

Digital Marketing Plan for Noxam Oy

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<p>This product-based thesis focuses on the research and creation of a digital marketing plan for a commissioned company. The company is a medium-sized cleaning and maintenance service provider, located in the capital region of Finland. The company has never leveraged any kind of digital marketing resources since founded 17 years ago. The lack of a digital marketing presence is jeopardizing the company's ability to grow and attract new clients. The main goal of this project is to create a practical digital marketing plan which can be implemented to increase brand awareness, generate leads, and increase sales.</p> <p>This thesis consists of a theoretical part and an empirical part. The theoretical part contains all the research regarding the main digital marketing concepts and the analysis tools used to create a practical digital marketing plan. The empirical part consists of the analysis of the company using the analysis tools SWOT and SOSTAC. They highlight the main issues faced by the company and the areas that need the most focus. Based on these factors the author presents suggestions and guidelines for each digital and social media platform.</p> <p>The development process for this project lasted roughly four months. Different research sources were used such as eBooks and articles to create the theoretical framework. The practical part was then developed based on all the research gathered for this project. To finalise this thesis, the digital marketing plan was then presented to the CEO of the commissioned company.</p>	
Keywords SEO, PPC, email marketing, SWOT analysis, SOSTAC, social media marketing, digital marketing plan	

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1 Introduction

The chapter will first introduce the background of this thesis. Later, the commissioning company is presented, followed by the main objectives, tasks, and the project scope.

Digital marketing is a powerful tool that should be used by all companies, big and small. It can improve brand awareness which helps generate sales as well as create better B2B (business to business) and B2C (business to customer) communication.

Digital marketing can be a cost-effective way to promote a company across digital platforms if used strategically and correctly. As the ROI (return on investment) can be easily measured by dividing the investment by sales, a huge investment is not necessary to get started. Therefore, after each campaign, strategies can be reworked making sure resources are focused on the correct projects, according to the company's aims and goals (Digital Marketing Institute 2019).

The commissioning company for this project is Noxam OY. Currently, Noxam has very little online presence besides an outdated website. With the huge lack of a digital presence, Noxam is jeopardizing its ability to be able to attract new customers to its available services. The commissioner is a medium-sized company that is not leveraging digital marketing as it should, compared to its competitors. Resulting in very slow sales growth during the past couple of years.

The goal of this project is to create a digital marketing plan to increase Noxam's online presence and reach new potential customers. The author of this thesis carried out his bachelor's internship inside the commissioned company as an executive assistant. After the internship, the author was hired full-time as the manager, and at the time of writing, has worked in this position for just over a year. Therefore, the author has thorough insight into the business operations of the commissioning company.

1.1 Commissioner

Noxam OY is a maintenance and cleaning company based in Helsinki, Finland. It is a medium-sized company employing around 120 field workers and four in the management team. The company mostly focuses on general cleaning of stores, restaurants, offices, and other establishments but also has expertise in maintenance tasks such as floor waxing.

Noxam's biggest client is Hok-Elanto. Hok-Elanto is the cooperation behind the S-group in Finland. The S-group is formed by Prisma grocery stores, S-market grocery stores, Alepa stores, funeral homes, and many restaurants and other services in the Uusimaa region of Finland (Hok-Elanto 2021).

Other than the partnership with Hok-Elanto, Noxam also manages many private customers such as offices, domestic residences, and cruise ships, to name a few. Therefore, the business operations are both B2B and B2C focused.

Noxam OY was founded in 2006. Until now, there have not been any marketing activities at all. Noxam has gathered its customer base mostly through word of mouth of its main partner Hok-Elanto. Therefore, if Noxam wants to continue its growth, it must start taking advantage of digital marketing and creating a virtual presence as soon as possible. This digital marketing plan will help guide Noxam to succeed with digital marketing activities.

1.2 Project objectives and plan

The main objective of this thesis is to create a digital marketing plan for the commissioned company, primarily covering SEO (search engine optimization), PPC (pay-per-click), email marketing, and the creation and use of Facebook and LinkedIn. These concepts are defined and discussed in more detail in chapter 2.2 of this thesis. To achieve the main objective, the author will research all necessary information to acquire a theory base, to support the plan's creation.

To achieve this, the author has broken down the main thesis objective into five tasks. These Five task are presented in the table below.

Project Task	Method	Outcome
Task 1. Gathering the theory base.	Desktop study	Theoretical framework for the thesis's needs
Task 2. Situation analysis of the commissioned company	SWOT analysis, SOSTAC model and competitor analysis	Current situation of commissioned company and it's competitors for the background of the plan.
Task 3. Developing a digital marketing plan	Utilizing knowledge gained from task 1 and 2 and author's recommendations.	A digital marketing plan focusing on SEO, PPC, email marketing and two social media platforms.
Task 4. Commissioner presentation	The digital marketing plan will be presented in Word format	Feedback and likelihood of implementing the plan in the future
Task 5. Project evaluation	Author's discussion of learning process and outcomes	Final product

Table 1. Project task overview.

1.3 Project scope

The project was initiated in January 2021 and will be finalized by the end of May 2021. This digital marketing plan will include the theory of six digital marketing platforms and later the recommended action plan for the commissioning company. These recommendations are based on the research gathered in the theoretical framework and experience the author has obtained during the studies at Haaga-Helia University of applied science. The project does not include the implementation of the plan, but instead works as a useful guideline and provides the theoretical background for future implementation. The commissioning company has very little digital marketing activities, therefore many steps need to

be taken before using this plan. The plan can only be implemented when the commissioning company has opened all necessary accounts over a dozen platforms and assigned or hired someone to set-up and maintain all channels efficiently.

1.4 Digital marketing services

Digital marketing is a very broad term; therefore, the author will focus on the theoretical framework based on six categories broken down by Susan Bogle, a marketing specialist, at Southern New Hampshire University.

(Figure 1) shows the six main digital marketing services that are used in the theoretical framework of this thesis.

Each service will be researched. However, the theory of SEO, PPC, and email/social media marketing will only be applied in the empirical part as this is the focus of the thesis.



Figure 1. The six types of digital marketing services.

1.5 Benefits for the commissioner and author

This project will provide great insight and benefits for the company that currently does not know digital marketing, or how to implement digital sources for company gain.

The objective of this thesis is to provide a concrete plan with outcomes supporting brand awareness, increase in sales, and a better customer relationship.

The company currently has a small digital presence. Because of this, as well as providing theory surrounding many digital marketing platforms, this project will make practical use of SEO, PPC, the implementation of two social media platforms, and email marketing. A practical digital marketing plan will be created for these topics.

This project also provides great benefits for the author. If the company does not decide to outsource its future digital marketing activities, it is presumed that the author will take on the role at the company. During the research, the author will gain enough knowledge to efficiently implement a plan to support the mentioned role. Together with the already vast knowledge of the company, the author would be a great candidate for this.

2 Theoretical framework

In the following chapters, the author will introduce the main concepts, definitions, and the theory base for this thesis. The author will start by introducing the concept of digital marketing, types of digital marketing, and the reasons for using them.

2.1 The definition of Digital marketing

Digital marketing is a way of communicating value to your customer by using digital tools (Adam Erhart 2016). It differs from the traditional forms of marketing tools such as newspapers, magazines, direct mail, etc. Digital marketing focuses on the use of online tools such as SEM (search engine marketing), social media marketing, blogging, email marketing, and PPC (pay-per-click advertising) (Adam Erhart 2016).

All these methods will be researched and explained in the following chapters.

Through digital marketing companies can easily reach a wide range of potential customers. Although there is no “winning formula” that works for everyone, digital marketing practices are based a lot on trial and error. When attempting to target a certain audience, demographics play a huge role. Who would you like to target? Where? What age? gender? etc. Therefore, before a company starts any form of digital marketing, they need to determine their ideal customer profile.

2.2 SEO

A key to any business’s success could be a good online presence. Most companies do not realize that most of their potential customers will first visit their website before considering a purchase. As well as potentially generating more revenue, having a website also benefits the company’s credibility, brand awareness and gives an overall good impression of the business (Forbes 2020).

SEO stands for Search Engine Optimisation. SEO is responsible for making one’s website more visible to search engines such as Google and improve its ranking. In short, SEO is the combination of all the necessary tasks to get more hits from search engines, directories, and other websites, thus, making the website more popular. Some of these tasks involve the internal and external analysis of the website, link building, the development and overall architecture of the website, keyword usage, and website content among other tasks (Jerkovic, John I 2009).

If a website is not visible after a search engine result is carried out, it may not be useful to have a website at all. Thus, all different search engines need to have easy access to your website (Shenoy & Prabhu 2016).

Search engines help internet users to find the exact content they seek. Therefore, having good SEO, a website will surely show up on the SERP (search engine result page).

2.2.1 PPC

PPC stands for pay per click. It shares many common elements with previously introduced SEO. PPC click ads are often the weblinks presented to the user at the top and right of the SERP. These types of search results are generated using Google Adwords and also referred to as SEM (search engine marketing). By implementing Google ads, a company will pay a fee to Google every time their Google ad link is clicked. The fee is highly dependent on factors such as the popularity, competition, and the quality score of these specific keywords implemented in the ad. (Wordstream 2020)

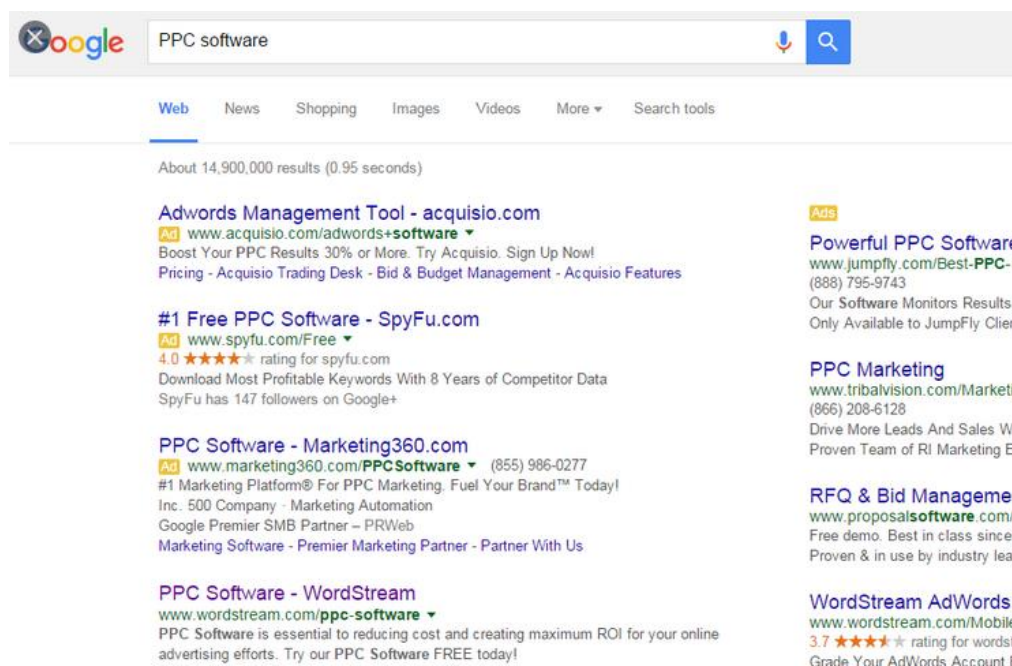


Figure 2. Example of PPC ads (Google 2016)

Following a click on an ad or an SEO search result, comes a landing page.

A landing page can be defined as “an extension of these ads and is designed specifically to generate interest and persuade the visitor to take the desired action” (Harwood 2009).

Many companies may opt to set their landing page as their website's home page, with the belief that it is enough that a potential customer is now on the website, that a sale would be made. This could not be further from the truth. According to the Harwood brothers, landing pages are specifically designed to generate sales (Harwood 2009). Landing pages generate more leads in comparison to directing potential customers straight to the homepage.

As stated in the book "Landing page optimization for dummies by Michael & Martin Harwood", there are many things to consider when designing a landing page, including, for example:

Most people do not like reading lots of text. The presented text must be concise and necessary.

Visitors do not like revealing contact info or filling out forms. The dreaded task of filling out long forms and revealing all contact info can make a follow-up with a potential client difficult.

Many potential customers are concerned about using credit cards online. If the company relies on online purchases, it is important that the client feels secure, before handing over any credit card information.

Your potential customers are spoilt for choice. It is important to think, what makes your landing page special, what is keeping visitors on your page, and why should they choose your company, over all the competitors (Harwood 2009).

These are some of the factors to consider when designing a landing page, although there are many more that could be mentioned. Addressing the concerns above may help to make one's landing page more successful, but it is never guaranteed (Harwood 2009).

The commissioning company will benefit first from using PPC to help the website gain traction. Slowly, SEO should be implemented by embedding certain keywords on the website through, for example, blogposts. Only then will it be possible for the commissioner's website's google ranking to rise and be more visible to organic searches via search engines.

2.3 Social media marketing

Social media marketing is a way of leveraging social media channels, to market your business and build relationships with prospects and current customers (Coles, Linda 2014).

Some popular platforms that companies can benefit from are Instagram, Facebook, LinkedIn, amongst others. Using social media platforms is an effortless way for companies to create and post content to millions of potential customers (Funk, Tom 2013).

Various studies have shown the benefits that a company can have when implementing social media marketing. Benefits include a more positive brand impression, likelihood of making a purchase, and brand exposure (Funk, Tom 2013).

Although classic marketing tools still exist, they are slowly being taken over by a digital platform. Below is a table by Coles, Linda. The table presents which digital platform is slowly replacing its classic counterpart.

Current marketing tools	New marketing tools
Newsletters	LinkedIn
News media	Twitter
Website	Facebook
TV and radio	YouTube
Business directory	Blog
Referrals	Webinars
Surveys	Forums
Intranet	Podcasts
	Other social sites

Figure 3. Classic and new marketing tools (Coles, Linda 2014).

To monitor a company’s social media activities, it is recommended to implement a tool such as Hootsuite. Hootsuite is branded as “Your complete social media marketing solution” (Hootsuite 2021). It is a popular platform for content planning, scheduling, analytics, and overall management of a company’s social media channels.

To reflect on social media marketing and the previously introduced topics, Noxam is currently not present on any social media platform. They are missing out on attracting many potential customers via these channels. It is advised for them to start leveraging social media marketing as soon as possible. Having a presence over social media channels will help with brand awareness and giving an overall good impression of the company and its products/services.

2.4 Content marketing

Content marketing involves all content that adds value to consumers, by directly or indirectly promoting a company, product, service, or brand. When implementing content marketing it is recommended to be consistent with the message, persistent with spreading the message and restrain from spreading messages that counter the brand promise (Gunelius, Susan 2011). Content marketing can be in the form of text, videos, or any other media, and aims to engage with customers. Each company should create specific content that is relevant to their brand for a greater chance to attract potential customers and generate sales (Chaffey 2019).

It is becoming more and more difficult these days to get the attention of potential customers. With an average attention span of four seconds, companies must make these seconds count by creating very eye-catching or attention-grabbing content (Rouhiainen 2020).

As recommended by Susan Gunelius, before starting your content marketing strategy some factors need to be considered. These include the analysis of the market, competitors, and a customer profile. It is also important to help identify the opportunities and place the company effectively online and ready to be promoted. Having all these will provide a clear direction for the company through content marketing.

2.5 Email marketing

Although through social media, mobile applications, and other channels, marketing is on the rise, email marketing remains a very effective marketing technique (Bogle 2020). According to Jenkins Simms in her book "The truth about email marketing", email marketing is often confused with spam. There is a clear difference between the two. Email marketing is permission-based. At some point in time (sometimes unknown to the user) permission was granted to the company to send their latest offers and newsletters to the user. Spam, on the other hand, is bulk email unrequested and unwanted by the user and thus sent without any permission (Simms 2008).

Email marketing does not require a huge budget and is easy to get started. Some of the most popular tools are Sendinblue, Mailchimp, and Hubspot (top10 marketing tools 2021). These tools offer all the required essential tools for email marketing. Tools such as templates for design, management of audience, and analysis of results.

2.6 Mobile marketing

Mobile marketing is focused on reaching a target audience through a portable device such as a smartphone or tablet. Often marketers can tailor the content or offers to people in a certain geographical location or time, for example: when entering a shopping center. Mobile marketing can reach the user through text messages, social media, mobile applications, or websites (Bogle 2020).

Below is a graph representing the average time users spent online per day in the past ten years.

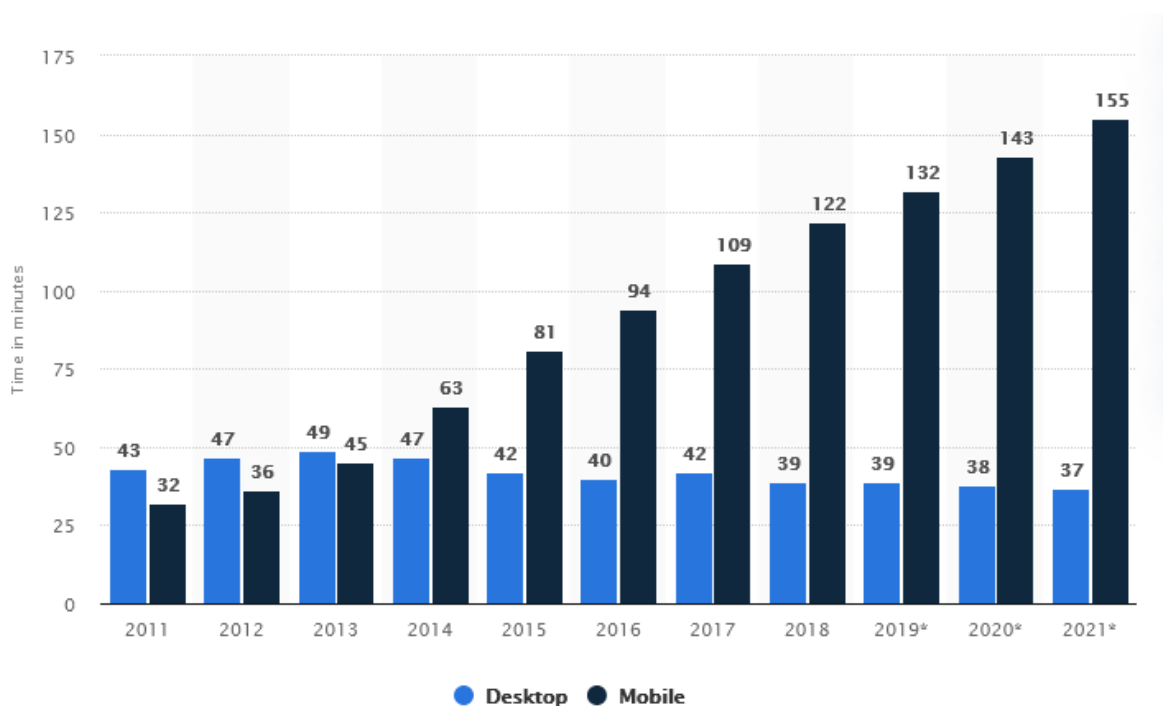


Figure 4. Daily time spent with the internet per capita worldwide from 2011 -2021 (Statista 2021)

As seen in the graph, daily usage hours on mobile are these days five times more than ten years ago. On the contrary, desktop PC online usage is on the slow decline. This offers a huge opportunity for mobile marketers.

3 Stakeholder analysis tools

The environment of a company is to be researched before planning any digital marketing activities. As stated by John Wiley & sons in their book Market research handbook, "The key role of the market research function in an organization is to provide reliable evidence which will help managers make better decisions". An analysis will help define the current industry situation, product place, and consumer market. It will expose the company's weaknesses, strengths, and opportunities.

The most common analysis methods used for a digital marketing plan are SWOT and SOSTAC. SWOT is used for the analysis of the strengths, weaknesses, opportunities, and threats of an organization. SOSTAC provides a planning tool that analyses the situation, objectives, strategy, tactics, action, and control of a digital marketing plan.

Below, the theory is presented for both methods. The methods are then used in the commissioner's company analysis in section 4.1

3.1 SWOT ANALYSIS

SWOT stands for Strengths, weaknesses, opportunities, and threats. Therefore, a SWOT analysis is a tool used to measure all these characteristics of a company (mindtools 2021). A SWOT analysis is used to analyse the internal environment of a company (strengths, weaknesses) and the external environment (opportunities, threats).

Strengths: An example of a company's strengths would be its core competencies, areas where it excels, and the competitive advantage it has over its competitors (Bensoussan & Fleisher 2013).

Weaknesses: This section focuses on an area that needs improvement, such as a factor that puts the company at a disadvantage (Bensoussan & Fleisher 2013).

Opportunities: Can be identified as favourable factors that may potentially improve the company's current positioning (Bensoussan & Fleisher 2013).

Threats: Are identified as factors that arise in the external environment of a business and may harm current business operations (Bensoussan & Fleisher 2013).

Conclusion: The SWOT analysis gives the ability for managers to deeply understand and react to all factors that can impact an organization's performance. These factors are also referred to as strategic issues that may have a long-term impact on a company's business operations (Bensoussan & Fleisher 2013).

3.2 SOSTAC

SOSTAC is an acronym for Situation, Objectives, Strategy, Tactics, Action, and Control. It is a planning tool developed by writer and speaker Paul R. Smith during the 1990s. SOSTAC is a very common tool used worldwide to help develop marketing and business plans. According to Smart Insights, it is in the top three of the most popular marketing models that have stood the test of time (smart insights 2021).



Figure 5. SOSTAC marketing diagram (The SOSTAC® 2021)

The figure above (figure 1) represents six areas of a business. Each segment is accompanied by the main question:

Situation: where are we now? Perhaps the most in-depth part of the plan. This segment would include customer analysis, competitor analysis, trend analysis, SWOT analysis, past performance, and results.

Objectives: where are we going? This would include a clear mission, vision, and KPIs (key performance indicators) of the business.

Strategy: how do we get there? Perhaps the shortest part of the plan but arguably the most important. This provides an overall plan to help reach the goals. The strategy will give direction to the tactics.

Tactics: how exactly do we get there? During this segment, a company would define the tools used to aid their goals outlined in their strategy.

Action: the details of tactics. Focuses a lot on the liability and deadlines to achieve the goals. Consequently, there must be an emphasis on internal marketing to keep the employees motivated towards executing the plan with quality.

Control: how do we monitor performance? Finally, the measuring of the objectives. These may be measured daily with, for example, Google Analytics or quarterly/yearly. If these are not measured, it will be unclear whether the strategy is effective, and the main objectives are reached.

The author will present a SOSTAC analysis of the commissioner in section 4.1 of this thesis.

4 Developing a digital marketing plan

In this chapter, a situation analysis will be performed on the commissioned company. The chosen planning tool is SOSTAC as researched in chapter 3.2.

4.1 Situation analysis

The first section of the SOSTAC framework consists of the analysis of the current situation of the company. Thereafter, we can get a clear view of the company's environment at the moment. To aid the author, the SWOT analysis framework was chosen, as researched and discussed in chapter 3.1.

SWOT (Strengths, weaknesses, opportunities, and threats) is a popular tool used to gather the required data surrounding a company's current situation.

The SWOT analysis of the commissioner, conducted by the author, resulted in the following:

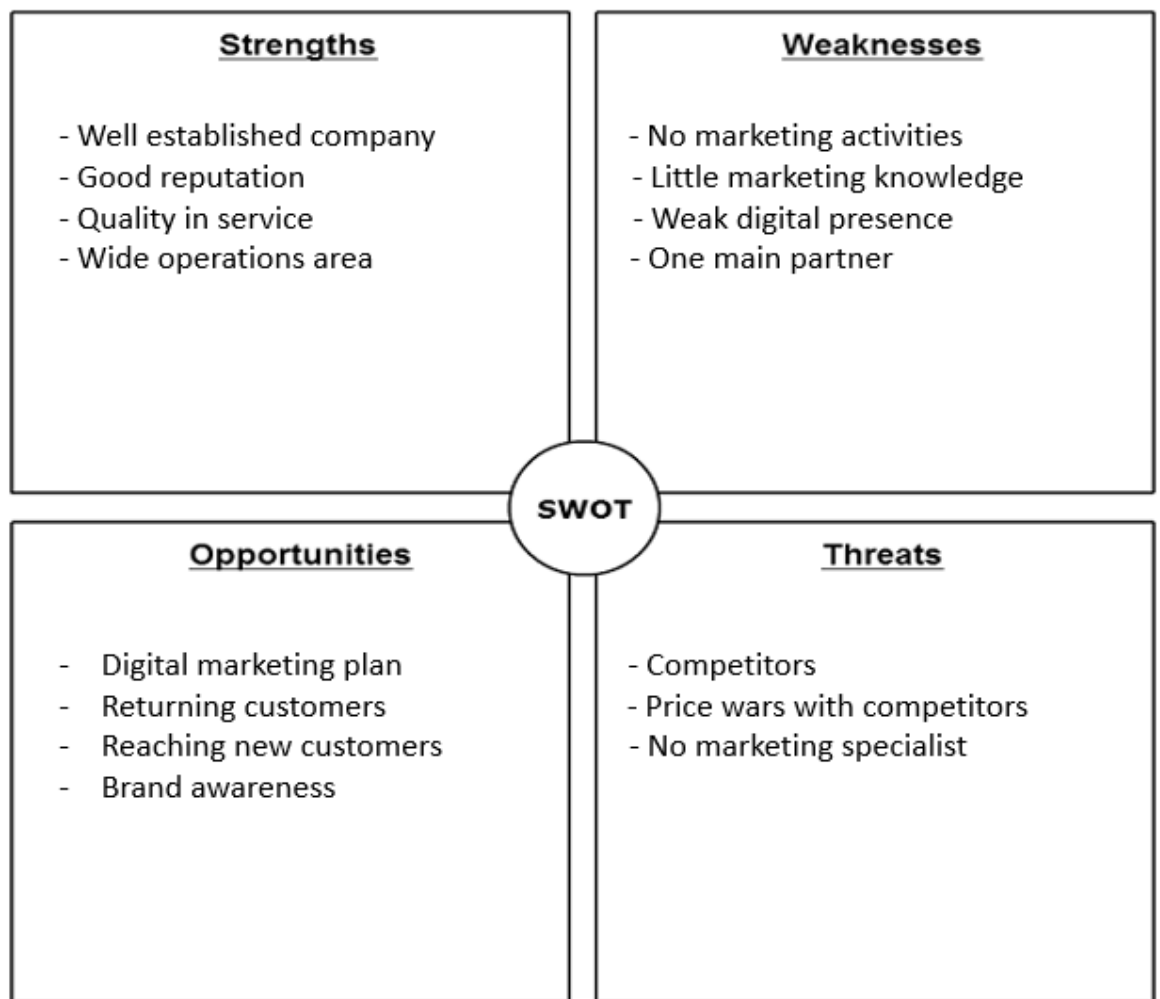


Table 2. SWOT analysis of Noxam OY

The above table (table 1) are the results of a SWOT analysis conducted by the author. As shown, Noxam OY has some strong strengths. They have been in the market for almost two decades, and have an overall good reputation, covering a wide operations area. These strengths are sufficient to create a credible digital presence.

As mentioned before, Noxam OY has only an outdated website representing them across digital platforms. The company has never engaged in any kind of traditional or digital marketing activities since founded. The company is highly dependent on the income generated from its main partner Hok-Elanto. Most of Noxam's competitors have a vast digital presence across all social media channels and run regular Google campaigns to generate traffic to their website. This whole lack of marketing, in general, makes it very difficult for potential customers to find Noxam, and likewise, for Noxam to attempt to attract them.

However, the opportunities that Noxam could benefit from after establishing a digital presence are tremendous. Having a presence across social media and updating their website, amongst the use of other platforms, would likely increase their chance of obtaining new

customers. Customers would be able to recommend Noxam's services to others through social media. In addition, it would serve as a platform to remarket their services to existing or past clients.

Judging by the research, there is a serious lack of any digital presence. That may pose a great threat to Noxam Oy. It is very difficult to compete in a market in which one has no real presence. Noxam has a great number of competitors, especially in the capital area of Finland.

4.2 Objectives

Next, the clear objectives for Noxam are defined. The main goals are to create brand awareness and to generate traffic to the website using social media channels. With these in mind, in this digital marketing plan, the author will advise the suggested steps to take to help achieve these.

4.3 Strategy

Once the objectives are clear, a strategy needs to be implemented to help aid the desired goals. The most important thing is to define Noxam's customer profile. Who are the ideal customers? Age? location? Industry etc. Only then it is possible to start targeting these specific potential customers through social media and PPC advertising.

Noxam has quite a wide customer target group. That can range from supermarkets, offices, restaurants, and even private residences. Therefore, mostly B2B, but B2C should not be completely ruled out, as Noxam has many private clients. The location of these clients would ideally be in the Uusimaa area of Finland, more precisely in the capital area of Helsinki and its surrounding municipalities Vantaa and Espoo.

Noxam currently only provides a single channel experience for its customers, the website. The company is seriously lacking a digital marketing presence. The full creation and up-keep of all social media platforms such as Facebook, Instagram, and LinkedIn are crucial to create brand awareness and attract new customers. The creation of the profiles alone is not solely enough to attract potential clients. As researched by the author, chapter 2.5 highlights content marketing. The creation of high-quality and engaging content, such as videos or blogs, is crucial to spark the interest of future clients.

4.4 Tactics and actions

As mentioned above in the strategy section, the creation of social media profiles would be the first desired action. Then, the implementation of regular content can be posted across all platforms. Posts to social media channels would be recommended two to three times per week. Email marketing is recommended to be capped at a maximum of one newsletter per month to not seem bothersome to the receivers.

The recommended plan of action for each channel is presented later in section 5 of this thesis.

4.5 Control

Implementing digital marketing activities can quickly burn through resources if they are unable to be measured. Google Analytics is a very popular tool for monitoring Google campaigns and the effectiveness of SEO marketing and Google ranking.

Hootsuite is a trusted platform to help monitor a company's social media channels. Through Hootsuite, one can schedule social media posts, monitor, and analyse their effectiveness of reaching customers (Hootsuite 2021).

The use of platforms such as Mailchimp is a common way to design, manage and analyse a company's email marketing activities (Mailchimp 2021).

All these tools were researched by the author in chapter 2.2 of this thesis.

5 Action plan

In the previous chapter, Noxam was analysed using SWOT and the SOSTAC platforms. In the upcoming chapter, the author will present a detailed action plan for each digital platform. An analysis of the website will be presented, with its recommended changes and updates. For all other channels, the author can only suggest the recommended styles, and posts, etc, as the company currently does not have these digital marketing services. All the recommendations are a result of the author's research and knowledge gathered from within the company.

5.1 The website

Noxam Oy currently has a very basic website. The website seems to be of a “templated” format and is believed to be outsourced with the sole purpose of “having a website”. A templated website is a very cost-efficient way of building a website. A template is chosen, and the rest is a matter of copy-pasting images and text in designated areas. At the time of writing this thesis, many online website building platforms offer these cost-effective solutions. Some examples include Squarespace (Squarespace 2021), and Wix (Wix 2021). The author does not know when the website was created.

The website does not accurately describe all services provided by Noxam. There is also the lack of any kind of pricelist of the services it provides. It is likely very difficult for potential customers to make a purchase decision based on the website alone.

The huge lack of content, Noxam’s partnership logos, and social media backlinks are also jeopardizing Noxam’s ability to gain organic traffic through SEO. More information on SEO can be found in section 2.3 of this thesis.

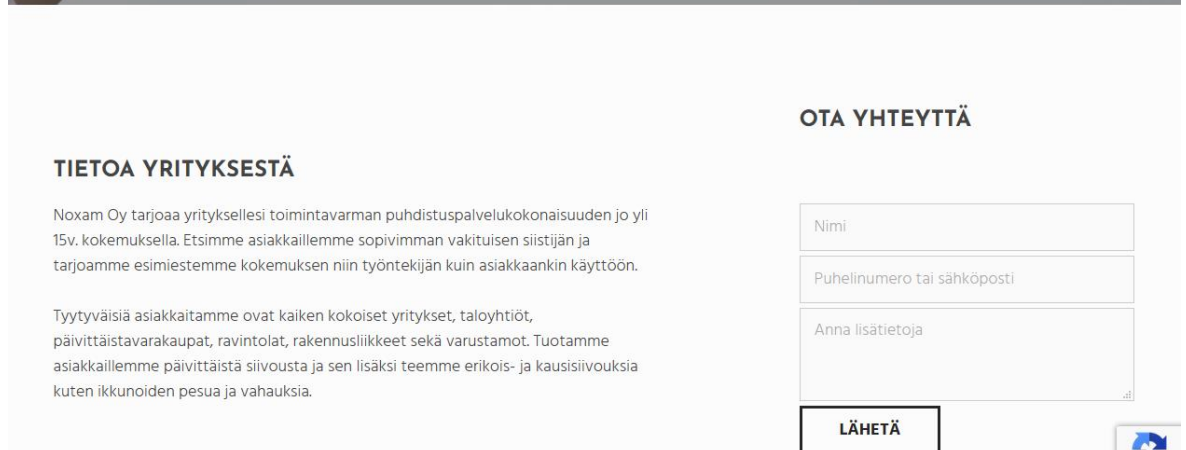
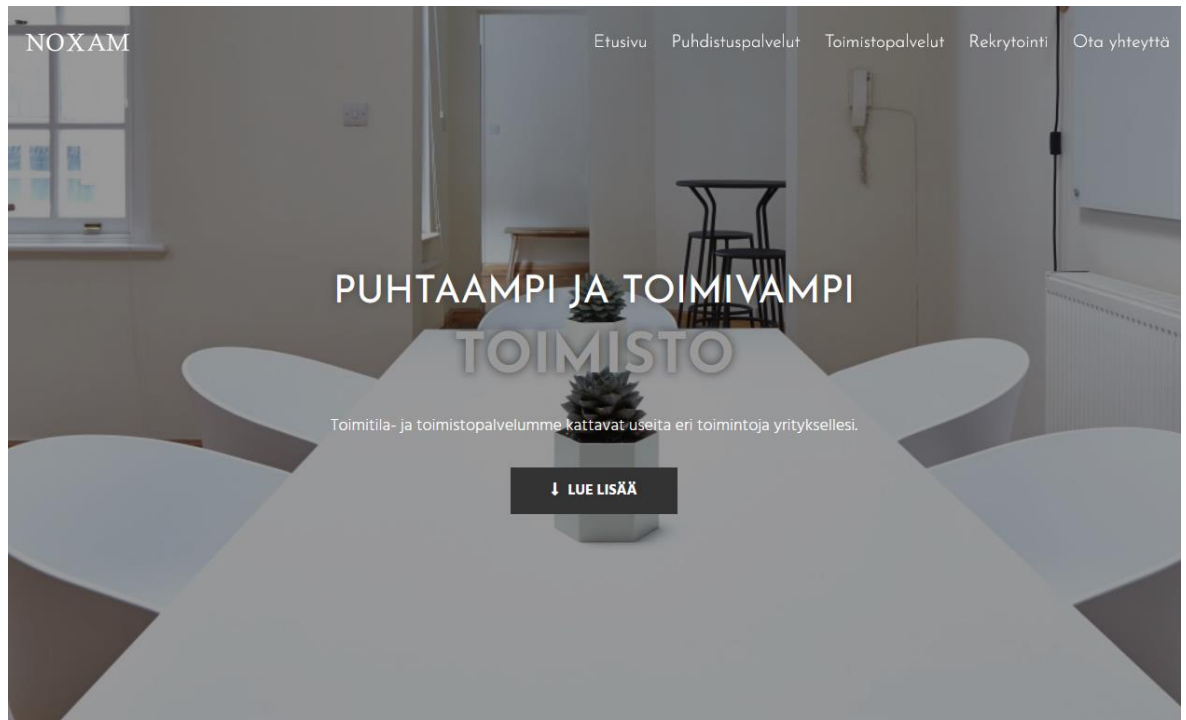


Figure 6. Noxam Oy homepage

5.1.1 Recommendations

This section will present some recommendations from the author for the Noxam Oy website. These recommendations will be based on the research stated in the theoretical framework of the thesis and the results of the website's analysis.

Noxam Oy needs to update the whole website or consider a complete refresh. After which a designated expert should be hired to maintain and update the content regularly. To help gain more organic traffic, the website needs to make good use of SEO. Blog posts, videos, and backlinks, etc, all help in improving the website's ranking.

Noxam should consider running a Google campaign (PPC). For this, a designated landing page would be advised, to help lure in potential customers. More information on PPC and

landing pages can be found in section 2.3.1 of this thesis. At first, it would be advised to have some “trial campaigns” using experimental keywords decided internally within the company. Trial campaigns will help identify the demographics of Noxam’s target customers. Analysing the results of these campaigns will make it easier for Noxam to accurately target its ideal customers in future campaigns.

[Quality House Cleaning](#)
Ad [www.Noxam.fi/\(landing page\)](http://www.Noxam.fi/(landing page))
House cleaning from 30€/hour
Free offers and tailored cleaning programs
Easy and Fast inquiries
Contact today!

[Floor waxing Uusimaa](#)
Ad [www.Noxam.fi/\(landing page\)](http://www.Noxam.fi/(landing page))
Quality floor waxing from 2€ per m2
Evening/ Night/ Weekend waxing
Start your work day with a fresh floor
Contact today for a free consultation.

Figure 7. Example of Google campaign ad

5.2 Social media platforms

Social media is a very popular way to increase brand awareness and help generate sales. Noxam Oy currently has no profiles or presence across social media platforms. Therefore, the first step would be to create profiles on these platforms. Below the author will focus on the recommendations for LinkedIn and Facebook.

5.2.1 LinkedIn

LinkedIn is a very popular social media platform for professionals. It is a common platform for companies to share their stories, updates, and advertise their products or services. Companies can follow each other, announce their collaborations and thus increase brand awareness.

To help Noxam get started with LinkedIn marketing, the author will implement some examples of its competitors. This will give some knowledge of their activities and aid with the level of expectation required for companies within this industry.

A successful competitor, however still a semi-small player within the industry, is Freska (Freska 2021).

Freska
Consumer Services · Helsinki, Uusimaa · 2,214 followers

6 people from your school work here · 184 employees

[+ Follow](#) [Visit website](#) [More](#)

Home **About** Posts Jobs People Videos

Overview

Freska is the leading and fastest growing home services technology company in Northern Europe. We offer the best solution for today's consumer in finding a personal, trustworthy cleaner.

Freska creates real jobs for cleaners, successfully building the business on sustainable Nordic values.

Founded in 2015, Freska has consistently pursued double digit MoM growth with happy customers & cleaners averaging an industry leading 4.72 / 5 satisfaction rating. Freska is backed by Europe's top investors including Acton Capital, Spintop Ventures, Addventure and top tier Angels.

JOIN OUR TEAM: [Jobs.freska.net](https://jobs.freska.net)

BOOK YOUR CLEANING: [Freska.net](https://freska.net)

Website	https://www.freska.se
Industry	Consumer Services
Company size	201-500 employees 184 on LinkedIn
Headquarters	Helsinki, Uusimaa

Figure 8. Freska's LinkedIn About page.

Freska on LinkedIn has a following of a little over 2000. On their about page, there is a brief description/history of the company to help new visitors get to know them better. Their subsections: posts, jobs, people, videos, for instance, are filled with content. This helps new visitors find exactly what they are looking for when visiting the page. Links to their website are plentiful and easy to find. Having website links will help generate traffic, potentially leading to sales.

Below are some examples of the posts that Freska is using on their LinkedIn profile.

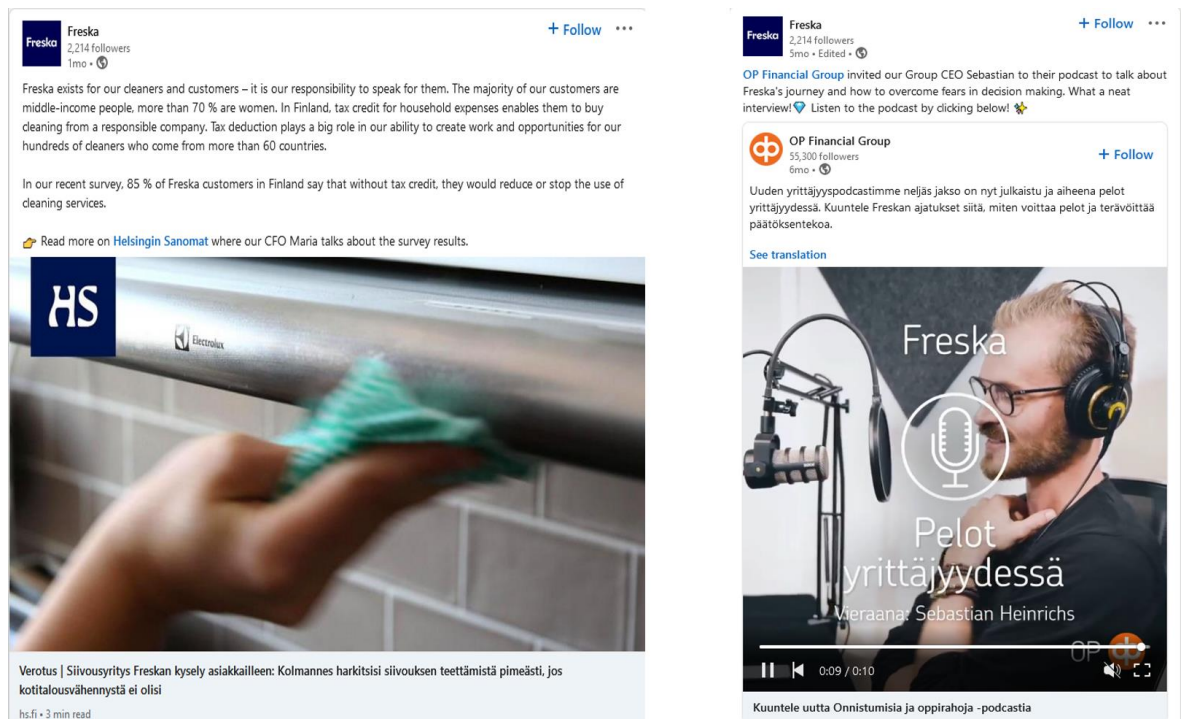


Figure 9. Freska posts examples.

Freska is focusing a lot on content marketing and always highlighting their collaborations. Above are two posts doing just this. The left example is a collaboration with Helsingin Sanomat (a popular newspaper in Finland). On the right is a collaboration with OP financial group (one of the largest financial companies in Finland). Collaborations with big companies are great for brand awareness as your company is being exposed to millions of potential customers, in a very cost-efficient way.

Recommendations for Noxam

- Create a LinkedIn profile
- Follow and engage with others/companies
- Focus on content marketing (videos, blog posts, etc)
- Plenty of links to the website (landing page)
- Push for collaboration opportunities

5.2.2 Facebook

Facebook is a great platform for companies to advertise their products and services. With an average of seven in ten users of the platform, visiting the site at least once per day, this data makes it the most popular social media platform for marketing (pewsearch 2021). Embedded within Facebook, is the Facebook ads application. Similar to Google ads, (recommended in chapter 5.1.1 of this thesis) Facebook ads also allow to target a certain audience by demographics. The platform is very user-friendly, which makes setting the keywords, budget, etc, straightforward.

Noxam currently does not have a Facebook account. Therefore, the author can only provide recommendations and tips for when a profile is created, to help the profile attract potential customers and increase its following. An example of one of Noxam's competitors' Facebook profiles will also be presented below.

A good example of a successful Noxam competitor's Facebook page is Siskon Siivous (SiiskonSiivous 2021). Siskon Siivous's Facebook page is very visual. A very neat collage image makes up the cover photo and the company logo as the profile picture.

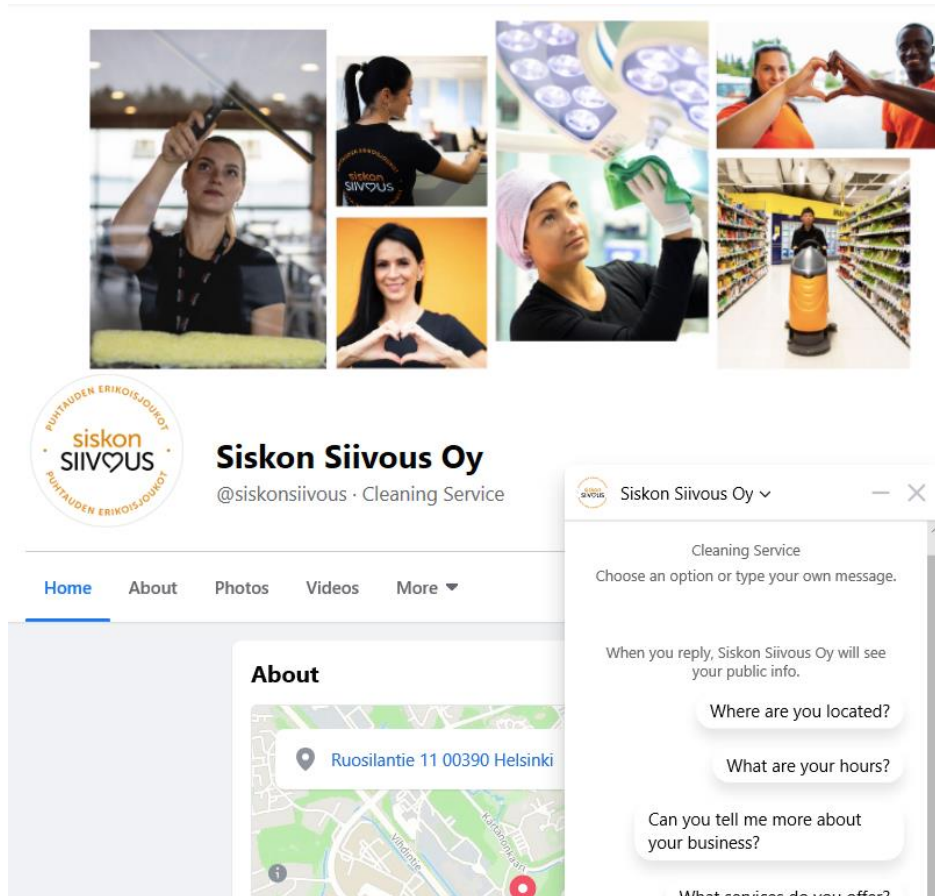


Figure 10. Siskon Siivous's Facebook homepage.

All information regarding the company can be found on the homepage. This includes the headquarters address and links to the website, to name a few. Additionally, they have an auto-chat popup, which serves as a way to engage with the visitor. The chat consists of pre-made questions at first. Later, when all basic information is gathered, the chat is taken over by a member of staff. This system is designed to save the inquiring visitor's time.

Siskon Siivous are focusing on posts mostly about the company culture. There seem to be teams within the company that post regularly about their performance and goals.

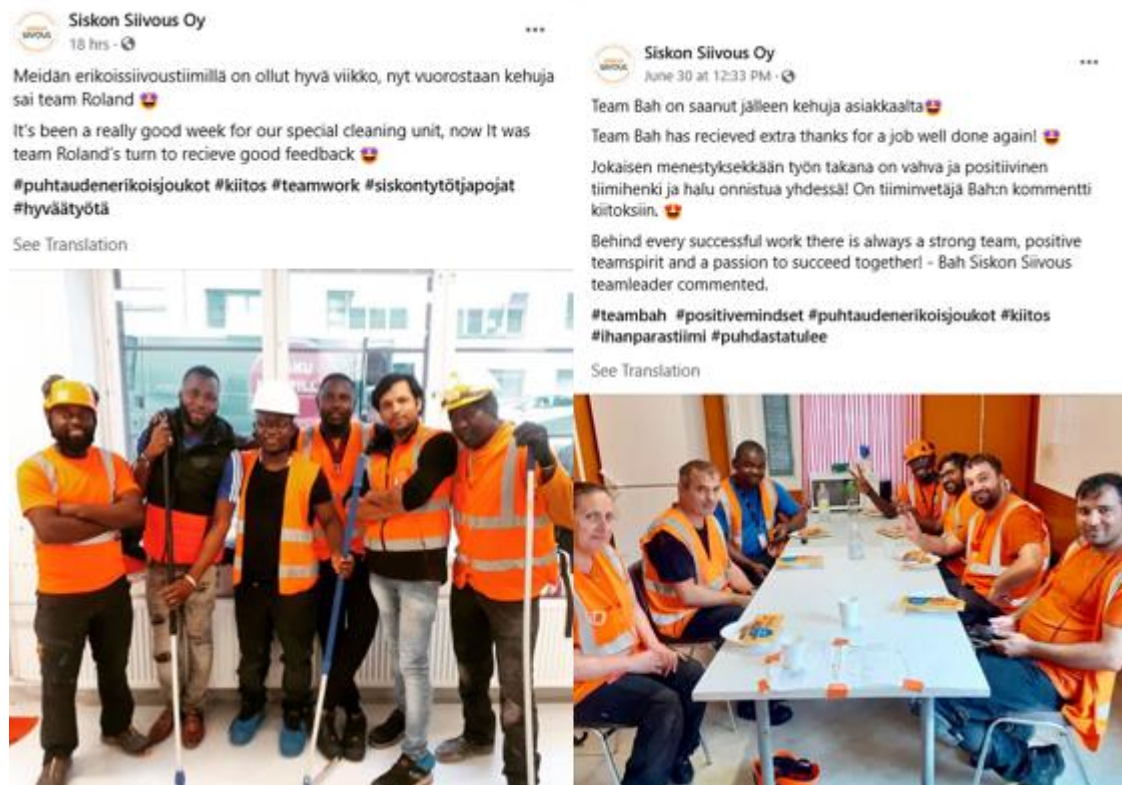


Figure11. Example of Facebook posts by Siskon siivous

Siskon Siivous are great at promoting their staff and accomplishments. Captions of the photos are mostly in Finnish but can be briefly in English also. They post regular content around twice per week.

Recommendations for Noxam's Facebook page

- Create a Facebook account
- Setup the homepage with all necessary info
- Provide links to the website
- Like, follow, engage with other companies and potential customers
- Install an auto chat
- Post content regularly

- Implement Facebook ads when the page has acquired the necessary content

5.3 Email marketing

Email marketing is a cost-effective way to keep old and new clients up to date with the company's current services. When clients book Noxam they can also have the option to subscribe to newsletters. Noxam can send around once per month a newsletter containing all the latest offers and services as a way of remarketing themselves. Remarketing, or re-targeting, serves to "remind" potential clients of your products or services. This can be conducted through emails and/or ads. For example, email marketing could be triggered after someone visits the webpage.

To make this process easier, apps such as Mailchimp, exist. As discussed, in section 2.6 of this thesis, Mailchimp provides templates and other tools to make email marketing much easier to manage and monitor.

Recommendations for Noxam's email marketing

- Create an account on Mailchimp or another similar platform.
- Organise all contacts into appropriate targeting groups.
- Design visual newsletters with pictures and clear information of current offers
- Schedule a once per month "send day".
- Create variety in the newsletters. It is not recommended to send the same information every month.

6 Discussion

This thesis can be divided into three main parts. These consist of the research of necessary theory to create a digital marketing plan, the analysis of the current situation of the commissioning company, and the creation of a practical digital marketing plan.

The research in the theoretical framework is gathered from many sources. Multiple books from experts within the field and articles, webpages, and other theses served as the knowledge base. Due to the worldwide pandemic, it was very difficult for the author to obtain physical books. Thus, Haaga-Helia's online library platform was used as the main source of e-books and e-articles for the research of this thesis. The implementation of the commissioner analysis and digital marketing plan is the practical result of the research presented in the theoretical framework of this thesis.

Prior to starting to study at Haaga-Helia University of applied science, the author did not have much interest or knowledge of digital marketing. After gaining interest in digital marketing during the third semester, the author completed many free-choice courses which helped in the decision of this thesis topic and its completion. These courses were all supplied by Haaga-Helia's lecturer Lasse Rouhiainen. Lasse offers several different courses surrounding digital marketing. The ones chosen by the author were: Digital marketing in modern business, paid social media advertising in modern business, and social media marketing in modern business. In these online courses, Lasse provides much knowledge, tips/tricks, and tools used in digital marketing activities today. All these courses were completed about six months before writing the thesis.

This thesis project was written during the spring of 2021. Specifically, between January 1st and April 30th. This marks the seventh semester of studies at Haaga-Helia University of applied science for the author.

6.1 Summary and conclusion

This product-based thesis presents an extensive knowledge framework and a practical digital marketing plan for the commissioning company Noxam Oy. The main objective of this thesis was to create a digital marketing plan to help gain more clients, increase sales, and have better B2B and B2C communication. To help achieve this goal, the author focused on the analysis of the commissioning company, by implementing the SWOT and SOSTAC analysis methods. Later, several digital marketing platforms were chosen and defined in the theoretical framework of this thesis and applied in the empirical part.

The author has been working at the commissioning company for the past year. Therefore, the author already had good knowledge of the non-existent digital marketing activities in Noxam. Regardless, after the broad research in the theoretical framework, the author was able to apply this theory in the empirical part of this thesis. Additionally, the digital marketing plan was made together with recommendations based on the digital marketing activities of the commissioner's competitors.

Because of the lack of presence Noxam has in the digital world, this product-based thesis serves as a starting point for Noxam's digital marketing activities. Therefore, the creation of accounts or profiles across all platforms is the first step. During the empirical part, tips/tricks and suggestions were made to help Noxam increase its online presence, generate traffic in hopes to increase sales. The author also suggests assigning or hiring someone to focus on digital marketing activities. This would help maintain standards and consistency of posts to help engage and generate leads. Said person could implement this plan to help with this objective.

This thesis covers several digital marketing platforms and how to practically use them to generate sales and customer engagement. This project was presented to the CEO of the commissioned company. If Noxam decides to implement this plan, it could greatly help kickstart the digital marketing activities of the company. In addition, the plan has the potential to help Noxam achieve a positive presence across all digital platforms.

6.2 Learning outcomes

The whole process of this project provided many benefits to the author. Knowledge was gained in all areas from researching to creating a marketing plan. This thesis can be defined as the “biggest academic project” ever to be carried out solely by the author. Many projects during the author's studies at Haaga-Helia were group projects or conducted in pairs. Therefore, the author had never really covered all factors considered when writing a report.

The author gained a lot of interest in digital marketing during the mentioned free-choice studies. This project has deepened the author's knowledge of the topic to a great extent. For example, the author now better understands the marketing concepts and their implementation as a result of writing this thesis. Additionally, the project process has greatly improved the author's academic English writing skills and research ability.

In the future, the author would be interested in having a career in the field of digital marketing. It would also be fascinating to have the chance to further develop digital marketing activities within Noxam. Furthermore, the author aspires to one day be an entrepreneur. Even though this plan is focused on the commissioning company, the theory, and some practical parts can also be applied to another start-up or company with no past digital marketing activities.

6.3 Visual action plan

Below is a more visual version of the digital marketing plan. It serves as a printable version to help understand and get started with digital marketing activities. It is divided into four phases. A phase could be one month or one quarter depending on the resources and time available to the company.

Objectives	Phase 1	Phase 2	Phase 3	Phase 4
Content Management	Agree on content (who, when, how and what)	Website content	Social media content	Newsletter content
Keyword Management	Brainstorm top 10 keywords	Optimise content	Comprehensive list	Review – what worked best?
Website	Update website/ basic SEO implemented	Traffic measurement	Review – improvements?	Implement improvements
Social Media	Account creation- IG, FB, LinkedIn	Implement content plan	Review- What's working?	Implement improvements
Lead generation	How to gather visitor email addresses	Develop the lead magnet	Setup landing page	Collect email addresses
Email marketing	Gather email databases	Setup Mailchimp or similar and create templates	Setup email automation	Link automation with landing page
Performance Measurement	Identify KPI's	Review measures	Identify trends	Review indicators

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