Developing a functional online marketing strategy. Case: Ebsolut

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The purpose of this thesis project was to create and develop the existing online marketing strategy of the case company Ebsolut as a part of their general marketing strategy. The objective of the study was to receive more information about the level of use of different marketing methods, especially online marketing methods. Already in the early stages of this process it was clear that the case company Ebsolut needed to develop their marketing strategy, especially as this concerned their online marketing operations.

The thesis begins with an introduction to several online marketing methods. These methods are considered viable by the management of Ebsolut, who will make a selection of the appropriate methods to use based on the results of the study.

The study was conducted using a questionnaire aimed at Ebsolut's associates, customers and public connections in the Kainuu and Northern Ostrobothnia area. The questions on the questionnaire concerned several marketing methods, including general marketing methods and online marketing methods. The results of the questionnaire revealed relevant information about online marketing. The general level of emphasis on online marketing methods is still rather small in the Kainuu and Northern Ostrobothnia area. Nevertheless, the use of more common types of online marketing such as home sites and e-mail marketing had a rather strong level of emphasis among respondents operating in Business-to-Business sector. This information will provide guidance for Ebsolut when the company decides on the different marketing methods to be used.

Key words: marketing strategy, online marketing, online marketing methods, business to business sector

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Developing a functional online marketing strategy in the case of Ebsolut

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Tämän opinnäytetyön tarkoitus oli luoda ja kehittää jo olemassa olevaa sähköistä markkinointistrategiaa osana Ebsolutin yleistä markkinointistrategiaa. Siitä johtuen kyselytutkimuksen tarkoituksena oli paljastaa viitteitä ja tietoa markkinointikeinojen käytöstä ja erityisesti sähköisten markkinointikeinojen painotusasteesta. Jo opinnäytetyön alkuvaiheessa oli selvää että tapausyritys Ebsolutilla oli tarvetta tämän tyyppiselle kehittämiselle sähköisen markkinoinnin osalta markkinointistrategiassaan.

Opinnäytetyön alussa esiteltiin muutamia sähköisen markkinoinnin keinoja ja niiden käytön järkevyyttä ja hyötyjä. Näitä sähköisen markkinoinnin keinoja Ebsolutin johtoporras harkitsee ja tutkii ja päättää varsinaisen kyselytutkimusten tulosten saamisen jälkeen erilaisiin markkinointikeinoihin panostuksen määrän.

Tutkimus suoritettiin kyselykaavakkeen avulla ja vastaajaryhmä koottiin Ebsolutin yhteistyökumppaneista, asiakkaista ja julkisista yhteystiedoista Kainuun ja Pohjois-Pohjanmaan maakunnista. Kysymykset koostuivat useampien markkinointikeinojen panostuksen asteesta ja niiden vaikutuksesta myyntiin ja yrityskuvaan. Sähköisten markkinointikeinojen panostuksen määrästä saatiin merkittäviä tuloksia. Yleisellä tasolla sähköisten markkinointikeinojen käyttö näytti jääneen suhteellisen vähäiseksi yritykseltä yritykseltä kohdistuvassa toimimisessa Kainuun ja Pohjois-Pohjanmaan alueella. Kuitenkin tulokset osoittivat hieman tavallisempien sähköisten markkinointikeinojen kuten sähköpostimarkkinoinnin ja kotisivujen käytön panostuksen olevan suhteellisen suurta. Nämä tulokset toivottavasti antavat Ebsolutille ohjeita ja viitteitä sähköisten markkinointikeinojen käytön laajuudesta.

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1   Introduction

During the 21st century marketing has gone through some major developments. A rapidly changing digital environment creates pressure to assume new ways of conducting marketing. As the use of digital networks keeps increasing marketers must include in their marketing strategies more effective forms of online marketing.

The purpose of online marketing, as with marketing in general, is to understand customer needs. Creating marketing strategies in a customer-driven way adds value to the customer and in return the company gains value from the customer. This cycle builds the fundamental basis for long time customer relationships. (Armstrong & Kotler 2007, 435)

Online marketing starts to grow its part in business operations. Concept online marketing or in other words digital marketing or e-marketing creates discussion in companies all around the world.

1.1   The purpose of the thesis

This thesis consists of several elements. Its main purpose is to study and develop the online marketing of a case company called Ebsolut Oy. The theoretical section introduces different online marketing methods for Ebsolut to consider using in its own marketing operations. At the moment the company's online marketing strategy includes web sites, newsletters and Google AdWords. One of the final purposes of this thesis is to help the company to follow up customer activity as part of a better online marketing strategy. This thesis also gives guide-lines, ideas and suggestions towards an efficient online marketing strategy for Ebsolut.

 Ebsolut is a company providing services in a software environment. Ebsolut plans and carries out demanding information systems and provides it-programs. In addition Ebsolut provides software products into moving devices. As Ebsolut desire is to develop itself and to keep up with business efforts in the 21st century and its' want is to develop its existing online market-ing strategy as part of their marketing operations.

In general Ebsolut's online marketing strategy is studied and throughout that developed when making this thesis.

1.2   Structure of the thesis

This thesis consists of introduction, theoretical background, research approaches, empirical study, conclusions and recommendations. Two final parts are conclusion and recommendation

part and summary part. Introduction part gives information on present situation of online marketing. Theory part focuses on different types of online marketing strategies and channels. These suggestions are considered among Ebsolut's marketing team and developed though their own ideas and opinions. In research method part the main research methods and approaches are introduced. Also the questionnaire and its process are told in this part of the thesis. Validity and the reliability of the study are included in research part as well. Then again empirical study part focuses on introducing the company and current situation in more detail. In addition the results of the study are introduced in empirical part. The conclusion and recommendation part includes the final conclusions of this thesis. Theoretical linkage gathers together the theory part and opinions from suggested online marketing channels and tells the final thoughts on matching of the theory and empirical part. Finally summary part clarifies the main parts of the thesis in a constricted way.

1.3   Research problem and questions

This thesis's main study issue is how to create functional online strategy for Ebsolut and which are the elements, different forms of online marketing, to include in it. At the moment Ebsolut's online marketing is in its infancy and needs to be developed and put to up to date.

The main purpose of the research is to increase the information on the use of online marketing and its channels. Questionnaire helps to study and define the significance of online marketing generally and which forms of online marketing are most used among chosen response group. In addition received answers facilitate this thesis to gives suggestions and ideas in order to make functional online marketing strategy for Ebsolut.

2   Theoretical background

Theoretical part of this thesis consists mainly of introducing the main possible online marketing channels for Ebsolut. In addition Business to Business (B2B) sector from the service and product providing point of view is explained on a general level.

2.1   Basic principles of service marketing in B2B sector

In B2B markets procurement is often professional and complicated. Personal selling plays huge role and the customer is usually provided with tailored solutions and customer relationships are highly valued. Addition to that demand of B2B markets is usually strongly changeable and unsteady which creates pressure to adapt capacity and demand together.

In the B2B sector services are typically defined as intangible and are simultaneously produced and consumed. When talking about product delivery it has to occur at the right time in the right place. Services have that feature in common but it has to happen also in a right way. Services are heterogeneous, in other words they vary from situation to another between different customers and the time of purchase. In order to produce services people's involvement is necessary almost every time and customer participation is often relevant. Due to services being intangible they are also perishable and single and therefore are unable for stock keeping. (Ojasalo & Ojasalo 2010, 26-27)

Traditional marketing in service oriented companies consists of mass marketing, advertising, public relations, promoting sales, personal selling and pricing. Also interactive marketing is an essential part of service sector. This kind of marketing occurs when customer is in interaction with the company as the service is being produced.
(Ojasalo & Ojasalo 2010, 29)

2.2   International B2B marketing

When considering internationalisation companies must remember that this includes thorough planning and careful decision making. It is not every company's goal to go international, for some it is only enough to market in the local market. In addition, another country's laws and habits don't need to be taken into consideration and it safer and easier to operate only domestically. There are no concerns on unstable currencies or uncertainty on political and legal issues if a company decides not to go international.

Then again for instance competitors' ability to offer lower prices might be in favor of going international. Company might conceive that home market is shrinking and see the foreign markets as opportunity to gain higher sales and profit. Demand is also one reason for company to think about going international.

Before actually going international it is relevant for company to define the objectives and policies. Volume of foreign sales decides the level of internationalization for company. Some companies determine to go international with only small part of sales, some want to international sales to be a major part of their business. (Armstrong & Kotler 2007, 476-477)

2.3   Online marketing

Online marketing as part of marketing mix have become increasingly important for companies. Setting up an online marketing presence creates a higher possibility to compete and success in business world in the 21st century. The actual conducting of online marketing can

be done in several different ways, for instance using e-mail, creating a Web page and placing ads and promotions online. (Armstrong & Kotler 2007, 447)

When creating a functional online marketing strategy it is rather relevant to acknowledge the importance of marketing mix. Online marketing concept should not be the only element in it. Realizing the importance of relationship between traditional marketing and online marketing helps to create successful overall marketing strategy. (Bayne 2000, 9)

Internet marketing is not worthwhile unless customers and other associates are not aware of company's existence in online environment. Companies must announce their online presence in other Medias as well and through that create added credibility. (Bayne 2000, 15)

E-marketing refers to process in which the use of information technology is highly valued. In this process customers are created, communicated and delivered by value. In addition customer relationships are managed throughout the whole process. Traditional marketing is affected by e-marketing with increased efficiency and effectiveness in original marketing functions. In addition marketing strategies are modulated by the effect of evolving e-marketing technology. (Strauss, El-Ansary & Frost 2006, 3)

As the Internet is the environment where the e-marketing is occurred companies must realize the three most important types of networks form which are part of the Internet. Intranet is an internally runned network inside the company which uses Internet standards like HTML and browsers. Extranet consists of two or more networks joined to together in order to share information and access in these types of networks are normally only partial. Then again Web includes a graphical user interface for hypertext navigation with a browser. (Strauss, El-Ansary & Frost 2006, 4)
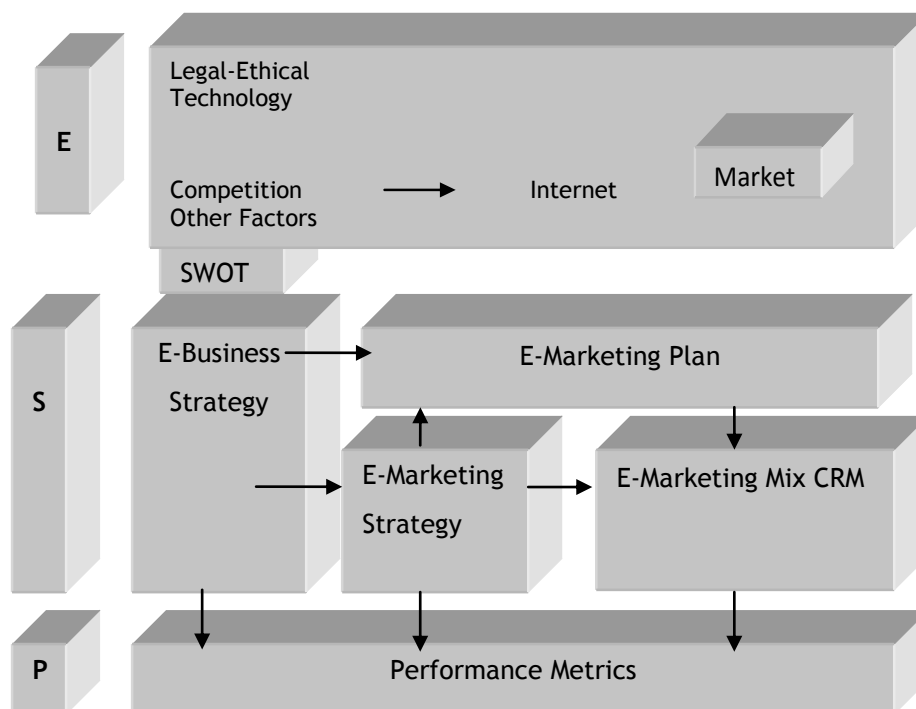
Figure 1: Focusing on Strategy and Performance (El-Ansary & Frost 2006, 23)

In the figure 1 E refers to environment, S to strategy and P to performance. Starting to use e-marketing as part of marketing operations involves lots of planning. Plans are to relate closely to a company's overall goals and strategies. Factors such as legal, technological, competitive and market-related need to be taken into consideration. Doing a SWOT analysis helps the company to define their strengths and weaknesses in order to meet the threats and opportunities more effortless. This leads to developing an e-business and e-marketing strategies. In this part e-business models are selected by the company, strategies and marketing plans created by marketers. Finally measuring the results with performance metrics evaluates the success of the strategies and the plans. These measurements evaluate the effectiveness and efficiency of the e-business and e-marketing operations overall. (Strauss, El-Ansary & Frost 2006, 23)

2.3.1 E-mail marketing

Over the past few years e-mail marketing has increased its popularity. One of the main reasons for this is companies' need to improve their communication and marketing concepts in order to compete and have competence over competitors. Also using e-mail as marketing tool creates a cost-effective way to achieve customers, old and new ones. This attracts companies utilize this type of marketing.

E-mail marketing, in other words newsletters, electric directs and graphic letters gives advantages in different areas. It helps companies to share offerings rapidly, low costs and save energy and nature. Also it reduces rather cold selling via telephone and enriches companies' register of customers. E-mail marketing's ability to measure and analyze its achievements is also one of main reasons for the use of this type of marketing. These kinds of reporting functions tell the level of success and interest towards e-letters and help the company to keep track of clicks. Measurability gives also higher possibility to achieve customer satisfaction. This type of reporting is almost impossible in traditional marketing. (Sähköpostimarkkinoijan opas, 2009)

Using e-mail as marketing tool gives companies a faster way to build customer relationships and to receive a respond rather easily. Sending electric mails helps companies to communicate with multiple people at once. Also the huge number of recipients creates effective way to reach out for more potential customers.

After having customers' e-mail addresses it is crucial to use it judiciously right and to understand its value. It is not about gathering a long list of addresses. Companies should decide through careful planning their own address list and send only certain amount of letters and e-mail advertising to avoid potential customers' annoyance towards too much unwanted e-mail. Usually companies have learned that there is an interest towards their products and services before sending anything via e-mail. This way of doing e-mail marketing is performed according to business ethics and professional courtesy.

Companies must acknowledge the professional way of doing e-mail marketing. One essential part is to remember to add a mechanism for removing one's e-mail address from the company's sending list. (Bayne 2000, 12-14)

2.3.2   Web pages

Perhaps the most known way to practice online marketing is to create Web page for company. When creating a Web page companies and marketers should have a view on the fact that it is relevant to design an attractive site. Firstly marketers must discover ways to get people surf on the site. Afterwards to keep them coming back to the site and stay there becomes increasingly significant for company.

There are different types of Web sites. Corporate web site gives opportunity for customers to build goodwill and not sell directly but to open other sales channels. By visiting these kind of sites customers gain knowledge of company's philosophy, products/services and locations. Main purpose for corporate Web site is to build closer customer relationships and create ex-

citement towards the company. Then again marketing Web site is more interactive and might include a catalog, sales events or contents. Interaction between the company and the customer might give higher possibility to a direct purchase or other marketing result. (Armstrong & Kotler 2007,447-448)

According to Armstrong & Kotler (2007, 450) designing an attractive Web site consists of seven essential elements to be considered: context, content, community, customization, communication, connection and commerce.

Implementing web pages is rather common way to start online marketing. Alone it is not enough to maintain a company's online presence. When doing web pages it is relevant to keep in mind what is the actual purpose of the web page. Company ought to always acknowledge the importance of the information it is releasing on its web page. By doing it incorrectly it leads to increased costs due to it is not worthwhile.

2.3.3 Ad banners

Banners, advertising boxes, are usually placed either the top or bottom of the web page or both. In most banners there is a direct link to company's web page and the main purpose is to lure visitors to click it through that gain easily access to the home site.

Using banner correctly as marketing tool enables company to be consistent in its marketing. Keeping the same look in all forms of marketing will create image of consistency and reliability. (Bayne 2000, 149-151)

There are number of elements in banner advertising which help the company to increase its' conspicuousness and then accordingly to improve trade. Click through ratios enable company to measure the number of clicks on the banner in order to visit the web site. Ratio informs the number of people who actually clicked the banner from the amount of people that viewed it (for instance 14:36). (Bayne 2000, 152)

Then again click stream tells the path which the person has used when visiting the company site. This kind of analysis gives information for instance on the length of time spending on a page and what site did the person got into afterwards. This leads to concern among people who find it privacy wise improper and at the same time the number of people willing to visit company site decreases. Also the impossibility to surf anonymously increases the reluctant to click on banners and to visit home sites. (Bayne 2000, 153)

Other forms of online marketing promotions are for instance interstitials and pop-ups. Interstitials refer to ads appearing between screen changes. Usually these kinds of ads come into view while new screen is loading. Pop-ups are known from their sudden appearance in front window being viewed. This kind of advertising usually cause annoyance among surfers and it has lead to pop-up blocking and therefore decrease in the use of it. (Armstrong & Kotler 2007, 451-453)

Rich media advertisements are developed online ads which include video, sound, animation and interaction. Ads are able to move around the site and therefore have the ability to attract and hold surfers' attention better. These ads can include a small site when rolled over and might contain quotes or virtual trading account. (Armstrong & Kotler 2007, 451-453)

Alliances and affiliate programs are designed also for companies in the Internet. Companies co-operate with each other and post other affiliates' banners on their own sites. (Armstrong & Kotler 2007, 451-453)

Viral marketing is a marketing form which needs creating a Web site or other marketing event in an impressive way. This leads to customers desire to pass it along to their friends. This form of marketing can be compared to the basic word-of-mouth marketing but it takes place on the Internet. (Armstrong & Kotler 2007, 451-453)

2.3.4   Search engine marketing

Search engine marketing refers to internet marketing in which the ability to find Web sites is improved when using a search engines. This type of marketing (for example on Google) is divided into two, search engine optimization and search engine advertising. (Hakukonemarkkinointi, 2011)

Search Engine Optimisation (SEO)

When using a SEO Web site's ranking is improved in Google natural searches. In order to utilize SEO the site has to be cleared from the factors that influence the indexing. This helps the site to be transparent for search robots. Also content of the sites have to be modified to equal the search as effectively as possible. Own and individual sites are created for some prior search words. Content of these sites are must equal exactly the search words. Also videos and pictures in search results can be optimized for companies' personal wants and needs. (Hakukonemarkkinointi, 2011)

Search engine advertising

Advertising in Google or in other words Google AdWords is another form of marketing on the Internet. This type of advertising is rapidly growing form. In Google AdWords the company that is advertising is paying for the amount of the clicks. Advertisers have the ability to name the price that the company is ready to pay for the clicks. They also choose the search words. After searching with these words Google AdWords can be seen. It can be said that Google AdWords is a kind of auction in which the ad's location and the amount of relevant search results is based on the offered price (by the company) and relevancy. (Hakukonemarkkinointi, 2011)

2.3.5   Social media

Social media as a concept refers to interaction between people and it takes place in internet. It is known as user generated content in which users, normal people, share opinions, recommendations and experiences. (Mitä on sosiaalinen markkinointi, 2011)

Social media is about producing and sharing content. Texts, photos and video clips are all part of social media. Changing opinions, self promoting and participation on discussion topics are also essential elements. Main reasons for social media's popularity is the low threshold of releasing posts and instant and extensive spread of releases.

When using social media as marketing channel companies must recognize the importance of recommendations by other people. This is significant feature for successful social media marketing. Due to recommendations company's brand is formed through online users' excitement and experience rather than companies' efforts. As companies offer themes and conditions for online networking it creates opportunity to a company's brand forming. These network environments are an effective way to attract customers to marketers' own services for instance Web sites.

Social media marketing is often used in an insufficient and wrong way. Companies tend to forget the proper approach. Instead of using social media persistently as a long-term solution companies fail to use it only for short period and for only one market trick at a time. (Yhteisömarkkinointi, 2008)

2.4   Digital marketing (online marketing, e-marketing) in practice

The amount of marketing channel possibilities increases as digital environment makes its way into business operations. Digital marketing channels help the company to get the customers' attention at the moment of purchasing or just before it. In addition accurate measurability of

its success is one key benefit of using digital marketing. Acting in digital environment with marketing purposes might be also harmful. Possible failures in digital marketing are issues to be considered. At worse these failures might lead to errors being multiplied in the digital environment due to its fast spread.

Basic idea of doing digital marketing is to create a functional concept which combines different areas and channels of digital marketing. Good combination of digital marketing channels starts with defining the position of company's products and services at the market. The primary task is to outline the context in which the actual marketing is occurred. (Mäkinen, 2011, 1)

2.5   Online branding

Online branding as part of online marketing tactics is important. Often brand is recognized as the name or logo of the company but it is known to be more than that. One definition emphasizes three features in order to create successful brand. In that definition customers' perception is highly relevant to the brand. As the product or service is having added-value the perception level is affecting the brand. Also persistency in added-value features of the product or service is needed. (Chaffey 2007, 374)

When starting to consider online branding it is obvious that companies want to boost awareness and reputation. In addition online branding begins with the want for more customers coming back for purchasing purposes. This will lead to higher number of possible customers who have desire to invest in company's brand. Increased investments on brands by customers add the possibility for customer loyalty and activity towards wanted company. (Wallace 2010)

According to Wallace (2010) there are several key elements to consider when building online brand. Studying and understanding the audience before any strategic planning is one feature to remember. After doing some research on target audience the basic idea of brand purpose is often clear. For instance audience's wants and needs are in company's knowledge and therefore the brand message can be created. In addition following elements are good to keep in mind when forming the brand message. Open minded way of thinking, especially towards new ideas, gives company higher possibility to reach the audience in a correct way. Content creating in a way which leads to a conversation with the audience rather than speaking at the audience helps forming the brand message. Also brand is known to be more successful if the brand message is consistent. After studying the audience and deciding the content and the message of the brand balancing the online media mix is a company's next phase. Using multiple online channels, display and content networks helps the brand forming. Placing the advertisements in the sight of the target audience confirms the message being registered among

possible customers. Also specifically targeted sites are to include in the online media mix planning. Consistency in messaging throughout all the online channels creates possibility to recognize and recall company's brand inside the targeted audience. After online media mix is balanced social media integration needs to be taken into consideration. Again finding the audience and defining how to interact with them helps planning the social media actions. In order to interact with these possible customers in social media, creating conversation is essential. Finally online branding emphasizes on online reputation which can be built by all these earlier mentioned elements.

2.6   Managing customers digitally

As customer relationship management, in other words CRM, is essential part of marketing generally it can and should be brought to digital environment as well. This kind of customer relationship management in digital environment is called e-CRM. Operating in online premises creates great opportunity to develop customer relationships with the help of databases. These databases store and provide information on relationships and therefore can be used to strengthen services for more personalized causes. Usually the separation between traditional CRM and e-CRM is rather problematic since digital technology and media is used widely by both types. (Chaffey 2007, 393)

According to Chaffey (2007) certain e-CRM activities need management. Company's web site functions as environment for customer development through leads. Purpose of these leads is to increase possible purchases by using e-mail and web based data. Using different databases in order to combine customer profile information helps the company to be more specific and to create more targeted e-mail list quality. Therefore using e-mail marketing improves the chances of upsell and cross-sell and carefully mined data helps the company to be more target-oriented. In order to serve customers online companies should create facilities such as Frequently Asked Questions, Callback and Chat support. Overall managing of online service quality helps the company to achieve increase in sales. As company is operating in online environment the use of multiple Medias in buying process creates pressure for companies managing multi-channel customer experience.

2.7   Marketing communications

Originally organizations' communications operations included several different elements. Functions in each communications part were different and therefore easy to separate as independent entireties. These communications parts had their own operations and budgeting.

Over time it was relevant to make adjustments and therefore corporate communications are usually divided into two main parts, internal and external communications. Internal communications includes all the elements of communication directed to personnel for instance notice boards and intranets. Then again external communications has independent parts for example marketing communications which includes advertising, promotion and direct marketing. Information, media relations and Public Relations are detached parts in external communications as well and are more strictly separated from marketing communications. This kind of separation leads to incoherence in boundaries of responsibility and obligations and increases costs due to overlapping in operations. (Salin 2002, 23)

As the want to increase the effectiveness of communications the idea of integrated marketing communications started to emerge. Companies want to control at least the information sent through chosen marketing channels. The main idea in integration of marketing communications is to decrease contradiction between any kind of messages sent out from the company. Integrated marketing communications has instant benefits in following areas. As the operations in communications are gradually more integrated the effectiveness in a relation to the input increases. This is called synergy benefit. When a company sees singular actions as part of bigger entirety the planning and perspective extends. In addition the level of planning improves cause of more thorough input in earlier stages of planning. At the same time know-how becomes more versatile. Integrated marketing communications improves the cost-consciousness as well in a way that it reveals the actual costs more clear. Centralization is a key feature when talking about reducing costs in communications operations. (Salin 2002, 33)

Integrated marketing communications can be seen as process which aims for controlling messaging in any form leaving the company. Creating and reinforcing relationships between customers and other linkage groups are the primary objectives in integrated marketing communications. Because integrated marketing communications includes all the elements of a company's acts, communications and opinions on the company it is rather relevant to realize the meaning of all these. Naturally companies' acts in every level are highly significant when the company image is being formed. Basically the whole process from quality of services and products to distribution is appreciated and need to be taken into consideration. In addition other business related issues such as community responsibility and personnel and production matters are becoming increasingly important in integrated marketing communications. All marketing communications actions, Public Relations, publishing generally, sales promotion are parts of communications of a company. The external look of the company, colors and logos used as well as interior and location of the company are essential elements of functional communications. Cars and uniforms are also linked to visual side of the company's communications. Finally opinions of the company are one feature included in integrated marketing communications. By observing and listening people's opinions of the company helps to realize

that communications is sending and receiving messages. One way to receive information on people's thoughts is conducting a study. In addition companies should closely monitor media and public discussion, pay attention to civil movements and special-interest groups and listen to decisions makers and influencers on society. Observing competitors and other linkage groups and hearing normal exchange of experiences helps the company to acknowledge the problems and merits and therefore the integrated marketing communications can be controlled better. (Salin 2002, 35-36)

2.8   Summary of the theoretical part

After finishing the theoretical part summarizing was essential. Theoretical part gathered together the main elements of online marketing and therefore gave suggestions for different online channels for case company to include in its online strategy as part of marketing operations. Also theoretical part introduced Business to Business sector generally and internationally wise.

Introduced online marketing channels are e-mail marketing, web pages, ad banners, search engine advertising and social media. Different forms of online marketing and their basic functions were carefully presented. These types of online marketing form together options for case company to include in its online marketing strategy as part of their marketing operations.
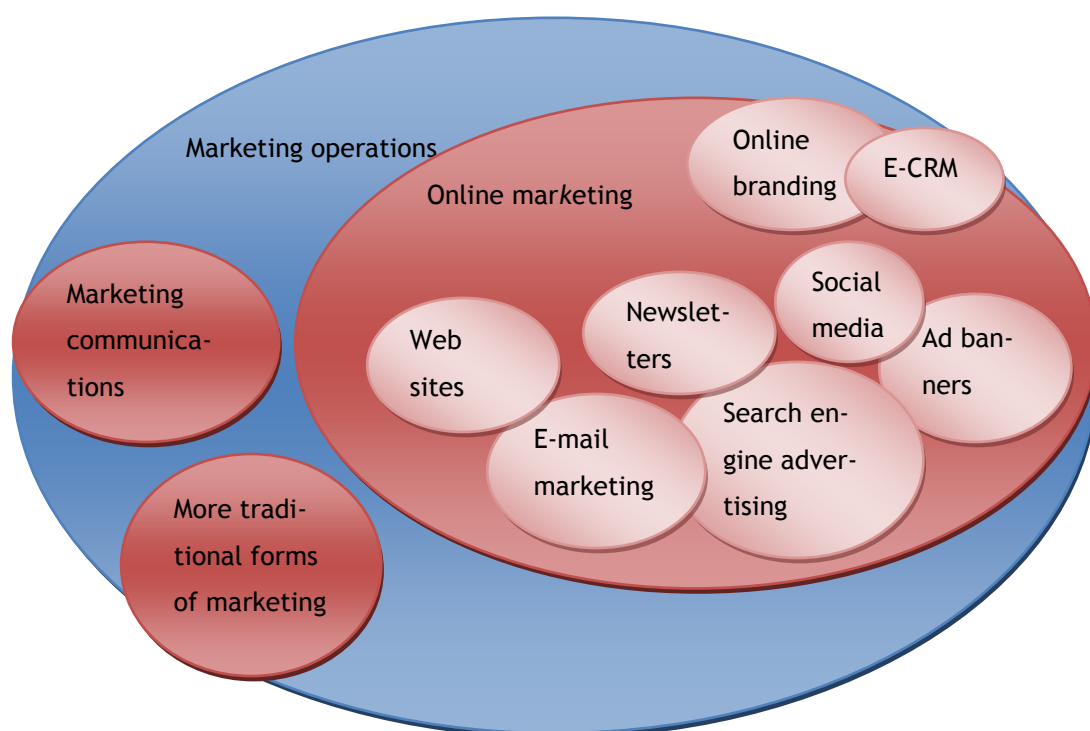
Figure 2: Figure of the theoretical background

3   Research approach

3.1   Research methods

At the beginning of this thesis it was relevant to decide the research method. Following research methods with requirements are introduced in order to help the decision.

3.1.1   Qualitative research

Qualitative research is used if there is no data available on the study subject and if the phenomenon is new. This kind of research is done in order to define the actual phenomenon, to clarify factors behind it and to solve how the factors affect on each other. Using qualitative research means essentially performing a preliminary survey on wanted subject and usually each research is originally based on a qualitative research. (Kananen 2011, 12) "Qualitative research answers to questions such as: What? What is the purpose of studied phenomenon? and What is the actual phenomenon?". (Kananen 2011, 15)

3.1.2   Quantitative research

According to Kananen (2011, 12-13) in quantitative research the phenomenon and the factors behind it are already known. The ability to measure the results is one key feature in quantitative research. Basically quantitative research is measuring the variables, calculating their interactions and quantitatively counting presented factors. The most common way to retrieve information is questionnaire form. Also examination and calculation of different key ratios is typical for retrieving information in quantitative research.

3.1.3   Reliability and validity

In order to create solid and trustworthy information when doing the research the reliability and validity of the study must be evaluated. These concepts are closely linked to the research's credibility. Validity means measuring and studying the correct issues from the research problem's point of view. Then again reliability refers to permanence of the study results. (Kananen 2011, 118)

3.2   Chosen research methods and its validity and reliability

The method used in this thesis is quantitative approach. Its main form of gathering data is the questionnaire which will be used also in this thesis. In order to gather with large scale of answers it is easy to choose quantitative questionnaire which gives lots of responses in a relation to big response group. In addition short meetings with Ebsolut personnel ads the amount of information being used in this thesis.

Questionnaire is carried out via e-mail and is sent to chosen companies inside the Kainuu and Northern Ostrobotnia area. The target group is decided together with Ebsolut. Questions have to be in such way it reveals relevant information when answered. These answers support and give guidance towards a successful online marketing strategy for Ebsolut.

The questionnaire was done by using Laurea's e-form (e-lomake) and linkage of it was sent with Ebsolut's own system that is mainly used for sending newsletters or e-mails for a larger group of respondents. At the end of April 2012 the questionnaire dealing with marketing manners and online marketing was sent out to 3225 e-mail addresses. All together 198 answers revealed some relevant information on marketing and online marketing's share in it. There actual response time was from April 25 till April 30. Responses started appear immediately and the biggest number of responses came on the first day (April 25). The day for sending the questionnaire was closely decided and it turned out to be rather significant to do it before and not to close the Labor day as the responses decreased towards May 1. The hugest number of responses came on April 25 totaling 79%. See the figure 3.
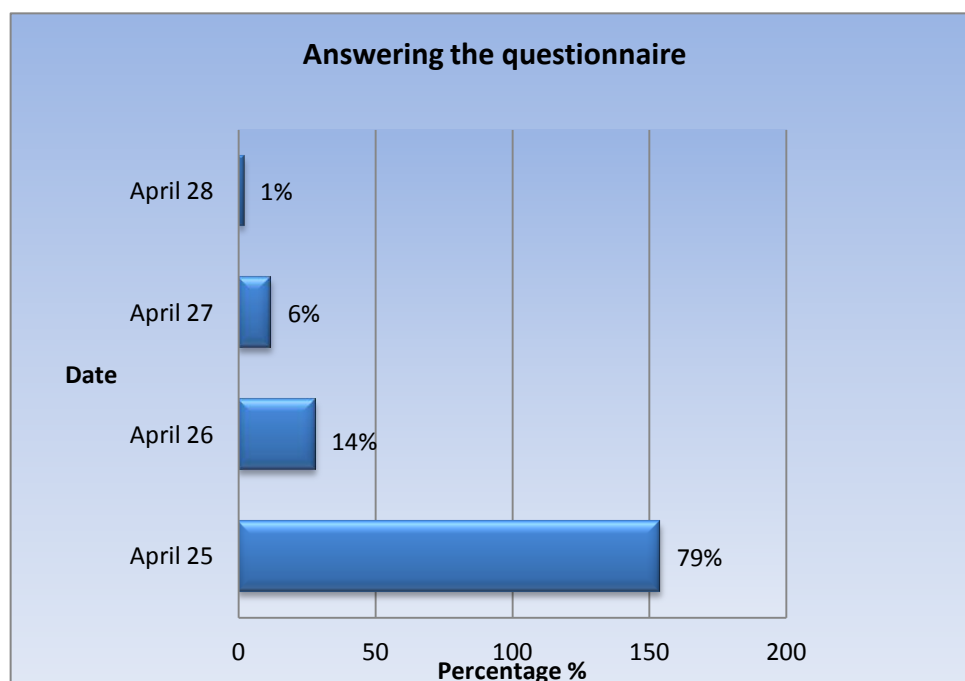

Figure 3: Answering the questionnaire

The response group was gathered through Ebsolut's list of customers and associates and it consists of companies, organizations and public connections in Kainuu and Northern Ostrobothnia area. The response group was not defined based on some characteristic (i.e. size of the company). So it was sent out to companies with all sizes and number of employees being varying in them. It included companies operating in Business to Consumer sector (B2C), Business to Business (B2B) sector and sector which were a mixture of both these two sectors. This angle has to be taken into consideration when analyzing the results especially for Ebsolut. For instance the answers related to B2B sector is more relevant for this thesis due to Ebsolut being more focused on operating in such sector.

The actual number of failured e-mail addresses could not been calculated exactly due to the large number of respondents and the actual system used for sending the questionnaire could not tell the number. My own e-mail address received 312 failure notifications (which included one or more notifications in each e-mail of not reaching the respondents) and it turned out to be rather handful to calculate the exact number of not reached e-mail addresses. Anyhow Ebsolut's personnel gave me estimation on number of e-mail addresses that were not invalid due to work places being changed and therefore e-mail addresses being invalid. The estimation of 20 % not reaching the questionnaire leads to 2580 persons who received the questionnaire. The number of responses was 198. When calculating the response percent of the questionnaire it resulted in 7.7 % (198/2580= 0.0767). The questionnaire included nine questions on marketing and online marketing share in it.

Validity and reliability of this thesis must be evaluated. Validity of this thesis can be measured according to the study purpose and how well did the study meet the purpose. The thesis's purpose was to create functional online marketing strategy for Ebsolut as part of general marketing strategy. The questionnaire purpose was to reveal information on these issues and to help Ebsolut to make decisions the level of input on different marketing methods. The questionnaire measured these issues rather significantly and gave the right amount information on them.

When talking about reliability of this thesis it was not relevant to do remeasurements due to the lack of time and resources. Reliability can also be viewed to moderate due to clear introduction and documentation of each parts of this thesis. In addition the study results can be viewed to be interesting for the case company Ebsolut.

3.2.1   The process of quantitative research

Quantitative research process is often clear and gradual. It has phases which are defined be-forehand and the purpose is closely to follow those steps as the research proceeds. In some cases a phase is failed and the right procedure is to go back to the starting point. Quantita-tive research closely follows the rules of scientific research. Defining the study problem and the study questions and analyzing the data collected are all forms quantitative research and are done according to rules of scientific research. After the data is collected it is analyzed according to statistics methods. Quantitative research process defines strictly the interpreta-tions of the material collected. (Kananen 2011, 20)

In quantitative research and in study itself generalization of study results can be said to be the main purpose. The basic idea is to gather small sample group of targeted appropriates and draw conclusions on the basis of this sampling. These representatives are sufficient to gather and receive study results accurate enough. When deciding the sampling size there might be problems occurring. In order to have accuracy and validity in study results the cho-sen sample group needs to have all the same features as the population. (Kananen 2011, 22)
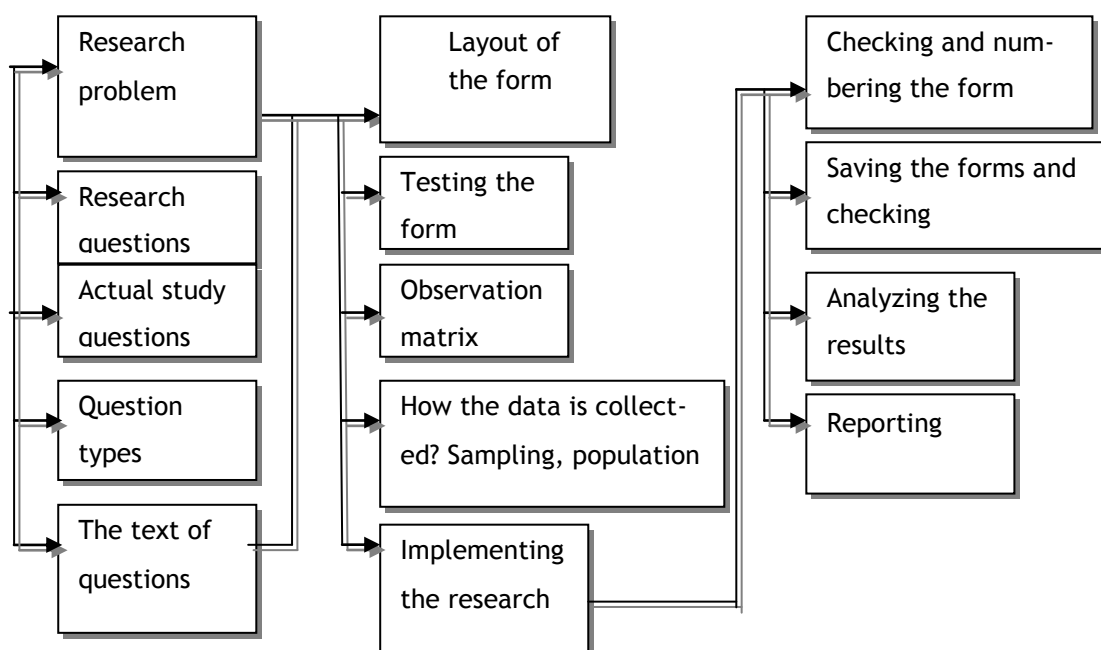

Figure 4: The process of quantitative research method (Kananen 2011, 20)

4   Empirical study

4.1   Ebsolut

Ebsolut Ltd was founded in 2000 and in its' early stages there were approximately ten employees. Nowadays Ebsolut has approximately 40 employees working in Kajaani and in Helsinki.

Ebsolut is a company providing services in software environment. Ebsolut plans and carries out demanding information systems and provides it-programs. In addition Ebsolut provides software products into moving devices.

4.2 Managing the online marketing channels

4.2.1 Home site

At the moment Ebsolut home site includes basic introduction of products and services and contact information of the personnel. By redesigning the site's appearance the company image is renewed and brought to knowledge for increased amount of possible customers. Adding few new elements to the site helps the company to achieve these goals.

 One possible feature in order to improve the home site's appearance is to make introduction of products and services more attractive. Introduction might include videos of customers' experiences on used products. These kinds of references are highly valued especially when attracting new customers. In addition home site's contact information part could include interactive connection possibility. Personnel could be reachable for instance via programs that allow conversation immediately online. As all the online marketing channels of Ebsolut's online strategy are linked or directed somehow to Ebsolut's home site the significance of site's condition is highly essential.

4.2.2 Newsletters

Newsletters are in use in Ebsolut's online marketing strategy. By continuing its usage Ebsolut's wants to increase the level of conspicuousness and to raise sales contacts. News letters are easy to follow and measure which leads to contacting potential customers effectively. Also a link to Ebsolut's home in the news letter is relevant when directing customers to visit the home site. In order to achieve higher amount of contacts Ebsolut should redesign existing newsletters content to be more personal. This kind of message creates more interest towards subject.

4.2.3 Google Adwords

At the moment Google advertising is included in Ebsolut's online strategy, specifically the Google AdWords. Its' main purpose so far has been supporting the home site's ability to be discovered. In addition Ebsolut intends to include the search engine optimization as part of their advertising in Google.

4.2.4 Facebook profile

After being discussed the effects and benefits of taking social media as part of online marketing strategy Ebsolut finds it significant to be part of it. Creating a Facebook profile is one form of awakening potential customers' interest. By updating news and creating discussion on the profile page Ebsolut intends to improve customer relationships and to create positive company image.

4.2.5 Ad banners and alliances

Ad banners as part of Ebsolut's online marketing strategy are going to be used with consideration. Ebsolut must closely decide their target groups and content of the messages being revealed before using ad banner advertising regularly. Then again alliances between different companies when using ad banners is one form of online marketing channels which Ebsolut considers using in the future. These so called sponsorships are being discussed and rethought inside Ebsolut.

Each of these channels and forms of online marketing and their use are rethought after conducting the questionnaire. If any relevant information occurs related for instance to the use of online marketing Ebsolut's online marketing strategy is thought through and modified to more effective ways of doing online marketing.

4.3 Discussing the redesign of the online marketing strategy

After representing to Ebsolut's deciders the theoretical background of online marketing the existing online marketing strategy (for Ebsolut) was concluded with various elements. As Ebsolut already uses newsletters, Web pages and search engine advertising (Google AdWords) it is rather easy to include new channels and forms of online marketing into their online marketing mix. At this point Ebsolut's CEO and other persons have decided to expand their marketing channels.

Ebsolut's online marketing strategy was reconsidered and discussed through based on a pros and cons list at our meeting which was introduced at the Managing the online marketing

channels. As Ebsolut uses newsletters, Web pages and search engine advertising few elements are easy to adapt to new online marketing strategy.

Developing existing online marketing strategy had to happen at this point and will be reconsidered again after conducting the actual questionnaire. This has to precede that study shows any new elements to include or to remove for the final online marketing strategy.

Ebsolut uses online marketing channels already in their marketing mix. Web sites, search engine advertising (Google AdWords) and newsletters via e-mail are the basic elements. In addition there are essential online channels to be included in the online marketing strategy.

Every aspect of the online marketing strategy originates and leads to Ebsolut's home site. That is why the design, text form and every single data revealed on the site have a huge role when creating an attractive visit experience. Web site's appearance is to be improved in order to build worthwhile communication between the customer and the Ebsolut. Moreover the main intention of improved version of the site is to contribute the increase in sales and help to awake Ebsolut's consciousness.

4.4   SWOT analysis

In order to define online marketing strategy it is beneficial to do a SWOT analysis which includes company's internal features, strengths (S) and weaknesses (W). These features are defined to have greater chance to meet up the external qualities, opportunities (O) and threats (T). (Strauss, El-Ansary & Frost 2006, 24)

Strenghts
-professional and innovative personnel
-goog reputation
cost-effectiveness

Weaknesses
- lack of resources
-personnel's input->
time-consuming

Opportunities
-creating positive image
- impact on sales and conspicuousness

Threats
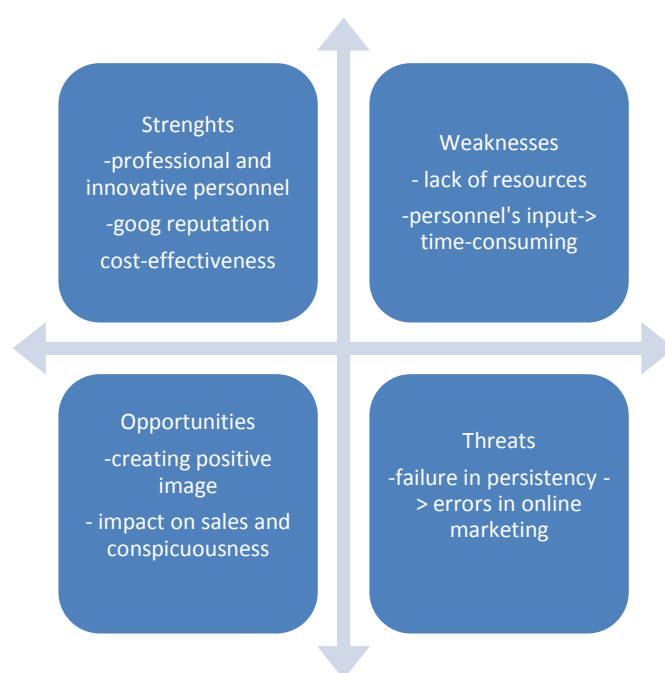-failure in persistency -
> errors in online marketing

Figure 5: SWOT Analysis on online marketing in Ebsolut

4.5   The results of the study with comments

It started with basic information on respondents' age and positioning in work place. Firstly figure 6 shows the age distribution among respondents. The hugest number of responses focused on age scale from 51 to 60 with 34% of all answers. Another age scale which had second largest answers (32%) were the age scale from 41 to 50.
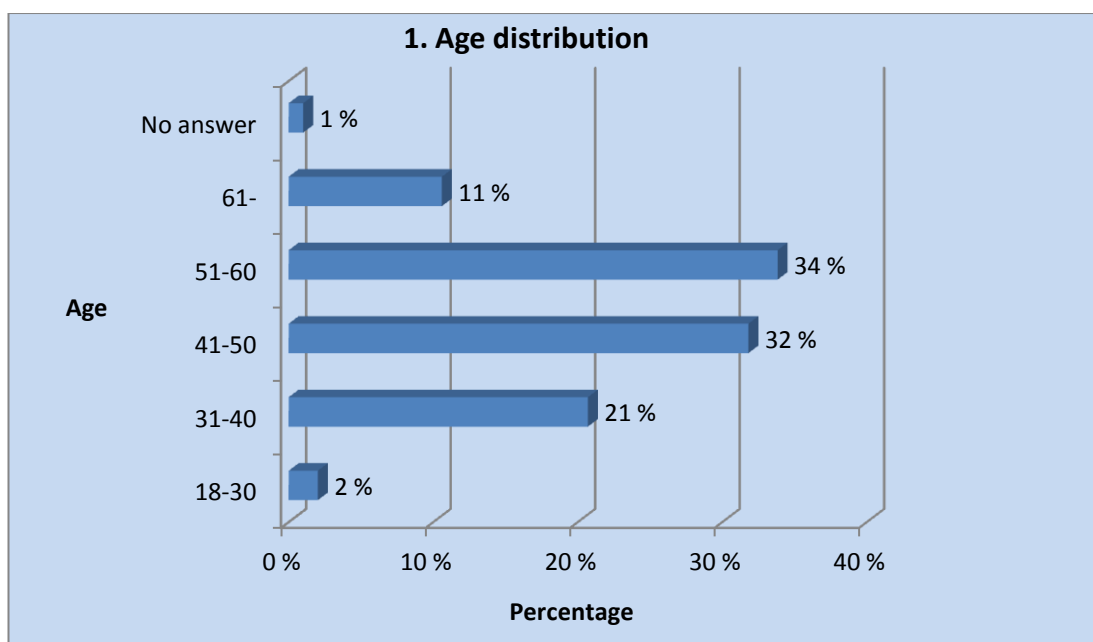

Figure 6: Age distribution

As was already known before sending the questionnaire the response group included mostly chief executive officers (CEO). In question two the alternative "something else" was open type alternative and it included answers such as service manager, service producer and project manager. Figure 7 shows the division of positions among respondents. Respondents resulted as figured totaling 89.29% being Chief executive officers.
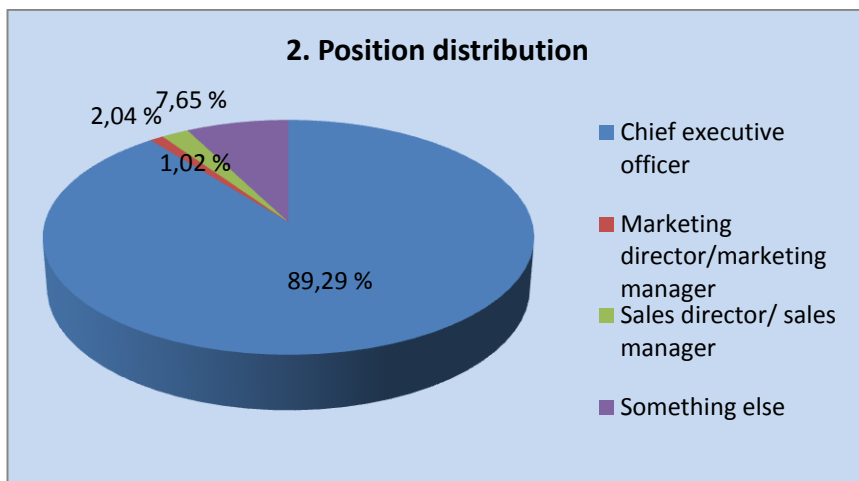
Figure 7: Positions

Question three concerned the size of the company based on the number of employees. When discussing the response group for this questionnaire Ebsolut offered its customer and connection group list. From that basis it resulted totally 39% of respondents/companies having from 1 to 4 employees. Second largest group of employees is from 5 to 20 totaling 37% of respondents. See the figure 8.
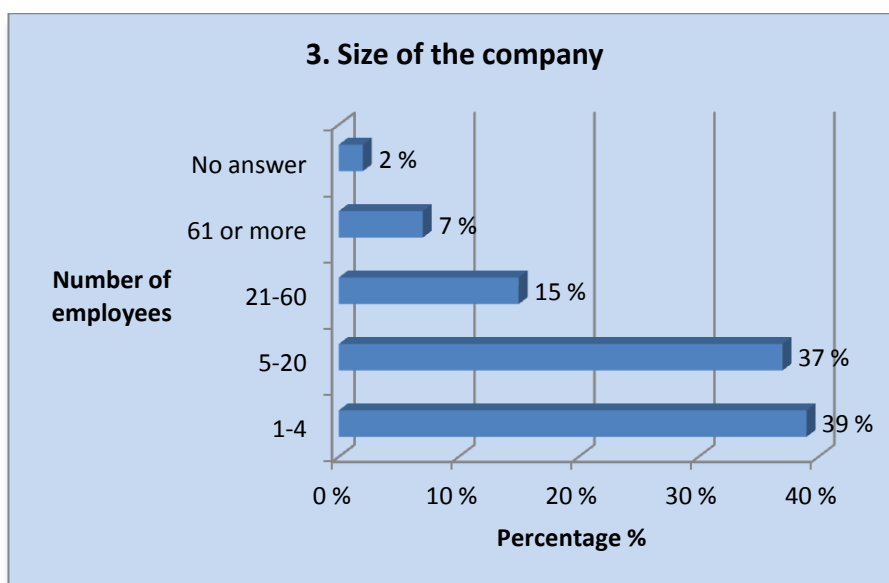

Figure 8: Size of the company

Question four concerned respondents' sales orientation (B2B or B2C or sector which included both). As can be seen in the figure 9 the biggest group among respondents consists of businesses and organizations totaling 49%. 35 % of respondents consider having sales towards consumers, businesses and organizations. Respondents having sales towards consumers totaled in 14%.
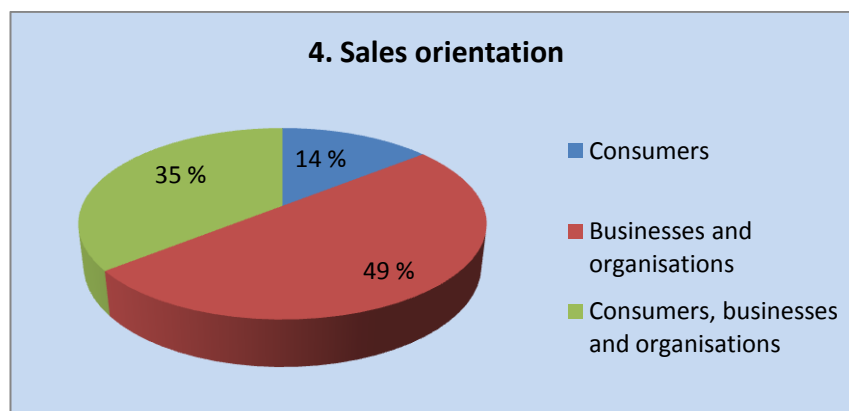
Figure 9: Sales orientation

Question number five concerned with marketing methods used over the last year. Question-naire's purpose for this thesis was to gain information on other companies, especially B2B companies, marketing manners and at the same time increase Ebsolut's knowledge on how strongly to use online marketing as part of marketing strategy.

Out of 198 answers totally 98 (49%) defined themselves as companies having sales towards companies and organizations (B2B). Figure 10 shows these companies' level of input on different marketing methods over the last year (from 2011 April till 2012 April). Marketing on television and Marketing on radio reached the highest number of choices when respondents evaluated the marketing methods that had "No input". Totally these two methods reached 90 choices each, both totaling 92% of answers. In addition marketing methods such as Banners and Use of Social Media reached 69 answers (both 70% of answers) in having "no input at all". Then again when talking about "Extremely strong input" on marketing methods Personal Visits reached the highest number of answers totaling 27 (28% of answers). Also Word of Mouth and Home sites reached answers totaling 16 (16 %) and 15 (15%). When talking about Rather Strong Input on certain marketing methods respondents choose Personal visits (26%) and the use of Home (28%) sites. See the figure 10.
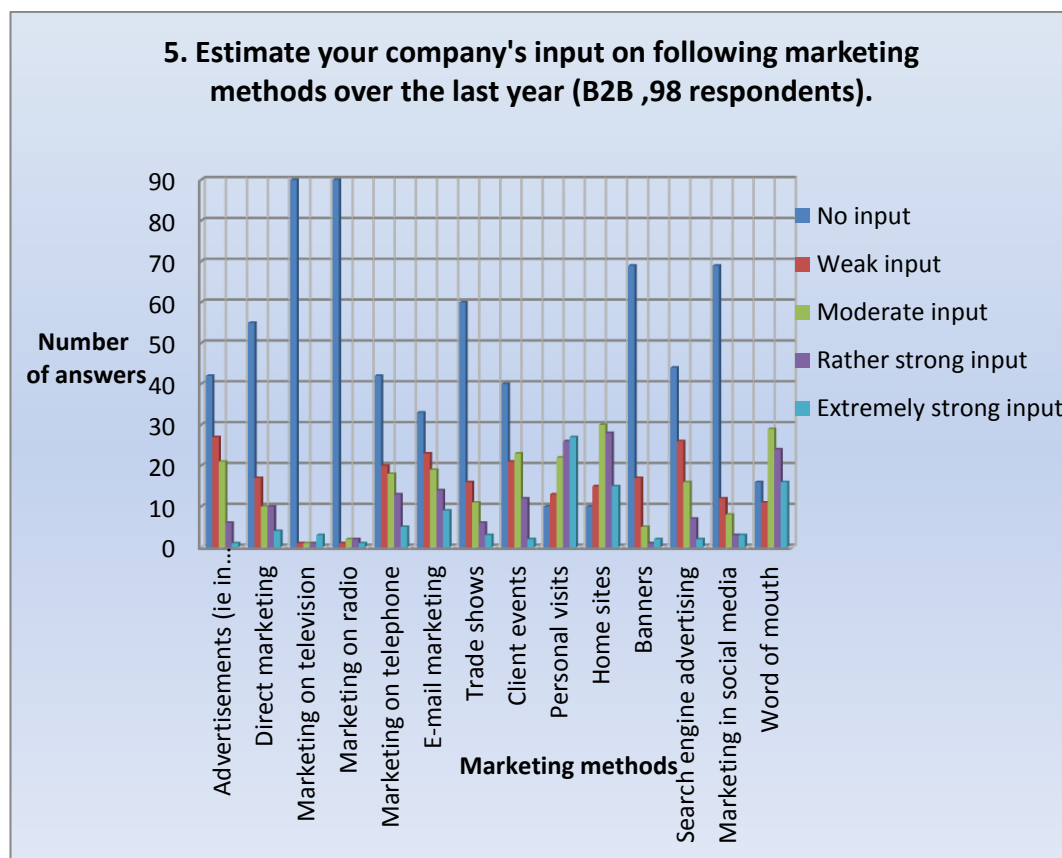
Figure 10: Estimate your company's input on marketing methods over the last year (B2B)

As the analyzing of the questionnaire progressed it was relevant to choose companies that defined themselves having sales towards consumers (B2C). In order to do that there was a need for creating a figure that showed the level of input on different marketing methods among B2C to illustrate the differences in use of marketing methods, B2C versus B2B. Figure 11 illustrates the fact that the nearly the same marketing methods have not been in use and nearly the same have been in use in B2C companies as in B2B companies. The difference between these two response groups was not so clear after all. When talking about methods that have No input at all methods such as Marketing on television (78%), Marketing on radio (75%) and Marketing on telephone (71%) stand out with their high selection percentage. These three methods have had the highest number of choices when talking about marketing methods that have no input at all. Then again when talking about marketing methods that have had extremely strong input so called word of mouth- method reaches 28% of replies in that evaluation. B2C sales orientated respondents had huge amount of blank choices. Therefore figure 11 has fewer bars in the chart.
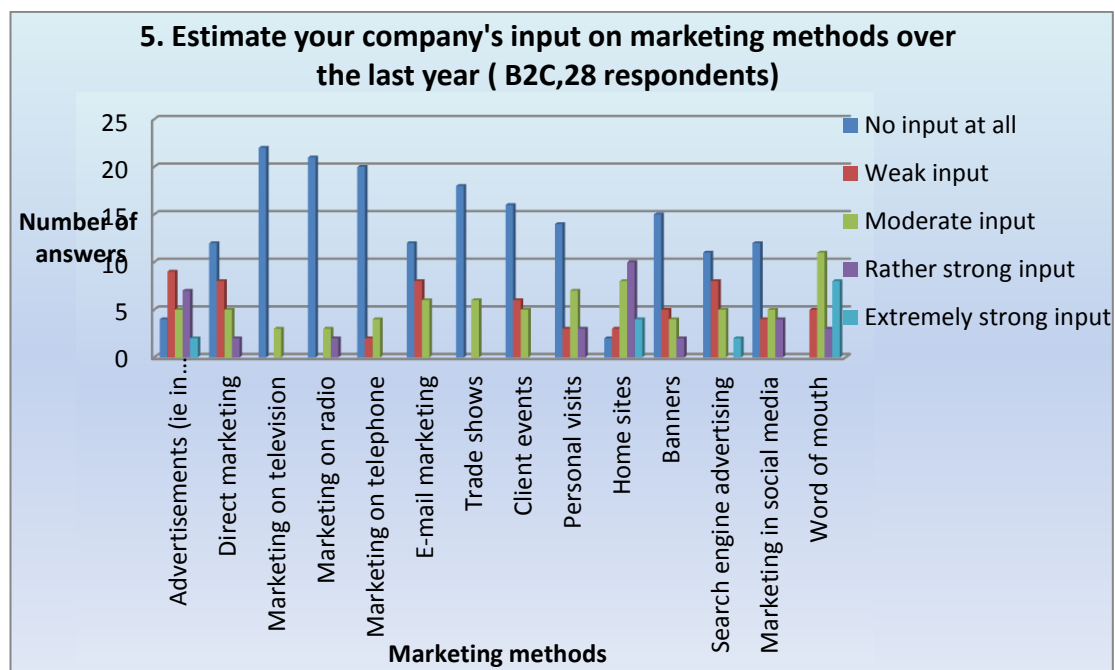
Figure 11: Estimate your company's input on marketing methods over the last year (B2C)

In figure 12 there are all the answers for question 5. When put together the replies of B2B-sector, B2C-sector and the mixture of both sector in one bar chart it is shown that still there are same marketing elements having the most and the least replies. All together 19% of replies marked word of mouth method having extremely strong input on over the last year. Personal visits reached 17% of replies in having extremely strong input on. In addition 15% marked home sites as marketing method on which they had extremely strong input.

5. Estimate your company's input on marketing methods over the last year (all answers, 198).

Figure 12: Estimate your company's input on marketing methods over the last year (all 198 answers)

Question six included respondents' estimations on marketing methods' impact on sales. As it can be seen in figure 13 Not familiar with method choice stood out from answer options. As it was put as one option it gathered many choices which is not necessary a good thing for this thesis. Due to the high amount of choices on that the response percentage on actual marketing methods was lower. Few marketing methods' impact on sales had extremely strong effect in many companies opinion. Personal visits is one of them, which 30% of respondents marked as having extremely strong impact on sales. Also 18% of respondents replied Home sites as having extremely strong effect on sales. When estimating marketing methods that have moderate effect on sales Home sites having 30% of replies and both Direct marketing and E-mail marketing having 26% of replies. Then again when estimating methods that have no effect on sales methods such as marketing on radio and on television stood out with their high response rate, marketing on radio having 37% and marketing on television having 36% of replies.

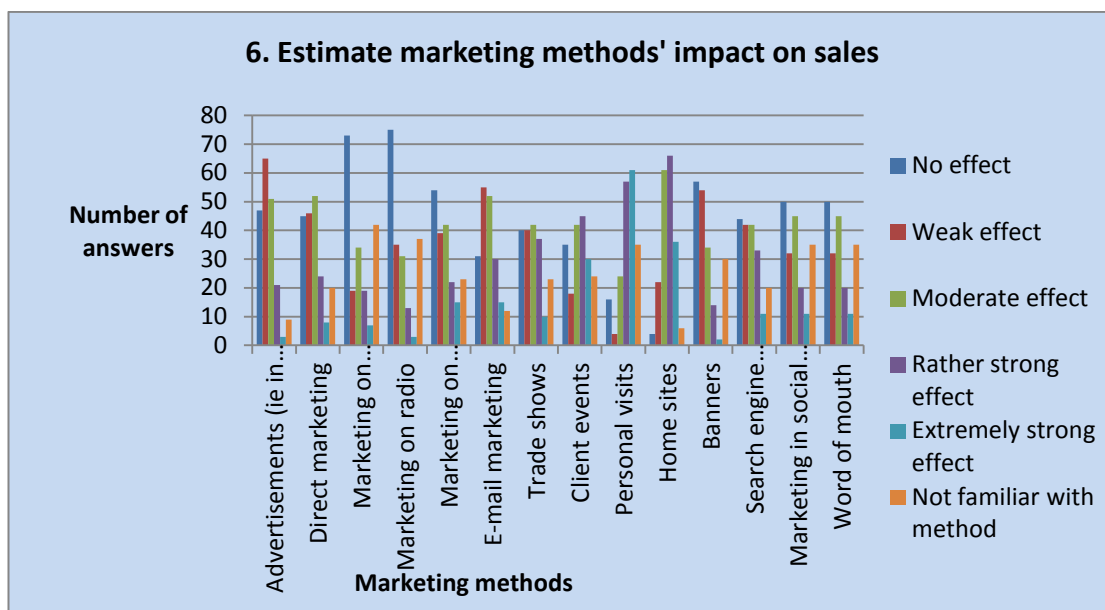**6. Estimate marketing methods' impact on sales**

Figure 13: Estimate marketing methods' impact on sales

In question seven respondents evaluated different marketing methods' impact on company image. Figure 14 illustrates question seven's replies. And as it can be seen extremely strong effect on company image had personal visits with 37% of replies and word of mouth with 36% of replies. In addition home sites gathered in having extremely strong effect on company image 34% of replies. Marketing methods such as marketing on radio and on telephone resulted in having no effect on company image both with 25% of replies. Respondents estimated marketing methods such as e-mail marketing and home sites having the most replies in moderate effect on company image, e-mail marketing with 34% and home sites with 32% of replies.

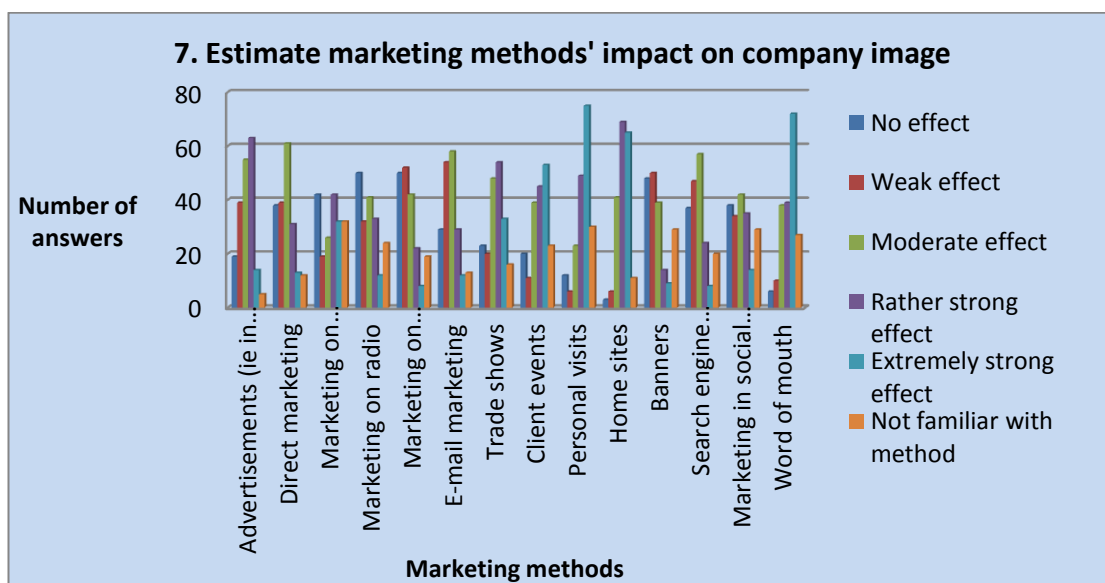**7. Estimate marketing methods' impact on company image**

Figure 14: Estimate marketing methods' impact on company image

Question eight concerned marketing methods impact from a different perspective. Respondents needed to evaluate marketing methods when the marketing operations occur towards their companies/organizations. In this evaluation extremely strong effect had personal visits with 28% and word of mouth with 21% of replies. Respondents estimated weak effect when marketing is towards them in advertisements with 38% and banners with 35% of replies. When talking about marketing methods that had no effect marketing on radio had 41% and marketing on television 40% of replies. See the figure 15.
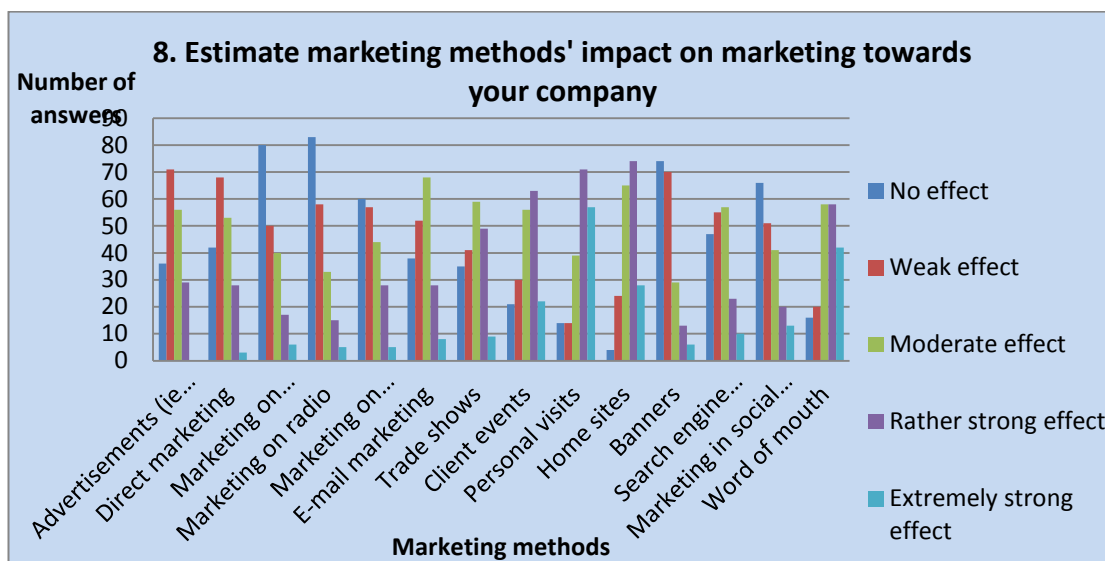
Figure 15: Estimate marketing methods's impact on marketing towards your company

Question 9 concerned future plans with different marketing methods among respondents. Respondents needed to estimate how strong input they would like to have on each marketing method. On home sites could have extremely strong input 44% of replies and on personal visits 43%. Marketing on television and marketing on radio reached highest number of choises when estimating on having no input on, marketing on television with 52% and marketing on radio with 47% of replies. See the figure 16.

9. Estimate which marketing methods you could imagine your company to have input on in the future
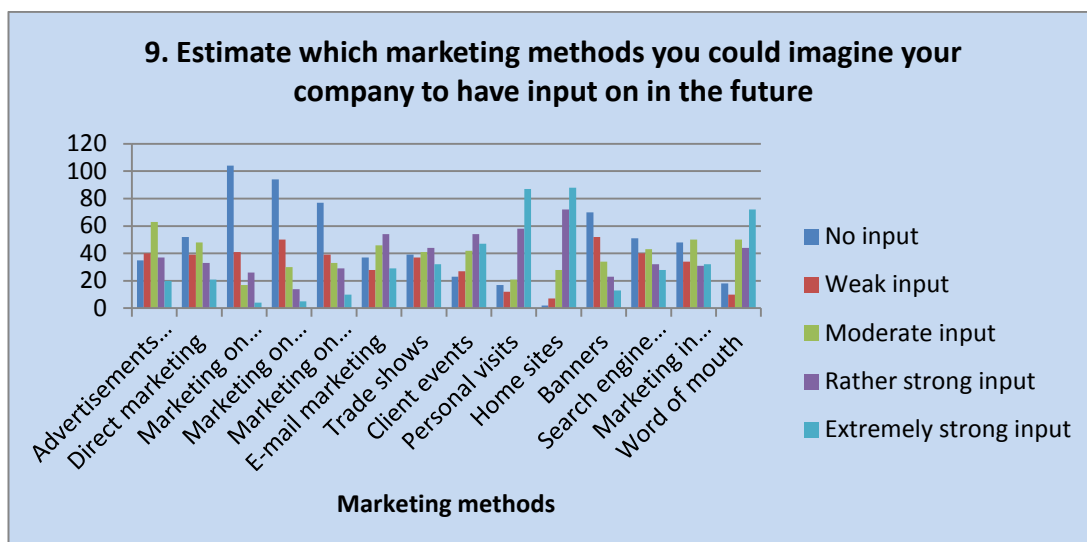
Figure 16: Estimate which marketing methods you could imagine your company to have input on in the future

Due to clearance it was relevant to create a bar chart with only online marketing methods in it and the respondents being operating in B2B sector. See the figure 17.
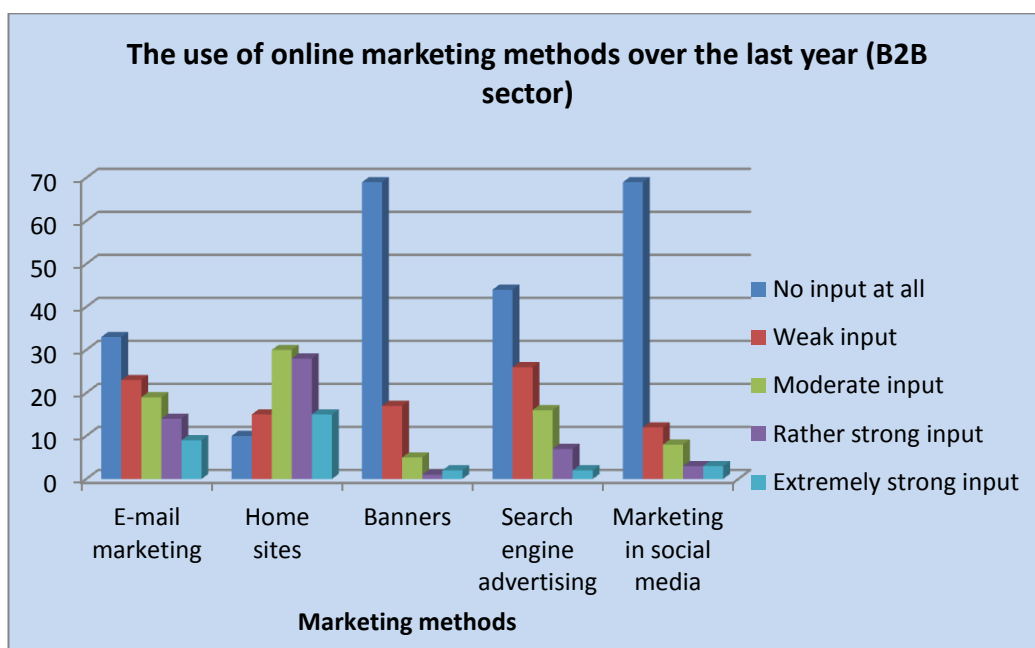
The use of online marketing methods over the last year (B2B sector)

Figure 17: The use of online marketing methods over the last year (B2B)

5   Conclusions and recommendations

After the questionnaire was conducted and the results put into readable form there was a need for starting to evaluate the results also from the Ebsolut's perspective. This thesis is also used for giving guidelines for Ebsolut's online marketing operations. Considering that the

significance of B2B companies and organizations marketing habits and online marketing share in it is rather big. Based on the results generally the use of online marketing methods is still rather small in Kainuu and Northern Ostrobothnia area. Banners, Search engine advertising and Marketing in social media are the least in use. These methods are also introduced in theoretical part as a suggestion for Ebsolut to use in their online marketing operations. This might had effect on Ebsolut's decision how strongly to use these methods. On the other hand the e-mail marketing and home sites are considered as more conventional forms of marketing and therefore have been used more over the last year (from April 25 2011 to April 25 2012) according the results.

When talking about marketing operations' impact on sales personal visits, home sites and client events stand out with their extremely strong effect-rated answer among respondents. These marketing methods are still evaluated to have strong impact on sales. Then again when talking about marketing methods' impact on company image word of mouth and personal visits had the highest answers in the extremely strong impact evaluation. Especially the good old word of mouth still is rather significant form of marketing when a possible new customer is considering to use a company's services or buy a new product. It has more power in the sentence of a person you are familiar with than in a letter send to your e-mail box.

As the results revealed information on online marketing rather small use it could also give for Ebsolut's marketing operations some referring how strongly to use it as part of their marketing operations. As it was discussed earlier in this thesis Ebsolut already uses some online marketing methods and is considering using more. Banners, search engine advertising and marketing in social media are anyhow used even though with a small scale. Home sites and e-mail marketing can be shown to be used little more among respondents.

For the future the study results shows moderate use of online marketing methods such as marketing in social media and search engine advertising. These results show anyhow rather unwillingness response towards online marketing methods even in the future.

Generalization of the results should be done carefully and not too strongly. It is essential to remember the fact that the analyzing of results are by some parts only to give guidance. The results of the study itself still are interesting for case company Ebsolut.

Ebsolut's current situation in marketing manners can been changed at least to some extent. Any how this thesis with its' introductions of online marketing methods in the theoretical part and suggestions and guidelines at the empirical part together will help Ebsolut to decide the significance of marketing operations and online marketing share in it.

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Figures

Appendix 1

Questionnaire form in Finnish and in English

Kyselytutkimus sähköisestä markkinoinnista

1. **Valitse oma ikäryhmäsi**

18-30
31-40
41-50
51-60
61 tai enemmän

2. **Valitse asemaasi parhaiten kuvaava vaihtoehto**

toimitusjohtaja
markkinointijohtaja/markkinointipäällikkö
myyntijohtaja/myyntipäällikkö
jokin muu, mikä?

3. **Yrityksen koko työntekijöinä**

1-4
5-20
21-60
61 tai enemmän

4. **Yrityksen myynti suuntautuu**

yrityksille ja organisaatiolle
kuluttajille
molemmille

5. **Arvioi kuinka voimakkaasti yrityksenne on panostanut viimeksi kuluneen vuoden aikana alla oleviin markkinoinnin muotoihin (1=Ei ole panostanut lainkaan, 2=Heikosti, 3=Kohtalaisesti, 4=Melko voimakkaasti, 5=Erittäin voimakkaasti).**

Ilmoitusmainonta (lehdet)
Suoramarkkinointi (kirjeet)

TV-mainonta

Radiomainonta

Puhelinmarkkinointi

Sähköpostimarkkinointi

Messut

Asiakastilaisuudet

Henkilökohtaiset käynnit

Kotisivut

Bannerit

Hakukonemarkkinointi

Markkinointi sosiaalisessa mediassa (mm. Facebook, Twitter, blogit)

Puskaradio

6. Arvioi seuraavien markkinointikeinojen vaikutusta myyntiin (1=Ei vaikutusta, 2=Heikko vaikutus, 3=Kohtalainen vaikutus, 4=Melko voimakas vaikutus, 5=Erittäin voimakas vaikutus, 9=En tunne asiaa).

Ilmoitusmainonta (lehdet)

Suoramarkkinointi (kirjeet)

TV-mainonta

Radiomainonta

Puhelinmarkkinointi

Sähköpostimarkkinointi

Messut

Asiakastilaisuudet

Henkilökohtaiset käynnit

Kotisivut

Bannerit

Hakukonemarkkinointi

Markkinointi sosiaalisessa mediassa (mm. Facebook, Twitter, blogit)

Puskaradio

7. Arvioi seuraavien markkinointikeinojen vaikutusta yrityskuvaan (1=Ei vaikutus-ta, 2=Heikko vaikutus, 3=Kohtalainen vaikutus, 4=Melko voimakas vaikutus, 5=Erittäin voimakas vaikutus, 9=En tunne asiaa).

Ilmoitusmainonta (lehdet)

Suoramarkkinointi (kirjeet)

TV-mainonta

Radiomainonta

Puhelinmarkkinointi

Sähköpostimarkkinointi

Messut

Asiakastilaisuudet

Henkilökohtaiset käynnit

Kotisivut

Bannerit

Hakukonemarkkinointi

Markkinointi sosiaalisessa mediassa (mm. Facebook, Twitter, blogit)

Puskaradio

8. Arvioi seuraavien markkinointikeinojen tehokkuutta yritykseesi kohdistuvassa markkinoinnissa (1=Täysin merkityksetön, 2=Melko merkityksetön, 3=Ei tärkeä, ei merkityksetön, 4=Melko tärkeä, 5=Erittäin tärkeä).

Ilmoitusmainonta (lehdet)

Suoramarkkinointi (kirjeet)

TV-mainonta

Radiomainonta

Puhelinmarkkinointi

Sähköpostimarkkinointi

Messut

Asiakastilaisuudet

Henkilökohtaiset käynnit

Kotisivut

Bannerit

Hakukonemarkkinointi

Markkinointi sosiaalisessa mediassa (mm. Facebook, Twitter, blogit)

Puskaradio

9.Mihin markkinoinnin muotoihin voisit kuvitella yrityksesi panostavan tulevaisuudessa? (1=Täysin mahdoton, 2=Melko mahdoton, 3=Ei mahdoton, ei mahdollinen, 4=Melko mahdollinen, 5=Erittäin mahdollinen).

Ilmoitusmainonta (lehdet)

Suoramarkkinointi (kirjeet)

TV-mainonta

Radiomainonta

Puhelinmarkkinointi

Sähköpostimarkkinointi

Messut

Asiakastilaisuudet

Henkilökohtaiset käynnit

Kotisivut

Bannerit

Hakukonemarkkinointi

Markkinointi sosiaalisessa mediassa (mm. Facebook, Twitter,
blogit)

Puskaradio

10. Anna yhteystietosi (nimi, puh.nro.,sähköpostiosoite) mikäli tahdot osallistua arvontaan.

Appendix 2

Questionnaire on online marketing

1.Choose your age

18-30

31-40

41-50

51-60

61 or more

2.Choose the best alternative for your position

Chief executive officer

marketing manager/marketing officer

sales manager/ sales officer

something else what?

3.The amount of employees

1-4

5-20

21-60

61 or more

4. Sales orientates towards

companies and organizations

consumers

both

5. Estimate your company's input on following marketing methods over the last year (1= No input at all,2= Weak input, 3=Moderate input, 4=Rather strong input, 5= Extremely strong input)

Advertisements (ie newpapers)

Direct marketing (ie letters)

Marketing on television

Marketing on radio

Marketing on telephone

E-mail marketing

Tradeshows

Client events

Personal visits

Home sites

Banners

Search engine advertising

Marketing in social media (Facebook, Twitter, blogs)

Word of mouth

6. **Estimate following marketing methods' impact on sales (1= No impact, 2= Weak impact,3=Moderate impact, 4=Rather strong impact, 5= Extremely strong impact, 9=not familiar with method).**

Advertisements (ie newpapers)

Direct marketing (ie letters)

Marketing on television

Marketing on radio

Marketing on telephone

E-mail marketing

Tradeshows

Client events

Personal visits

Home sites

Banners

Search engine advertising

Marketing in social media (Facebook, Twitter, blogs)

Word of mouth

**7. Estimate following marketing methods' impact on company image
   (1= No impact, 2= Weak impact, 3=Moderate impact,4=Rather strong impact,
   5= Extremely strong impact, 9=not familiar with method).**

Advertisements (ie newpapers)

Direct marketing (ie letters)

Marketing on television

Marketing on radio

Marketing on telephone

E-mail marketing

Tradeshows

Client events

Personal visits

Home sites

Banners

Search engine advertising

Marketing in social media (Facebook, Twitter, blogs)

Word of mouth

8. Estimate following marketing methods impact when the marketing is towards your company (1= No impact, 2= Weak impact, 3=Moderate impact, 4=Rather strong impact, 5= Extremely strong impact).

Advertisements (ie newpapers)

Direct marketing (ie letters)

Marketing on television

Marketing on radio

Marketing on telephone

E-mail marketing

Tradeshows

Client events

Personal visits

Home sites

Banners

Search engine advertising

Marketing in social media (Facebook, Twitter, blogs)

Word of mouth

9. On which marketing methods you could imagine to have input on in the future? (1= No input at all, 2= Weak input, 3=Moderate input, 4=Rather strong input, 5= Extremely strong input)

Advertisements (ie newpapers)

Direct marketing (ie letters)

Marketing on television

Marketing on radio

Marketing on telephone

E-mail marketing

Tradeshows

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Search engine advertising

Marketing in social media (Facebook, Twitter, blogs)

Word of mouth

10.Give your contact information in case you want to participate in lottery.