



Bachelor's Thesis

# Designing a strong Digital Branding Strategy for a Collective Living Startup: A Case company of Rond House Oy

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2021 Laurea



Laurea University of Applied Sciences

**Designing A Strong Digital Branding Strategy for a Collective Living Startup: Case company: Rond House**

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Business Management  
Bachelor's Thesis  
December 2021

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Year	2021	Number of pages	44
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In this digital era, it is important for Rond House Oy - the case company - to have a strong online presence and an effective digital branding strategy to survive and stand out from the high competitive market. The main objective of this thesis was to study the existing theories and eventually propose a strong and effective digital branding strategy for the case company. The author uses the theories, findings and academic resources of experts and data collected from interviews and qualitative research method.

From the research results, it was discovered that the case company needs a clearer and stronger digital branding strategy to make their online presence become a more valuable's asset that helps secure and strengthen their position in thi high competitive market. In addition, it was found that Social Media and SEO are the most powerful and effective tools that make up a successful digital branding strategy.

Finally, a digital branding strategy for Rond House is proposed based on research results and adopted theories. The company can use this proposal as preferences in their digital branding execution.

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## 1 Introduction

Starting the new decade, the world is facing a worldwide crisis brought by the mysterious novel coronavirus pandemic. The pandemic has disrupted and drastically impacted the global economy and social life in multiple ways and dimensions. Facing the disruption and massive changes caused by the new unknown disease, organizations of all scales urged to embrace the digital transformation to survive and guarantee their business continuity. And before any experts could predict the direction that our world was falling into, novel coronavirus pandemic along with the rapid evolution of mobile technology, the emergence of digital media platforms and multichannel marketing strategies have driven and led our business world today into a new era of digitalization.

On the threshold of this new era, a brand without its digital presence is like a car without its tires to drive fast and survive in the present-day's increasingly competitive marketplace. In other words, digital branding has become a new marketing mantra that necessitated every practitioner or those who are studying business of any type need a better understanding of the digital landscape. That landscape is shifting radically and our acknowledgement of branding needs to adapt accordingly. In this thesis, the author will explore the digital landscape in three main areas: digital branding in perspective, essential digital toolkit and finally designing a robust branding strategy and measurement for the case company **Rond House Oy**- a collective living startup based in Helsinki.

### 1.1 Background of the Case Company

Rond House is one of the early pioneer startups that developed the idea of the collective living in Helsinki. The company was founded in October 2019 by the trio of the most innovative, open-minded and enthusiastic people that I have ever worked with. Rond House is a subsidiary company of Rond Production House - a Helsinki-based event production agency founded in July 2018. After one and half year of hosting more than 15 events with different scales from small business meetups, workshops to big conferences, the founders had a chance to meet and be inspired by the most amazing business insiders flying from all over the world to attend their events. That was when the three co-founders came up with the idea of having a communal space that connects young professionals to co-living in a same building that provides them all of the necessary amenities and other living services. Ever since then, Rond House co-founders have been driven and intrigued by the idea of having a building where they can throw events weekly, offer the unrivalled living services and bring the most enjoyable experiences to their target customers. Their final ambitious goal is to build a vibrant community

that connects all of the inspiring and young millennials to enhance their quality of life and encourage them to advance further in their professional careers.

## 1.2 Purpose of the Thesis

The main purpose of the thesis is to deliver a robust digital branding strategy for the case company to build a strong customer recognition, successfully introduce their new concept of the collective living and have a strong digital presence to add in the company valuable intangible assets.

## 1.3 Framework of the thesis

This thesis adopts the basic structure ITMRC (which stands for Introduction, Theoretical Background, Methodology, Results, Conclusion) for academic research paper with few extra sections to best serve the thesis's purpose.

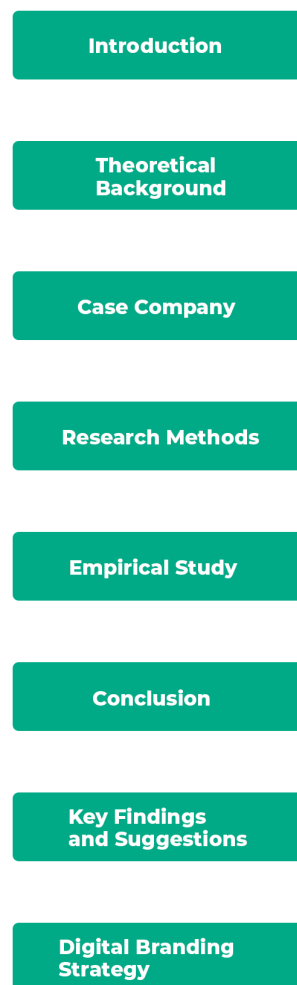


Figure 1: Framework of the thesis

The thesis consists of eight main chapters as shown in Figure 1. The thesis structure adopts the basic ITRMC model along with adding sections selected by the author to contribute to the thesis's main purpose: design a robust digital branding strategy for a collective living startup - Rond House Oy.

The Introduction part presents general information about the thesis topic and its current context. In this part, the thesis's purpose is stated specifically and an introduction of the company background was briefly made.

Theoretical Background or also known as Literature Review wraps up three main areas: Digital Branding in perspective, Essential Digital Toolkit and Digital Branding Strategy.

The Case Company chapter will explore further what is the company ideology, missions and values. This chapter will also answer these important questions in order to build a robust digital branding strategy that suits the company spirit the most later on:

- What is the brand personality? The choice of tone of voice when communicating with customers?
- What kind of image would the company want to portray for their targeted customers as a brand?
- How do they wish to communicate with their customers in the current context?
- How do they wish to maintain a healthy relationship with their customers?

The Research Methods part mentions different selecting methods that will be used in the process of conducting this thesis and how they work in details. In this chapter, the author also provides a justification for her choice of using either quantitative or qualitative, and primary or secondary data in this thesis.

The process of conducting the research will be included in the Empirical Study section. The main findings are discovered later on using data analysis method can also be found in this chapter.

Conclusion part is an important chapter that will give an overall picture of the main research findings from the Empirical study.

The next chapter is Key Findings and Suggestions where the author will highlight the interesting and key results from the research work and make suggestions regarding what would make a strong digital branding plan for the case company and the applicability to the company current goal.

The final chapter, the Digital Branding Strategy, attributes to the achievement of the thesis's purpose. In this chapter, a detailed digital branding strategy will be formulated and designed for the case company based on its brand personality, company missions, visions and values.

#### 1.4 Research Questions

The research questions are the core of the research process. They will later on help researcher to determine the research methodology and offer guidance through all the phases of conducting research, collecting and analyzing data. In this thesis, the author will focus on these two important questions:

Why digital branding is a vital asset for organization at all scales nowadays?

Which essential digital toolkits would contribute to a successful digital branding strategy for the case company?

#### 1.5 Limitations of the study

There are several limitations that this study faces due to the nature of the chosen qualitative methodology and the limited time and resources. The data collection methods in this research are mainly in form of one-on-one interviews and samplings. Therefore, the data collection process is more time-consuming and does not yield statistically significant results. Another limitation of the qualitative method is that the quality of the research is greatly dependent on the researcher's knowledge and personal skills. Because of that, the researcher's presence, which is often unavoidable, during data gathering could have certain impacts on how the subjects would response and unintentionally emerge unconscious biases or idiosyncrasies.

Other major limitations of this study are the limited time and resources. Due to the contemporary of the topic, the author found it challenging to gather relevant and sufficient academic sources to support the study's theoretical background in such a limited period of time. However, with the help of the sampling technique, the researcher managed to obtain certain amount of fascinating insights from the two main groups of subjects: professionals in the field (entrepreneurs, digital branding strategists) and targeted customers (digital media users) within a short time.

## 2 Literature Review

### 2.1 Digital Branding in perspective

#### 2.1.1 The concept of brand

There are several definitions of brand. Traditionally, according to the American Marketing Association (AMA), brand is defined as “Name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers” (AMA, 2017). Kotler mentioned brand as the name, associated with one or more items in the product line that used to identify the source of character of the item(s) (2000, p.396). Keller (2003) also specified “technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand.”

Brand, as any other concept, has been evolved over time to factor in a far more extensive set of considerations. In modern view, the concept of brand is considered to be more than merely a name or its visual identity, hence we must also take into account the thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and so on that are associated with a brand (Rowles D., 2014, p.7). In other words, brand is the sum experience of every touch point a customer has with company and its product or service (Hammond, 2011, p.14-19).

De Chernatony and McDonald (1992) hold another interesting point of view about brand: “an identifiable product augmented in such a way that the buyer or user perceives relevant unique added values which match their needs most closely. Furthermore, its success results from being able to sustain these added values in the face of competition.” From that viewpoint, there are three main aspects about brand:

- (1) *a brand is closely connected with customer perception;*
- (2) *customer perception is influenced by the added values of the products;*
- (3) *and the added values need to be sustainable in the face of competition.*

Brand is defined as a complex phenomenon, because it is not only about how good a product or service that the seller has to offer but it also a unique asset of a company and have been developed over a period of time so that it can embrace a set of values and attributes that are meaningful both tangible and intangible and distinguish products clearly with products similar (Murphy, 1990). In essence, brands can add significant values if they are developed to be well recognized and have a positive association in the minds of consumer (Matin, 2016). Therefore, brand is undeniable to be a vital factor in competition and is a valuable asset that provide product differentiation from its competitors. Consequently, brands have a significant

influence in offering organizations competitive advantage through its capabilities in the minds of consumers.

### 2.1.2 Branding in digital age

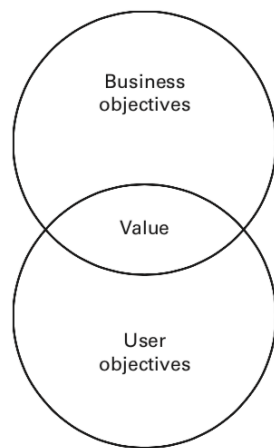
The evolution of the Internet and the emerge of digital media have upended how consumers interact with brands today. Fundamentally, digital media is radically transforming the economics of marketing and making obsolete many of the functions' traditional branding strategies and structures (Edelman, D. C, 2010). In fact, digital has enabled two-way communications between brands and consumers, which means that consumers nowadays can easily communicate directly with brands through the medium of social media. To a certain extent, communications via digital media do not even involve the brand anymore and can be directly between consumers (Rowles D., 2014, p.3-4). This means that what customers feel and talk about brands is now more important than what the brands say about themselves. Bedburry S. (2003) firmly asserted one main difference between the tradition and the new brand world is that "today's brand equation, the consumer whom you are telling your story- the listener, the viewer, the customer - has more control than ever before". For marketers to acknowledge that shift from broadcast to dialogue, the traditional branding approach is considered to be no longer sufficient and needed to change in order to sustain the company's promised values in the face of competition.

There are many definition of digital branding, also known as e-branding or online branding. Hammock (2015) defined brand is the total experience a customer has with company and its product or service. However, it is the fact that a brand today is much more than a brand was 20 years ago, but traditional "brand thinking" still occurs and includes several components that still exist and form the brand (Meyers H, Gertsman R, 2001). Rowles D. (2014, p. 3-4) also state that "the reality is that we now experience things in our connected world in a much more complicated way than previously". In today world, the number of different online touchpoints (points at which customer can experience and interact with the company and its product or service via digital media) are increasing. Therefore, digital branding can be defined as the sum of digital experience through all the online touch points a customer has with company and its product or service.

### 2.1.3 Value Proposition & Digital Branding

Traditionally, value proposition is defined as a clear, compelling and credible expression of the experience that a customer will receive from a supplier's measurable value-creating offering." Barnes et al (2012, 28.). While Lynne Ryals (2011) stated that value proposition is a statement of value that the company provides to a customer from its product or service offering. According to Fill (2009, p.197) value proposition is defined, from both business-to-

business and business-to-customers perspectives, “by the net satisfaction derived from a transaction, not the costs incurred to obtain it”. Customers will be interested in engaging in the service offering or experiencing the product that provide value to them and give solution to their problems. In the traditional point of view, when we consider business objectives and user objectives overlapping each other, it creates value (Rowles, D., 2014, p13-14). Those are mutual value for both the business and target user (Figure 1.)



*Figure 1. Aligned business and user objectives create value.*

Digital Branding can connect the gap between business objectives and target audience objectives and bring value to both parties. Value proposition is emphasized to be a key element for ensuring an organization’s success (Huber 2001; Reichheld et al. 2000).

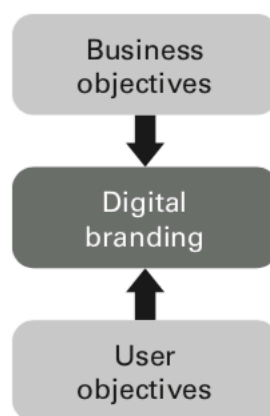


Figure 2. Digital branding bridges the gap between business objectives and target audience objectives

#### 2.1.4 The consumer journeys

The consumer journey or also known as customer journey describes the experience a user/customer has with a brand. Consumer journey is created in a form of a detailed map showing how a customer interact with a brand, starting from being aware of the brand to experiencing with its service or product. In short, the consumer journey is the sum of experiences and actions that users go through when they are interacting with a brand and its service or product. It is essential for marketers to continuously mapping out their user journey in order to develop and improve their products or services (Richardson, 2010)

##### ***The consumer journey map***

A consumer journey map can be in a form of a diagram that illustrates how a customer goes through in engaging with a brand step by step (Richardson, 2010). This diagram lays out every stage of the consumer experiences with a brand. These stages are so-called consumer touchpoints, which define the moments when a consumer is in contact with a brand. Based on these touchpoints, a brand will have more depth insights about their targeted customers' needs and how they can optimize their customers' consumer experiences journey (Richardson, 2010)

##### ***Traditional consumer decision journey***

Traditionally, the consumer decision journey is defined as a funnel metaphor (figure 3) to address user touchpoints: many brands, fewer brands, final choice and then buy. Based on that funnel diagram, marketers for years assumed that user started with numbers of potential brands in mind and then methodically narrowed down their choices until they make the final purchase decisions. And then after purchase, a relationship between user and brand was built from the experience that user occurred to have while using the brand's product or service. Back then, companies strengthened their relationship with user by using paid-media to push marketing at certain well-defined touchpoints along the funnel to help building awareness & ultimately encouraging purchase (Edelman, D.C, 2010).



Figure 3. The funnel metaphor

#### *Modern consumer decision journey*

In the new era of digitalization, customers nowadays interact and engage with brands in a much more complicated level than ever before due to the mainstream of digital tools and social media. Because of that, the tunnel metaphor has become obsolete and failed to capture the shifting nature of today user engagement (Edelman, D. C., 2010).



Figure 4. The modern McKinsey Consumer Decision Journey

In the June 2009 issue of McKinsey Quarterly (David C., Dave E., Susan M., Ole J.V), the modern “consumer decision journey” (CDJ) was attractively presented and showcased a more nuanced view of how consumers engage and interact with brands. A thorough study of the purchase decisions of nearly 20 000 consumers across five different industries: automobiles, skin

care, insurance, electronics, mobile telecom in three continents was properly conducted to develop and finalize the CDJ model. From that study, it is shown that the consumer decision journey has developed further from the traditional funnel metaphor system and today's consumers have taken a much more iterative path in their journey with only four crucial stages: consider (1), evaluate (2), buy (3) and enjoy, advocate, bond (4).

The McKinsey model shows a detailed map of today's consumer decision journey: (1) consider a list of products/services/brands, (2) evaluate the brands and then add or subtract brands to the list accordingly, (3) makes a purchase, and (4) experience and then build expectations with the product from using it to inform future behavior (Court et al. 2009). When a company can satisfy their consumers by actually offering them real value throughout these four stages, the consumers are likely to jump right to the third stage of their buying journey the next time a buying need arises - making a purchase.

**(1) Consider.** In the beginning of the journey, when a purchase need arises, consumers have a top-of-mind consideration set: a list of products, services or brands that they have exposed with before (e.g. from ads, store displays, their friends' experiences or from other channels). Today's consumers are overwhelmed by media and awash in options, therefore, they tend to reduce the list of products they consider at the outset.

**(2) Evaluate.** The original consideration set from the initial stage expands as consumers nowadays urge to seek for more information from reviewers, other user experiences, salespeople, or from the brand and its competitors. During this evaluation, consumers often add or subtract products/services/brands according to the data they have gathered so far before finalizing their decisions. Because of that, marketers who acknowledge their consumers' outreach and be able to provide them relevant and useful information will encourage and shape consumers' ensuing choices.

**(3) Buy.** This is where consumers make an actual purchase decision. In this touch point, other factors like placement, packaging, availability, pricing and sales interactions play an important role in providing an enjoyable and good experiences to consumers and meet their expectations.

**(4) Enjoy, Advocate and Bond.** After the purchase, a deeper connection between consumers and the brand established as they start to interact with the product/service/brand. In digital age, that connection is strengthened not only in the physical world but in the online world also. In the McKinsey study, consumers tend to conduct online research and dig up more information of the product even after a purchase was made - this touch point was entirely missing from the traditional funnel. When consumers are satisfied with their purchases, they will advocate for it by word of mouth, and willingly to share their experiences by leaving online reviews, recommendations and personal thoughts. When the bond between consumers and

brands strong enough, they are likely to skip the *Consider* and *Evaluate* stage completely and jump right in an enjoy-advocate buy loop.

From subsequent research, it is suggested that there is a multitude of slight variations to the stages and terminology of this model (e.g. Wolny and Charoensuksai 2014; Kaushik 2015; Kotler et al. 2016; Kingsnorth 2019), however, these stages are broadly accepted as the modern conception of the consumer decision journey (McTigue 2019). Among those variations on the model, Avinash Kaushik (2015)- Marketing Evangelist for Google -'s variation is one of the most outstanding concepts and is well-known for its simplicity. Kaushik's variation with the four stages are: See (Consider, awareness), Think (Evaluation), Do (purchase), and Care (managing the post-purchase experience) and his model has been used internally as the framework at Google. The See, Think, Do and Care model explains a quick glimpse at diverse business situations through a simpler consumer decision journey which brings an essential attribute for any model's use and adoption (Mc Tigue 2019). It is seen also an effective tool to adopt in digital marketing analytics and developed specifically for digital marketing (Kaushik 2015).

In the original McKinsey model, the four stages of the consumer decision journey show that rather than systematically narrowing their choices in the past, consumers add and subtract brands from a group under consideration during an extended evaluation phase and then finally make a purchase. After purchase, they often enter into an open-ended relationship with the brand, sharing their experience with it online.

### ***The digital consumer decision journey***

With any variation of the McKinsey consumer decision journey, the CDJ signifies that marketing strategies, tactics, and measurements should be intertwined with the needs and behaviors of consumers at each and every stage of the CDJ (Kingsnorth 2019). In the digital age, it means that the modern consumer decision journey is pushed beyond abstraction and into the world of practical application - the world of today digital branding analytics (Edelman, D.C, 2010).

The digital consumer decision journey concept was introduced in 2014 to embrace the speed of digitization and improves brand's multiplatform marketing efforts (Van Bommel, E., Edelman, D., & Ungerman, K. 2014). The digital CDJ emphasizes three areas: Discover (1), Design (2), Deliver (3)

(1) **Discover**. Even equipped with today technology, digital marketers are still challenged with data capture than data crunching. Advanced analytics and algorithms applied to the large amount of structured and unstructured data as the company's attempt to capture 360-degree view of their targeted consumers. During this stage, company conducts several empirical

analyses of their consumers' recent behaviors and past experiences with the product/service/brand to form effective engagement strategies.

**(2) Design.** Consumers today have more power in controlling their focus of attention and expectations towards a product/service/brand. Therefore, it is challenging for company to craft an unrivalled experience that is tailor-made for every consumer's touch points in each unique decision journey of his or her.

**(3) Deliver.** Deliver the right solutions to each unique individual across a complex range of online and offline channels requires operational excellence and organizational agility. Agile teams of expert in marketing, multichannel consumer experience, information technology, user experience (UX) design are intensively involved to deliver an effective and engaging consumer journey that satisfy each unique targeted consumer's desire.

#### 2.1.5 Digital branding Objectivities and Authenticity

Digital branding aimed to build a strong online presence to put brand in a dominant and competitive advantageous position in this digital era. Another key objective is for the brand to be outstanding and unique in today's competitive market.

In order for a brand to be different, marketers spend great amount of time figuring out the brand authenticity initially. As brand authenticity was defined as "the extent to which consumers perceive a brand to be faithful and true towards itself and its consumers, and to support consumers being true to themselves" (Morhart et al., 2015, p202). Consumers desire authenticity is not a new discovery of the recent time but has existed for hundreds of years (Grayson and Martinec, 2004). Brand authenticity proven to bring positive effects on brand attitude towards consumers (Ewing et al. 2012). Consumers who made to perceive brand authenticity tend to raise their quality expectations (Moulard et al. 2016) and more likely to deeply connect with the brand and encourage positive word of mouth (Morhart et al. 2015).

Brand Authenticity is now considered an intangible value in a company's digital branding strategy. Having a brand authenticity put a brand to a competitive position which enable it to obtain consumers' brand trust as well as brand attachment (Mohart et al. 2015).

#### 2.2 Digital Toolkit

"Social media, web content, mobile apps, digital advertising and email newsletters are all examples of digital methods that help the brands to strive for more a whole sum brand experience (Tan 2016)

*Today's digital campaigns are part of a multi-screen ecosystem in order to amplify a brand's message to create a better involvement with on-the-go customers through highly targeted*

*messages. The success of these campaigns depends on a thorough knowledge of the consumers mindset and location relevance (Screen Media 2016)*

### 2.2.1 Social Media

There is no single recognized definition of social media (IIA & Jacka, 2011, 27)

“Social Media is a group of Internet-based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user-generated content.” (Kaplan, Haenelein, 2010, 61)

Meriam Webster (2014) defined social media as “form of electronic communication (as Websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos) (Bashir, 2017)

Social Media is a broad term that consists of all interactive platforms existing on the Internet, which could be web-based or nowadays mobile-based. The main purpose of Social media is social interaction through user-generated content among people who share common preferences. That interaction could be bi- or multi-directional. (Cite 2012; Nations 2012; Turban et al. 2015, 18; Durango 2015, 10)

### 2.2.2 Search

In the user journey, Search is a powerful tool that has massive impact on the digital branding strategy. The tool also showcases the understanding of the target audiences needs in different stages of the user journey in order for businesses to deliver the best user experience. In the other hand, Search tool enables target audiences to find, access and gain brand recognition throughout the user journey.

Search is divided into two key areas (Ledford 2008, 5):

- 1) *Natural (or organic) Search*, the set of results are obtained through algorithms provide by search engines
- 2) *Paid Search*, the set of results that businesses pay for gaining visibility on the target audiences digital search engines

Search Engine Optimization (SEO) is the process to drive traffic into businesses’ digital platforms and gain both abovementioned search results. Ultimately, the main purpose of SEO is to increase their visibility in the organic search engine results (Berman, R., & Katona, Z., 2013).

SEO is generally categorized into two groups: **On-page** and **Off-page** optimization

1) On-page SEO (modifying website structure & layout) includes the elements determined direct control of a publisher. Those elements are: contents, page title, domain name, URL structure, copy, internal link, meta tags, site map, file names, alt text and so on.

2) Off-page SEO, in the other hand, includes those elements influenced by external factors like readers, visitors and other publishers. Those elements may not have direct control of a publisher but can considerably impact on the search rankings and website traffic.

Utilizing both On-page and Off-page SEO genuinely can bring significant increase in traffic due to higher position in Search Engine Result Page (SERP).

### 2.2.3 Mobile

According to The Mobile Marketing Association -MMA- (2009), mobile marketing was defined as “a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through and with any mobile device or network”.

Through those set of practices, it maintains an effective communication between consumer and brand, which builds up a deep relationship with a generally high consumer orientation. Gartner believed that with today advanced mobile technologies, digital marketers can engage and delight their consumers at every stage of the consumer decision journey. (Gartner, Inc., 2014).

“The use of the mobile medium as a mean of marketing communications” (Leppäniemi et al., 2006). And through a ubiquitous network (e.g. Internet, WAN, WLAN, 4G technology, 5G technology, etc.), consumers are constantly connected and engaged with a brand through his/ her personal mobile device. Mobile, therefore, is a powerful tool for an effective digital branding strategy which enables two-way communication between consumer and brand without the restriction of being at a fixed location at a certain point of time (Leppäniemi et al., 2006).

### 2.2.4 Online Advertising

Along with the fast-paced development of the Internet, advertisement is transformed to be more digitalized and online. In other words, online advertising uses the Internet to deliver advertisements to the consumer digitally.

Online advertising can be divided into three broad categories: search advertising (1), classified advertising (2), and display advertising (3).

*Search advertising (1)* the advertising that appears in the algorithmic results (also known as “organic results”) on search engines (e.g. Google, Bing, etc.). Marketers believe that each search is a consumer’s intent to reach out for their needs. Therefore, brands that are capable

of putting their ads in front of consumers at the exact moment they are reaching out will likely to have more competitive advantage in the market. In order to accomplish that, digital advertisers have to pay for search engine companies (e.g. Google, Bing, etc.) whenever someone clicks on their advertisement (called “cost per click” or CPC), so their expected results will likely to appear first in the search. To sum up, search advertising enables marketers to target consumers based on specific keywords.

*Classified advertising (2)* is simply defined as websites or other platforms that do not involve other media contents or algorithmic search. After the brand recognition phase, consumers will likely to dig up for more information about the brand through digital platforms as websites, apps, etc. Through this mean of advertising, brand can let their consumers get to know their origins, missions, philosophies, products/services, etc. and yet establish a stronger connection.

*Display advertising (3)* is often caught in forms of: simple banner ads, plain text ads (e.g. Google’s AdSense), media-rich ads, video ads, etc. Typically, companies pay per view and prices are communicated as cost per thousand impressions (or CPM). However, display advertising is priced differently depending on the website with a variety of mechanisms. Through display advertising, a variety of opportunities to target advertising and successful advertising campaigns are offered.

#### 2.2.5 Email Marketing

According to Ward (2018) email marketing is defined as “one segment of internet marketing, which encompasses online marketing via websites, social media, blogs, etc. It is essentially the same as direct mail except that instead of sending mail through postal service, messages are sent electronically via email.” In other words, email marketing is an online replacement of offline communication method (Chittenden & Rettie, 2003, pg.203) with the assistance of the Internet of things. To simply define, email marketing is the act of sending commercial electronic mails (emails) to targeted groups of potential consumers in a number of ways. Email marketing intensively involve data collection, productive testing, tailoring and precise targeting.

There are three types of Email Marketing: Promotional emails (1), Transactional emails (2), Relational emails (3)

(1) *Promotional Emails* are commonly seen as *Informational email* in which consumers will get updated information on new products/services, coupons, upcoming promotional campaigns or event invitations.

(2) *Transactional Emails* are those *Welcome/Confirmation/Follow-up Emails* that encourage new consumers to sign up for newsletters, make reservations or even proceed transactions. Another form of transactional emails is those *Remind/Re-order Emails* to remind consumers to make purchase or re-purchase certain goods.

(3) *Relational Emails* are: *Newsletters* - emails are scheduled to send to a list of subscribers; *Feedback/Survey Emails* aimed at collecting useful data to improve consumer's experiences accordingly. It could also be in a form of an *Educational Emails* which provide consumers informative content of the product/service/brand or industrial knowledge.

#### 2.2.6 Customer Relationship Management (CRM) and marketing automation

By Jill Dyché (1998), CRM system is “The infrastructure that enables the definition of an and increase in customer value and the correct means by which to motivate valuable customers to remain loyal-indeed, to buy again”. CRM system invented to assist companies maintain healthy relationships with customers. Customer relationship management is a strategic tool assists brands to rigorously filter consumers who the company will likely to successfully interact with and how to maintain a mutual positive relationship (Kumer & Reinartz 2012).

In present day, fast-paced technology and the Corona pandemic trigger a firm push for brands to go digitalization so as to they can maintain contacts and relations with consumers. Therefore, CRM also needs to be evolved along with the current situation and leads to marketing automation. In fact, marketing automation supports CRM in deciding how the marketers should approach and communicate with their potential customer as well as maintain their current ones. (Imhoff & Loftis 2012.)

Marketing automation is a process functioned as a software platform (figure 5) based on specific rules set by users to deliver content to them accordingly. The main purpose is to attract, build and maintain trust with current and prospective consumers by automatically personalizing relevant and useful content to meet their specific needs (Kantrowitz, 2014; Hubspot, 2015). By using marketing automation, each targeted consumer's needs are specifically addressed and design contents are created to meet his/her expectations.

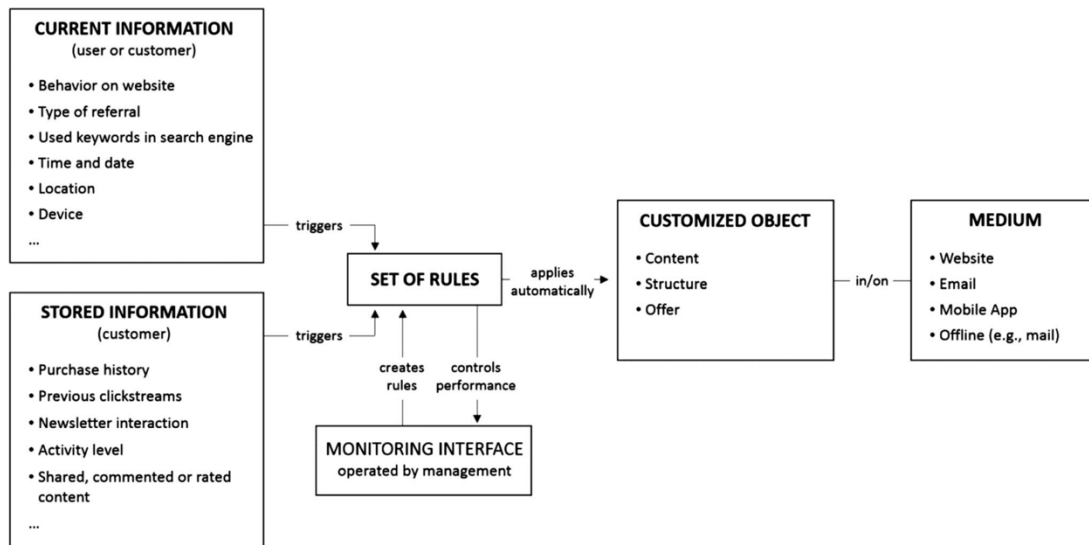


Figure 5. General framework of marketing automation (Heimbach 2015)

Marketing automation considered as a vital part of CRM system, which enables brand to become more consumer-centric (Redding 2015) to enhance consumer satisfaction levels and leverage brand reputation (Keen & Barker 2009).

### 3 Case company

In this section, the author provides an overview about the case company: a collective living startup - Rond House. Since Rond House is a subsidiary company and just established recently, it is essential to get to know the company's background, its products/services, its missions, visions and current digital branding executions. The main purpose is to identify the company current strengths and weaknesses in how they are building their online presence so the author can suggest better design and effective digital branding strategy.

#### 3.1 Company Background

Helsinki city - the capital of Finland - is one of the most lively and active cities in the Nordic, which attracts many talented youngsters and millennials from every corner of the world. Therefore, the city is facing a huge problem in housing shortage and the cost of rent remains high (19.1 euros - 25.5 euros per square meter, according to <https://stat.fi>). Rond House - a collective living startup - was founded to solve that problem and provide an affordable and convenient housing service for youngsters and millennials. The company's ambition is to build a healthy and lively community within the housing building and offer customers many extensive facilities such as cleaning service, gym, workshops, restaurants, coffee shops, etc.

### 3.1.1 Product & Service

Rond House is a collective living startup that provides housing service. They offer customers their housing services in form of a subscription of a full package. Their package will include: Private furnished studio house (25m<sup>2</sup> for single, 50m<sup>2</sup>- 55m<sup>2</sup> for couple), shared common living spaces (comfort lounge, library, etc.), Co-working spaces (open offices), Entertainment subscription (Netflix, Spotify, Gym); Community events and cultural programs (workshops, activities, events), Weekly cleaning services, laundry room, high speed Wi-Fi.

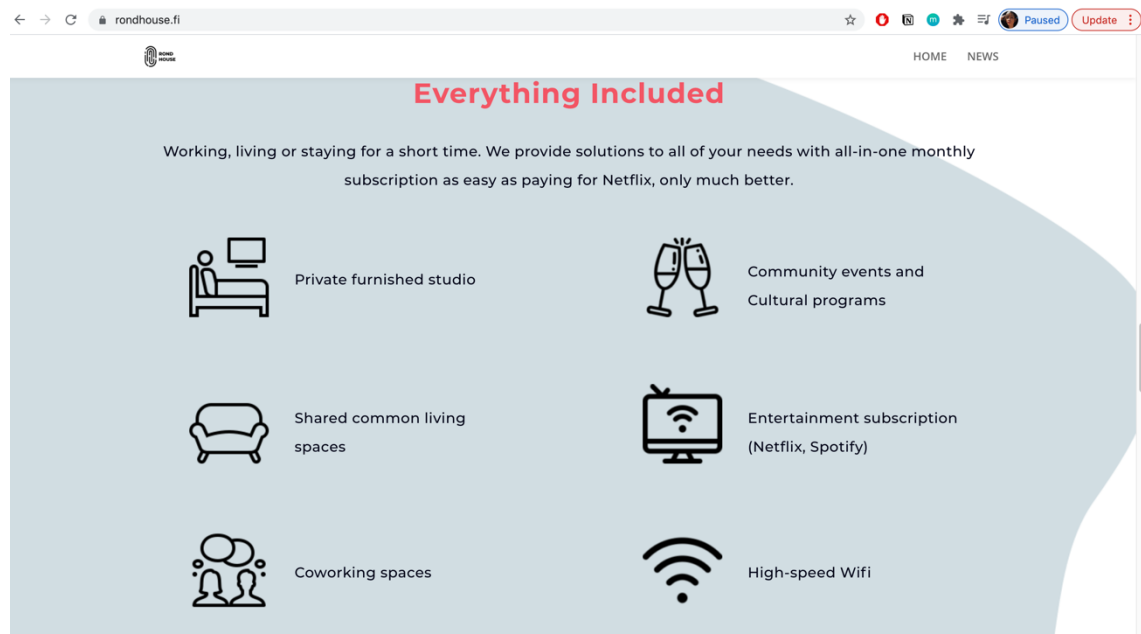


Figure 6. Screenshot from Rond House website about their services description

### 3.1.2 Rond House's mission

Rond House's mission is to not only provide affordable housing services for youngsters/ millennials but also establish a vibrant community that connects people together. According to School Health Promotion study, loneliness experienced by youngsters in Helsinki has significantly increased in recent years. The study also shows that around one in five young people in Helsinki experience loneliness frequently (Finnish Institute for Health and Welfare -THL). Therefore, the company's ambition is to frequently hold different community events and cultural programs that give young people (from different backgrounds) a space to socialize and overcome loneliness and depression.

### 3.2 Targeted customers

Rond House is mainly focus on their targeted customers which are:

- Young people (18-25) live in Helsinki areas

- Millennials (25-31 years old)
- Single people (students/ employed)
- International companies that offer their young talents from foreign countries housing services as companies' benefits

### 3.3 Current digital branding strategy and SWOT analysis

Rond House is a young collective living company and a growing start-up. Therefore, the company faces many challenging obstacles in building their own digital brand, specifically. Since the company now at the stage of focusing on attracting investors to gain resources and the city hall's approval to legally build their own buildings, the company's current digital branding strategies are still poorly conducted: they only have a website and not very active on social media and other digital branding platforms.

#### ***Current Rond Branding Strategy SWOT analysis***

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>- Have their own well-design website to present company's about, concept and missions</li> <li>- Clear branding messages and product/ service descriptions</li> <li>- Inspiring storylines and clear visions: Rond aimed to build a vibrant community for youngsters in big cities like Helsinki to improve mental health of young people in Nordic countries</li> <li>- Have presence on different platforms: Instagram, Facebook, etc.</li> <li>- Strong and wide network with B2B customers</li> </ul>	<ul style="list-style-type: none"> <li>- Rond House is most active on LinkedIn ( a professional platform). However the company is not so active on other mainstream social media platforms like Instagram or Tiktok to attract more targeted customers</li> <li>- Lack of resources in digital brand building</li> <li>- No concrete digital branding strategy and executive timeline</li> <li>- Website and other social media platforms are still SEO free</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>- Nowadays a brand can totally be built online yet still remains effective</li> </ul>	<ul style="list-style-type: none"> <li>- Limited budget for digital brand building</li> </ul>

<ul style="list-style-type: none"> <li>- Go digitalization will expand their business in a fast pace and have some competitive advantages among competitors</li> <li>- Enable targeted customers to easy access to company's materials online at anywhere and anytime- deliver clear and relevant messages</li> </ul>	<ul style="list-style-type: none"> <li>- Not keep up with other competitors in terms of growing market share and failed to reach targeted customers</li> <li>- Risk of not having a consistent message (since there is no branding plan or schedule)</li> </ul>
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### 3.4 Suggestions for improving ROND's digital branding strategy

The author suggests Rond House to reconsider their digital branding strategies and have a concrete plan on how to execute them with an accurate timeline. In the age of digitalization, it is vital for Rond to have a success digital presence in order to succeed despite the fact that they have a brilliant and innovative business ideas. The suggested digital branding strategy for Rond will be explained more detailed by the author in the chapter 8 of this thesis.

## 4 Research methods

### 4.1 Research Design

Research Design is an organized and systematic process to find answers to research questions. To address the research questions in the most effective way, the author has to choose among the five main research approaches (Creswell, J, W. 2007, p. 58-84) which are:

- Phenomenological approach
- Grounded theory approach
- Narrative approach
- Case Study

- Ethnography

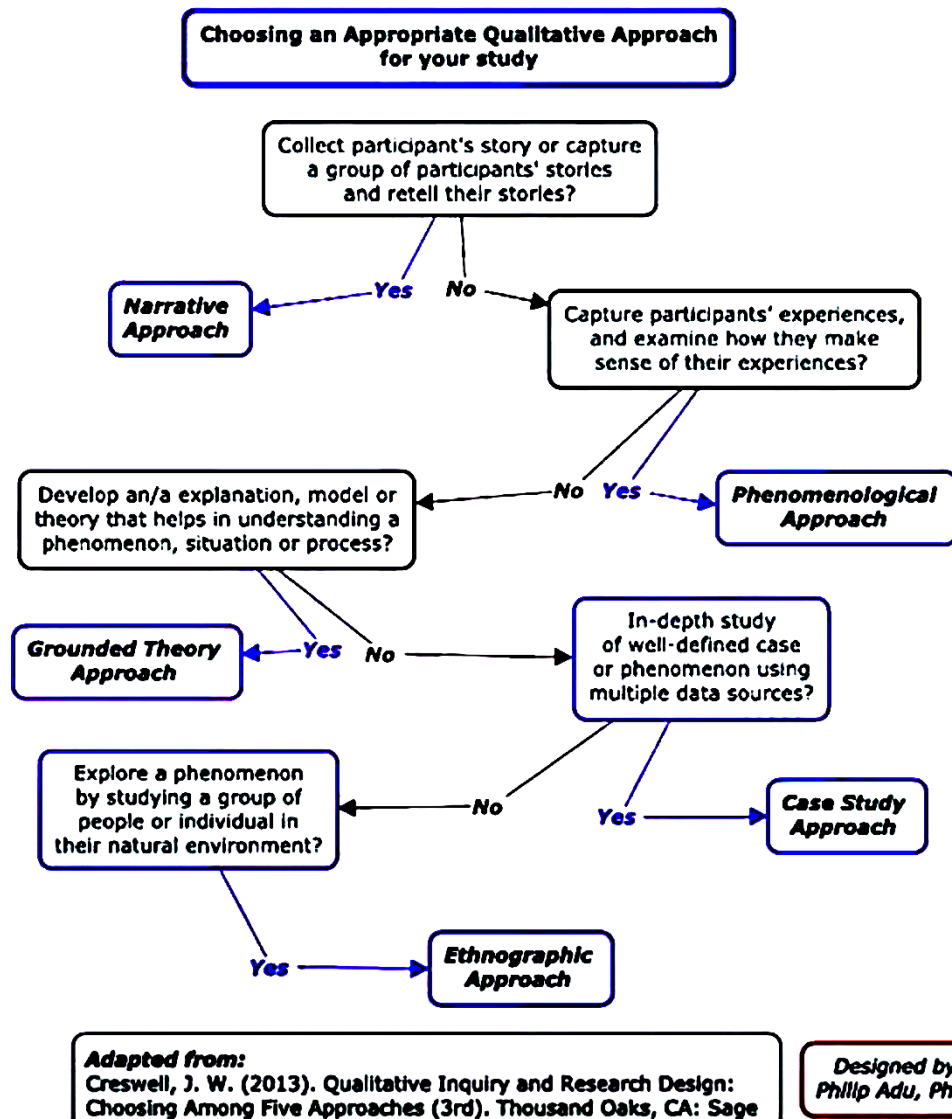


Figure 7. Choose an Appropriate Qualitative Approach for your Study (Phillip A., 2019)

In the Figure 6, a guidance is offered by completing multiple questions that helps researchers define the most appropriate qualitative approach for their study. To be able to do so, it is important for researchers to first have a proper look at the purpose of their study.

In this thesis, the main purpose is to design a strong digital branding strategy for the case company. To achieve that purpose, an in-depth study around the topic and a combination of collecting multiple data sources are required. Therefore, a *Case Study Approach* is the most appropriate approach for this study according to the Figure 2.

A *Case Study Approach* is a qualitative approach (Creswell, J. W, 2007) in which researcher will explore the case through a process of data collection from multiple sources of information (e.g., observations, interviews, academic documents and reports, etc.)

## 4.2 Qualitative Research Methods

Qualitative Research Method is empirical research where the collected data are from non-numerical sources (Punch, 1998, p.4). It is also defined as a scientific research that focuses on collecting data through open-ended and conversational communication.

Qualitative Research is a multi-method research and typically flexible due to its ability to provide a complex textual description of how people would perceive a given research topic. In other words, this method provides an insight of “human” side of the research topic and help researcher identify intangible factors, such as behaviors, beliefs, emotions, etc.

In this thesis, a set of qualitative research methods are chosen to effectively approach the research questions. Those methods are:

*One-on-one Interviews:* Interviews are conducted by following a form of open-ended questions between the researcher and study participants (professionals, targeted customers)

*Sampling:* The sample consists of 2 main groups of interviewees: professionals (digital branding strategists, entrepreneurs) and targeted customers. This method will provide valuable insights from 2 different perspectives: digital branding strategist’s perspective and the customer’s perspective. This will later on help the author identify which are digital toolkits that would contribute to a successful digital branding for ROND house.

## 4.3 Interview

According to Saunders, “a conversation between two or more than two persons by asking questions on a specific topic is known as interview” (Saunders, 2009). There are various types of interviews and it is important to guarantee the chosen type of interview to be relevant with the overall purpose of the research objectives and questions.

There are also different types of interview structure and semi structure (Bryman and Bell, 2011). In this data collection section for this thesis, the author conducted semi-structured interviews to obtain qualitative results and insights from the participants. The author conducts a list of relevant questions in semi-structured form that allows some open-ended questions to gain deeper insights from the participants and allowed them to freely express their point of views in a relaxed manner. Data from interviews was collected by audio recording and taking notes with the consent of the participants. The participants information is kept confidential to protect them from any harm (Bryman and Bell, 2011).

There are 8 participants in total and the language of interview is English and in face-to-face, and video conference method.

INTERVIEWEE	TITLE	DURATION	INTERVIEW TYPE
Sjoerd Postema	CEO	25 mins	Video conference
Huong Tran	CFO	25 mins	Face to face
Stefan Carrizo	Digital Marketing Leader	32 mins	Face to face
Marie Herylovich	Digital marketing member	18 mins	Face to face
Interviewee A (no exposure consent)	Digital marketing member	22 mins	Face to face
Interviewee B (no exposure consent)	Digital marketing member	20 mins	Face to face
Interviewee C (no exposure consent)	Digital marketing member	25 mins	Video conference
Interviewee D (no exposure consent)	Accountant	21 mins	Video conference

#### 4.4 Readability and Validity

Reliability is the extent to which techniques in collecting data will yield consistent findings and similar observations (Saunders et. al. 2009, 600). The examination of trustworthiness is crucial in ensuring the reliability in a qualitative research. Validity is the extent to which data collection methods are accurately measured the way they should be measured (Saunders et. al. 2009, 603). The choice of paradigm assumption is affected by the researcher's perception of validity of study, thus developing their own concept of validity generating appropriate terms of quality, rigor and trustworthiness (Golafshani 2003). Reliability and validity goes hand in hand in qualitative research, Lincoln and Goba (1985 Golafshani 2003) explained that validity is sufficient to establish reliability. These two factors should be incorporated in designing a study, analyzing results and judging the quality of the study. Research findings have to be persuasive and worthy enough to get an attention, therefore credibility, neutrality or confirmability, consistency or 35 dependability and applicability or transferability are essential criteria of quality in a qualitative research. (Golafshani 2003.) The research interviews

were conducted through face-to-face and email interview with a uniform set of questions. Similar interview setting in all four face-to-face interviews where the young child was with the mother, this caused interruption that affected the focus of the respondent during the interview. A short conversation would constantly be given to the child that at some point the questions would be repeated and several pauses were considered. Otherwise all the interviews generated almost same outcome, true and unmatched. The conversation was recorded and transcribed immediately omitting the interruptions. The respondents have planned activities after the interview, therefore time constraints affected the depth of their answers. In the case of an email interview, it was difficult to assess if they understood some of the questions well enough that they either answer briefly or skip the question unlike in face-to-face interview there is the possibility of clarifying questions or answers to avoid misinterpretations. The time they are willing to spend on answering the questions can also affect their answers, brief and at times redundant. Bias in the interview is possible because the interviewer is one of the personnel of Company A and respondents might feel pressure to give an answer pleasing for the interviewer to hear. Respondents are not familiar with each other, even though they became customers of Company A through recommendation, this is to ensure uniqueness of information.

## 5 Empirical Study

The author presents the data collection and analysis from an empirical study of ROND House in how they build their digital branding currently. From the data analysis results, the author will have a more concrete judgement on their branding strategy and finally suggest a robust digital branding plan for the company in the future.

### 5.1 Interview Questions

The main purpose of the interview is to get more insights from internal staffs of ROND about their current digital branding strategy. The interview question form consists of 7 questions:

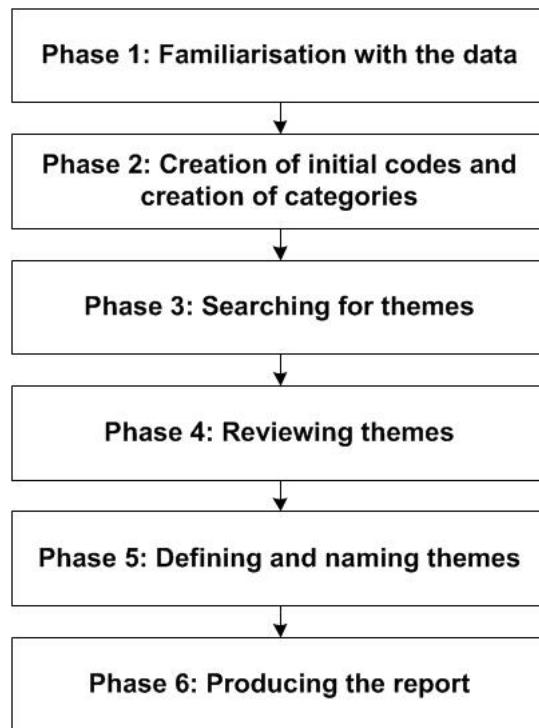
- i. Start with basic introduction: name, age, job title, experience in the industry, experience in digital branding*
- ii. Does she/he think digital branding is important for Rond House?*
- iii. What digital branding tools they are using internally?*
- iv. Do those tools bring any positive results for company? And in what way?*
- v. Does she/he think Rond have a strong digital presence?*

*vi. The company's current digital branding strengths and weaknesses?*

*vii. How to improve their brand position online to stand out amongst other competitors?*

## 5.2 Data Collection and Analysis

The author adopted the data analysis from the thematic analysis phases from Braun and Clarke, 2006.



*Figure 8. Thematic analysis phase adopted from Braun and Clarke, 2006.*

From the interviews, raw data had been carefully collected in recorded form and note taking personally by the authors. The raw data later on would be processed and analyzed. According to Saunders, at this stage, data will be processed and decomposed in order to explain the elements of the collected data (also known as data analysis). Data would be decomposed to clearly fulfill the purpose of interview and answer the research questions. By doing this, the process of analyzing data will give a meaning to the qualitative data and build up the empirical study knowledge for this thesis.

After the data collection, the author familiarized herself with the collected data by repeatedly reviewing it to get the substantial knowledge about the patterns and meanings of the information (Braun and Clarke, 2006). After doing so, the author could generate the suitable and relevant patterns of the data and get deeper understanding of those collected data.

According to Braun and Clarke (2006), the next step is to organize data into relevant groups which also known as creation of initial codes and categories. In this case, codes could be understood as what had been said in the interview, there could be multiples codes in one section of the interview. Afterwards, these codes would be adjusted and categorized into chosen themes. The meaning of choosing themes is to combine data and organize it logically.

The author carefully chose 2 important themes that suit the thesis topic the most:

- Why digital branding become a vital asset for Rond House?
- Which essential digital toolkits would contribute to a successful digital branding strategy for Rond House?

These chosen themes will answer the research questions of this thesis and eventually assist the author to get a quality results of the data analysis. The author will make the final suggestion on how to create a strong digital branding strategy for Rond base on the data analysis results.

### 5.3 Theme 1: Why digital branding become a vital asset for Rond House?

In the process of data collection by face-to-face interview, the author had opportunities to discuss the role and importance of digital branding for all scale organizations generally and Rond House specifically with the company's stakeholders and experienced marketing team members. From the interview answers, most of interviewees agreed that it is important for any company to have a strong and outstanding online existence in this digital age. And digital branding strategy is considered as a vital asset for Rond House in its current state: building its own brand image, credibility and reputation. However, all the stakeholders and marketing team members admitted that they still do not have a clear and effective strategy for their branding plan due to lack of resources and budget. The company solely focused on a few channels like their own website and LinkedIn but not yet make any appearance on other mainstream social media platforms like Instagram, TikTok, Twitter, etc. From the interview results, the author also noticed that the company do not have a clear brand objectivity and lack of a scheme on how to execute digital branding strategy effectively. This will result in inconsistent brand message, confuse targeted customers and lose the company competitive advantage against competitors.

The digital marketing experts mentioned that the competition in collective living and co-working space is rising dramatically in big Nordic cities in the past few years due to housing shortages. The intense competition in the industry urged Rond House to go digitalization in order to strengthen brand reputation and successfully reach its targeted customers. All interviewees agreed that having a strong branding strategy will help the company keep up with the game, especially during the difficult time: the pandemic. Sjeord, CEO of Rond stated that it is

crucial to develop a digital branding in the near future to keep the company move forwards and strengthen their position in the competitive market. He emphasized that digital branding will become the company's vital asset and determine the company's success in the long run.

From the marketing team members' interview results, the author noticed that Rond has not experienced much different digital branding tools. Because of that, the brand is still struggling to find their branding niche and often failed to reach their goals: low interaction with audiences; low audience retention level, etc. The author highly recommends Rond House to try different digital branding tools and campaigns rather than solely focus on just LinkedIn and Company website.

From the collected data, most interviewees agreed that digital branding could be considered as company's valuable asset and worth investment for long-term development. The company has been planning to invest more in their digital presence. They currently built a virtual space to create a digital experience for future-to-be customers and all stakeholders. That virtual space allows company to display all their creative ideas and immediately get quality feedbacks from their targeted customers and all stakeholders. In the long term, this could become a valuable asset for company's digital branding.

After analyzing collected data thoroughly, the author concluded that having a crystal clear and strong digital branding would help Rond House strengthen their position in the high competitive market. Their digital presence will become a strong and valuable company's asset in the long term. Therefore, it is important for the company to invest more in their online presence in the future to keep up with the game and standout from their arising competitors.

#### 5.4 Theme 2: Which essential digital toolkits would contribute to a successful digital branding strategy for the case company?

In the interview, the author asked interviewees to share which digital toolkits they are using internally and the effectiveness of those tools. Interviewees openly discussed their personal opinions on which digital tools they should include in their digital branding strategy. From the interview results, the most effective and important tools for creating a successful digital branding strategy are Social Media, SEO and Online Advertising. Sjoerd, the CEO, claimed that it does not matter how breakthrough your business idea is, it could still be failed if you cannot deliver that idea to your desired or targeted customers. He emphasized the importance of how to make your idea more deliverable to your targeted audiences utilizing the power of Social Media, SEO and Online Advertising in digital branding specifically.

The author obtained more insights from the marketing team members about which digital toolkits would contribute to a successful digital branding strategy. Laura, one of experienced the team member stated that the most effective tools that could help the company gain

organic results in a short period of time are through SoMe posts. Since the nature of social media platform is it allows targeted audiences to access and interact with the company content almost instantly at anytime and anywhere. They can also immediately send feedbacks and contribution to the online experience with the company digitally. However, Laura admitted that create and deliver quality digital content would cost the team a lot of time, resources and creativity. From her point of view, the use of Social Media, SEO and Online advertising is considered double-edge knife because they have to be cautious of external factors that could potentially bring negative feedbacks and reactions to a degree that it could hurt the company brand images. Otherwise, creating a successful digital content could bring the brand and the company go viral to every corner of this world in just overnight in this 4.0 age. The author concluded that Social Media, SEO and Online Advertising are the most essential digital tools that would bring the company great success in a short period of time if the brand executes those tools in the appropriate ways and avoids negative feedbacks genuinely.

## 6 Conclusion

The research study of this thesis focused in two important themes: Why digital branding become vital assets for Rond House and Which digital toolkits that are considered essential to contribute to the success of the case company's digital branding strategy? In the first theme, the author discovered that having a crystal clear and strong digital branding would help Rond House strengthen their position in the high competitive market. Their digital presence will become a strong and valuable company's asset in the long term since it will be their competitive advantage to compete against other competitors. In the second theme, the author gained insights from both the CEO and the marketing team members to learn that Social Media, SEO and Online Advertising are the most essential and powerful digital tools that would contribute to the digital branding strategy success. However, the author discovered an interesting info that the use of these tools is considered double-edge knife since the audiences' reactions could be either positive or negative. Therefore, digital marketers should be careful with the use of those tools in order to create a robust digital branding strategy.

Base on the collected data and data analysis results, the author obtained helpful insights that assist her to propose a strong digital branding strategy (more details will be found in the section 7 of this thesis) to help Rond House build a robust online presence. However, the company should consider the author's proposal as preference only and adjust their current digital branding strategy to their liking and capability.

## 7 Digital Branding Proposal for Rond House Oy

In this final chapter, the author suggests a digital branding proposal for the case company. This proposal is considered as the author's suggestion on how to create a strong digital branding strategy for the case company. The company can use this proposal as preferences in their digital branding execution.

### 7.1 Digital Branding Objectives

From the research, the author acknowledged the importance for the case company to having a digital branding strategy. In short, a digital branding strategy is how the company communicate and present their brand's identity to online consumers along with what the company stands for: what are their goals, objectives and pursuits?

First of all, it is crucial for the case company to identify a clear set of objectives for their digital branding strategy. This will work as a manual for all the stakeholders to perceive the brand in an integral system and therefore ensure to deliver consistent messages to their targeted customers.

From the interview results analysis, the author proposes the case company digital branding objectives are:

- Attract targeted customers' attention
- Increase company value (Become a valuable company asset)
- Heighten the perceived brand quality
- Build a sustainable digital brand image

### 7.2 Digital Branding Proposal

Based on the determined digital branding objectives, the author presents a suggested digital branding proposal for the case company.

#### ***Digital branding and Digital Marketing***

Digital branding relies heavily on a brand's personality, mission, vision, tone of voice and other visual elements like color palette, logo and fonts. Essentially, digital branding plays an important role and intertwined with digital marketing. In other words, digital branding acts as a backbone to digital marketing and enable it to reach its full potential.

#### ***Digital branding identity***

## MISSION

Rond house mission is to build not only a comfortable home but also a vibrant community for young people in Nordic cities. The company's ambitious goal is to provide a convenient building with a full well-being package and an inspiring community where young people can all connect and develop their life quality and mental health.

## BRAND PERSONALITY

Rond House's personalities are:

- *Sincerity*: wholesome, cheerful, honest
- *Excitement*: innovative, up-to-date, modern
- *Competence*: intelligent, reliable
- *Sophistication*: aesthetic
- *Ruggedness*: western, rugged

The CEO wishes the brand appear to be as a great friend towards their targeted customers. And he expected that friend to be friendly, cheerful, innovative, youthful and inspiring.

## LOGO



*Figure 9. Rond house official logo*

The logo was also created by the author. The logo is a finger print which represents the individuality and the uniqueness of our young generation. While the house shape inside the finger print reflects a community that Rond House aiming to establish.

## COLOR PALETTE

Rond House color palette are colorful with extended neutral and pastel colors. These colors create a warm, cheerful and exciting atmosphere to the company digital presence.

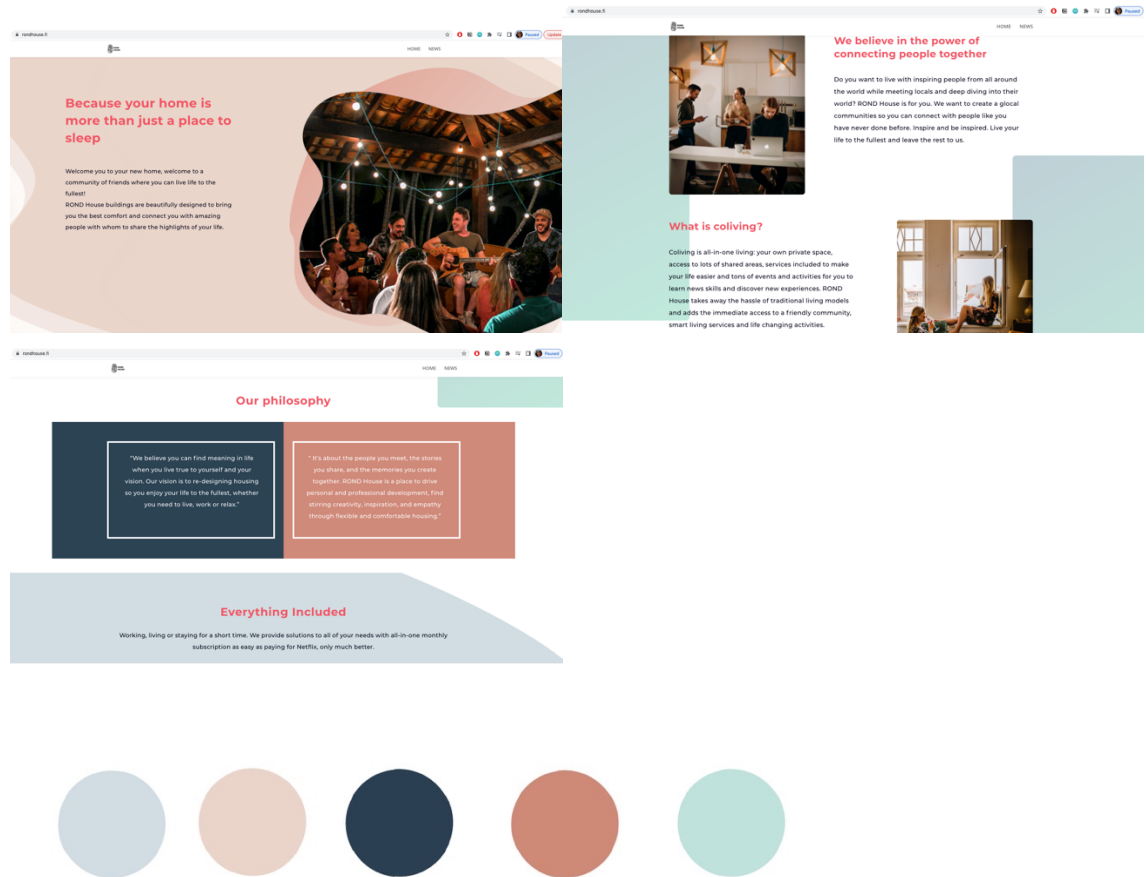


Figure 10. Screenshots on Rond House websites and company color palette

## FONT

Montserrat is a geometric sans-serif typeface designed by Julieta Ulanovsky, inspired by posters and signage from her historic Buenos Aires neighborhood of the same name. It has its own individual appearance—more informal, less extended and more idiosyncratic.

Montserrat is very versatile and can be used in multiple domains such as websites, the publishing world, branding, editorial, logos, print, posters, etc. It is a typeface that can be used basically anywhere because of the geometric and elegant simplicity with nice large x-height.



### *Digital branding tools*

#### **SEARCH ENGINE OPTIMIZATION (SEO) PLAN**



Figure 11. A cycle of SEO plan

The author suggests the case company to continuously execute SEO plan to get themselves up-to-date with current mega trends and trends in building their digital branding strategy. In the figure 11, there are multiple processes for a SEO cycle:

- Keyword research: critical keywords will drive more traffic to the brand digital platforms

- Improve Results: always improve their digital platforms and experiment new things
- Measure Result: Keep track of data like ranking, traffic, etc
- On-Page Optimization: optimize the company websites, digital contents, etc.
- Off-Page Optimization
- Competition Research: Analyze and learn from the competitors

### ***SOCIAL MEDIA CONTENT PILARS***

The author suggests Rond House to be more active with posting social media contents in different platforms: Instagram, Facebook, Tiktok, Twitter and LinkedIn. However, it is important to determine which contents they should be posting.

The content pillars ideas are main five topics:

- *Educational*: explain what is collective living? ; definitions, etc.
- *Community*: introduce, brief about the collective living that are already existing, existing stories about collective living, etc.
- *Engagement*: engaging content, relatable content for targeted customers
- *Entertaining*: entertaining content, inspiring stories about collective living
- *Promotional*: promote the brand, brand introduction, promotional campaigns, etc.

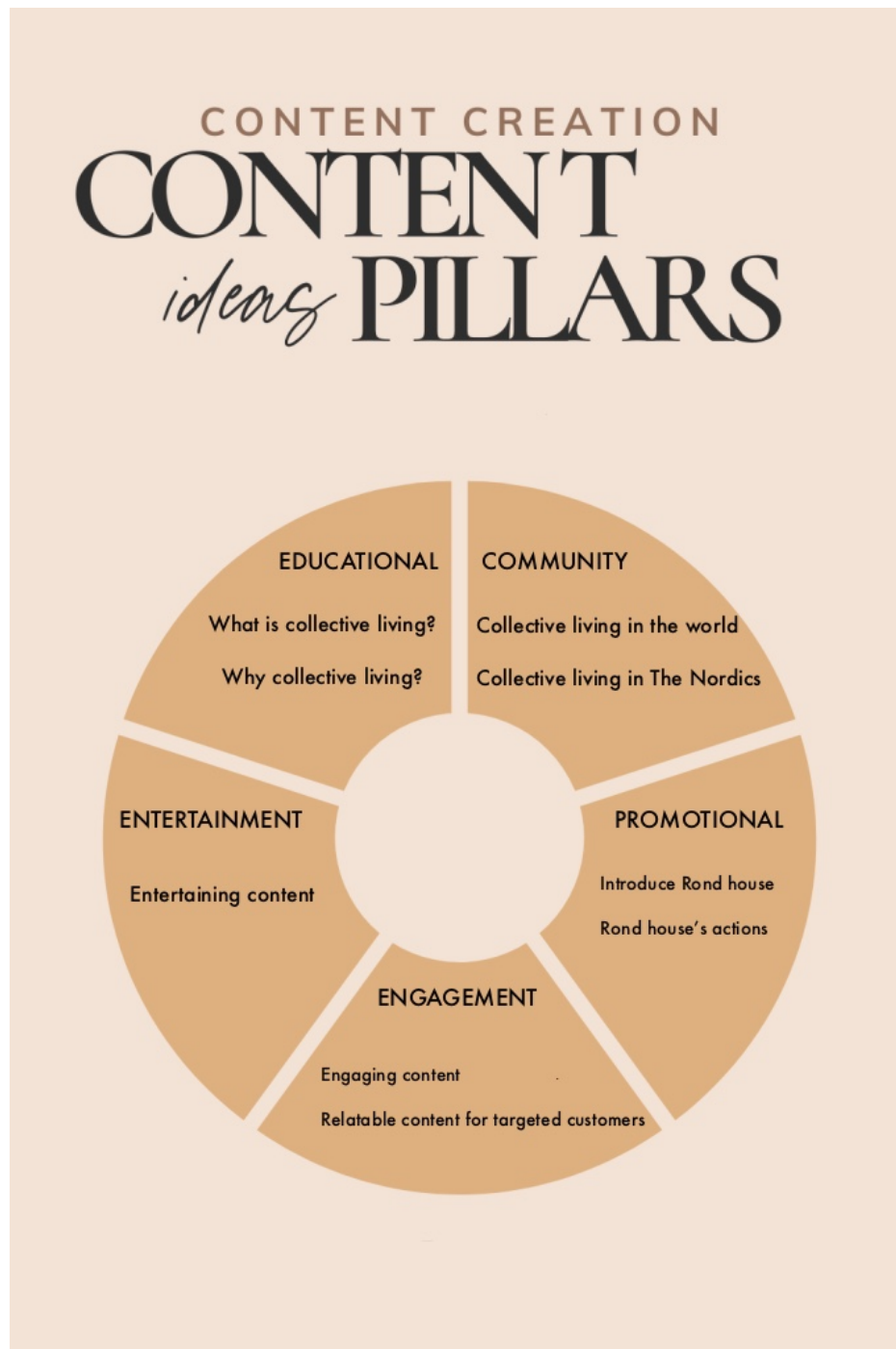


Figure 12. The author's suggestion on Content pillars for Social media posts

### ***SOCIAL MEDIA (SOME) CALENDAR***

The author suggests the case company to have a SoMe calendar to have consistent appearance frequency on digital platforms. This calendar will keep all the team members on the same page and unlock their creativity in terms of content creation.

The image shows a social media calendar template. At the top, a dark blue header contains the text "SOCIAL MEDIA CALENDAR" in white, bold, uppercase letters. To the right of the header are three colored circles: pink, blue, and yellow. Below the header, the calendar is organized into a grid. The columns represent the days of the week: MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, and SUNDAY. The rows represent different social media platforms: INSTAGRAM (pink header), FACEBOOK (blue header), and IG / FB STORIES (yellow header). Each cell in the grid contains the word "TOPIC" in a color matching the row's header, indicating where a user should plan their content.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
INSTAGRAM	TOPIC	TOPIC	TOPIC	TOPIC	TOPIC	TOPIC	TOPIC
FACEBOOK	TOPIC	TOPIC	TOPIC	TOPIC	TOPIC	TOPIC	TOPIC
IG / FB STORIES	TOPIC	TOPIC	TOPIC	TOPIC	TOPIC	TOPIC	TOPIC

Figure 13. The author's suggestion on a Social Media Calendar

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