explain the value in full detail and ask about first impression and what the company can improve.

4.2.6 Segmentation, Targeting and Positioning

Segmentation and targeting serve the company to decide which kind of customers exist and which ones are the best-off seeking to serve and this positioning involves performing the targeting. Segmentation involves finding out that type of buyers with various needs exist and specialize in meeting the wants of this individual group of consumers compare to another to be more effective and profitable.

PEST analysis conducted in the situation analysis chapter no important barriers or restrictions for the implementation of social media strategy. Results of the customer behavior analysis conducted a customer persona that contains the demographic characteristics of the whole segment and serves it. Additionally, the company's social media marketing plan targets buyers age from 26 to 42. Demographically clients are located in Finland and their interests

involved science and health topics. Clients have full access to the Internet and all possible social media channels. The customer segment shows the level of activity. Additionally, the consumer group can be reached with the action of marketing through appropriate online channels, such as Facebook, Instagram, and E-mail marketing.

Positioning involves implementations for the target audience. Biohacking Center Finland should focus on the current specific target audience and try to attract more clients from the designated target. To achieve this goal company has tailored the plan:

- emphasize and increasing the company's brand unique by creating unique content with authentic pictures and video with a detailed description of the services and scientifically evidence

- decreasing follower's skeptical attitudes by providing excellent online and offline customer support service with a full description

- make more life-events with customers to introduce the services in real life and got the opportunity to meet the customers and answer the particular questions

- always send all important information through e-mail, because some of the customers prefer not to use social media to read about the news

- when describing the service before the session operator have to mention scientific evidence, so the client will understand the value and benefits

5 RECOMENDATIONS AND CONCLUSION

The research and analysis outcomes have been enveloped in the strategical model in the previous chapter. The main goal of this final chapter is to provide a detailed and structural social media marketing implementation plan. Outcomes and recommendations will be based on the related to social media marketing articles, literature, and journals. Conclusion upon the study will be made at the end.

SOSTAC model was chosen to provides a framework for digital marketing strategy and planning. SOSTAC model was devised by PR Smith in the 1990s. The Situation and Objectives part of the SOSTAC model was already done in the research and analysis part. And now, the author developed a Strategy, Tactics, Action, and Control for Social Media Marketing plan.

5.1 Strategy

Promotion of the brand on social networks allows the company to address exactly the client when the client is relaxed and ready to perceive information. To build long-term relationships with customers through social networks, a company needs to maintain a brand page on social media platforms. Constant communication with potential buyers and reactions to any feedback became critical. It is necessary to analyze how the Biohacking Center Finland promotes itself through its current active social media network. The problematic situation is that now more organizations advertise and promote themselves on the Internet. That is why the Biohacking Center Finland needs to rebuild from competitors and promote itself more effectively. This is necessary to attract new customers and retain existing ones. And SMM promotion can be used for this purpose.

At the moment, the company has communities on social networks: Instagram, Facebook, YouTube, and LinkedIn. In the author's opinion, the social network LinkedIn is not quite suitable for promoting the well-being service company in Helsinki, since most of the audience of LinkedIn used this social channel for job inquiries and professional growth.

Facebook

To promote the well-being service company on the network Facebook author offers the following options:

Be authentic to create an effective advertisement by considering the tone of the company voice. Searches different business personalities from funny to very strict and find out which tone may become the company's signature. The company should speak directly to the motivations of the target audience. Biohacking Center Finland should consider the various versions of tone which will be most attractive to the desired target audience and which will satisfy the current audience. When creating the paid advertisement through the Facebook business page, the company should think about the advertisement idea that will match the whole communication concept. This advertisement concept can be a visual theme that will run amongst all of the company advertisements. It is necessary to use the videos to engage more people because the video catches most of the user's traffic. Currently, people do not want to read long-read advertisements. Facebook will automatically show the company's advertisement to the desired target audience. Video gave the chance to be recognized by more people compare to the post with a long text which includes an advertisement.

Biohacking Center Finland should determine the periodicity of publications in the Facebook group. Given the fact that most users are online at a different time which depends on the country provides the opportunity to understand which time is most effective for the Finnish users. The company should add posts at the right time to get more viewers. It is impossible to calculate the right time of the user's activity of the whole social media platform for small businesses because this is big data, and not everyone has access to big data. But it is a lot of official statistics on the Internet about the right time for every country. Uploading the content when followers are most active online would significantly increase the low level of reach.

Instagram

First of all, constant cooperation with followers acts as a significant role during Instagram planning. The company should always ask followers about the posts which are interesting for them. By the creation of the pool of questions through Instagram Stories and regularly answer to all question. Communication with a customer makes them feel appreciated for the company's business. The next important step is to create a beautiful visual profile and make it look unique compare to the other business pages. A company with an artistic aesthetic is more attractive for potential followers. The third step is to add interesting content that satisfied the target audience, Biohacking Center Finland has regularly uploaded only scientifically proof information that was determined by the current target audience. But it is essential to regularly analyze the company's target audience because the audience might change, and the company should provide relevant content for the new audience. The company should promote through the paid Instagram advertisement important updates. Paid Advertisement allowed reaching the clients all over the Instagram users.

YouTube

YouTube is the new platform for the company, and now Biohacking Center Finland is working to record a series of interviews with the Finnish local health influencers. The idea came with the popularity of video interviews and this kind of content is made for the company's promotion across another social media platform. Also, influencer marketing analysis showed that the audience of an influencer mostly interesting in tryouts the recommendation of the trusted blogger.

5.2 Tactics

The objective to increase the number of Biohacking Center Finland followers by 3 times in 6 months consists of various steps.

The first step of a tactic is to track social media analytics across all company's media channels. Analyzing social media insights and analytics allow Biohacking Center Finland to improve upon the digital marketing strategy. The author suggests implementing the custom Social Media Metrics that can be based on SQL data language. Customized metrics allow the company to see data from all of the social network platforms in one place.

The second step is the implementation of the ChatBots through Facebook Messenger. ChatBot is useful for fast customer service and sales. It is easy to create dialogue through the chatbot to implement an automation system and provide all answers to the clients' questions through the Facebook messenger. ChatBot saves time and budget for the small enterprise. Increasing video content is became critical for the enterprise and relevant for social media users who do not want to spend time reading boring long texts.

The third step is to collection of the customer's feedback content and uploading this feedback on the social media platforms help to increase the sales. Actively promoting customer content which is related to services of the Biohacking Center Finland is a great social media tactics to attract more people and spread awareness. Additionally, this is a content which is showing how the customers feel about the company's service.

The fourth step in wise investment in Social Media Advertisement. Author suggest using click-to-messenger advertisement. For example, Biohacking Center Finland apply paid promotion to the post about Service with a discount for the Facebook audience. By clicking the "Send Message" under the advertisement post potential client can automatically start the conversation with the ChatBot. ChatBot can be programmed to ask about the email before sending the discounts and it is a chance to get the new mails and start to cooperate with a new customer. Likewise, it is a new conversation for the Biohacking Centre Finland Facebook Messenger contact lists.

The fifth step is to increase brand loyalty. For brand loyalty enterprise's social media channels should talk about the audience and be in constant cooperation this will make the customer feel seen and heard by Biohacking Center Finland.

Sixth step include promotion on the Facebook groups. On Facebook, a lot of groups and those groups focused on thousands of various themes. The author suggests a tactic to insert about Biohacking Center Finland into various of Facebook well-being group. Facebook groups will improve the company's reach while associating to other like-minded individuals.

And the last step of the tactics is to evolve with technology and implement all new updates from the Social Media Platform in the business plan.

5.3 Action

Action provides the answer to the question “Who is going to do what and when?” Action provides fundamental stages of tactics implementation.

The first, Serve Objective consist of those actions: producing high-quality content; Administration of the company's social media channels including Facebook, Instagram, YouTube; repeating all important updates through the e-mail marketing; monitoring and support of the discussions; building the continuing online communities with Facebook groups; collaborate with Social Media Influencers; reducing the skeptical reaction of the followers by providing detailed description in the social media posts.

The second, Speak Objectives for increasing the number of positive feedbacks, reducing negative and continue the dialogue with the customers through surveys, pools and real-life events. Providing the best customer service as possible through the customer data collected and putting it into the CRM system. Replying to all customer feedback and always suggest some kind of compensation if negative customer experience reasonably. By cooperation with the influencing media owners and well-being leaders growing the good online reputation.

5.4 Control

The last section of the SOSTAC model named "Control". Control section means “How a company can control, measure and develop the process?”

Constant measurement of the results and success of the promised actions should be under control. Identification of the effectiveness of the current goals and what to improve in the future. Control provides an overview of the target audience and loyal customers, their decisions, the effectiveness of the digital marketing plan and current situation with the opponents. Take the actions under control is easy with special metrics like KPIs for example.

Aside from KPIs, there is also web analytics software, which is already inside the social media platforms, so nowadays it becomes easy to measure the effectiveness of the marketing plan and every individual post. The business account in social media provides all the necessary data for analysis. The e-mail marketing software also provides detailed data about the number of e-mails which has been viewed by clients. The periodic of analyzing metrics regularly based on the company’s goals and plans.

5.5 Conclusion

The central objective of the research was to set up a suitable social media marketing strategy for the target group of the well-being industry and proposal of the strategic plan. Evaluation of the current business environment identified external and internal threats and the future possibility of development. Designed Social Media Marketing plan for Biohacking Center Finland will bring wanted result and support to achieve long-term and short term goals.

Social networks became an essential platform for advertising and promotion. Many successful companies have already used the maximum of social networks. Every year, the number of companies using Social Media Marketing is growing, so representatives of small businesses begin to realize the benefits of social media, not as a way of earning money, but as a means of company promotions.

Companies that want to build a long-term relationship with their clients should analyze their work. Determination of the strengths and weaknesses of the activities help to evaluate the advantages and disadvantages.

Implementation of the CRM system help to identify clients' needs and build a strong relationship with customers. CRM is focused on long relationships with clients and meet their needs. Appropriate usage of the current technologies will increase the competitiveness of the company and raise its profit.

Social media platforms have a large audience, and it provides an opportunity to find the audience for the products or services. Nowadays, the company's do not need a big budget to find the audience. Social Media Platforms change the world of traditional business. It is a chance for small business to become profitable without large investments in traditional marketing and PR channels. Additionally, users of social networks are closely related to each other. Users share information with their friends and them in turn share information with other people. The main thing is to become attractive to followers and make them a long-term client of the company.

SOURCES

- Adobe. (2020). *About*. Retrieved December 1, 2020, from Adobe.com: <https://www.adobe.com/about-adobe.html?promoid=2NVQCDBQ&mv=other>
- Apple. (2020). *Apple at work*. Retrieved December 15, 2020, from Apple: <https://www.apple.com/business/>
- Barsegyan O.V. (2020, February 11). *3 Digital Marketing Trends You Can't Ignore In 2020*. Retrieved December 25, 2020, from Forbes: <https://www.forbes.com/sites/forbesagencycouncil/2020/02/11/3-digital-marketing-trends-you-cant-ignore-in-2020/?sh=24fa98c37f55>
- Bradley A.J. and McDonald M.P. (2011, October 10). *The True So-What of Social Media*. Retrieved September 22, 2020, from Harvard Business Review: <https://hbr.org/2011/10/the-true-so-what-of-social-med>
- Business Finland. (2020). *5G and Finland change the game for your benefit*. Retrieved December 5, 2020, from Business Finland: <https://www.businessfinland.fi/4a7aff/globalassets/julkaisut/invest-in-finland/industry-outlines/industry-outline-ict-unique-innovation-hub-for-digital-game-changers.pdf>
- Business Finland. (2020). *BEST BUSINESS ENVIRONMENTS IN THE WORLD*. Retrieved December 3, 2020, from Business Finland: <https://www.businessfinland.fi/en/do-business-with-finland/invest-in-finland/business-environment/why-invest-in-finland/safe-playground>
- Business Finland. (2020). *Digitalization*. Retrieved December 4, 2020, from Business Finland: <https://www.businessfinland.fi/en/for-finnish-customers/strategy/digi>
- Business Finland. (2020). *Finnish business environment*. Retrieved December 4, 2020, from Business Finland: <https://www.businessfinland.fi/en/do-business-with-finland/invest-in-finland/business-environment>
- Chaffey. (2016, December 21). *Definitions of Digital marketing vs Internet marketing vs Online marketing*. Retrieved 30 August 2020, 2020, from Smart Insights: <https://www.searchenginejournal.com/internet-marketing/230047/#close>
- Chaffey, D. and Smith, P.R. (2017). *Digital Marketing Excellence, Planning, Optimising and integrating digital marketing*. 5th edn, Taylor & Francis.
- Divol, Edelman & Sarrazin. (2012, April 1). *Demystifying social media April 1, 2012*. Retrieved November 29, 2020, from McKinsey & Company: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/demystifying-social-media>

- Facebook. (2020). *Ad formats - Find beautiful, powerful ways to tell your business story*. Retrieved 25 November, 2020, from Facebook for Business: <https://en-gb.facebook.com/business/ads/ad-formats#>
- Facebook. (2020). *Banana Republic*. Retrieved November 30, 2020, from Facebook for Business : <https://en-gb.facebook.com/business/success/banana-republic>
- Facebook. (2020). *Facebook ads - Target future customers and fans*. Retrieved December 15, 2020, from Facebook for Business: <https://en-gb.facebook.com/business/ads#>
- Facebook. (2020). *Facebook Pages - Create a beautiful online home for your business*. Retrieved December 20, 2020, from Facebook for Business: <https://en-gb.facebook.com/business/pages#>
- Facebook. (2020). *Help your ads find the people who will love your business*. Retrieved December 14, 2020, from Facebook for Business: <https://en-gb.facebook.com/business/ads/ad-targeting#>
- Facebook. (2020). *You build the brand. Facebook helps you tell everyone about it*. Retrieved December 14, 2020 from Facebook for Business: <https://en-gb.facebook.com/business/goals/build-awareness#>
- Facebook. (2020). *Your favourite Facebook apps put any marketing goal within reach*. Retrieved December 14, 2020 from Facebook for Business: <https://en-gb.facebook.com/business/goals#>
- Forbes. (2020). *Hermès International*. Retrieved December 5, 2020, from Forbes: <https://www.forbes.com/companies/hermes-international/#22af7e823329>
- Forbes. (2020). *Marc Zuckerberg*. Retrieved December 10, 2020, from Forbes: <https://www.forbes.com/profile/mark-zuckerberg/>
- Gunelius S. (2018). *Ultimate Guide to Email Marketing for Business*. Entrepreneur Press (May 15, 2018).
- Hermès International*. (2020). Retrieved November 20, 2020 from Forbes: <https://www.forbes.com/companies/hermes-international/#22af7e823329>
- Hilary Stout. (2015, June 20). *Oh, to Be Young, Millennial, and So Wanted by Marketers* . Retrieved from The New York Times : https://www.nytimes.com/2015/06/21/business/media/marketers-fixation-on-the-millennial-generation.html?_r=0
- Hubspot.com. (2020). *The Ultimate List of Marketing Statistics for 2020* . Retrieved 27 November, 2020 from HubSpot.com: <https://www.hubspot.com/marketing-statistics>
- Instagram. (2020). *BUILD YOUR BUSINESS ON INSTAGRAM*. Retrieved December 14, 2020, from Instagram for Business: <https://business.instagram.com/advertising/#setup>
- Instagram. (2020). *BUSINESSES LOVE INSTAGRAM*. Retrieved December 14, 2020, from Instagram for Business: <https://business.instagram.com/a/toolkit>

- Instagram. (2020). *Simba*. Retrieved December 14, 2020, from Instagram Business: <https://business.instagram.com/success/simba>
- Instagram. (2020). *Stand Out with Instagram*. Retrieved December 14, 2020, from Instagram Business: <https://business.instagram.com/getting-started/#why-instagram>
- Jeff Lotman. (2016, February 8). *10 High-Profile Brand Partnerships That Struck Gold*. Retrieved November 27, 2020, from Entrepreneur Europe: <https://www.entrepreneur.com/article/254742>
- Josh Steimle. (2014, September 19). *What Is Content Marketing?* Retrieved November 30, 2020, from Forbes : <https://www.forbes.com/sites/joshsteimle/2014/09/19/what-is-content-marketing/#39cb528210b9>
- Kane. (2017, April 4). *Digital Maturity, Not Digital Transformation*. Retrieved November 30, 2020, from MITSloan Management Review: <https://sloanreview.mit.edu/article/digital-maturity-not-digital-transformation/>
- Kim Speier. (2016, June 10). *Why Are Marketers So Obsessed With Millennials?* Retrieved December 2, 2020, from SocialMediaToday: <https://www.socialmediatoday.com/marketing/why-are-marketers-so-obsessed-millennials>
- Leskin. (2020, February 4). *YouTube brought in \$15 billion in advertising revenue in 2019 — 9 times more than Google paid to acquire the site 14 years ago*. Retrieved November 30, 2020, from Business Insider: <https://www.businessinsider.com/youtube-advertising-revenue-9-times-google-acquired-video-platform-2020-2?r=US&IR=T>
- Lewnes and Keller. (2019, April 3). *10 Principles of Modern Marketing*. Retrieved December 5, 2020, from MITSloan Management Review: <https://sloanreview.mit.edu/article/10-principles-of-modern-marketing/>
- Mimi A. (2017, November 6). *Content Trends: Preferences Emerge Along Generational Fault Lines*. Retrieved December 24, 2020, from HubSpot: https://blog.hubspot.com/marketing/content-trends-preferences?_ga=2.212725588.194855428.1580317567-1887897038.1530105100
- O'Neil-Hart C. and Blumenstein H. (2016, July). *Why YouTube stars are more influential than traditional celebrities*. Retrieved December 3, 2020, from Think with Google: <https://www.thinkwithgoogle.com/marketing-strategies/video/youtube-stars-influence/>
- Oriola S. (2019, August 20). *Where Influencer Marketing Goes Wrong (and How to Fix It)*. Retrieved December 3, 2020, from MITSloan: https://sloanreview.mit.edu/article/where-influencer-marketing-goes-wrong-and-how-to-fix-it/?use_credit=dfd52e95b1a3116d7b6ee727e725e5de
- Raice And Spencer. (2012, April 10). *Insta-Rich: \$1 Billion for Instagram*. Retrieved December 20, 2020, from The Wall Street Journal: <https://www.wsj.com/articles/SB10001424052702303815404577333840377381670>

- Scott, D. (2008). *The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly*. . Wiley, First edition .
- Scott, D.M. (2008). *The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly*. Wiley.
- Scott, D.M. (2008). *The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly*. Wiley, First Edition.
- Scott, D.M. (2008). *The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly*. Published by Wiley; First Edition.
- Sinha J.I. and Fung T.T. (2018, April 24). *The Right Way to Market to Millennials*. Retrieved December 16, 2020, from MITSloan: https://sloanreview.mit.edu/article/the-right-way-to-market-to-millennials/?use_credit=8537ca17b1e60d070c74232266223046
- Statista. (2020). *Global digital population as of October 2020*. Retrieved December 10, 2020, from Statista: <https://www.statista.com/statistics/617136/digital-population-worldwide/>
- Steimle. (2014, September 19). *What Is Content Marketing?* Retrieved September 3, 2020, from Forbes: <https://www.forbes.com/sites/joshsteimle/2014/09/19/what-is-content-marketing/#39cb528210b9>
- Study In Finland. (2020). *Universities* . Retrieved 17, December 2020 from Study in Finland : <https://www.studyinfinland.fi/universities-list-view>
- Susan Wand. (2020, June 29). *What Is Email Marketing?* Retrieved 25, December 2020 from The Balance Small Business: <https://www.thebalancesmb.com/email-marketing-2948346>
- YouTube. (2020). *Be seen where everyone is watching*. Retrieved November 30, 2020, from YouTube Ads: <https://www.youtube.com/ads/?mid=13100674>
- Youtube. (2020). *YouTube About*. Retrieved November 30, 2020, from YouTube: <https://www.youtube.com/intl/us/about/>