



**Digital Marketing Plan & Implementation for
an Active Start-up E-commerce Business**
Kenkäboxi.fi

Alexi Topias Hautamäki

BACHELOR'S THESIS
November 2021

International Business

ABSTRACT

Tampereen ammattikorkeakoulu
Tampere University of Applied Sciences
International Business
E-commerce

Aleksi Topias Hautamäki:
Digital Marketing Plan & Implementation for an Active Start-up E-commerce
Business – Kenkäboxi.fi

Bachelor's thesis 53 pages, appendices 2 pages
November 2021

This thesis was for Kenkäboxi.fi, an e-commerce retailer (e-tailer) company importing shoes from China and selling them for consumers in Finland via its online store. Kenkäboxi.fi has been active for four months, and it has not got enough sales so far. It has been focusing its digital marketing on two channels only, which has not fulfilled the initial expectations. Therefore, the author of this thesis, the owner of this one-person e-commerce company, has to create a more comprehensive digital marketing plan for Kenkäboxi.fi's future, the main goal to be in the increasing number of sales.

The author familiarized himself with the most common B2C digital marketing tools and channels and used different theories about its target audience's buying behaviors to support its final digital marketing decisions. Also, the author implemented one qualitative research and one quantitative research in the form of an interview and a business proposal. The quantitative research was for the current customers of Kenkäboxi.fi. The objective was to ensure that the current sales funnel from the advertisements to the final purchase was perfectly functioning. The quantitative research resulted from the familiarization of the target audiences and the digital marketing options available. The author proposed different (suitable) people to become an influencer for Kenkäboxi.fi on their social media platforms.

The author got valuable information about his company's functions, suggested improvements, and future possibilities in digital marketing from these researches. As a result, the author decided to start using influencers in its digital marketing and divide the current budget into multiple channels that could perform better than the current ones. In the author's opinion, this thesis was essential for the future of his company and a successful ending for the author's educational process at TAMK.

Key words: digital marketing plan, e-commerce, business-to-consumers

CONTENTS

| | | |
|-------|---|----|
| 1 | INTRODUCTION | 5 |
| 2 | THESIS PLAN | 6 |
| 2.1 | Thesis topic..... | 6 |
| 2.2 | Thesis objective, purpose, and research questions..... | 7 |
| 2.3 | Concepts..... | 8 |
| 2.3.1 | Digital marketing | 8 |
| 2.3.2 | E-commerce & Online stores | 11 |
| 2.4 | Utilizable marketing theories..... | 13 |
| 2.4.1 | Social proof theory | 13 |
| 2.4.2 | Generation-Z and their online buying behavior | 14 |
| 2.4.3 | Digital marketing on social media | 15 |
| 2.5 | Working methods and data..... | 16 |
| 2.6 | Thesis process..... | 18 |
| 3 | CURRENT SITUATION AND OBJECTIVES | 19 |
| 3.1 | Kenkäboxi.fi / www.kenkaboxi.fi..... | 19 |
| 3.2 | Most common digital marketing tools and channels for B2C E-commerce business..... | 20 |
| 3.2.1 | Facebook & Instagram | 20 |
| 3.2.2 | Snapchat..... | 26 |
| 3.2.3 | TikTok..... | 26 |
| 3.2.4 | Influencer marketing..... | 27 |
| 3.2.5 | E-mail marketing | 28 |
| 3.2.6 | Search engine optimization (SEO)..... | 29 |
| 3.2.7 | Search Engine Marketing (SEM)..... | 31 |
| 3.2.8 | E-Commerce & Online store as a digital marketing tool | 33 |
| 4 | THE DATA COLLECTION & ANALYSIS | 35 |
| 4.1 | Research objectives..... | 35 |
| 4.2 | Designing and implementing the research..... | 35 |
| 4.3 | The customers of Kenkäboxi.fi..... | 37 |
| 4.3.1 | Advertisements & Organic marketing..... | 37 |
| 4.3.2 | Online store and its functionality | 38 |
| 4.3.3 | Payments, product delivery, and customer service..... | 38 |
| 4.3.4 | Customer satisfaction with the products | 39 |
| 4.4 | Influencer marketing for Kenkäboxi.fi..... | 39 |
| 5 | THE DIGITAL MARKETING PLAN..... | 41 |
| 5.1 | Current situation analysis..... | 41 |

| | |
|--|----|
| 5.1.1 SWOT analysis..... | 41 |
| 5.2 Digital marketing plan for Kenkäboxi.fi..... | 43 |
| 5.2.1 Facebook & Instagram | 43 |
| 5.2.2 Snapchat | 44 |
| 5.2.3 Tik Tok..... | 44 |
| 5.2.4 E-mail marketing | 44 |
| 5.2.5 SEO & SEM..... | 45 |
| 5.2.6 Online store | 47 |
| 5.2.7 Influencer marketing..... | 47 |
| 6 CONCLUSION..... | 48 |
| 7 REFERENCES | 50 |
| APPENDICES..... | 53 |
| Appendix 1. Interview questions for the customers of Kenkäboxi.fi..... | 53 |
| Appendix 2. The proposal for the influencer marketing candidates... | 54 |

1 INTRODUCTION

The digital transformation of society and the economy is called digitalization. It defines the transition from an industrial age to an age of modern digital technologies and digital business innovations. As one of the most important business trends, digitalization is the future of the economy. Technologies drive digitalization, and very often, innovations are related to these technologies. Some industries are adopting digitalization in a different phase. For example, where some public administrations are still using pen and paper, the music and media industry had left traditional CDs, DVDs, and other physical sources of data behind them already a long time ago. Nowadays, different streaming services and media files are only options for listening to new music or watching movies at home. (Innolytics, n.d.)

On the society level, digitalization is also evolving continuously. Industries, associations, and politics are responsible for preparing society for the future of digitalization, where education, training, public administration, and further education will constantly face new challenges. (Innolytics, n.d.)

For companies, digitalization brings various new possibilities where there are no boundaries for innovations. In addition, new start-ups are developing digital tools for other companies that make their operations more manageable and more cost-effective. In other terms, the internet has connected people and businesses in a way that no one has seen before.

For the case company of this thesis, digitalization is the foundation of the whole business model. The company is mainly operating online, having all of its product marketing in digital channels. But due to the company's lack of experience, this digital marketing is not generating enough sales for the company with the budget it has for it. Therefore, this thesis will provide a new digital marketing plan for the case company to utilize for its future marketing.

2 THESIS PLAN

This thesis plan section will present the topic, objectives, and the primary purpose of this thesis. It also introduces different marketing and e-commerce concepts, go through some related theories, and explains the data collection methods. In the end, it will introduce the structure of this thesis.

2.1 Thesis topic

The topic of this thesis is a digital marketing plan and implementation for an active start-up e-commerce business. The case company of this thesis is importing physical products from China to Finland and retailing those products via its online store for consumers in Finland.

The author of this thesis launched the online store in July 2021. After the launch of its online store in late July, it has only been using one paid digital marketing tool, Facebook Business Manager. With the predefined daily budget, this digital marketing tool divides the advertisements into two different social media channels, Facebook and Instagram. This tool has been crucial for the business, generating all the sales so far.

Nevertheless, the profits that came from these sales have not even covered all the marketing expenses. That means that the business is not profitable, and it will not be without any changes. Therefore, it has to optimize its digital marketing to generate more sales with the given budget and find new channels and tools to be utilized for free or at a low daily cost.

Because the business is not making any profit after the first few months and its advertisements have been running continuously, it will run out of capital in the upcoming months. Since the business must implement these changes and optimizations, its digital marketing has to be planned well for the future. Aside from the limited budget, this business is a one-person company, and that is why there is no time to try everything that could be worth trying at this point. That is why all the most common digital marketing channels and tools have to be considered

and compared. The final results will be based on the company's current situation, different supportive theories, and research methods. Based on these findings from this thesis, the case company will implement its digital marketing content into the best suitable digital marketing channels.

2.2 Thesis objective, purpose, and research questions

Since the case company is an active online store that is not selling its products enough, it is also essential to consider existing customers who have already bought products from the online store. These customers have already taken the path from seeing the advertisements on current digital marketing channels until the final purchase of the product. There might have been some obstacles, concerns, or other difficulties during this sales funnel. For example, there might have been difficulties in the payments, creating accounts in the online store, or even some issues with the links supposed to lead the customer to the company's product pages. Even though they were able to finalize the purchase, it raises the question; were they the only ones who got over this possible obstacle, and all the others who wanted to make the purchase did not? That is important to confirm before the company will implement anything new for their digital marketing. This concern leads us to the first research question in this thesis process;

"How is the current sales funnel of Kenkäboxi.fi performing?"

The most common digital marketing tools and channels will be researched and then introduced during the thesis process. With the help of different marketing theories, real-life examples, and studies from e-commerce and digital marketing, the objective is to consider various digital marketing tools and channels and find the best suitable ones for the case company. Those suggestions should lead the company towards more cost-effective digital marketing with a limited budget, time, and human resources. Therefore, the second research question is;

"Which digital marketing channels and tools will the company implement next? Why?"

Keeping these research questions in mind as a guideline during this thesis, the case company will have valuable information for its future both in short-term and long-term digital marketing.

2.3 Concepts

This part of the thesis will explain the main concepts that are fundamental for this business to operate. Related theories support these concepts, which will be the main guidelines throughout the whole thesis process.

2.3.1 Digital marketing

Because this company is fully operating online, it is essential to understand the difference between traditional marketing and digital marketing.

"Digital marketing is the use of digital channels to promote or market products and services to targeted consumers and businesses" (Monnappa, 2021). From this phrase, it is easy to understand the concept of digital marketing. And people do understand it since over 170 million people are already using social media every day, and social media is the place where they will most likely notice digital marketing. (Monnappa, 2021.)

According to Surphi (S, 2021), the traditional marketing style shows advertisements on channels like television, radio, posters, banners, and magazines. Also, the difference comes from the number of people reached with these particular advertisement methods. These traditional channels only reach the local target group. Digital marketing, on the other hand, can theoretically reach almost all the people all around the world. Digital marketing itself refers to advertisement possibilities on the internet. That includes various opportunities like social media marketing, e-mail marketing, websites as a marketing channel, Google advertisements, and many other channels, all based on the internet. (S, 2021.)

Aside from these advantages, some other benefits of digital marketing are:

- Constant online presence
- It provides instant and precisely measurable results
- It can be targeted accurately to a correct target group
- Very cost-effective
- Good personalization capabilities
- Reaches the potential customer early in the "buyer's journey" and can provide a straight path until the conversion/ wanted action.

(Siddiqui, 2020.)

People are very used to traditional marketing. For example, they see advertisements on television and in newspapers (S, 2021). Still, even though traditional marketing has its advantages, the case company's current mission is to guide the possible customers from the digital advertisements directly to its online store. The online store is trying to lead the customer to finalize their purchase based on the well-planned customer journey.

The case company's business-to-consumer (B2C) nature requires the knowledge of all the best platforms and tools that it could use on its digital marketing. Moreover, as one of the main goals, the author has to find the right people from the proper channels to generate sales continuously in the future.

According to Siddiqui (Siddiqui, 2020) on his blog of "5 most effective digital marketing channels for your business", video marketing is the most dominant digital marketing trend for the next 5-10 years. Video marketing is building brand awareness and is also boosting traffic and conversions. 70% of consumers have said that they have shared a brand's video somewhere on social media. 72% of businesses have said that their conversions have improved due to videos. 52% of consumers have said that watching a brand's product videos has made them more confident in their decision-making before the purchase. Videos can be shared on the company's website or, for example, on a video platform called youtube in the form of video blogs (as called "vlogs") (Siddiqui, 2020). These are

very effective ways to promote a business organically. Anyhow, for the case company of this thesis and as one of the most important channels of digital marketing where businesses can use videos is social media.

Different social media platforms provide their users an excellent opportunity to communicate with other people worldwide and share things about themselves and their interests. For some people, it offers excellent marketing possibilities. The term "social media marketing" refers to the promotion possibilities of a product or service on social media platforms.

Other important terms that are important to understand are the difference between paid and organic digital marketing. Where organic marketing refers to a method where the customers come naturally over time, paid marketing does the opposite (OnDemandCMO, 2017). Organic marketing can be, for example, a single post on a company's social media account, a single e-mail to its customers, a blog post, a video on its website, or well-planned search engine marketing on its website. When the goal of these posts and methods, after all, is also to promote the business and generate sales, often these methods are entirely free to do. (OnDemandCMO, 2017.)

Based on the author's experience, organic social media posts can sometimes be turned into paid content. For example, a product review video initially made for organic content can also be valuable in paid advertising. However, this shouldn't be stated as organic marketing anymore at that point. Still, the natural look of the video does remind a viewer of organic content. For that reason, it might even be considered organic content without noticing its paid existence. For example, Zalando often uses these kinds of natural videos as paid advertisement content. There might only be a small mention of its "paid nature" in the description of the video.

2.3.2 E-commerce & Online stores

As a concept, e-commerce (electronic commerce) is a term for selling and buying products and services on a worldwide electronic network, primarily the internet. There are many types of goods and services that are on sale online. Also, e-commerce itself can be divided into many different fields. Digitalization has brought various new types of digital tools and service ideas for companies. In the business-to-business (B2B) field, there is, for example, a software as a service (SaaS) business model that allows customers to "rent" this developed software and services and use those to build their own business. There are also other types of e-commerce. For example, consumer-to-consumer (C2C), consumer-to-business (C2B), and even on the government's administration level, but in this thesis, we will focus on the business-to-consumer (B2C) field from now on (Chai, 2020.)

At this point, it is crucial to bring up the importance of mobile e-commerce. Mobile e-commerce is the type of e-commerce on a massive rise due to the enormous number of mobile device users globally. With these devices, people can do online shopping, mobile banking, and make purchases by mobile payments. Even as a business, it is possible to maintain all the digital aspects of the company only with a mobile device (Chai, 2020.)

These products and services can be offered and bought on different marketplaces on the internet. These marketplaces can be held by any sized company or an organization inside the legal limitations. These marketplaces can include several sellers offering their products for anyone to buy. Very often, multiple sellers compete with the same items by selling those cheaper than the others. For example, eBay was established in 1995 and is currently one of the most popular online marketplaces in the world. It has 182 million users worldwide and even 1.5 billion active listings (Fundera, 2021). That means eBay is a massive marketplace having no limitations on the number of sellers, buyers, or items to be sold (in its legal limits).

Aside from this kind of marketplace, another possibility for any sized company is to create their own online store. That means that a company sells their own produced goods/services or retails the products/services that they purchase from wholesalers via their online store. Of course, this company can have both a physical store and an online store.

At the end of this chapter, let's state some advantages and disadvantages that businesses should consider when adopting the bigger picture of e-commerce. Like the internet itself, these marketplaces, online stores, and software are always online and ready to be used. That is the main advantage of e-commerce. Customers can purchase products around the clock if they want, and these platforms are always easy to access. Another critical factor is the lower costs. For example, without any online services, a company importing and retailing some physical products would often need to travel to the manufacturer's country to agree on product quality, prices, payments, importing methods and fees, etc. Also, this company would need to rent or own a physical store from where they would be selling these products. Of course, the online store has expenses too, but usually, these costs are much lower (Chai, 2020.)

As of some disadvantages, the customer purchasing products from an online store has to wait for the products usually for days instead of getting it immediately like they would from a physical store. Also, the customers cannot touch and feel these products before the purchase, and if they have some questions, the wait time from the online customer service can often be several hours or even days. In addition, the customer might doubt the security of the payments, deliveries, and even the trustworthiness of the seller company. Sometimes these issues can lead the customer not to buy the products (Chai, 2020.)

The case company of this thesis is a good example of a modern small-sized online business, buying goods from Chinese online wholesalers, importing the goods into Finland, and retailing those via its online store for the consumers.

2.4 Utilizable marketing theories

After all, the foundation in e-commerce and digital marketing is the consumers themselves and their buying behavior. That is why it is essential to familiarise the psychology and theories behind these purchase decisions and actions on these digital platforms. Therefore, this part of the thesis includes some of these theories related to the case company's target group and current situation.

2.4.1 Social proof theory

"Once again, we can see that social proof is most powerful for those who feel unfamiliar or unsure in a specific situation and who, consequently, must look outside of themselves for evidence of how best to behave there." (Robert B. Cialdini, p. 125).

Psychologist Robert B. Cialdini wrote the social proof theory in 1984. He states that a person who does not know how to behave in certain situations will start looking at how others behave and imitate them in their actions. This theory emphasizes that, especially in situations where a person is required to make fast decisions and have no time to think, they will try to do what would be the right thing to do based on other people's actions and behavior. (The Psychology Notes HQ, 2021) The principles for social proof theory are;

Uncertainty. When a person faces a new or different situation, they refer to other people for guidance. (The Psychology Notes HQ, 2021.)

Similarity. Age, community, school, gender, physical appearance, and the same experiences are some examples of the things where a person might find similarities from and absorb those to themselves. Studies show that our peers have a significant influence on how we behave and our decisions. (The Psychology Notes HQ, 2021.)

Expertise. When another person has even slightly more experience and knowledge about something that the observer has, the observer starts to follow their lead and do what they do and say. (The Psychology Notes HQ, 2021.)

Number. The more people are there to prove that a particular thing or behavior is correct, the more quickly the observer will believe and absorb this information as a fact. The internet is an excellent proof of this mechanism; the more people give positive feedback about something, the more the observer will trust it, whether it is a product to be purchased or a new tv show on a streaming service to be watched. Compared to just one person telling that a particular product is good, one hundred people convincing to buy it is much more efficient. (The Psychology Notes HQ, 2021.)

In marketing, this theory applies in so many ways. For example, when a product description says that the item is "the most popular product" or "this product is recommended by Teemu Selänne, a famous ice hockey player in Finland," the perspective about the product is changing to more positive and trustable. Later in this thesis, the author will provide more examples related to the case company of this thesis.

2.4.2 Generation-Z and their online buying behavior

Generation Z is the newest generation of people that were born between 1997 and 2012. They are now between 9 and 24 years old (Kasasa, 2021.) Therefore, the case company's primary target audience is 18-25 years old men. That is why it is essential to understand the buying behavior of this generation and how it differs from the second newest generation, millennials. Most millennials can still remember the first mobile phones, computers, the beginning of the internet, and the evolution of these growing up together. However, generation Z has experienced something else. Most of them have grown up with smartphones on their hand, and the internet has always been present. (Brewis, n.d.)

When it comes to buying behavior of Generation Z, caused by this constant presence of the internet and smartphones, they expect a mobile-first approach, fast loading speeds in online stores, fast service, and fast deliveries for the products. They might switch between the brands based on the delivery times and expect the latest models of the products to be available immediately (Brewis, n.d.)

It would be great if everything were this straightforward, but the online retailers have to try to keep up with this speed and the expectations of Generation Z.

Unlike the other generations, Generation Z has grown up with social media. All the brands have needed to adopt this, and they have to have a solid social media presence. Today, television and radio commercials are just not enough anymore. Generation Z values the opinions of their peers and the social proof on social media. The number of likes and recommendations about a brand, service, or product can give Generation Z an immediate purchase decision. On the other hand, they can ask opinions from their peers in a few seconds on social media, and if the peers have not heard about this brand, they might ruin the possible purchase decision in these few seconds (Brewis, n.d.)

Just like the whole Generation Z, the author of this thesis thinks that an easy and fast functioning online shopping experience sounds much better than a slow website, slow customer service, and slow delivery times. Generation Z is just expecting what they should in a modern world, a fast and smooth e-commerce experience with engaging digital marketing content.

2.4.3 Digital marketing on social media

As stated before, the term digital marketing refers to marketing on digital channels. That means that even a single digital display on the streets with an advertisement is one type of digital marketing. Anyhow, since the case company of this thesis is a small-sized start-up online store, we will mainly focus on the digital marketing options for this particular business model. This model requires different daily advertisements for the right target group. From these advertisements, the main goal is to lead the possible customers directly to the online store and make the purchase. As stated before, the target group of this case company is mainly Generation Z. This group of people expects engaging content from the brands in social media and a lot of social proof from their peers.

Globally, more than 3.6 billion people are using social media, and the number of users is expected to grow to 4.41 billion in 2025. Therefore, companies can plan and create their digital marketing strategy on social media very detailedly by

getting familiar with the most common possibilities. In addition, these platforms provide valuable real-time data and feedback, allowing these companies to modify their marketing strategy continuously, leading to ultimate achievements when done correctly.

There are multiple platforms and multiple different ways to do marketing on every one of these platforms. For example, companies can use paid advertisements, organic content, influencers, blogs, etc. These platforms and methods will be introduced later in this thesis. Those will also be compared to the case company's current situation and implemented for its digital marketing plan for the future.

2.5 Working methods and data

There will be two different primary data collection methods for this thesis. The first one will give us an answer for the main research question, *"Is the current sale funnel efficiently and perfectly functioning?"*. The author of this thesis will collect this data from the already existing customers of Kenkäboxi.fi by interviewing them. The data collection method for this is to interview them via SMS text messages.

This data collection method and its results will answer the functionality and performance of the current sales funnel of Kenkäboxi.fi. Aside from that, the importance of customer satisfaction is crucial to emphasize. The expectancy-disconfirmation paradigm -theory (EDP) supports the most promising theoretical framework for customer satisfaction. This theory stands for customers' anticipations and expectations of the product/service before purchasing. After they have purchased, received, and started to use this product/service, the outcomes will be compared to the pre-purchase expectations. In case the performance of the service was better than the customer had expected, there was a positive disconfirmation between the expectations and performance, which led to satisfaction. On the other hand, if the service was worse than the customer initially expected, there was a negative disconfirmation, which then causes dissatisfaction. (Yüksel, 2008.)

The second data collection method will be related to the influencers on social media. This data collection method refers to previously introduced social proof theory in chapter 2.4.1. According to Geysler (Geysler, 2021), an influencer is a person who has the power to affect an individual's purchase decisions because of their status, authority, knowledge, or position. That person might be someone with plenty of knowledge from a very niche subject. For example, a person creating unique video content from the world's most dangerous travel destinations might encourage certain people to admire them and start developing a group of followers who consider the content creator a good influence. (Geysler, 2021.)

The plan is to propose different kinds of influencers/people to co-operate with Kenkäboxi.fi as an influencer on social media, mainly on Instagram. Due to the Kenkäboxi.fi's product catalog, which is primarily for men, these influencers will be men, and they have to fulfill specific requirements before they have a chance to partner with Kenkäboxi.fi. These requirements are the number of followers on Instagram. They also have to prove that they can provide valuable content about Kenkäboxi.fi's products and the brand itself spontaneously by themselves into their social media accounts. For example, a photographer with 2000 followers on Instagram is a possible candidate to propose. This kind of person has a good visual eye and enough followers who might consider him a good influence. Good additional detail is if this person has shown some interest in Kenkäboxi.fi in its advertisements, business page, or online store. Also, this candidate has to be at least 18 years old. An example of a person who will not fulfill the requirements would be a person who has a "normal" amount of followers (~500 followers), has no valuable content or potential to show to other people and has a private Instagram profile.

This data collection method aims to filter in and out the people interested in cooperation with the case company. The data will tell which type of people would represent Kenkäboxi.fi as a brand and for what price. The more popular an influencer or a person is, the more money they usually require from their service. On the other hand, "the right person for the job" might be interested in the cooperation by only getting a minor incentive from their service. For the sake of a limited budget, Kenkäboxi.fi might take partners that do not have any experience in this field but would be interested in doing that. In this case, this person would do it

as a start of his career instead of a paycheck. But this is just an author's own opinion at this point.

2.6 Thesis process

Chapter one provides a brief introduction to the basics of this thesis. Chapter two introduces the topic of this thesis, its objectives, purposes, and the research questions. Also, different concepts and utilizable theories will be introduced in chapter two. Chapter three will present the case company's business model, current situation, and the most common digital marketing tools and channels for e-commerce businesses. Chapter four will explain the data collection methods based on two different case studies and analyze the results. The fifth chapter is the actual digital marketing plan for the case company. The case company will simultaneously start to implement these suggestions in practice. The final chapter, number six, includes conclusions and recommendations.

3 CURRENT SITUATION AND OBJECTIVES

This chapter introduces the case company's business more detailedly. Also, the most common digital marketing channels and tools for B2C e-commerce are presented. Some of these channels, tools, and methods are already in use by the company.

3.1 Kenkäboxi.fi / www.kenkaboxi.fi

At the beginning of 2021, the author of this thesis saw an advertisement on the social media platform called Instagram. He saw an ad for men's sneakers that immediately grabbed his attention because these shoes were different from the ones currently on sale in Finland. After some research, he found out that the advertising company was located in the United States of America. However, they were retailing these shoes via their online store globally by shipping the products directly from the Chinese factories to their customers. After broader research, he found out that this company had an enormous amount of followers on Instagram (+300.000 followers) and that their sales were booming. Also, several other companies like them had the same kind of business model with the same success.

The author established Kenkäboxi.fi during the spring of 2021, and it launched its online store in late July 2021. Anyhow, Kenkäboxi.fi's business model is not based on this previously mentioned "drop-shipping" business model. Based on the buying behavior of Generation Z, it was clear that the target audience of Kenkäboxi.fi was not ready to wait for their shoes up to 3 months after the purchase. So instead, Kenkäboxi.fi is importing the shoes from China into its warehouse in Finland. This way, the final deliveries to its customers are much faster. This way, Kenkäboxi.fi can also ensure that all the products fulfill the quality standards and requirements.

In the online store of Kenkäboxi.fi, consumers can find a growing collection of men's sneakers that are unique to buy from Finland. Aside from the organic marketing content that Kenkäboxi.fi is creating and posting on its social media platforms and to its online store, Kenkäboxi.fi uses paid advertisements on Facebook and Instagram. Unfortunately, the costs of these advertisements are too high

compared to the sales coming from these ads. Even though there are continuous sales, Kenkäboxi.fi cannot afford to continue like this. That is why it has to find new channels for digital marketing and promote its brand and products more cost-effectively.

3.2 Most common digital marketing tools and channels for B2C E-commerce business

This part will explain the most common digital marketing channels and tools used in the B2C e-commerce business. As mentioned before, the case company is already using paid advertisements on Facebook and Instagram. However, as one of the main goals of this thesis research, the company has to optimize its current marketing and find new channels to do its digital marketing more cost-effectively or for free.

3.2.1 Facebook & Instagram

Based on the publicly available data up to 17 October 2021, Facebook's social media platform has the most monthly users worldwide. Facebook also owns a platform called Instagram. As Facebook is the first one on this list with 2.895 billion users, Instagram is in 4th place with its potential advertising reach of up to 1.393 billion users. In between these two, there is a previously mentioned Youtube video platform with 2.291 billion users and a messaging application called WhatsApp with 2 billion monthly users. (Datareportal, 2021)

Facebook and Instagram are more than just a place for friends to connect and share content. Facebook has developed excellent business opportunities for all kinds of businesses to promote themselves on these platforms. At this point, it is essential to state that Facebook has owned Instagram since 2012 (Business Standard, 2020.)

For businesses, the first step is still the same as for everyone else on these platforms. Establishing a great business page is free, and it helps everyone understand what the company is all about. Also, it is a great place to build trust between

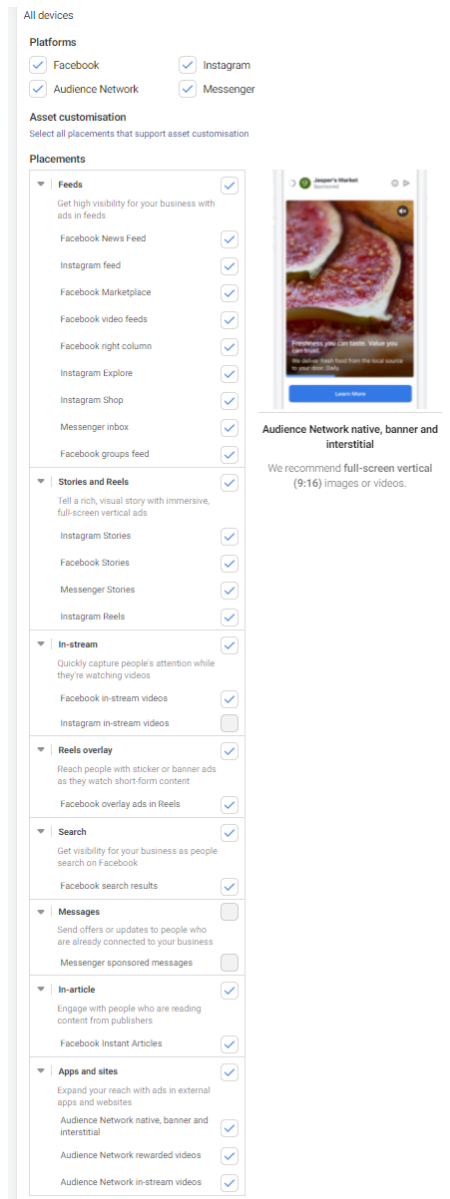
the business and its followers while gathering more of these followers. A Facebook business page is also where a company can share its organic marketing content for free. Social media posts, videos, pictures, or links can be shared with their followers on these platforms' daily news feed, stories, or reels. (Marrs, 2020)

Once the Facebook and Instagram business page is created, companies can start using Facebook's additional business tool called "Facebook business suite." This tool/platform (under the domain "www.business.facebook.com") is gathering all different functions that the business might need to analyze its data from Facebook and Instagram into one place. Some of these functions are the notifications from the company's Facebook and Instagram page, received messages, more comprehensive data from the posted content, data from Facebook's own marketplace (if used), and as one of the essential tools, Facebook's Ads Manager.

This ad manager tool includes all the functions for the business to run its paid advertisements on these platforms. The ad manager can create new marketing campaigns for a wanted period of time, with the budget they want to use. Every campaign has its specific objective depending on what the business wants to achieve with the advertisement. For example, the company might want to generate sales via their online store, get traffic into their website, broaden their brand recognition, get direct phone calls, make the people fill out forms, etc. These campaigns can be set differently based on these wished achievements. Facebook's algorithm will automatically show these ads to people who most likely will take the desired action once they see the advertisement.

Once the campaign objectives are decided, and the campaigns themselves are created, the next step is to create the ad sets. These ad sets define the budget details, timing, and where the advertisements will lead the customers once they click on them. Also, the demographics of the target audience can be stated. Demographics include details like gender, age, and location. It is also possible to exclude some people from seeing the ads based on their interests, locations, etc. For example, if a company is selling wedding services, they might want to exclude people that are already married from these campaigns. That makes Facebook's algorithm very valuable. Also, the placements of these ads can be modified one

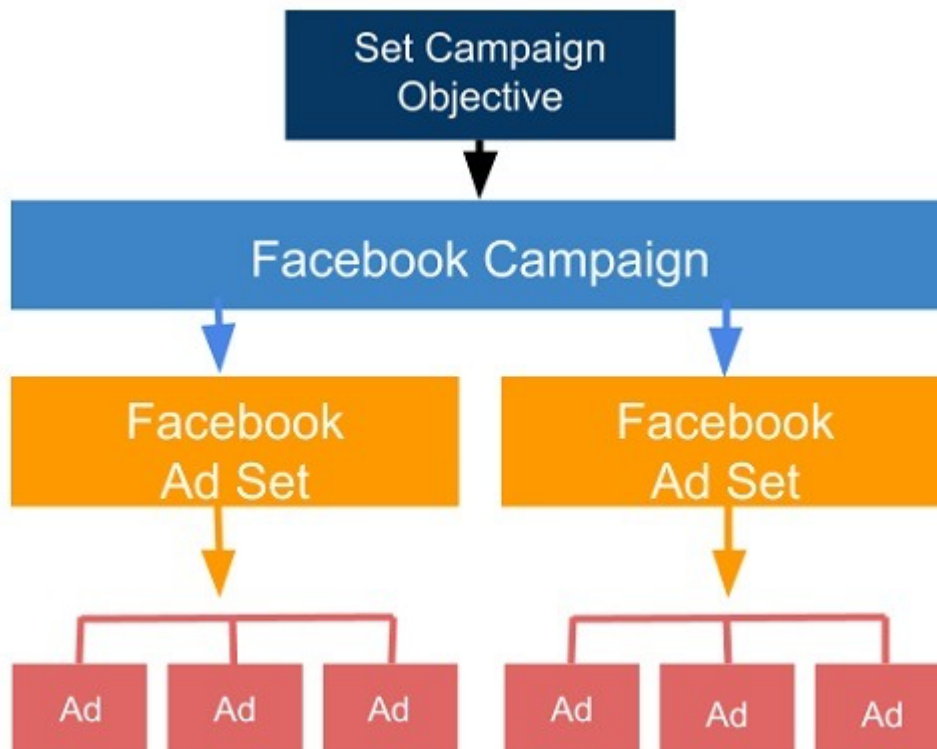
by one. These placements (Picture 1) are different pages/parts on Facebook, Instagram, and the Audience network.



PICTURE 1. The list of possible advertisement placements on Facebook business manager.

After creating one or more ad sets, the company can add the actual marketing content. These ads can, of course, be anything that the company finds the best for their target groups, like product videos or pictures. After adding the chosen content, the company can start adding text and descriptions for these ads. Depending on the selected placements, texts and descriptions will be either visible or invisible. For example, a company selling these wedding services can add text

like "free consultation" or a discount text of "All of our wedding services are now -30%".



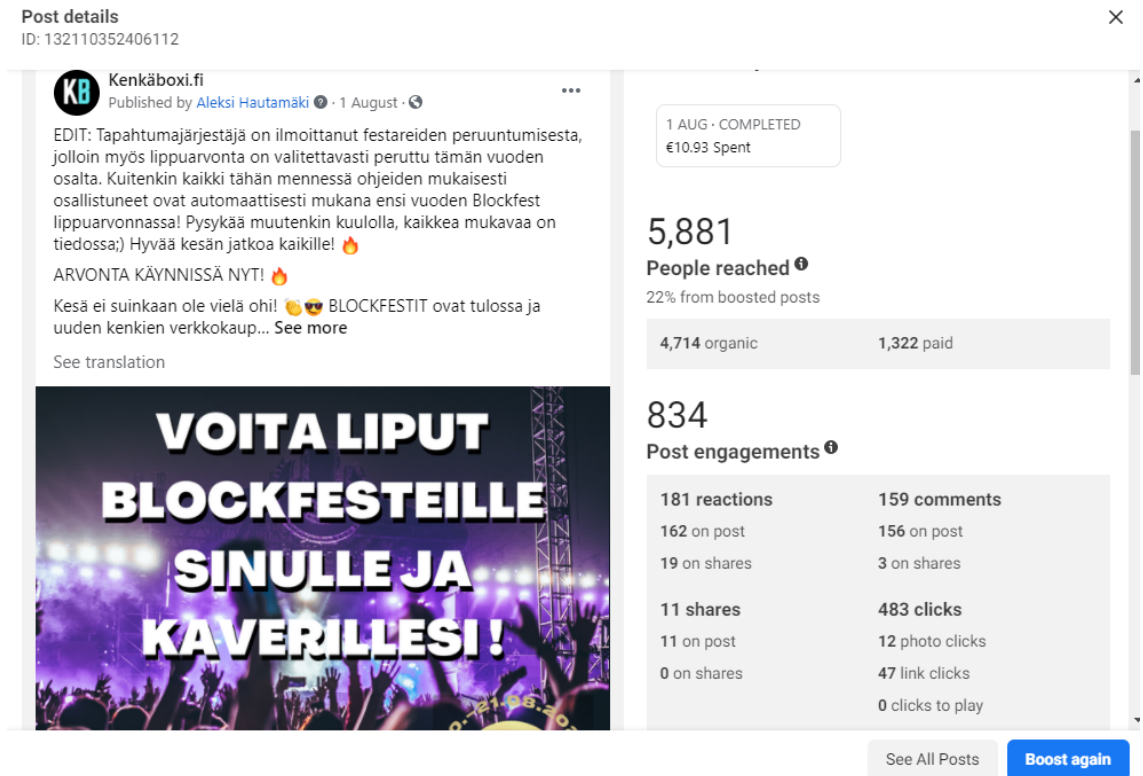
PICTURE 2. The structure of Facebook's ad campaign process.

After creating the marketing campaigns, companies can follow and analyze the ad campaign results on Facebook's ads manager (Picture 3). For example, there is information like the spent budget, the number of people reached with the ads, the number of link clicks, etc. Also, if the business is an online store, it can use an additional tool called "Facebook Pixel" that connects the online store to these marketing campaigns. Once the Facebook pixel is in use, there will be even more valuable information for the business, such as the number of sales made, the number of products added into a shopping cart, the costs per purchase, etc. By checking this data, the company can quickly analyze if the advertisement campaign is working or not. Anyhow, these ad campaigns should be running for at least three days so that Facebook's algorithm will start working correctly and efficiently.

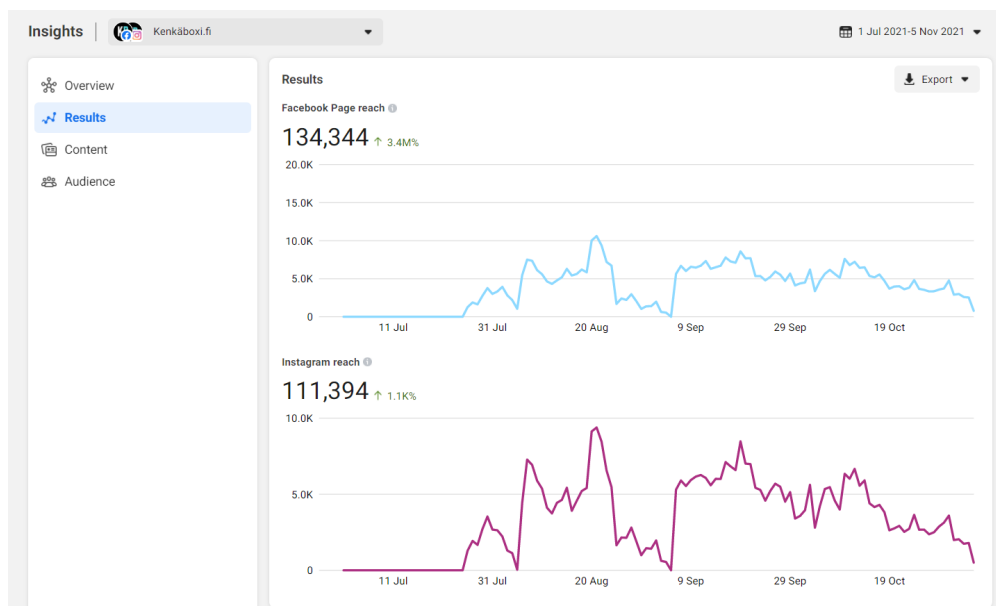
| Off/On | Campaign name | Using ad set budget | At set | Re | Reach | Impressions | Cost per result | Amount spent | € | Link clicks | Website purchases | CPC (cost per link click) | Content views | Website content views | Adds to cart | Website side to cart | Ad spend | Cost per add to cart | |
|-----------------------|---------------------------|---------------------|--------|----------|---------|-------------|-----------------------|--------------|-------------|-------------|-------------------|---------------------------|---------------|-----------------------|--------------|----------------------|----------|----------------------|---------|
| On | Uusi kampanja (Kon... | Using ad set budget | 7.. | 1,490 | 73,005 | 294,616 | €0.29 | €435.10 | 0. | 1,490 | 3 | €0.29 | 223 | 223 | 10 | 10 | 2 | €1.00 | |
| On | Uusi kokeilu syykä... | Using ad set budget | 7.. | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |
| On | Eka arvoonta | Using ad set budget | 7.. | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |
| On | Elokuun vika - kome... | Using ad set budget | 7.. | --- | 4,954 | 6,434 | --- | €0.78 | --- | 77 | --- | €0.53 | 10 | 10 | --- | --- | --- | --- | |
| On | Ensimmäinen oikea... | Using ad set budget | 7.. | --- | 15,680 | 23,051 | Multiple conversio... | €101.20 | 0. | 498 | --- | €0.20 | 159 | 159 | 5 | 5 | --- | €20.24 | |
| On | Eri mainokset canvas... | Using ad set budget | 7.. | 2 | 7,587 | 12,531 | €28.66 | €57.32 | 0. | 172 | --- | €0.33 | 37 | 37 | 2 | 2 | --- | €28.66 | |
| On | Halloween Kamppis... | €5.00 Daily | 7.. | 8 | 3,559 | 6,584 | €7.68 | €30.73 | 1 Euro 2021 | 43 | --- | €0.71 | 8 | 8 | --- | --- | --- | --- | |
| On | Kenkäboxi.fi - Link... | €5.00 Daily | 7.. | 120 | 8,259 | 10,266 | €0.13 | €15.31 | 0. | 120 | --- | €0.13 | --- | --- | --- | --- | --- | --- | |
| On | Kenkäboxi.fi - Link... | €5.00 Daily | 7.. | 27 | 3,026 | 3,368 | €0.42 | €11.65 | 0. | 27 | --- | €0.43 | --- | --- | --- | --- | --- | --- | |
| On | Retargeting niille ket... | Using ad set budget | 7.. | --- | 289 | 1,297 | --- | €20.01 | 0. | 12 | --- | €1.67 | 5 | 5 | 1 | 1 | --- | €20.01 | |
| On | Syöky kampanja ja us... | Using ad set budget | 7.. | --- | 1,439 | 1,547 | --- | €6.92 | 0. | 13 | --- | €0.90 | --- | --- | --- | --- | --- | --- | |
| On | Syöky kampanja ja us... | Using ad set budget | 7.. | --- | 34,024 | 87,104 | --- | €399.33 | 0. | 345 | --- | €1.16 | 26 | 26 | --- | --- | --- | --- | |
| On | Tastataan kääntä... | €10.00 Daily | 7.. | 388 | 24,831 | 35,059 | €0.12 | €44.90 | 0. | 388 | --- | €0.12 | 39 | 39 | 1 | 1 | 1 | €44.90 | |
| On | kolmas kampanja si... | Using ad set budget | 7.. | --- | 26,455 | 42,125 | --- | €78.41 | 0. | 592 | --- | €0.13 | 312 | 312 | 1 | 1 | --- | €78.41 | |
| Results from 14 camps | | | M.. | Multiple | 132,686 | 523,982 | Multiple conversions | €1,241.26 | Total Spent | 3,777 | Total | €0.33 | Total | Total | Total | Total | Total | Total | Per Act |

PICTURE 3. Facebook Ads Manager showing Kenkäboxi.fi's active and non-active paid marketing campaigns. On the right side of the campaign tab, there are the ad sets and the ads themselves.

Some other possibilities on Facebook and Instagram are to host contests and raffles. Usually, these do not require any paid advertising. Once people start to like, comment, and share the post, the Facebook algorithm finds this post valuable, and it will start promoting it organically. These will often lead to many new possible customers who begin to follow the company on these platforms and might take other actions. Anyhow, these people who enter a raffle or a contest are often only after the prize and are not genuinely interested in the company's products or services. For example, Kenkäboxi.fi had an active raffle campaign in August 2021. The award was tickets to the Blockfest hip-hop festival. The campaign (Picture 4) generated about 50 new Instagram followers and reached 5881 people. There was a total of 834 post engagements, including 159 comments. 22% of these engagements came from paid advertising, and 78% were organic. The total amount spent was 10.93 Euros. Compared to traditional paid advertising on Facebook, the cost per engagement was much cheaper. Anyhow, the price of the festival tickets was 130 Euros in total. Unfortunately, this festival got canceled at the last minute.



PICTURE 4. The engagement results of Kenkäboxi.fi's post about the raffle.



PICTURE 5. The total number of people reached on Facebook and Instagram by all the Kenkäboxi. fi's active advertisement campaigns so far.

3.2.2 Snapchat

Snapchat is a mobile application that allows its users to interact with each other through messages, videos, live videos, pictures, and calls. Snapchat was initially developed for private person-to-person communication. Still, now it allows to have group chats with friends and to post daily videos called “stories” for everyone to see. One of the main differences on Snapchat is that once a person opens a new message on the chat, this message will be deleted immediately after seeing it. Nowadays, some pictures and stories can be saved on Snapchat’s cloud service, but these private conversations can not be held. (Tillman, 2021)

On Snapchat, the daily stories have a similar function as Instagram, and Facebook stories have. The user of Snapchat can view multiple other people’s stories one after another. That gives the marketer the possibility to take part in Snapchat, just like the case company is doing on Instagram marketing. Snapchat ads can be created on Snapchat’s ads manager which is very similar to Facebook ads manager.

An essential detail of Snapchat for the case company is its users, primarily young people aged 13 to 24 years old. In the U.S., 59% of people using the internet in this age group are using Snapchat. As discussed before, this age group is called Generation Z. (Tillman, 2021). Anyhow, Kenkäboxi.fi have not yet tried Snapchat as a digital marketing channel. However, big companies like Coca-Cola, Ralph Lauren, and Nestle Coffee have shown that it can be worthwhile. For example, Ralph Lauren ran an advertisement campaign in France from 21 November to 31 December 2019. The results were excellent; the brand witnessed a 19% lift in sales on its website and +7.3 points boost in ad awareness. (ClickInsights, 2020.)

3.2.3 TikTok

Tik Tok is a social media platform developed by the Chinese company ByteDance. Tik Tok was launched in 2016, and it quickly became highly famous worldwide. On Tik Tok, the users can create, share and discover short videos. These videos often include music and dancing. The algorithm of Tik Tok is genius; it recognizes every detail of the viewer’s engagement and quickly lifts the

footage to the featured category, which again shows it to a broader audience than just the user's followers. (Iqbal, 2021)

The demographics of Tik Tok users are not a surprise. Once again, Generation Z is the leading group of users on the platform. Even though 28% of its users are still under 18 years old, 35% are 19-29 years old. (Mansoor Iqbal, 2021.) That matches quite well with Kenkäboxi.fi's target audience, which is why it already has an active Tik Tok account with two organic videos. These videos have in total of 1386 views.

Five months ago, when the author researched the advertisement possibilities of Tik Tok, paid promotions were not possible for Finnish companies aside from the small test group. However, according to Yliluoma (Yliluoma, 2021), these advertising possibilities are now available for all Finnish companies.

3.2.4 Influencer marketing

Like the social proof theory showed us in chapter 2.4.1, people tend to copy other people's actions when they are uncertain of the current situation and how to behave when there is no time to think. Also, the target audience of Kenkäboxi.fi, Generation Z is very easily triggered to take specific actions by their peer's opinions and behavior. Therefore, it is not surprising that influencer marketing is very effective among people on social media.

For decades, there have been tv and radio commercials where a famous person promotes some products or services. Nowadays, this marketing model has found its way to social media. On these platforms, the influencers have various ways to promote businesses. 67.9% of U.S. marketers are using some type of influencer marketing this year in 2021. Influencer marketing is booming because they expect the percentage to grow up to 72.5% in 2022. As another essential fact, 14% of 18-24 years old bought something because an influencer was recommending it to them. The primary platform for influencer marketing for U.S. marketers is Instagram. More than 90% of them are stating that Instagram is their preferred channel for influencers. Anyhow, the popularity of Tik Tok influencer marketing is growing. In December 2019, only 16% of them preferred Tik Tok, but now in

March of this year, 2021, up to 68% of them were already choosing Tik Tok as one of the main channels. (Newberry, 2021.)

In the research part of this thesis, the author will try to determine how easily these influencers are willing to co-operate with a company and what kind of incentives they expect as a return. This might be a crucial step for Kenkäboxi.fi's future, but the question is, for what price?

3.2.5 E-mail marketing

E-mails completely changed the traditional style of marketers and businesses used to communicate. Before e-mails, the local FedEx transported letters, flyers, other advertisements, and different catalogs around the cities between these companies and people. Thanks to digitalization, this was no longer necessary after 1971, when the first -mail was sent. Anyhow, after the internet (as we know it today) was born in 1991, everyone who had an internet connection and computer could send e-mails and not only the students and companies anymore. (Church, 2019.)

Nowadays, e-mails give businesses great opportunities to market themselves to their potential customers. For businesses, e-mails can generate more traffic to websites or shops and generate revenue. Also, it is essential to understand that e-mails are not always for the sake of immediate purchases. Instead, e-mails build brand awareness and make sure that this particular company stays on the top of people's minds once the time comes to purchase something. (Kolowich, 2021.)

Companies can use e-mails effectively in many different ways. For example, some companies prefer to send one newsletter per week or a month to inform their potential customers about their new products, events, discounts, etc. Some others are using carefully planned, automated e-mail campaigns. These e-mails can be done manually, but companies often use additional digital tools to automate these campaigns, making them easier to implement in their long-term marketing. When planning these e-mail campaigns, it is essential to understand the

main guidelines of e-mail marketing before execution. As some of the most critical factors, it is important to consider;

1. What is the main goal for these campaigns?
2. Who is the target audience?
3. What kind of different e-mails are on the timeline that together helps to reach the main goal?
4. What would be the most eye and mind-catching subjects for these e-mails so that the potential customers will not ignore those among the other ones?
5. What kind of call-to-action buttons can be placed in these e-mails?
6. Is it possible to personalize the e-mails? (Kolowich, 2021).

Aside from these, it is important to test these e-mails before broader distribution and to follow up and analyze the results. For legal aspects, companies are not allowed to gather random people's e-mails and send these e-mails. Instead, people have to allow them to do that. For example, on the home page of Kenkäboxi.fi's online store, customers can find a section where they can order the newsletter. By filling in their e-mail addresses, they are permitting Kenkäboxi.fi to start e-mailing them.

Currently, Kenkäboxi.fi uses an e-mail tool called "Klaviyo" for its e-mail marketing, but it has not been very effective. So that is something to be considered from now on. Also, the list of e-mail addresses is growing slowly, so there have not been so many customers to reach with these e-mails so far.

3.2.6 Search engine optimization (SEO)

Search engines like Google, Yahoo, and Bing help people find information about anything they want to know. Although, that might be unnecessary to state because 98% of all internet users worldwide are using search engines at least once a month. (Hardwick, 2020.) The most popular and used search engine is Google's search engine, and in this part, we will mainly consider Google's SEO and SEM possibilities.

Search engines have one common main goal; to show the most relevant and best content for their users. Like Facebook's advertisement campaigns, these search engine results are all based on different algorithms. All websites, online stores, blogs, and even video creators can plan their own search engine optimization. For example, suppose the wedding service company (as in the previous example in chapter 3.2.1) has optimized their website correctly; people searching for wedding services can find them from the first page of Google's search results. Anyhow, this is a considerably complicated process, and at the same time, Google is continuously updating its algorithm, making it even more difficult.

It would be a whole other process to state all the factors of how Google and the other search engines rank all the content, but as a few examples, firstly, Google ranks web pages, not the websites. So, on every website page, the company can have different keywords and topics about their products or services individually. The whole process starts when the algorithm first finds the new website. That happens by "crawling" the already existing websites, from where Google finds links to the ones that it has not seen before. Secondly, mobile-friendliness is the key. 63% of Google searches are coming from mobile devices. Thirdly, page speed is essential. Google does not want to rank sites that have low downloading speed and usability. Some other factors that matters are; keywords, content type, backlinks (links from other websites that Google values to your own website), and authority. Authority means that if a particular site with a massively good ranking on Google mentions your website, Google takes it more seriously. (Hardwick, 2020).

For businesses, everything about SEO might be very confusing. That is why they often hire experts from that field or use additional digital tools that are helping them with their search engine optimization. Kenkäboxi.fi's online store has been created its search engine optimization "in mind", but it has not gotten too much attention. That is mainly because the company is retailing un-branded shoes with a very limited number of models. The author knew that SEO is very time-consuming (or expensive) to implement correctly. It is challenging to compete with the larger retailers like Zalando, Intersport, Stadium, etc., on Google's results. Also, Kenkäboxi.fi's potential customers will not try to find these models by name, so it was clear that the SEO will be done later when the business is growing.

3.2.7 Search Engine Marketing (SEM)

Another possibility on search engines for businesses is search engine marketing. Where search engine optimization might be too time-consuming, search engine marketing allows them to climb up on the top of Google's (or other search engine's) result page. These two terms are very close to each other, but the meaning is still different. Where SEO is organically giving results based on the value of different content, SEM is for paid marketing.

SEM costs are based on the keywords and audiences that the marketer is using. For example, when searching "men's shoes," the keyword is men's shoes. Some examples could be a longer sentence such as "Men's sneakers Tampere" (the product and the location.) SEM campaigns are based on the bidding system. Advertisers place bids on specific keywords and audiences. Whoever bids the most gets ranked the highest on the result page. To compete with bigger companies and their advertisement budget, most search engines also rank the quality of the advertisements to give the smaller companies a possibility to take part. After creating an SEM campaign, the marketer pays for the clicks (cost per click / CPC). Kenkäboxi.fi have not had any kind of SEM in use so far.

Google

miesten kengät

All Images Maps Shopping Videos More Tools

About 7 730 000 results (0,83 seconds)

Ad · <https://www.zalando.fi/>

Miesten kengät | Zalando – kenkäkauppa netissä
Poimi laadukkaat lookit toimistoon ja tanssilattialle, täydellinen tyyli aamusta iltaan. 100...

| | |
|--|--|
| <p>Miesten muoti & kengät Shoppaile uusinta miesten muotia ja kenkiä.</p> | <p>Uutta Zalandolla Löydä uudet suosikkisi. Selaa uusimpia tuotteita.</p> |
| <p>Alennetut tuotteet Shoppaile parhaat diilit nyt ja säästä suosikkimerkeistäsi.</p> | <p>Designermuotia Ota oman elämäsi catwalk haltuun ja löydä ajattomat suosikkisi.</p> |

<https://www.zalando.fi/miehet-kengat> · [Translate this page](#)

Miesten kengät | Zalando – kenkäkauppa netissä
Ajattelit ehkä asustaa kenkien mukaan. Jopa aurinkolaseissa on kenkiin sopivia kuoseja!
Miesten kengät löytävät parinsa myös laukuista. Asenna vaikkapa ...
[Miesten kävelykengät](#) · [Miesten nauhalliset kengät](#) · [Nike Miesten kengät](#)

<https://www.intersport.fi/miesten-ke...> · [Translate this page](#)

Miesten kengät parhailta merkeiltä | Intersport
Tutustu laajaan valikoimaamme mm. Nike, adidas, Merrell, Halti, Björn Borg, Converse ja Vans. Tilaa helposti netistä ✓ Ilmainen palautus ja nopea toimitus.
★★★★★ Rating: 4,5 · 1,008 votes
[Miesten kävelykengät](#) · [Miesten vapaa-ajan kengät](#) · [Miesten ulkoilukengät](#)

<https://www.stadiumoutlet.fi/miehet> · [Translate this page](#)

Miesten kengät - Stadium Outlet
Täältä löydät valikoimamme kaikki edulliset miesten kengät. Tänne on koottu valikoimamme kaikki edulliset miesten tennarit, juoksukengät, jalkapallokengät, ...

<https://www.budgetsport.fi/kengat> · [Translate this page](#)

Miesten kengät | Budget Sport
Katsasta Budget Sportin valikoiman suositut huippumerkit, kuten Salomon, Nike, Puma, Adidas ja New Balance, sekä tilaa parhaat miesten kengät ...

<https://www.xd.fi/Kengät> · [Translate this page](#)

Miesten kengät laajasta valikoimasta | XXL
Tilaa miesten kengät XXL-verkkokaupan laajasta valikoimasta tunnetuilta merkeiltä, kuten Nike ja Adidas. Tutustu valikoimaamme ja löydät niin uudet tulokkaset

PICTURE 6. A list of Google’s paid and organic search results about “Men’s shoes.”

3.2.8 E-Commerce & Online store as a digital marketing tool

“Your website is your best marketing tool.” (Santo, 2020). Term website marketing is a strategic promotion to drive new traffic to the website. More traffic coming to the website means more opportunities. For many businesses, the main goal is to rank highly on search engine search results. However, these websites and online stores require much more to engage the potential customer to make the desired action. (Santo, 2020).

When thinking over the sales funnel of Kenkäboxi.fi, it is clear that it is trying to lead the potential customers from the advertisements to its online store. Once the potential customers have clicked the ad, they will end up either on the site's front page or on the product page. Even though they might be excited about the product at this point, it is crucial to prove to them that the seller company and the website are;

- **Trustworthy.** Even though it might be difficult for a start-up company that has no reputation, it is essential to show that this online store is not a scam or unreliable in any way. For example, if the site has some typos, poor quality product pictures, weird pop-up windows, or unclear payment terms and providers, these consumers most likely will not take the risk of losing their money. Instead, the website should have a brand story and its mission and vision clearly visible for the customers to start trusting the company.
- **Clear and responsive.** The website has to answer the customer's most common questions like; the materials used in the products, size charts, delivery & return terms, times, costs, and it has to be fast and responsive to the customer's actions. Also, the call-to-action buttons such as “buy now,” “order now,” and “add to basket” – are crucial to be visible in the right places to engage the potential customer to purchase the products.

Aside from the previously mentioned factors and aspects, it is important to pay attention to the site's SEO, mobile-friendliness, to give the customer the opportunity to order e-mail newsletters, to create high-value content such as good quality product and brand photos, videos, and blogs, and to sync the site to the company's social media platforms and even to use influencers on this website to promote the brand in a form of a video, blog text or a picture. (Santo, 2020)

In chapter 3.2.5. we discussed about e-mail marketing, and there in this part there is a few additional things where e-mail marketing and the online store are syncing together. When a customer is adding some products to the basket in online store and filling up their information for the purchase, but at the last minute they decide that they will not make the purchase, there is a possibility for the companies to send automated e-mail reminders for them about their abandoned cart. More than 70% of the shoppers worldwide are abandoning their cart at checkout sometimes (Pienaar, n.d.), and this is why Kenkäboxi.fi is using this additional tool to remind its customers about it.

4 THE DATA COLLECTION & ANALYSIS

This chapter includes the research objectives and the structure of the research. Also, the data collection methods are introduced and explained. Afterward, the results of the primary data collections are presented as well. Theories about social proof and influencer marketing will be used as supportive guidelines for the analysis.

4.1 Research objectives

Due to the company's nature of being a one-person business with a limited budget for marketing, it is essential to research and analyze the current situation from the launch of the online store until this present moment. Therefore, the first main objective for the primary data collection is to ensure that the current sales funnel from the advertisements to the customer's final purchase is working perfectly without any issues.

As the topic of this thesis is a digital marketing plan and implementation for an active start-up e-commerce business, it has been essential for the author, the entrepreneur of this company, to research the most common digital marketing channels and tools. Due to this fact, the author is gaining knowledge about these possibilities during this thesis and has decided to research more information about influencer marketing. This objective is supported by the social proof theory and the consumer behavior of Generation Z.

Therefore, the second objective for the primary data collection is to find out if Kenkäboxi.fi should start using influencers in its digital marketing in the future.

4.2 Designing and implementing the research

After the objectives of these two primary data collections were clear, the research had to be planned carefully to ensure the best possible results for Kenkäboxi.fi's digital marketing plan. As the first primary research question for the company was *"How is the current sales funnel of Kenkäboxi.fi performing?"* the best possible method is to interview its current customers. Because there is a limited amount

of already existing customers of Kenkäboxi.fi, it was clear that the primary research method was qualitative research. Therefore, theories like the previously introduced “The expectancy-disconfirmation Paradigm -theory (EDP)” were gathered to support this first research question. Also, with the help of secondary data, the interview questions were then formed.

This interview was implemented in the form of SMS messages. The author created the questions based on the desired results and sent them to the existing customers. The results from these interviews were grouped and analyzed based on the negative and positive feedback.

The second primary research question was, *“Which digital marketing channels and tools will the company implement next? Why?”* – to achieve the best results, it was essential for the author to research the most common digital marketing channels and tools in chapter 3. This research raised the sub-question for this second primary question; *“Would there be interest among the social media influencers to promote Kenkäboxi.fi, and if yes, for what price?”* Therefore, the author decided to implement the second interview for possible influencer candidates. This proposal/interview was implemented via direct messages on Instagram from Kenkäboxi.fi’s account. The planning phase of the questions for the proposal was supported by the social proof theory and the consumer behavior of Generation Z. The interview questions for both of these researches can be found in the appendices of this thesis.

4.3 The customers of Kenkäboxi.fi

As Brewis (Brewis, n.d.) stated, Generation Z expects a smooth and fast experience in their online purchasing process. Therefore, the main objective for the first research was to ensure that the current sales funnel perfectly functioning and has no issues that could affect the purchase decisions of the potential customers. With the first interview with the already existing customer's of Kenkäboxi.fi, the author also wanted to know if there are other channels that the customers found this company from instead of the paid advertisements on Facebook and Instagram, which are the expected inbound channels for new customers.

Their interview had questions related to every essential step of the sales funnel. The questions were in the same order as the sales funnel works; the advertisements and organic marketing, the online store and its functionality, payments and customer service, deliveries of the products, and customer satisfaction. These results were compared and analyzed with Generation Z and their expectations in mind. Also, the expectancy-disconfirmation paradigm -theory (EDP) was considered when receiving feedback from the customer's overall satisfaction. The results of this interview were divided into previously mentioned categories based on the different steps of the sales funnel.

4.3.1 Advertisements & Organic marketing

The questions about the advertisements and organic marketing mainly received positive answers. The immediate information about the product discounts and the product pictures themselves in paid advertisements got positive feedback from the interviewees. The repetitiveness of the advertisements got interesting results; 75% of the interviewees that bought the products via paid advertisements said that they saw Kenkäboxi.fi advertisements more than once before they made the final purchase decisions. That means that only 25% of the customers bought the products by seeing the ad once. One customer found Kenkäboxi.fi's products from Google, and two customers heard about those from their friend. Two others were following Kenkäboxi's Instagram and saw the latest model pictures there and decided to buy those. Some customers did not reply to these question's but

based on the data from the Facebook business manager, and the rest found their way to the online store from the paid advertisements on Facebook and Instagram.

4.3.2 Online store and its functionality

The questions about the online store's functionality received fascinating answers. The answers clarified that the online store was functioning well, leaving zero percent of the interviewees unsatisfied. One customer embraced a video running on the front page of the online store from July until the end of October. In a total of eight customers embraced the site's speed. Anyhow, the online store did get some negative feedback that had to be fixed. The constructive feedback was the following;

- Two interviewees said that they would have wanted to find a size chart from the product page. Anyhow, both of them found the written suggestions about the sizes and ordered the correct sizes for them.
- Three customers said that there should be more product pictures. Currently, there are two to five product pictures.

4.3.3 Payments, product delivery, and customer service

Six customers praised the payment provider (Paytrail) for being fast and reliable. Paytrail is a familiar payment provider in online shopping for people in Finland. All customers were satisfied with the delivery. Kenkäboxi.fi is sending the orders the next day, and the deliveries have taken one to three days to arrive at the customer. At the beginning of this thesis, we discussed the drop-shipping model as one initial option for Kenkäboxi.fi, but this clearly states that fast and reliable deliveries are essential for Generation Z's satisfaction. Also, not a single customer complained about the customer service. Kenkäboxi.fi has a chat function on its online store, and it has emphasized its e-mail service for the customers all around the site's pages and on other channels.

4.3.4 Customer satisfaction with the products

In 2020, consumers returned 10% of the products that they bought online. (Dopson, 2021.) Kenkäboxi.fi's current percentage is precisely the same 10% so far. Based on the customer's feedback on these returns, they have said that either the size was wrong or that the shoe did not fit correctly in other ways on their feet. This percentage clearly shows that the size suggestions and general product description meet all the requirements.

Every customer who did not return the products and answered these interview questions was happy about the products. There were zero complaints now once Kenkäboxi.fi got in touch with the customers voluntarily after their purchase.

4.4 Influencer marketing for Kenkäboxi.fi

In 2020, up to 80% of the brands considered Instagram as the main channel for influencer marketing. Even though the percentage has now dropped to 67% so far in 2021, it is clear that most brands still think Instagram to be the leading platform for that. The platform where this percentage is increasing is Tik Tok. Anyhow, because Instagram is still the main channel, Kenkäboxi.fi positioned its influencer proposals for the influencers on that platform.

The main objective for this second research was to find out what kind of persons would be interested in co-operation with Kenkäboxi.fi, and for what price? That means that the author had to find out what kind of personalities would be interested in that, with how many followers on that platform, and what they want as return from Kenkäboxi.fi.

At first, the proposal did not include any suggestions about the incentives these possible influencers would get. The author wanted these persons to suggest something first. At this point, the author decided to propose people who had more than 5000 followers were men's and were somehow "noticeable," for example, or even had some experience already from influencer marketing or were already famous in Finland. The author also proposed one Finnish rap artist with 25 000 followers on Instagram and is very popular in Finland's music scene.

After seven sent proposals, the situation was clear. With the budget and the products that Kenkäboxi.fi has, these persons were unwilling to co-operate. There were many negative (but polite) answers, and the main issue was the money. These people wanted to have 50-250 Euros per post that they would post on their social media. Two of them also said that Kenkäboxi.fi as an online store/brand is “not for them.” Based on these answers, the author decided to try something else.

The second form of the proposal was modified to suit the new target group better, which were still men, but this time men's that has 1000 to 5000 followers. They still had to show some signs that they had been, or that they could be considered as an influencer. These factors were, for example, the persons who had just started their career as an artist, photographer, entrepreneur, or as influencer, etc., in Finland. The questions were modified to be more informative about influencer marketing and what Kenkäboxi.fi would give them in return for their favor. Kenkäboxi.fi promised a -20% discount coupons to share for their followers, plus some money per order that would come via their discount coupon. As an extra incentive, Kenkäboxi.fi promised these persons a new pair of shoes, once they would get five persons to order shoes from Kenkäboxi.fi online store.

The results were satisfying. As it is essential to realize that this particular research and proposal was only a pilot project, and the author will propose much more people in the future, from 25 people, 8 were interested about it, and so far in total of 4 people have now started their influencer marketing for Kenkäboxi.fi on Instagram.

5 THE DIGITAL MARKETING PLAN

This chapter provides the digital marketing plan for Kenkäboxi.fi. The plan includes the current situation analysis, the marketing analysis supported by SWOT analysis, and an action plan for Kenkäboxi's marketing.

5.1 Current situation analysis

Kenkäboxi.fi is importing men's sneakers from China and retailing them here in Finland through its online store www.kenkaboxi.fi. Most of their sales have come via paid marketing on Facebook and Instagram. However, due to its lack of sales, the marketing budget is getting smaller. That required the author to research other possibilities in digital marketing that could be done with lower costs, or even for free but would still give Kenkäboxi.fi more customers.

Kenkäboxi's target audience is 18 to 26 years old men, also called Generation Z. As we have learned during this thesis process, this generation is embracing fast and smooth online experiences with their smartphones and gadgets. Also, they prefer video content on all of the booming social media channels and value their peer's opinions more than ever before. (Brewis, n.d.).

5.1.1 SWOT analysis

Before the actual digital marketing plan for Kenkäboxi.fi, it is essential to understand Kenkäboxi.fi's strengths, weaknesses, opportunities, and threats.

SWOT analysis is a tool that helps companies to understand and analyze these factors. This analysis includes perspectives from inside the company, as well as the outside perspectives of its capabilities. The purpose of the SWOT in this thesis, right before the action plan, is to support the research about new possibilities in digital marketing so far.

Strengths

As some of the biggest strengths of Kenkäboxi.fi is undoubtedly the uniqueness of its products in Finland, the short delivery times, excellent customer support, and its capability to target its marketing to the right audience. Furthermore, based on the customer's feedback, it is also clear that the quality of the products has mostly been fulfilling the customer's expectations.

Weaknesses

The product variety in the shoe collections and the size variety with some of the shoe models could be larger. However, the lack of shoe sizes has sometimes caused customers not to buy the products. Anyhow, it is impossible to invest in all the sizes before it is clear that the whole model will even be a successful investment. Therefore, the biggest weakness of Kenkäboxi.fi at the moment is its lack of sales and marketing budget due to poorly performing marketing campaigns.

Opportunities

As mentioned at the beginning of this thesis, it is clear that the possibilities of e-commerce are almost unlimited. As long as the products, the marketing, and the supportive functions are working, the business could become very successful. So far, Kenkäboxi.fi did not succeed in this, but that is why it has to try new methods and channels in its digital marketing.

Threats

As stated, the main threat for Kenkäboxi.fi is the marketing budget and the company's total capital. The company has spent too much money on its marketing that hasn't been successful. So far, no competitor would be a direct threat. Still, to compete with foreign companies, Kenkäboxi.fi has to broaden its brand recognition and sell more products in a decided marketing budget.

5.2 Digital marketing plan for Kenkäboxi.fi

This action plan is the result of the whole thesis process. It will answer the primary research questions and current problems that Kenkäboxi.fi have. This digital marketing plan summarizes the primary and secondary research of this thesis, such as the interviews, the research about the most common B2C digital marketing tools and channels, and the business proposals. Also, all the theories gave massive support for the author to come up with the best solutions. Together these researches and theories gave the author valuable information to be analyzed. From these elements, the author was ready to build up the digital marketing plan for Kenkäboxi.fi's future in this e-commerce business. This plan explains the digital marketing tools and channels that will be implemented next by Kenkäboxi.fi.

5.2.1 Facebook & Instagram

These platforms have been the main channel for Kenkäboxi.fi's digital marketing and sales foundation so far. Anyhow, Kenkäboxi.fi can not afford to continue with the same budget as long as there will be more sales per the spent budget. But since it would be too risky to stop all the paid advertisements on these channels, Kenkäboxi.fi will divide the current budget into smaller pieces and continue these advertisements with 25% of the budget from now on.

Aside of this, Kenkäboxi.fi will create more video content for these channels that will be more suitable for Generation Z. Also, the product pictures are not suitable for Instagram reels, so for that reason, the video content is essential to maximize the potential reach with the lower budget in the future.

Aside from paid marketing, Kenkäboxi.fi will continue posting organic content for its followers on Instagram. It has been doing that, but the marketing repetitiveness will be taken more seriously in the future, and these posts will be posted weekly instead of monthly like so far.

5.2.2 Snapchat

Since Kenkäboxi.fi has not tried Snapchat yet in its digital marketing, it will now create an account and start to advertise its products there. The previously mentioned video content will be the main media since Snapchat is a platform for video content and not, for example, sharing pictures like on Instagram. Kenkäboxi.fi will start this advertising with 25% of the budget that was taken from its Facebook & Instagram marketing. These advertisement results will be compared to Facebook & Instagram marketing and the others after a pilot phase.

5.2.3 Tik Tok

Since Kenkäboxi.fi has already proven that its organic video content was successful on Tik Tok by gaining 1386 views with only two videos on its account, it will continue posting these videos more constantly. Since Tik Tok is now allowing Finnish companies to promote themselves there, Kenkäboxi.fi will also start its advertising there. The remaining 25% of the budget will be spent on these advertisements, and all the paid advertisements will be compared after a trial period and decided which ones will be the best for Kenkäboxi.fi. After finding out which channels are the lowest performing, Kenkäboxi.fi will lower the budget on those channels, unless the performance has risen so much that it will be able to keep the same budget on these better channels.

5.2.4 E-mail marketing

Kenkäboxi.fi has already been using a third-party application/tool called Klaviyo for its e-mail marketing. Anyhow, it has not sent newsletters often enough for its customers. So from now on, It will send weekly newsletters about its new products, discounts, other campaigns, and general information about the company and its changes.

Also, the author found out that even though it is using Klaviyo for reminding its customers about their abandoned shopping carts, not a single one of these customers came back after that particular e-mail. Therefore, this e-mail reminder

needs to be checked and modified to deliver the reminder as a more tempting one for its customers.

5.2.5 SEO & SEM

Even though Kenkäboxi.fi does not believe its chances to rank highly on organic search engine results (SEO), it will try to upgrade its current SEO in the near future. That is because Kenkäboxi.fi will also spend the remaining 25% of the marketing budget on its search engine marketing (SEM). SEO is the foundation for creating and retaining the traffic that SEM has generated. Especially in the long term SEM, SEO plays a huge role by supporting the SEM, and together they can give a quick growth and long-term success for Kenkäboxi.fi. (Weisbach, 2018).

The author also found out that Kenkäboxi.fi does not have a business page on Google's search results (Picture 7). That is free to make and will provide potential customers more information about Kenkäboxi.fi as a company. Also, it is possible to get rankings from one to five start from anyone who might want to rank Kenkäboxi.fi. Multiple good rankings might help the potential customer trust Kenkäboxi.fi as a legitimate company and the customer's purchase decision.

Google zalando X 🔊 🔍

All Images Maps News Shopping More Tools

About 54 400 000 results (0,55 seconds)

<https://www.zalando.fi> · Translate this page

Kenkiä & muotia netistä | ZALANDO - uutuuksia joka päivä

ILMAINEN TOIMITUS & PALAUTUS | Zalando tarjoaa yli 1500 eri merkin vaatteita, kenkiä & asusteita naisten, miesten ja lasten mallistoissa | Uusia tuotteita ...

You've visited this page many times. Last visit: 10/30/21

Results from zalando.fi 🔍

| | |
|---|--|
| <p>Naiset</p> <p>Ale Naiset - Naisten vaatteet - Naisten mekot - Naisten kengät</p> | <p>Naisten kengät</p> <p>Tilaa naisten kengät helposti netistä Kaikki Suomen ...</p> |
| <p>Miehet</p> <p>Miesten vaatteet - Miesten kengät - Miesten housut - Miesten farkut</p> | <p>Naisten vaatteet</p> <p>Naisten vaatteet Zalandalta Parhaat pohjoismaiset merkit ...</p> |
| <p>Lapset</p> <p>Tilaa lasten vaatteet, kengät & asusteet helposti netistä ...</p> | <p>Vaatteet</p> <p>Tilaa vaatteet Zalandalta 100 päivän palautus oikeus Kaikki ...</p> |

<https://www.zalando.com>

Zalando - Shoes and Fashion Online

Zalando | Buy shoes online: Shoes from top brands.

<https://www.zalando-lounge.fi> · Translate this page

Zalando Lounge | Muodin & lifestyle'n shoppailuklubi

Zalando Lounge tarjoaa päivittäin jopa 75% alennuksia parhaista muoti- ja lifestyle-brändeistä | Liity ilmaiseksi ✓ Yli 2 500 brändiä ✓ Maksuton palautus.

<https://www.zalando-lounge.com>

Zalando Lounge


Welcome to Zalando Lounge ... Please visit the country where you want to shop and have your deals delivered. www ...

You've visited this page 2 times. Last visit: 2/24/21

<https://www.instagram.com> > zalando

Zalando (@zalando) • Instagram photos and videos

1.3m Followers, 1757 Following, 6121 Posts - See Instagram photos and videos from Zalando (@zalando)

Zalando 

Company

[zalando.com](https://www.zalando.com)

Zalando SE is a German multi national E-commerce company based in Berlin, Germany. The headquarters are located in Berlin and it also has offices in Dublin, Ireland and Helsinki, Finland. The company follows a platform approach, offering fashion and lifestyle products to customers in 23 European markets. [Wikipedia](#)

Customer service: 09 42451000

Stock price: ZAL (ETR) €81.54 +0,96 (+1,19 %) 17 Nov, 11.08 CET - Disclaimer

Revenue: 8 billion EUR (2020)

Founded: 2008, Germany

Headquarters: Berlin, Germany





Subsidiaries: metrigo GmbH, Connected Retail GmbH, MORE

Founders: David Schneider, Robert Gentz





Executives: Astrid Arndt, David Schröder, Jim Freeman, Robert Gentz, David Schneider

Disclaimer

Profiles

 [Instagram](#)  [Facebook](#)  [LinkedIn](#)  [Twitter](#)

People also search for View 5+ more

 [About You](#)  [H&M](#)  [OTTO GmbH](#)  [Sarenza](#)

PICTURE 7. Zalando's business page example on Google's organic search engine results.

5.2.6 Online store

When interviewing the current customers of Kenkäboxi.fi, some issues appeared. For example, the online store did not have enough product photos on some products, and the size charts were missing. The author has already started to fix these issues, and for example, every model has its individual size chart now available for the customers. More product photos will be taken, and the author is also considering videos where the particular shoe model could be moving 360°, or another option is to have short videos where a model is walking with the shoes.

Aside from these issues, the author is satisfied with the online store itself and will be mainly focusing on the product variety and a possible change of the business model where it would take shoes from famous brands into its online store and retail those instead of the un-branded shoes.

5.2.7 Influencer marketing

The future of influencer marketing is the most exciting possibility for the author at this point. It cannot be stated that it would be the most promising because there is no sales via influencer marketing yet, but based on the feedback from the research, the author has high hopes about that. Where eight people from 32 people were already interested in this co-operation, and four people already started promoting Kenkäboxi.fi, it is likely going to be profitable soon. The incentives offered to the influencers are still cost-effective. The best part of it is that Kenkäboxi.fi only has to pay something to them after the sales have been made and not before that like on Facebook & Instagram marketing.

The future will show more detailed information about this marketing method. Still, its possibilities are almost limitless, whereas Kenkäboxi.fi can continuously develop this marketing method by having more famous influencers on board while the company is growing and its brand is getting more recognition.

6 CONCLUSION

The objective of this thesis was to create a digital marketing plan for the author's own e-commerce business. From the beginning of the launch of Kenkäboxi.fi online store, it has had a specific daily marketing budget. However, due to the lack of the author's experience in digital marketing and entrepreneurship, that marketing budget was spent on digital marketing channels that did not convert enough sales so far during the first four months. Therefore, new digital marketing channels and tools had to be researched, analyzed, and implemented so that Kenkäboxi.fi would become profitable shortly and start growing up the business.

The vision was not to cut money from that specific marketing budget. Still, instead, to divide it between multiple different digital marketing channels that respond to the consumer behavior trends of Generation Z. Later, these channels will be analyzed. Then the author will get more data and knowledge about which one of these channels is best performing for Kenkäboxi.fi to promote its products and broaden its brand recognition among its target audience.

There were two main research questions: *"How is the current sales funnel of Kenkäboxi.fi performing?"* and *"Which digital marketing channels and tools will the company implement next? Why?"*. As a supportive factor, the author used different theories like the social proof theory, the expectancy-disconfirmation paradigm -theory (EDP), and the SWOT analysis to get answers to these questions. As a primary research method, the author interviewed its current customers to answer the first research question. Then, by the author's knowledge from the secondary research method about the most common digital marketing channels and tools, the second primary research method was to interview the possible candidates to Kenkäboxi.fi's influencer marketing. Aside from these, the author used a SWOT analysis to cover up the current situation in its digital marketing, and finally created the digital marketing plan for Kenkäboxi.fi in chapter 5.

In this case, where the author is also the entrepreneur of the case company, the knowledge that came during this thesis process was inevitably unspeakable valuable. Unfortunately, the author started this thesis process a little too late. Therefore, time management played a huge role in this process, while the author also

had to run the company's actual tasks and daily assignments simultaneously. Nevertheless, the author thought this thesis process was so important that it had to be done in the way that Kenkäboxi.fi would benefit the most of it. During the process, the author learned a lot in both academic and practical ways.

7 REFERENCES

- ClickInsights. (12. November 2020). *3 Consumer Goods Brands that Made Good Using Snapchat Ads*. Noudettu osoitteesta <https://www.clickinsights.asia/post/3-consumer-goods-brands-that-made-good-using-snapchat-ads>
- Brewis, D. (ei pvm). *What Generation Z expects from the online retail experience*. Noudettu osoitteesta <https://www.imrg.org/blog/generation-z-online-retail-expectations/>
- Business Standard. (30. July 2020). *Mark Zuckerberg bought Instagram as it was a 'threat' to Facebook*. Noudettu osoitteesta https://www.business-standard.com/article/international/mark-zuckerberg-bought-instagram-as-it-was-a-threat-to-facebook-120073000324_1.html
- Chai, W. (December 2020). *E-commerce*. Noudettu osoitteesta <https://searchcio.techtarget.com/definition/e-commerce>
- Church, C. (9. April 2019). *The history of email marketing*. Noudettu osoitteesta <https://www.brafton.com/blog/email-marketing/the-history-of-email-marketing/>
- Datareportal. (2021). *GLOBAL SOCIAL MEDIA STATS*. Noudettu osoitteesta <https://datareportal.com/social-media-users>
- Dopson, E. (25. August 2021). *The Plague of Ecommerce Return Rates and How to Maintain Profitability*. Noudettu osoitteesta <https://www.shopify.com/enterprise/ecommerce-returns>
- Fundera. (17. August 2021). *15 eBay Statistics for 2021*. Noudettu osoitteesta <https://www.fundera.com/resources/ebay-statistics>
- Geyser, W. (17. August 2021). *What is an Influencer? – Social Media Influencers Defined [Updated 2021]*. Noudettu osoitteesta <https://influencermarketinghub.com/what-is-an-influencer/>
- Hardwick, J. (16. November 2020). *What is SEO? Search Engine Optimization Explained*. Noudettu osoitteesta <https://ahrefs.com/blog/what-is-seo/>
- Innolytics. (ei pvm). *What is digitalization?* Noudettu osoitteesta <https://innolytics-innovation.com/what-is-digitalization/>
- Iqbal, M. (11. November 2021). *TikTok Revenue and Usage Statistics (2021)*. Noudettu osoitteesta <https://www.businessofapps.com/data/tik-tok-statistics/>

- Kasasa. (7. 6 2021). *Boomers, Gen X, Gen Y, Gen Z, and Gen A explained*.
 Noudettu osoitteesta
<https://www.kasasa.com/exchange/articles/generations/gen-x-gen-y-gen-z>
- Kolowich, L. (1. July 2021). *26 Examples of Brilliant Email Marketing Campaigns*.
 Noudettu osoitteesta <https://blog.hubspot.com/marketing/email-marketing-examples-list>
- Marrs, M. (25. September 2020). *7 ways to use Facebook for marketing*.
 Noudettu osoitteesta
<https://www.wordstream.com/blog/ws/2013/04/15/facebook-marketing>
- Monnappa, A. (23. June 2021). *The History and Evolution of Digital Marketing*.
 Noudettu osoitteesta <https://www.simplilearn.com/history-and-evolution-of-digital-marketing-article>
- Newberry, C. (10. August 2021). *Influencer Marketing Guide: How to Work With Social Media Influencers*.
 Noudettu osoitteesta
<https://blog.hootsuite.com/influencer-marketing/>
- OnDemandCMO. (16. February 2017). Noudettu osoitteesta What is organic marketing?:
<https://www.ondemandcmo.com/blog/what-organic-marketing/>
- Pienaar, A. (ei pvm). *Creative Abandoned Cart Recovery Email Strategies Your Competitors Aren't Using*.
 Noudettu osoitteesta
<https://www.bigcommerce.com/blog/abandoned-cart-emails/>
- Robert B. Cialdini, P. (1984). *Influence The psychology of persuasion*. Teoksessa H. e-books, *INFLUENCE The psychology of persuasion* (s. 125). Harper Collins.
- S, S. (9. February 2021). *Key Differences*. Noudettu osoitteesta
<https://keydifferences.com/difference-between-traditional-marketing-and-digital-marketing.html>
- Santo, A. (14. October 2020). *Website marketing: The definitive guide*. Noudettu osoitteesta
<https://www.brafton.com/blog/distribution/website-marketing-the-definitive-guide/>
- Siddiqui, O. (5. March 2020). *5 MOST EFFECTIVE DIGITAL MARKETING CHANNELS FOR YOUR BUSINESS*. Noudettu osoitteesta
<https://cmasolutions.com/blog/5-most-effective-digital-marketing-channels-for-your-business/>

- The Psychology Notes HQ. (2021). *The Psychology Notes Headquarters*.
Noudettu osoitteesta <https://www.psychologynoteshq.com/social-proof/>
- Tillman, M. (5. February 2021). *What is Snapchat, how does it work, and what's the point?* Noudettu osoitteesta <https://www.pocket-lint.com/apps/news/snapchat/131313-what-is-snapchat-how-does-it-work-and-what-is-it-used-for>
- Weisbach, C. (9. February 2018). *The Value Of SEO And SEM For Small Businesses*. Noudettu osoitteesta <https://www.forbes.com/sites/forbesagencycouncil/2018/02/09/the-value-of-seo-and-sem-for-small-businesses/?sh=4da371685022>
- Yliluoma, T. (20. September 2021). *TikTok-mainonta on täällä – miten sitä tehdään ja kenelle se sopii?* Noudettu osoitteesta <https://louhosdigital.fi/blogi/tiktok-mainonta-on-taalla-miten-sita-tehdaan-ja-kenelle-se-sopii>
- Yüksel, A. Y. (2008). *Tourist Satisfaction and Complaining Behavior: Measurement, and Management Issues in the*. New York: Nova Science Publishers.

APPENDICES

Appendix 1. Interview questions for the customers of Kenkäboxi.fi

1. Did you get interested in our products by seeing an advertisement or hearing about them from your friends or somewhere else?
2. If you got interested in our products by seeing an advertisement, did you see that particular advertisement once, or more than once? Where did you see that advertisement? Did the link that led you to the Kenkäboxi.fi's online store work ideally and without any distractions?
3. Was there anything difficult, confusing, or abnormal in the usability of the online store's functions or the ordering process in general? If yes, what?
4. Did everything go well and smoothly? Is there anything that would need to be changed or fixed, in your opinion?
5. Were you satisfied with the payment methods, customer service, deliveries, and with the products themselves?
6. Is there anything else that comes into your mind related to the whole ordering process starting from the advertisements until you received the products?

Appendix 2. The proposal for the influencer marketing candidates

This interview was more like a proposal for the influencer candidates. This research gave the author a broader understanding of the nature of influencers in social media marketing in general and if these particular influencers would be interested in co-operation with Kenkäboxi.fi.

The proposal explained what Kenkäboxi.fi is, what Kenkäboxi.fi would have to offer for them, how they would benefit from it, and so on. Unfortunately, the author does not find it relevant to translate the whole text from Finnish to English, so it will not be written here in its actual form.

