THE UTILIZATION OF THE RENEWED MARKETING COMMUNICATIONS CONCEPT IN ELECTRONIC MEDIA

Markus Väisänen

TAMPEREEN AMMATTIKORKEAKOULU

Tampere University of Applied Sciences

ABSTRACT

Tampereen ammattikorkeakoulu
Tampere University of Applied Sciences
International Business

MARKUS VÄISÄNEN
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The purpose of this thesis was to find suggestions for John Deere Forestry for utilizing their renewed marketing communications concept in electronic media. Electronic media was limited to cover only YouTube channel, web and Facebook pages. The renewed marketing communications concept was limited for this thesis to concern only the customers' voice and feature marketing. The customers' voice plans to bring the customers' real experiences into the marketing communications. The feature marketing plans to focus on the features in the advertising and marketing communication instead of the current whole product focus.

This study was carried out by collection of theoretical knowledge and benchmarking analysis. For the benchmarking numerous machine manufacturers' and other companies' activities on electronic media relating to topics concerning the customers' voice and feature marketing were studied closely. The collected information was then analyzed, and then used together with the theoretical framework and authors' own experience to form suggestions for implementation.

Several suggestions were formed for each type of electronic media in question and therefore results were divided according to the media, although, due to the similarity of the media in question, some of the suggestions did apply for two or three of the media. Each suggestion could be implemented alone but it is also possible to combine the suggestions in order to create an overall mix that would fulfill the goal of the new marketing concept.

Based on the successful creation of suggestions for implementation, this thesis succeeds on fulfilling the goals set for it. Further research could be useful for ensuring the correctness and suitability of the suggestions. Since any further research would require resources to great extent the author presents that suggestions should be put into practice, and based on own experience, JDF could amend the suggestions if needed.

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Key words: marketing communications, social media, testimonials, feature marketing, interactive media, electronic media, B-to-B

CONTENTS

ABBREVIATIONS

TAMK	Tampere University of Applied Sciences
JD	John Deere
JDF	John Deere Forestry
B-to-B	Business-to-business
B-to-C	Business-to-consumer

1 INTRODUCTION

1.1 Objective and goal

The objective of this thesis is to find out ways how John Deere Forestry Oy (JDF) could utilize their renewed marketing communications concept in electronic media within company's current electronic media guidelines.

1.2 Working methods and reporting

Besides using theoretical knowledge as a basis for the thesis work, benchmarking is used for researching what are machine manufacturers and other suitable companies doing and how do they utilize customer testimonials and attract attention to product features in their marketing communications. Benchmarking takes a look into web pages, Facebook pages and YouTube channels of selected companies. Findings of the benchmarking are analyzed and this in combination of the theoretical framework is used to create suggestions for implementation. All this work is reported in writing in this final report.

1.3 Client – John Deere Forestry Oy

Deere & Company is a world leader in providing advanced products and services. The company is committed to the success of customers in land-related work – cultivating, harvesting, transforming and enriching the land, and building upon the land – and to help them respond to continuously increasing needs for food, fuel, construction, and infrastructure. John Deere's (JD) innovative and high quality products have been based on the principle of reliability and honesty since 1837. The company has production facilities in 16 different countries and employs 67 000 people worldwide. (NYSE:DE 2013.)

John Deere Forestry Oy, part of Deere & Company, develops and manufactures cut-to-length forest machines for worldwide distribution. Their main product types are shown

in figure 1. John Deere Forestry Oy is domiciled in Tampere, which is the site of wheeled forest machine product development and the European marketing center. The company employs 700 people in Finland. John Deere forest machines are produced in Joensuu. (NYSE:DE 2013.)

FIGURE 1. John Deere Forestry's main products types – harvesters and forwarders (John Deere Forestry 2013)

This thesis work was done for John Deere Forestry Oy's Tactical Marketing department.

1.4 New marketing communications concept – background

[A paragraph was removed from this version due to the classified data it contained.]

The customers' voice highlights customer experiences of JDF products and services. The feature marketing focuses on product features that bring value to customers.

1.5 Limitation

Electronic media covers hundreds of different tools, but this thesis work covers only usage of web pages, Facebook pages and YouTube channels due to the needs of the client. Therefore the theoretical background and benchmark analysis covers only issues related to above mentioned electronic media tools

Marketing communications and other marketing related topics are commonly divided to business-to-business (B-to-B) and business-to-consumer (B-to-C) due to differences in the nature of the two business environments. Since JDF is conducting business in a B-to-B environment this thesis work concentrates on B-to-B marketing. The customers' voice and feature marketing in this thesis is limited to electronic media.

2 MARKETING COMMUNICATIONS

When an organization begins a dialogue with different target audiences, this management process can be used to define marketing communication. An organization creates and portrays messages for its target audiences according to its knowledge and comprehension of the target audiences' environments. The goal of marketing communication process is positioning or repositioning of the organization itself and/or its services and products in the eyes of the target audiences, which is done by trying to affect their comprehensions and attitudes. (Fill 2002, 12.)

2.1 Marketing communications mix

According to Fill (2009, 19) marketing communication mix consists of three different aspects: media, message and tools. Traditionally the basic element of marketing communications mix has been the combination of different tools, which can be used in various mixes where number and depth of the selected tools can vary. The five different tools are illustrated in figure 2. Besides these different tools, there are the different media, or ways how the chosen marketing communication message is passed to the target audiences. Messages need to be passed to the target audience in order to complete the marketing communications mix. (Fill 2009, 19.)
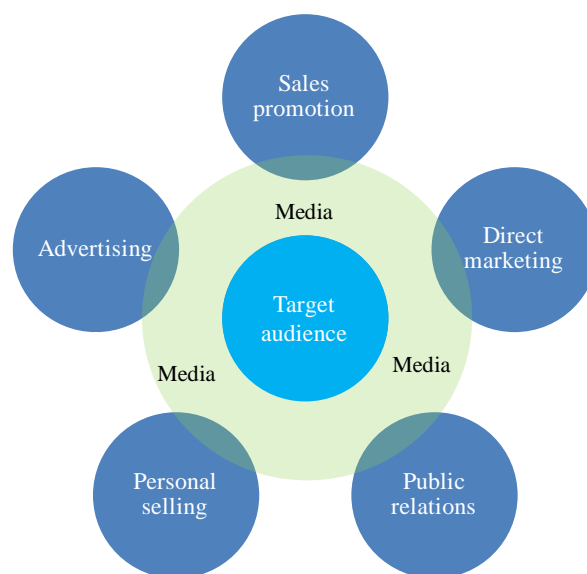
FIGURE 2. The tools of marketing communications (Fill 2009, 14)

2.2   Business-to-business marketing and communications

Qualities of B-to-B market differ greatly when comparing to B-to-C market. The most noteworthy differences between B-to-B and B-to-C are the smaller amount of customers, the bigger size of markets, the broader geographic disperse of customers, the more substantial expense spent per customer and the comparatively tortuous characteristics of buyer behavior. It is the peculiar buyer behavior that segregates B-to-B market from B-to-C most clearly and it is the one aspect that has the highest influence on the marketing communications. Therefore it is quite obvious that the marketing communications of B-to-B and B-to-C markets are remarkably distinct. (Fill 2009, 863.)

There are three categories of B-to-B marketing customer groups, which are commercial organizations, government organizations and private nonprofit organizations. Commercial organizations are further divided into three categories, which are *resellers, users* and *original equipment manufacturers*. Since JDF's customers buy forestry machines that they use in order to be able perform in their own business, JDF's customers belong to the *users* category under commercial organizations. (De Pelsmacker, Geuens & Van den Bergh 2004, 509-510.)

In B-to-B sector a purchase process of an organization a substantial number of persons might be involved. Decision making section and tortuousness related with different persons and processes that are part of purchasing decisions in an organization are essential characteristics of B-to-B sector's customer decision making process. Also important characteristics are the consequences for suppliers when it comes to the length of time, messaging required in order to decrease rates of risks natural in B-to-B purchasing situations and characteristics of the marketing communications mix. (Fill 2009, 863-864.) To organizational buyers, Fill (2009, 863-864) identifies seven different types of risks which are significant. These risks are shown in the table below, table 1.

TABLE 1. Seven types of organizational decision making risk (Fill 2009, 864)

Risk type	Explanation
Technical risk	Will the parts, equipment or product/service perform as expected?
Financial risk	Does this represent value for money? Could we have bought cheaper?
Delivery risk	Will delivery be on time, complete and in good order? Will our production schedule be disrupted?
Service risk	Will the equipment be supported properly and within agreed time parameters?
Personal risk	Am I comfortable dealing with this organization? Are my own social and ego need threatened?
Relationship risk	To what extent is the long-term relationship with this organization likely to be jeopardized by this decision?
Professional risk	How will this decision affect my professional standing in the eyes of others and how might my career and personal development be affected?

In B-to-B marketing communication different tools are emphasized than in B-to-C. Personal selling in conjunction with technical documentation is the most significant tool used in B-to-B marketing communication. Although in past years database marketing, direct mailing and especially the internet have grown their popularity. (De Pelsmacker et al. 2004, 519.)

2.3 Feature marketing

There is not a single specific theory that could cover the feature marketing, as one aspect of the new marketing communications concept is called, instead it can be referred into a couple of separate theories. These theories are explained below.

2.3.1 Unique selling proposition

When allocating a good, service or brand on a market in comparison to the rivals, also called positioning, it is been set out from the rivals in the eyes of customers. This signifies taking into consideration a tortuous lot of interpretation, sentiments, sensations and

images that customers and potential customers have about a good, service or brand. There are several positioning strategies, but for the purposes of this thesis a closer look is taken only into one, unique selling proposition. (De Pelsmacker et al. 2004, 123-124.)

Unique selling proposition is comprised of highlighting a brand's or product's features it posses and benefits it offers to a customer. It is also possible to concentrate on only one feature or benefit. But in situations where a rival purports possessing same properties, it is advised to concentrate on more than one feature and/or benefit. Different features and benefits can also be chosen for different target audiences. Unique selling propositions should have some or all of the following aspects: outright divergent from a rival's offer, hard to mimic or replicate, lucrative for the company, significant to the targeted audience, effortless to communicate, inexpensive for the targeted audience and emphatic. It should also be noted that incredulousness risk increases when more purports are made and that various purported benefits should not contradict each other in the eyes of a customer. (De Pelsmacker et al. 2004, 124-125.)

Due to the recent changes, such as shortening life cycles of products and a fast emergence of private imprint companies and brands, unique selling proposition strategy alone does not cut it anymore. Therefore it should be considered as a part of other marketing communication strategies. (Fill 2009, 230-231.)

2.3.2 Advertising appeals

There are two distinct kinds of advertising appeal groups, rational and emotional. Rational appeals concentrate on utilitarian information and truthful hints which can be perceived as assessment benchmark. Emotional appeals aim to bring on strong emotional responses and to express an image. Commonly either approach is chosen, but it is possible to combine both emotional and rational appeal types into one campaign or advertisement. (De Pelsmacker et al. 2004, 188-189.)

In rational appeals there can be only single or various knowledge hints relating to a product or brand, such as quality, performance, company and independent research. There are also different formats of rational appeal, such as demonstration, issue solution, comparing ads and testimonials. (De Pelsmacker et al. 2004, 188-189.)

In comparing advertising a product is being compared directly or indirectly to rivals' products. Indirect comparison can be done by just purporting that a company's own product offers for example superior features over any other product available. Although in some markets comparing advertising can more likely result into a negative outcome, therefore a company should be cautious with this appeal format, especially in Europe. In a demonstrative format a product's operation is shown in practice. When implementing an issue solution format, a customer's issue is presented and a solution to it is being offered with the advertised product. (De Pelsmacker et al. 2004, 190-192.) According to Brassington and Pettitt (2003) it is common to use issue solution format with fear appeal by introducing a fear what would occur without using the advertised product or brand (De Pelsmacker et al. 2004, 190-191).

As mentioned before, emotional appeals aim to bring on strong emotional responses and to express an image. Commonly emotional advertising utilizes tacit aspects like videos and sentimental impetus. It should also be noted that emotional appeals might not rouse desired emotions in everyone. Most common emotional appeals are comedy, erotism, music, warmth and fear. (De Pelsmacker et al. 2004, 193-198.)

Fear method as an emotional appeal concentrates on showing what kind of hazards threatens a customer and which could be diminished by purchasing the advertised product. There are many kinds of hazards that can be utilized such as time, product performance, pecuniary or lost possibility. Lost possibility refers to a fear for missing out on a special possibility. Pecuniary naturally relates to the hazard of forfeiting of money. As commonly said 'time is money', using time as fear factor is common when a product said to be more efficient and therefore saving time. Product performance obviously concentrates on stating that an advertised product will have better or best performance. Majority of researches argue that fear is a potent method. Yet it is not clear how strong an emotional appeal utilizing fear ought to be. (De Pelsmacker et al. 2004, 196.)

3 ELECTRONIC MEDIA

It does not really need validating that digital media, or electronic media have changed the world and its impact is world-shaking on people. Nevertheless this has made possible for marketers to come up with novel tacks for communicating with different cohorts. (Fill 2009, 737.)

3.1 Internet- and mobile communications

In addition, according to Isohookana (2007, 132), internet- and mobile communications should be considered as a separate marketing communications tool not just as a medium as Fill (2009, 19) argues. The internet as a marketing communications tool is essentially different when compared to conventional tools including even direct marketing. It allows a customer to shift through all the steps of a buying process, from awareness to action, all within one media and even during one continuous session. (De Pelsmacker et al. 2004, 467.) Internet- and mobile communications is a tool where an organization not only sends its messages to target audiences via various internet- and mobile platforms but also has an opportunity to receive direct feedback from the target audiences. Its main advantages are low costs, fastness, interactivity and vastness. (Isohookana 2007, 261-285.) There is a vast selection of ways that internet- and mobile communications can be used in both internal and external marketing communications (Isohookana 2007, 286).

3.2 Different possibilities of electronic media

Electronic media can affect marketing communications many different ways, and the degree and type how it affects varies in different organizations. The following sections will point out few general manners how electronic media can affect marketing communications. (Fill 2009, 745.)

3.2.1 Interactivity

Today's technology makes possible to communicate really and truly interactively, which enables a user to give responses almost immediately. Despite all the fuss over interactivity, its possibilities and advancements, it seems that still only a proportionally small amount of people are truly been absorbed in interactive environs. Interactive communications have been getting more opportunities thanks to the developments in technology. Although the Internet has gotten most of the attention in recent years, there have been various new advances and tools, which are creative and interesting. One example of these is interactive advertisements on television. Another example is the use of software that observes a web page visitor's activity on the web pages, and based on this activity the software can adjust the web pages accordingly. (Fill 2009, 745-746.)

Despite all the novel technological advancements it seems that adaptation of them and their influence on buying behavior is occurring quite slowly. Even though some individuals are very keen on using the latest things offered, many are not that keen or fast in the adaptation. (Fill 2009, 746.) Therefore Fill (2009, 746) argues that more time is needed so that a bigger amount of individuals have the tools and desire to be part of interactive environs.

3.2.2 Multichannel marketing

Organizations are now able to reach novel target audiences by using multichannel marketing. Newer marketing channels, such as Internet and email, are now used to supplement more traditional channels, such as retail selling. This has made possible to delineate which channels are preferred by a certain customer while on the same time delineating which channels are most lucrative. All this makes possible for companies allocating their means much more efficiently and widening their base of customers what is used for improving returns. (Fill 2009, 746.) "A multichannel strategy should accommodate customers' account channel preferences, their usage patterns, needs, price sensitivities and preferred point of product and service access" (Fill 2009, 746).

Novel marketing possibilities have increased due to multichannel strategies. It has also made possible for customers to reach services and products in manners which suit best

customers own needs based on their way of life and conduct. This has helped companies decreasing their expenses and ameliorating marketing communications efficiency. (Fill 2009, 747.)

3.2.3   Personalization

Now it is possible, on a profitable scale, for companies to communicate with personalized messages with customers or any other stakeholder on individual base. This has resulted into the drastic advancement of direct marketing, redesigning the reasons on which companies slice and target different markets, raised discourse, introduced heaps of novel strategies and defied the traditional take to branding and mass marketing methods. (Fill 2009, 748.)

Since possibilities from personalization presenting themselves are stretch past and over of mere email communication, today many individuals are anticipating a great degree of virtual identification and personalization. Personalization is commonly riddled with privacy matters; therefore it can be a touchy territory. But nevertheless it should be integrated into relationship marketing, particularly when it comes to B-to-B marketing communications. Personalization level will unavoidably fluctuate during the customer lifecycle and turn into closer when a relationship is maturing towards the end of the cycle. (Fill 2009, 748-749.)

3.2.4   Mobility

As mobile technology develops new devices, possibilities and applications are being presented to marketers (Fill 2009, 749). Since amount of mobile devices is large and keeps increasing all the time, it is possible to reach individuals easier and with more personalized message than prior to the spread of mobile technology. Although it is possible it does not mean that individuals want to receive marketing messages to their mobile devices. (Dushinski 2009, 6-8.) Since a mobile device is usually personal and not shared with other family members it is possible to communicate with one-on-on with each individual of a target group (Isohookana 2007, 265-266). Now it is also possible to

offer marketing messages based on a user's location with using location based services, which has resulted into a term location based marketing (Pluth 2012).

3.2.5   Speed

Today's Information Technology (IT) systems have enabled marketing communications to reach new level of fastness, speed of digital signals. Videos, photos, deeds, reports etc. can now be transferred in electronic form, which saves time, decreases expenses and producing time needed for generating and executing operations and actions of marketing communications. (Fill 2009, 749-750.)

3.2.6   Effectiveness

As an extensive term, effectiveness is used to comprehend large variety of matters. Latest technologies aid companies reaching their unconnected target groups with their marketing messages. It is possible to even effectively reach one targeted individual. Comparing to mass messaging and large crowds it is obvious that today's information systems and technology enables immense possibilities for targeting small groups and bringing down the amount of misspend communication. In theory, at least, direct marketing should make possible that every sent message is received only by those that are being inclined to the communication. (Fill 2009, 750.)

This tenet of choosing a narrow target group works as well for expenses related to communications. Total expenses are diminished when shifting to direct marketing or personal communication. Although proportional expenses might increase but more personalized and substantial communication enables interactive possibilities with a higher proportion of the targeted crowd when comparing to mass communications. (Fill 2009, 750.)

3.2.7 Enhanced relationships

Companies are using novel technologies for collection and employment of customer related knowledge, which is used to create solutions that better fulfill customer needs. Companies are now looking to build up long-lasting relations with customers by utilizing databases with plans and operations which are questionably being called as customer loyalty programs. Despite that customer loyalty as a term might be questioned, there is no question that information systems and technology has affected customer relations and aided in creation of novel sales promotions. Of course this does not ensure that adjunct value is achieved by being aided by information systems and technology. (Fill 2009, 750.)

3.2.8 Strategic implications

In order to deliver value to customers and other stakeholders, companies have needed to imbibe novel technologies and tools. This has resulted into remarkably eminent strategic implications even though this does not mean that every company has identified or taken sufficient actions in order to tackle strategic challenges brought forth by use of electronic media. Information systems and technology has altered the manner how principal and backing operations function for creating value, and it has also possible for companies to focus on customers. (Fill 2009, 750-751.)

3.3 Web pages

For companies, no matter are they B-to-B or B-to-C oriented, a web page has become the cornerstone of the marketing communications operations on the Internet (Fill 2009, 751). In B-to-B markets many customer utilizes the Internet during the process of making buying decisions, although not every customer do (Vitale & Gilierano 2001, 446-447). The design properties of a web page could be decisive in delineating actions executed, time spent on the page and the tendency for a web page visitor to come back to the web page in the future (Fill 2009, 751).

Company web pages are fundamentally either corporate or product oriented. A product oriented web page's goal is to afford product related information, such as product brochures, where as a corporate oriented focuses on affording company related information such as financial statistics. (Fill 2009, 751.) De Pelsmacker et al. (2004, 472) points out another type of company web pages, which is a brand web page. A brand web page focuses on affording knowledge and services relating to the brand. For maintaining or raising customer loyalty, brand web pages are practically definitely indispensable. With a brand web page marketing communications are upheld around the clock with customers. Besides a permanent web page a company might have separate smaller web page dedicated to a certain campaign or a product, which is called a microsite. (De Pelsmacker et al. 2004, 472-473.)

3.3.1 Design

It is quintessential for a communication strategy of a company that the web page functionality and design are incorporated in it. These days in fact it is common for companies to update their web pages regularly. (Fill 2009, 753.) According to Karayanni and Baltas (2004, 105-114) web pages have four principal properties, which are laid out in table 2 where they are stated in the B-to-B market subtext. This separation shows the different aspects that a prosperous web page ought to afford. (Fill 2009, 753.)

TABLE 2. Four aspects of web page design (Fill 2009, 753)

Web site characteristic		Explanation
Interactivity		The provision of solutions in response to the provision of personal information and the ability of users to customize preferences. This can be delivered through memory storage/organization and response to individual needs.
Navigability		The structure and organization of the site combined with the ease with which information can be retrieved.
Multimedia design		The internet offers all the facilities that each of the other media provide individually. This provides opportunities for stimulation as well as flexibility and visitor involvement with a site.
Content	Company content	Information relating to the organization, its markets, culture and values are important to establish credibility and reduce risk.
	Customer content	This concerns both the provision of information, for example a *frequently asked questions* facility, and the collection of information about customers and the market.

Nevertheless the four aspect framework will not give a profundity of balance and understanding which could aid companies to plan their web pages more correctly. But Rayport and Jaworski (2004) provide their own framework of 7Cs, which they have built up into a chart that could be utilized more effectually when designing and analyzing web pages. Framework of 7Cs consists of connection, commerce, communication, customization, community, content and context. (Fill 2009, 753-754.)

The *context* of a web page is about the balance among the operational and aesthetic characteristics. While in other web pages aesthetic characteristics take dominance, other web pages concentrate more on the operational side. The *content* points to what is ex-

pressed on a web page when it comes to text, photos, video etc. It can be also thought through the balance of the following mixes: timeliness, multimedia, appeal and offering. (Fill 2009, 754.)

Online *communities* have gotten popular and noteworthy therefore this should be a factor when creating and maintaining a web page. In online communities interplay and communication occurs between users, which creates an opportunity to gather knowledge concerning sentiments and feelings of customers, therefore online communities are noteworthy for a company and should be considered integrating to the web page. (Fill 2009, 754.)

The Customization relates to what scale a web page is adjusting according to the needs and requirements of an individual web page visitor. *The communication* type can be just trumpeting the company's own message or it can be interactive where a web page visitor has a possibility of starting a dialogue with the company. (Fill 2009, 755.)

The connection refers to what extent is a web page connected to other web pages or micro sites. When a web page visitor is routed to another web page it might be hard to return to the original web page, for this reason are not utilized often. *The commerce* refers to the capability of a web page for a pecuniary transaction. The problem with web page design and properties is that there are hardly any empiric studies made how these aspects affect a web page visitor's receptiveness. (Fill 2009, 755-756.)

3.3.2   Visitor behavior

It would be possible to dissect web page visitor conduct into separate actions, but the problem is that it would result into a list, which would be much too tortuous to provide any utilitarian aid. Nevertheless, a web page should be designed in a way that it not only satisfies needs of a visitor, no matter what type of a visitor, but takes into consideration on what point each visitor has gained on the distinct stages of adaptation process, buying process and their level of experience of the Internet usage. (Fill 2009, 756-757.)

Two wide distinct groups can be used as an example, passive and active searchers of information, when comparing needs and behavior of web page visitors when reflecting

theory to practice. When two initial stages, awareness creation and motivating to visit a web page, have been gone through, it is time to move to the third stage. On the third stage the goal is to make sure that a web page visitor is capable of finding the sought and wanted knowledge swiftly and effectively in order to make a visitor revisit more likely and willingly. (Fill 2009, 757.)

For active searchers of information, usually plain and more user centered than technology centered web page design is more fitting whereas passive searchers of information need more inspiration and curiosity rousing from a web page design. According to Oxley and Miller (2000) research proposes there can be found three separate elements which affect profusely how a web page visit should be qualified. These elements are: interestingness of the content expression, curiousness rousing level of the design and content, and content centered and significance of the content in fulfilling the needs of a web page visitor. (Fill 2009, 758.)

According to Parkkinen (2002, 28) there are five different factors in the usability of a web page: learning curve, efficiency, easiness of recalling, error freeness and pleasantness. *The learning curve* relates to the easiness of use during the first visit. *The efficiency* means that when a web page visitor has learnt how to use, the visitor wants to gain more by using. *The easiness of recalling* refers to how easy it is to remember how to use after learning it. *The error freeness* states that the possibility to make errors by a web page visitor should be low as possible. *The pleasantness* relates to the use of a web page should be enjoyable. (Isohookana 2007, 274.)

3.3.3   Mobile compatibility

Screen size and resolution is first clear distinction between mobile devices and full size computer. Also size of a web page in bytes should be considered when thinking about mobile compatibility of a web page, since a large size will cause a mobile device to slow or even freeze. (Dushinski 2009, 128-129.)

Also there is a problem created by application support. For example Apple devices do not support Adobe Flash Player, which is used on web pages for displaying animation, video etc. Now even Adobe itself has stopped development of Flash Player for mobile

devices and is choosing to support HTML5 standard instead. Most common mobile devices all support HTML5, some of them even solely. (Deagon 2011.) In HTML5 standard video and audio is included to HTML coding whereas before plug-ins were needed. Also tasks that formerly required massive and inflexible JavaScript can be now done without it by using HTML5. (Wisniewski 2011.)

Another problem with mobile compatibility is that there are numerous different browsers and operating systems, which all have bit different characteristics. Therefore it is nearly technologically unfeasible to create a web page that would work faultlessly on every mobile device. Nevertheless there are two separate ways how to go about creating mobile compatibility: transcoding or a web page can be constructed by using one of four distinct strategies (personalizing, miniaturizing, one web or mobilizing). Transcoding automatically divests a web page down to its core and puts together content into a mobile compatible format. *One web* and *miniaturizing* strategies are quite similar since in both there is only one web address used and same content is displayed no matter what device a visitor is using. But the small difference is that while in one web strategy content is displayed same way, in miniaturizing the content size is reduced to fit mobile device screens. (Dushinski 2009, 132-136.)

Mobilizing a web page means creation of two separate web pages in two different web addresses, and then marketing them both. Whereas *customization* lets you have one web address with several content groups, but behind the scenes a web page visitor is identified based on the technology used and based on this a certain content is displayed. (Dushinski 2009, 137-141.) John Deere is currently using customization strategy on their web pages.

4   INTERACTIVE MARKETING COMMUNICATIONS

When talking about interactive marketing communications word interactive should be emphasized since it represents the main property of this kind of marketing communications. Interactivity is the main property due to the fact that it is possible for all parties to reply the marketing communications messages, commonly even instantly, which cannot be said about more traditional offline marketing communications forms. This kind of open to all communications environs are seen as more democratic as well. Whereas traditional marketing communication is lead by a company and is consist of one-way communication evidently aiming to fulfill the company's own needs. A broad range of electronic media is described to be interactive and this is not only restricted to describe the Internet since there are electronic media that operates also outside of the Internet, such as mobile communications. (Fill 2009, 773.)

Now interactive marketing communications is one of the main marketing communications operations in many companies. But what actually is interactive marketing communications? Based on several theories it is possible to come to the conclusion that interactive marketing communications describes the communication system with what a company is using for trying to reach individuals via electronic media by sending them messages, and the system enables all participants to react and reply. Dialogue can take place either by using the same media or another media as the initial message was sent. And the goal is to create and maintain relations which rest on the notion of reciprocal gratification worked out by interchange of products, services and knowledge which bring value to concerned parties. (Fill 2009, 773.)

Interactive marketing communication makes possible to shift from traditional two-way or one-way communication to dialogue which is truly and honestly interactive. Commonly interactivity antedates the starting of discourse amongst the parties involved in the communication, which in turn makes possible for every party involved to participate in the content creation that is employed in the communication. When an individual from the target group is creating their own content, it is commonly called user generated content. This is for example when customers write their own opinions to an online discussion forum where they can also have discussions with other customers or potential customers. (Fill 2009, 773.)

4.1 Customers' voice

Customer testimonial or endorsement is a well-liked strategy in advertisement. When an advertising message is perceived to represent beliefs, views or knowledge of a third party, such as an institution or individual, it is considered to be a testimonial. A testimonial can be used only if the party giving the testimonial posses actual experience from using the product. (Wells, Burnett & Moriarty 2003, 48-49.) Individuals who give testimonials are commonly considered to be the original source of their message, even though the true originator and source of the message usually is the company behind the endorsed product. Due to this illusion of original source, testimonials need to be plausible. (Fill 2009, 509.) Since testimonials are said to have a strong influence on buying behavior, especially in the consumer market, customer testimonials are monitored. For example in United States this is done by Federal Trade Commission. (Wells, Burnett & Moriarty 2003, 49.)

4.1.1 Effectiveness

A testimonial that has a positive message to tell about a product can increase importance and plausibility of messages and arguments that marketing communications of an organization conveys (Mahon 2011, 156). A testimonial is way to convert a sales message into an objective, plausible product recommendation (Gehl 2009). When utilized in the right way, in the end using testimonials can assist on turning potential customers into actual customers (Patel 2010).

Gehl (2009) suggests that testimonials are powerful, because they build confidence, are not sales pitch like and triumphs over skepticism. Testimonials which tell about customer experiences and benefits of a product help build confidence. When a real customer gives a voice and words that praise a product it stands out from messages created by the organization itself. When a testimonial is good, it can convince even the most skeptical potential customers. (Gehl 2009).

4.1.2 What to do and not to do

The most important is to use real testimonials and never to create fake ones since a fake testimonial lacks plausibility and in the case of getting caught with using a fake testimonial a company loses its credibility in the eyes of the customers. Therefore it is better to use real testimonials, which a company can easily get if their product really is good. (Patel 2010.)

There are several characteristics that make a testimonial good. A testimonial should verify and highlight the benefits of a product. A testimonial should also validate the advertising and sales claims made by the organization. (Gehl 2009.) When a testimonial is made by somebody who is similar to targeted potential customers, receivers of the message are being solicited to assimilate them to a 'typical customer' (Fill 2009, 511). It is good to get a testimonial from a big company, but if some of the potential customers are smaller companies, it is good to have testimonials from smaller customers as well (Patel 2010).

A testimonial should of course be plausible, therefore, it is good to tell the full name, age, city of residence, company name and a photo of the customer (Gehl 2009; Patel 2010). In the current web 2.0 age testimonials do not need to rely only on text and photos, but video or just audio can be utilized. When utilizing different kinds of media, it is possible to use same testimonials on different platforms, for example releasing videos also in social media. (Patel 2010)

Besides having a full testimonial on a web page, it can be beneficial to use shorter quotes on the other parts of the web pages. It should be considered where a web page visitor might benefit from seeing a testimonial or where it might help to grow conversion rate. Of course it should be analyzed during the usage of testimonials where they are effective on the web pages. (Patel 2010)

4.1.3 Word of mouth

Buying decisions are affected by word of mouth recommendations that both endorse and validate it, and word of mouth also dispenses knowledge. A person's individual

leverage has a strong effect on the success of a communication. These persons who posses substantial individual leverage are recognized as sentiment makers and leaders, since these persons are targeted by companies due to the fact that companies are aware that these persons will relay companies' messages forward to the target audiences of the companies. This tenet equally applies to electronic communications where it is commonly called as 'word of mouse'. Albeit the role of these sentiment makers and leaders is smaller, when it comes to online environment. This is especially true in the younger user groups, which place more value on coeval group recommendations than on specialist sentiments. (Fill 2009, 787-788.)

4.1.4   Viral marketing

Viral marketing is a form of marketing communication, where users, especially those who love the brand, are encouraged to send marketing messages to other users in the internet or on mobile devices using Short Message Service (Isohookana 2007, 268; De Pelsmacker et al. 2004, 480). In viral marketing messages increase drastically and the message form a network which grows much like viral epidemic (Isohookana 2007, 268). Viral marketing might not be a magic wand but never the less it has grown into a potent tool for marketers (Ferguson 2008).

Viral marketing tries to take advantage of one of the greatest consumer activators: a recommendation made by an individual. So called snowball effect is used in viral marketing together with the internet's networked disposition in order to reach and expose huge amount of 'victims' with very little effort from the organization itself. Classic example of viral marketing is the case of Hotmail. Hotmail inserted just one line of text in the end of every email sent from Hotmail accounts which said that one can get a free account from Hotmail and, of course, this was accompanied by their web address. During their starting year, 1996, their account number reached 12 million comparing to their printed campaigns, which resulted only 100,000 new accounts. (De Pelsmacker et al. 2004, 480.) The term viral marketing was actually used for first time to describe the case of Hotmail in 1997 by Draper Fischer Juvertson, a venture capital company who coined the term (Fill 2009, 788).

A campaign utilizing viral marketing functions best within and between groups of individuals who share powerful mutual interest. This suggests that it is possible to propagate designated messages within designated groups of individuals. (De Pelsmacker et al. 2004, 480-481.) It is best to dispatch viral messages to groups that are open to a product or brand instead of just dispatching messages to everyone (Dobele, Lindgreen, Beverland, Vanhamme & van Wijk 2007). When used well and meticulously, viral marketing can decrease expenses and avoid unfavorable reaction. It is also possible to receive a splendid return on investment since reach is extended from the original smaller audience into a considerably larger target group when the original message is spread like a viral infection within interested groups. (De Pelsmacker et al. 2004, 480-481.)

Huge and ever increasing amount of internet users and practically free of charge contacting online have made viral marketing very popular marketing tool. (De Pelsmacker et al. 2004, 481) As the business environment is getting more competitive these days, viral marketing message needs to urge receivers to activity such as using a product what is being advertised and distributing the message further to new receivers. Hence viral marketing aims to get the receivers to consume and passing messages along. Findings that underline a fruitful campaign attach emotions to the viral marketing, such as surprising the receiver with the message. But surprise alone will not ensure success, thus different emotions needs to be conflated with it. Furthermore using just emotions might not cut it either. Since, for standing out from the masses, a message must capture receiver's imagination. (Dobele et al. 2007.)

Of course, like every other tool, there are some downsides to viral marketing. Same as regular word of mouth outside the internet online word of mouth, or word of mouse, is not governed by the company itself and maintaining command over the viral campaign messages is difficult. In worst case a viral marketing campaign can result also to negative images of the brand, especially when unsatisfied customers are sharing their negative experiences. Hence pre testing a campaign on a tiny scale before starting the actual campaign should be contemplated. It should be noted that also some receivers of viral campaign messages can consider them as so called spam. (De Pelsmacker et al. 2004, 482.)

4.2   Social media

Social media is relatively recent form of interactive media that has advanced quickly. In social media users utilize the Internet for spreading their experiences and way of life. A user taking part into social media besides spreading experiences and knowledge can take advantage of the interactivity of social media and therefore create new relations with it. Social media is all about user generated content that a user is able to create and rule based on own needs. (Fill 2009, 796.)

Social media sites generate income from advertising sales, albeit is debatable how influential advertising is in social media. Many of the users of social media seem to find brand advertising objectionable whereas online coevals' opinions and recommendations is found more desirable when making a purchase decision. Social media is evolving to a unique media channel where users' voices are over taking companies' voices. Therefore it is suggested that marketing communication in social media ought not to be aggressive, disruptive or intrusive in other words users do not look kindly to obvious mercantile behavior. Marketing communication must turn into proportion of the context in which social media users are interplaying. (Fill 2009, 797-798.)

Meanwhile some companies are still being nervous about return on investment and measuring norms, many companies are plummeting in and trying out different social media tools and sites. Those companies are accepting willingly the changes occurring in the business communication environment, and this is the sole certain strategy for being successful in the very quickly developing environment. (Gillin 2009.)

Some companies are also worried about possible negative comments that they would face in social media, but this is not a problem for majority of companies, because majority of prosperous companies have quite satisfied customers. Majority of unsatisfied customers pacified listening and solving customers' complications in a constructive manner. Since critique is commonly more helpful than plaudits therefore unfavorable input is not always a bad thing. Also majority of input is positive since complaints are commonly given only when being very unsatisfied. (Gillin 2009, 9-12.)

How to take advantage of social media's interactivity? One of the best ways is to urge users to creation of own content. For doing this, competitions, write-ups and games are

becoming well-liked methods. When executed correctly, these methods can be remarkably powerful, but in the worst case can cause huge amount of work or embarrassment to the brand. Competitions are most effective they improve the marketing theme behind a campaign and influences social media site that is suitable for the products. But great extent of consumer generated content in a competition context is commonly low quality or there will not be that many participants in the first place. Competitions take advantage of peoples' desire to compete as well as present them possibility gain famousness. (Gillin 2009, 221-223.)

4.2.1 Facebook

Until latter part of 2006 Facebook was relatively unknown social media site for most, but then Facebook opened up to the general public, which started its explosive growth (Gillin 2009, 121). In one year Facebook grow into 50 million users and growth have been keeping up ever since now having over 1 billion actively using users in 2013 March (Facebook 2013; Gillin 2009, 121). Facebook utilizes baffling amount of social media features, everything from individual profiles to photos and applications. Facebook remains still partly closed site since it offers users different levels of privacy control. From main social media sites Facebook is the most marketer-pro environment, since it offers very wide range of services and tools such as profiling through demographics and targeted advertising. (Gillin 2009, 121-122.)

Facebook presented with a new aspect for company use, which is named Pages that is basically a company or organization profile page. Pages have same characteristics as individual profiles have, only exception being that instead of friends a company page has fans. Pages are apparent place for a company to conduct its Facebook related endeavors. (Barefoot & Szabo 2009, 180-181.)

People use Facebook for huge number of different purposes, but most commonly it is a place for socializing and recreation purposes. This should be remembered when conducting marketing communication in Facebook, hence it is recommended to practice passive marketing. Passive marketing means that after creation of a page, company should not try to aggressively gain fans. Instead a company should create an interesting

and worthwhile page for fans to visit. This can be created with interesting posts and encouraging fans to creating their own content. (Barefoot & Szabo 2009, 182.)

How to create engagement on Facebook? Malhotra, Kubowicz Malhotra & See (2013) conducted a study that looked 98 global brand's over one thousand Facebook posts in order to find out what kind of Facebook post features affect on the fan activity (likes, comments and shares). Eight different methods were recognized based on the study. *A photo* is a good way to convey a message, even clear product promotion photos results in high number of likes. A post should also follow its time, in other words, be *topical*. (Malhotra et al. 2013.)

Because fans are interested in a brand, and therefore are fans of that brand, they do not seem to mind even *in your face* type of aggressively promotional posts. *Sharing valida-tion* also activates fans; since they like to be associated with winners, sharing won pric-es, stories of success etc. are welcomed by fans. *Informing and educating* fans such as insight into how a factory operates raises interest and activity of fans. *Making a brand humane* by linking emotions to the brand aids fans to express their own emotions. Even though being funny is not that easy, it really interests fans who seem to be activated by *humor*. Politely *asking to be liked* also seems to work well. (Malhotra et al. 2013.)

There are five methods that can hinder the chances for a Facebook post being liked. *A long text* does not raise the activity where as shortness seems to be much liked. *An event related* messages do not seem to raise fans' interest. A company should not presume that the fans share care for same issues, therefore *social cause*s topics do not seem to be liked. *Promoting competitions* does not seem to generate fan activity. Posting about *deals* is least likely to encourage fan activity based on the study. (Malhotra et al. 2013.)

A Facebook post may generate even thousands of comments relating to the topic, which is possible to utilize for gathering knowledge, feedback and gain comprehension over a customer. Even a negative comment can be turned into positive result with fast and proper actions. Fans seem to enjoy talking back to a company since if a company poses questions they are being answered very actively. (Malhotra et al. 2013.)

4.2.2 YouTube

YouTube is a social media site where both individuals and companies upload and share viral videos. Actually some of the most succeeded campaigns in viral marketing have been nearly completely executed in YouTube. Even though a company does not plan to create videos for YouTube, it should be noted that YouTube serves a good venue for television advertisements and other videos when they have served their purpose in another media since there they can get even huge amounts of additional views. Companies see YouTube as a convenient media for sharing video content that is targeted at B-to-B audience, where this kind of content can last a long time instead of being left into an archive. (Gillin 2009, 19, 101, 125.)

Also companies can gather precious knowledge from their customers as customers commonly upload videos of the products they are using. It is also possible for users to comment on videos there by enabling truly interactive dialogue. (Gillin 2009, 126.) A marketing campaign is a long process and not just a quick sprint which should be noted especially when it comes to marketing in YouTube. Even though there are very successful campaigns done before by companies on YouTube, it is recommended to put up unobtrusive target, especially for the first YouTube videos. (Barefoot & Szabo 2009, 198.)

View amount is not the only metric when measuring what video is good and successful, especially when looking for a inspiration for creating own videos, but also comments and likes should be considered as well as favorite markings, amount of video responses and amount of web pages have linked or embedded the video (Gillin 2009, 126; Barefoot & Szabo 2009, 198-199). YouTube offers also a tool called Insight which not only offers you basic statistics but it also enables viewing demographics of the users who have viewed and commented on a video. Insight provides also Hot Spots, which gives information about what parts of the video is viewed the most, for example skipping or re-watching parts of a video. (Barefoot & Szabo 2009, 199-200.)

Videos are commonly used in two different manners in marketing campaigns executed in social media. Most usually a company uploads videos to YouTube in order to supplement a bigger campaign which is executed in several various media. But then in some instances a YouTube video is the main part or result of a marketing campaign. (Barefoot & Szabo 2009, 197-198.)

How to create a well-liked YouTube video? Creating a well-liked video for YouTube does not deviate from making a well-liked video for television. Optimally a video should be alluring and innovative that catches and retains viewers focus while standing out from the flood of disruptions. With this you will gain a head start over most other marketing videos in YouTube. Besides this a video can profit from several other characteristics: fresh and timely topic, unforeseen twist or change of topic in the middle, originality, presenting wonderful talent in some form, using YouTube to talk about YouTube itself, briefness and finally as within any other channel sex also increases popularity of a YouTube video. (Barefoot & Szabo 2009, 199-205.)

Above seven characteristics were mentioned that help ensuring a popularity of a video, but the property how a company is taking part in it and how well that can be seen do not affect to popularity at all. Same as any other social media content, YouTube videos should model after amateur or homemade content. Being slightly rough around the edges is actually a good thing in social media. Even though a professionally looking video may still gain huge views, but tweaking and shining will not increase the chances. As an old web platitude says funny wins over beautifulness always. (Barefoot & Szabo 2009, 205-206.)

5   BENCHMARK ANALYSIS

Merriam-Webster's dictionary delineates benchmarking as a research, which aims to ameliorate the performance of company performing the study by studying a rival's business conducts or products. American Productivity & Quality Center approaches the topic by delineating benchmarking as a system where a company is contrasting and quantifying itself against other companies in order to gather knowledge on manners, ways, mindsets and procedures, which are utilized for ameliorating performance of the company.

5.1   How benchmark analysis was applied

Benchmark analysis was used in this project in order to find out how machine manufacturers are using social media and their homepages for marketing communications. More specifically the benchmark analysis focused on how machine manufacturers are using customer testimonials and product features in their marketing communications. Some of the forestry machine manufacturers have been known for their conservative marketing communications strategies. Therefore all main agriculture and turf caretaking machine manufacturers were chosen to be studied. Also a brief look was taken into other industries, mainly the premium car industry, which is the closest equivalent to John Deere in the car industry.

All the examples of customer testimonials and product features on marketing communications methods and messages on web pages, Facebook pages and YouTube channels of chosen companies' were examined closely. Most suitable examples can all be found on the benchmark analysis presentation, Appendix 1. These examples were chosen based on user activity (views, likes, shares, comments etc.), theory of marketing communications on electronic media and on writer's own logical deduction. Based on the same criteria the chosen examples were analyzed for finding the best ways that JDF could implement its new marketing communications concept on electronic media.

5.2 Results from the benchmark analysis

Results of the analysis are presented in the following chapters. The results are divided according to the media were the examples were used, although in some cases the examples were used in the same way in other media as well.

5.2.1 Web pages

Several good examples of **customer testimonials** were found on the examined web pages, but three examples stood out. *First example* was found on Komatsu Forest's homepage (www.komatsuforest.com). Komatsu Forest has on their product pages a Happy Loggers section where customer testimonial videos are displayed (figure 3). The videos are quite short, from under a minute to few minutes long, and they tell stories of satisfied customers of Komatsu Forest.
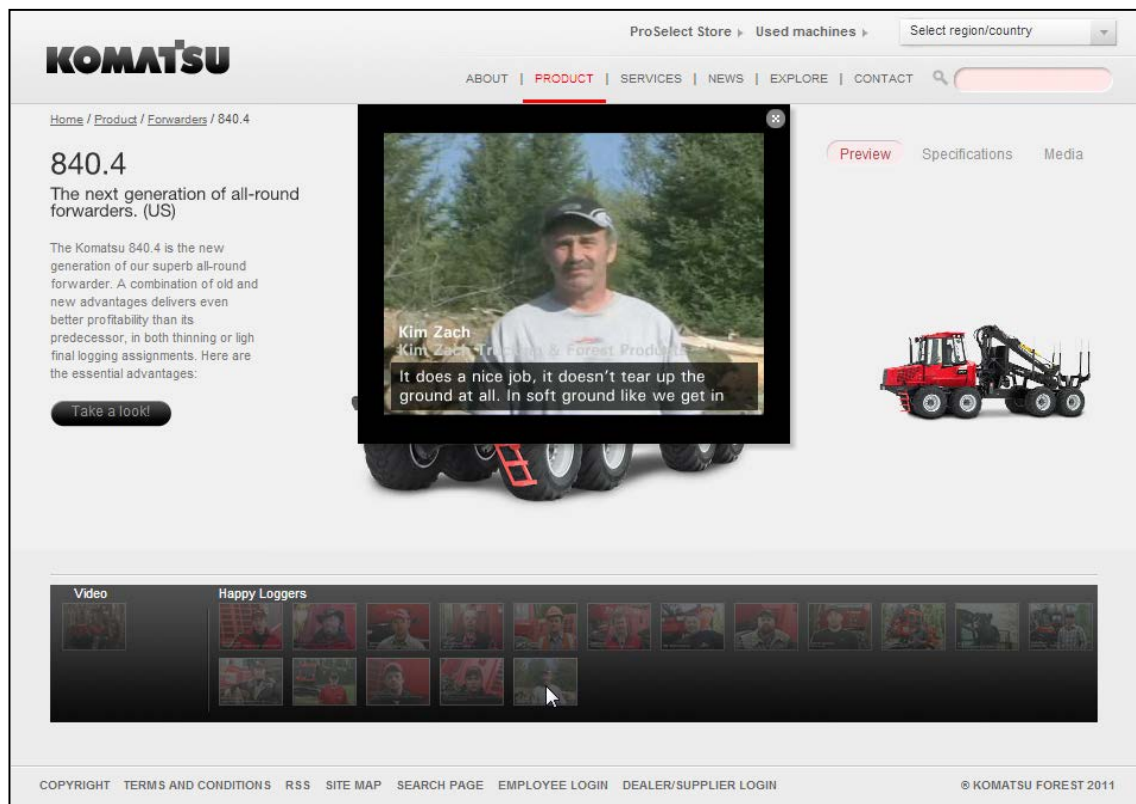
FIGURE 3. Customer testimonial videos on Komatsu Forest's product pages

What makes this example good is that they are using videos to tell stories, which makes the stories more interesting and easier to assimilate than using just photos and text. It is

also a good thing that the Happy Loggers section is shown on the product pages where a web page visitor is already looking for information about the products, and therefore is more likely to be interested in hearing customer testimonials. It is also good that they have stories from different countries, which gives an image of a global product that fits into many environments and uses. A negative side of this example is that since they are showing all of their videos on the same time on a product page, they have not highlighted the product that a web page visitor is currently contemplating. A visitor would be most likely interested about a customer testimonial referring to the exact product he/she is currently contemplating.

Second example was found on Massey Ferguson's homepage (www.masseyferguson.us). Massey Ferguson has a customer testimonial quote displayed on a product page (figure 4). This example is good because they have placed on a product page a customer testimonial concerning the product in question, which makes the customer testimonial more relevant to the visitor viewing the page. Even though a name, hometown and country are mentioned with the quote, it does not have same personality and plausibility as a video or a story with a photo would have. Massey Ferguson's customer testimonials are very short and concise, which makes them easy to read and assimilate, but it lacks possibility to find out more about the customers opinions.

FIGURE 4. Customer testimonial quote on Massey Ferguson's product pages

Third example was found Krone's homepage (www.krone-northamerica.com). Krone has a separate testimonials section on their homepage (figure 5). Although there are no links from the product pages to the testimonials section, it can be easily found and all the customer testimonials are divided according to products. It is also good that there are also several customer testimonials for each product. Another good feature with Krone's example is that the customer testimonial stories give background information about the customer in question, which gives more plausibility and personality to a testimonial. The testimonial stories are also quite extensive so there is more information to be found in the testimonials, but of course longer stories might discourage from reading the story.
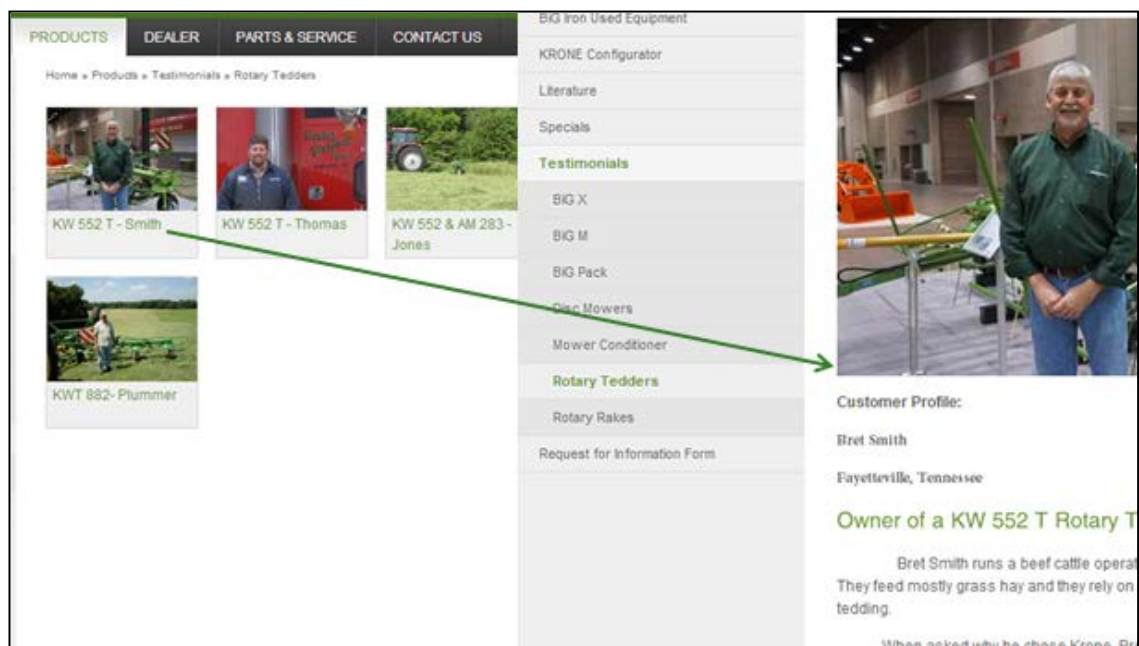
FIGURE 5. Customer testimonial section of Krone's homepage

Attracting attention to product features seemed to be a bit more popular marketing communications method than customer testimonials on the examined web pages therefore there were plenty of good examples to analyze. The best three examples are explained in detail below.

First example was found on Case IH's homepage (www.caseih.com). Case IH is attracting attention to product features with a features tab on product pages. In the feature tab all main features are listed, and with clicking a feature on the list detailed information about that feature is shown (figure 6). What makes this example good is that they have explained each feature in such detail, without text getting too long to read it quickly, that gives a clear image what a feature is all about and why does that feature make the

product better. Text is also supported with clear illustrative photos, which gives a clear image of a feature even with a quick glance.

FIGURE 6. Attracting attention to product's features with photos and text (Case IH)

Some features are even demonstrated with videos instead of photos. Even on those cases they have provided informative text with the video, which explains the video and gives information about the feature in question. This ensures that the information about the feature in question can be received even if the video is not viewed, since a web page visitor might be using a slow internet connection or for some other reason might not be able to view the video.

Second example was found JCB's microsite for promoting JCB 8000 series tractors (www.fastrac8000.com). This microsite has several tabs attracting attention to the features of the 8000 series tractors in different ways. On benefits tab they have divided features in benefits, which are in this case categories for different features that create the claimed benefits (figure 7). The features are shown and explained with Adobe Flash animated cue cards, shown on the bottom part of figure 6, that have text and illustrative videos on them. The animated cue cards are creative, interesting and visual way to attract attention to the features of a product. It is also a good example because they have used the features to prove the acclaimed benefits of the product.
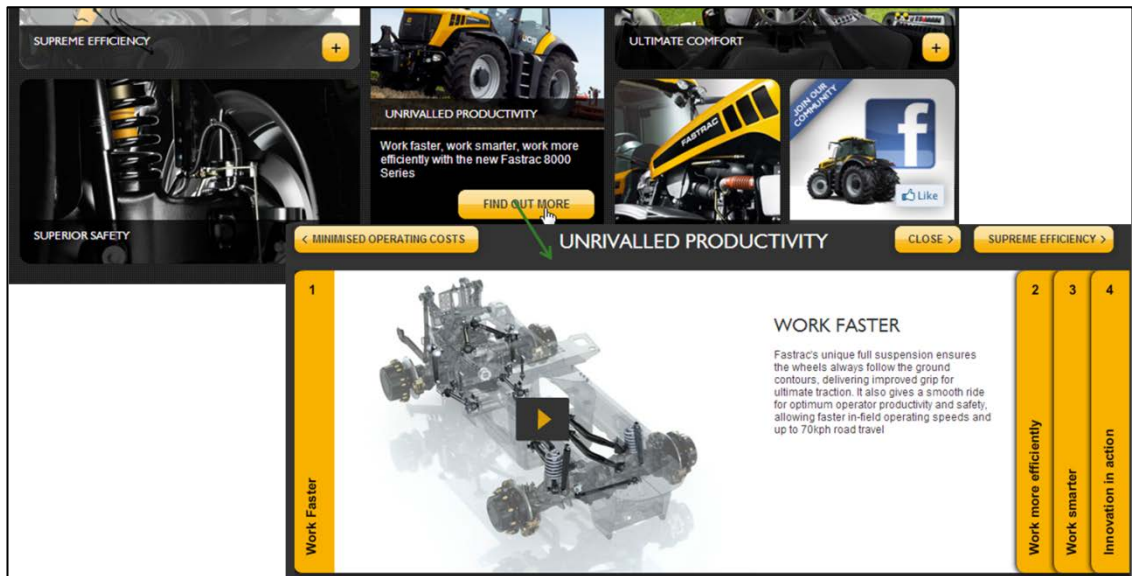
FIGURE 7. Flash animated cue cards (JCB 8000 Series Microsite)

JCB has also used interactive 360 degree photos for attracting attention to the features of its 8000 tractor series (Figure 8). In these interactive photos a 360 degree exterior and interior view of the tractor is shown. When the view is rotated, feature highlights popup on the photo. More information of those features can be viewed by clicking the high-lighted feature, and like on the animated cue cards information is given with text and videos. These interactive 360 degree photos give good three dimensional feel of the product and the interactivity attracts a visitor to interact and check out what can they find on the 360 degree photos. Three dimensional photos also create more real life like image of the product.

FIGURE 8. Interactive 360 degree photos (JCB 8000 Series Microsite)

There are downsides to JCB's microsite example. They have used many different kinds of complicated and visually very nice content, which means rather high expenses. Also using Adobe Flash has its drawbacks. One major drawback is that it is not supported by all mobile devices.

Third example was found on Kubota Tractor Corporation's homepage (www.kubota.com). Kubota has an interactive photo where different features are high-lighted with glowing balls (figure 9). Hovering over a ball with a cursor will display the name of the feature in question. By clicking a ball, information of the feature is displayed in a small window, which has several pages in some cases. Information text is accompanied by photo(s) and/or animations. The design is very simple and easy to use, but on the same time it is visual and encourages a visitor to explore the different features. Downside is that, like in JCB's example, Kubota has used Adobe Flash animation for creating the interactive photo. But in the other hand they at least provide also all the feature information in a downloadable PDF-file therefore it can be viewed also with devices that do not support Adobe Flash, although the PDF-files are quite large for downloading with a slow internet connection.

FIGURE 9. Attracting attention to product's features with interactive photo (Kubota's homepage)

5.2.2 Facebook

Several good examples of customer testimonials and attracting attention to product features were found on the examined Facebook pages. Closer look to the best examples is taken in this chapter (three examples of customer testimonials and two examples of attracting attention to product features).

First example comes from AGCO's Facebook page (www.facebook.com/AGCOcorp). AGCO had posted a question asking their fans to tell them which AGCO machine do they have and love (figure 10). Fans were asked to respond with a comment and a photo. Already in few days this had attracted almost a hundred comments, few responses with a photo and the question was shared over hundred times. As suggested in the theory part earlier, when a brand asks a question on their Facebook page, fans will answer. For other fans and other visitors of AGCO's Facebook page the comments and shared photos will give short but credible customer testimonials of AGCO's products.
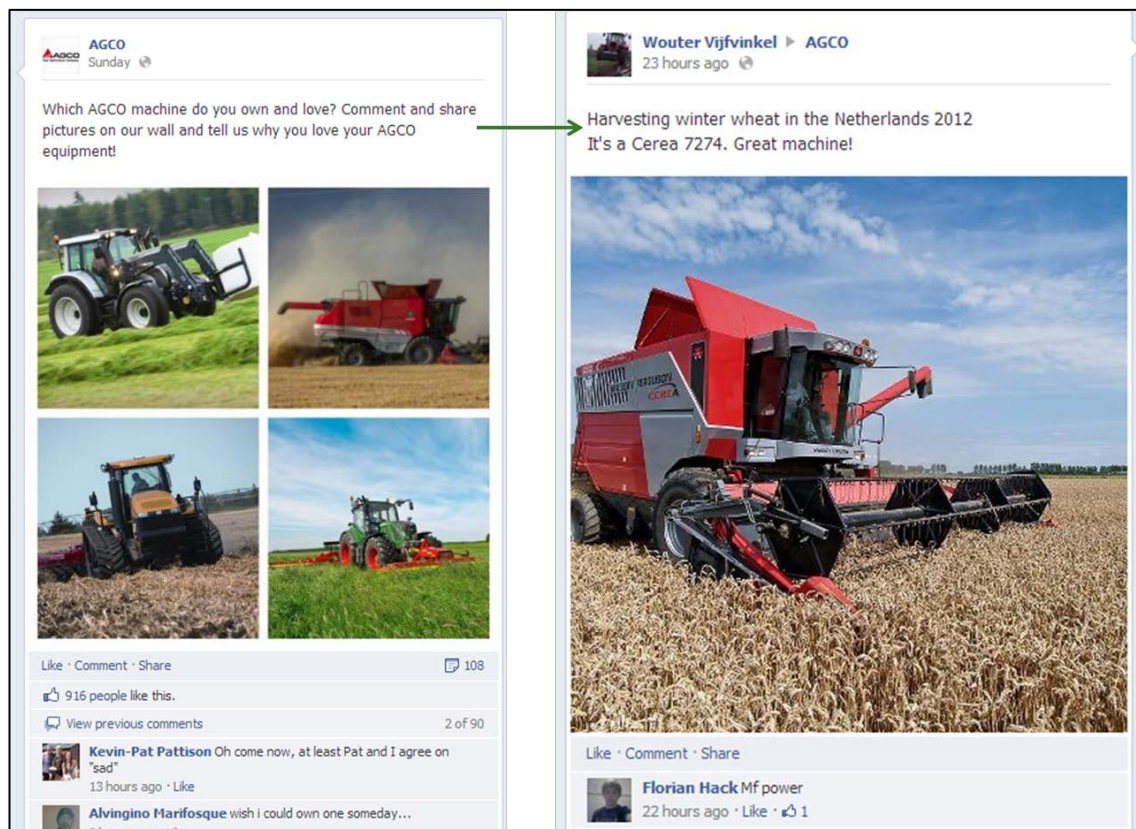
FIGURE 10. Asking opinions from fans (AGCO's Facebook page)

Second and third examples are similar approaches done by Tigercat forestry equipment (www.facebook.com/Tigercat) and Mitsubishi (www.facebook.com/Mitsubishi) on their

Facebook pages. Both companies share a fan photo every week to tell a story of one of their customer. Tigercat forestry equipment relies only on a photo and sometimes asking a question from the fans as can see on the left side of figure 11, where they have asked their fans if they have had a similar experience. This not only gives an image of their customer but also engages their fans to respond with their own stories.

Mitsubishi also asks comments from their fans, but they also tell bit more about the fan and product in question. In this instance they have used a humor photo send by a fan (right side of figure 10). In other instances they show where their fans are traveling with their cars giving more information about the owner and the car in question. Mitsubishi also engages their fans to tell their stories, for example by asking where they would travel with the car in a fan photo. Both examples had attracted lot of attention from fans as can be seen in the amount of likes, comments and shares.
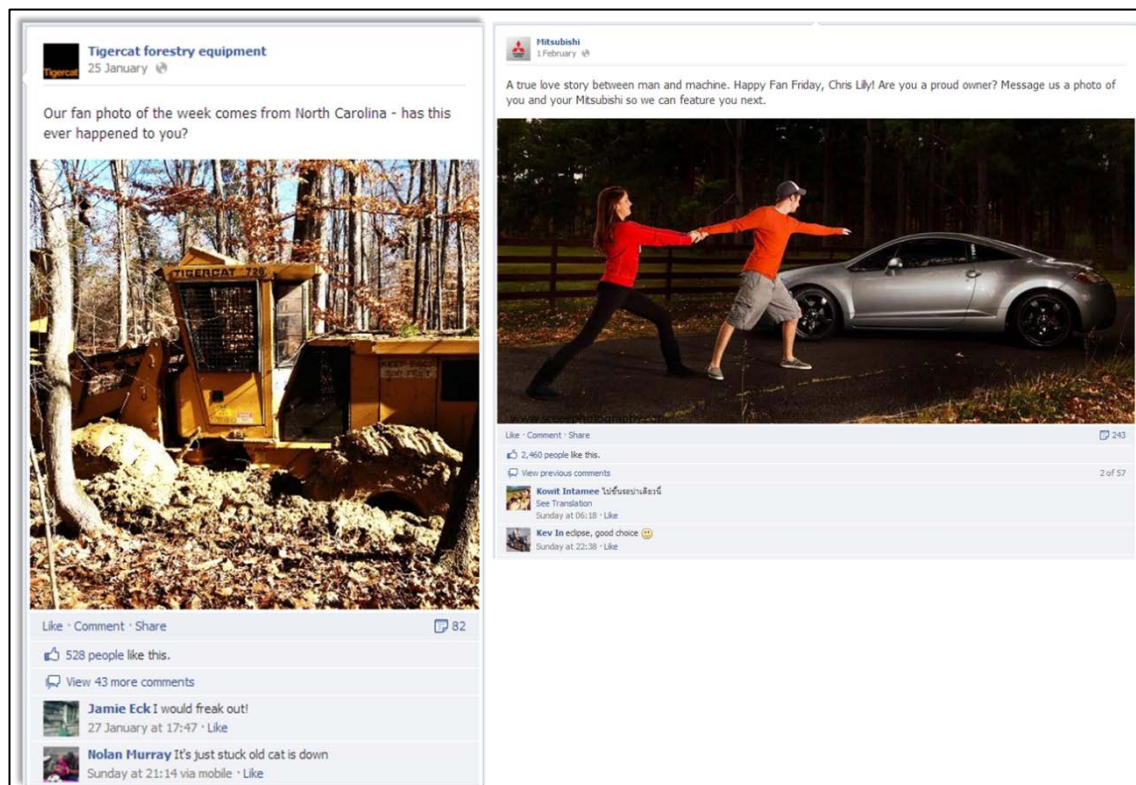
FIGURE 11. Sharing fan photos (Tigercat Forestry Equipment / Mitsubishi Facebook pages)

Fourth example comes from CLAAS' Facebook page (www.facebook.com/yourclaas), and it is about attracting attention to product features. CLAAS challenges their fans with posting cropped photos of a product's feature and asking what feature is in question. In the example shown in figure 12, fans commented 40 times to the challenge in

less than a day, which shows that fans enjoy being challenged. After posting a photo challenge, CLAAS gives fans one day time to respond with their answers before posting the correct answer. When a correct answer is given, a photo showing the complete feature is given with extensive information. The idea being that first attention is attracted with the photo challenge, and once the attention is attracted fans are more receptive for information given with a correct answer.
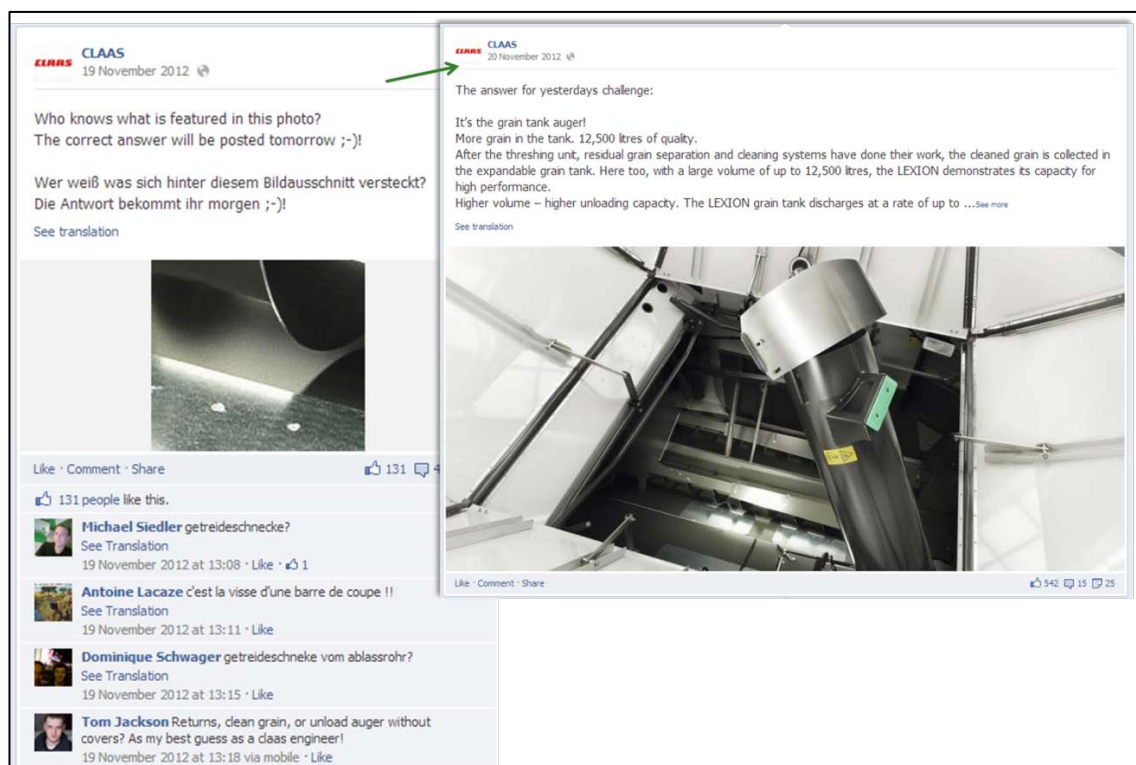
FIGURE 12. Challenging fans to attract attention to a product's features (CLAAS' Facebook page)

Noteworthy is that the correct answer with extensive detail gets more likes and is shared more times than the original question. In this case, there are bit over four times more likes on the correct answer, and it had been share over six times more than the original question. Same result is seen on the other similar challenges posted on CLAAS' Facebook page. This suggests that the photo challenge works in the desired way on attracting attention to features of products.

Fifth example comes from Deutz-Fahr's Facebook page (www.facebook.com/DeutzFahr). Deutz-Fahr attracts attention to product features with photos (figure 13) that shows features close up. This is a visual way to show the different features, but they do not provide more information of a feature nor even the name of

the feature in question. Giving more information with the photos would be useful for a fan interested in a product. Some fans are actually asking for more information in the comments which shows that there would be a real need for such information.
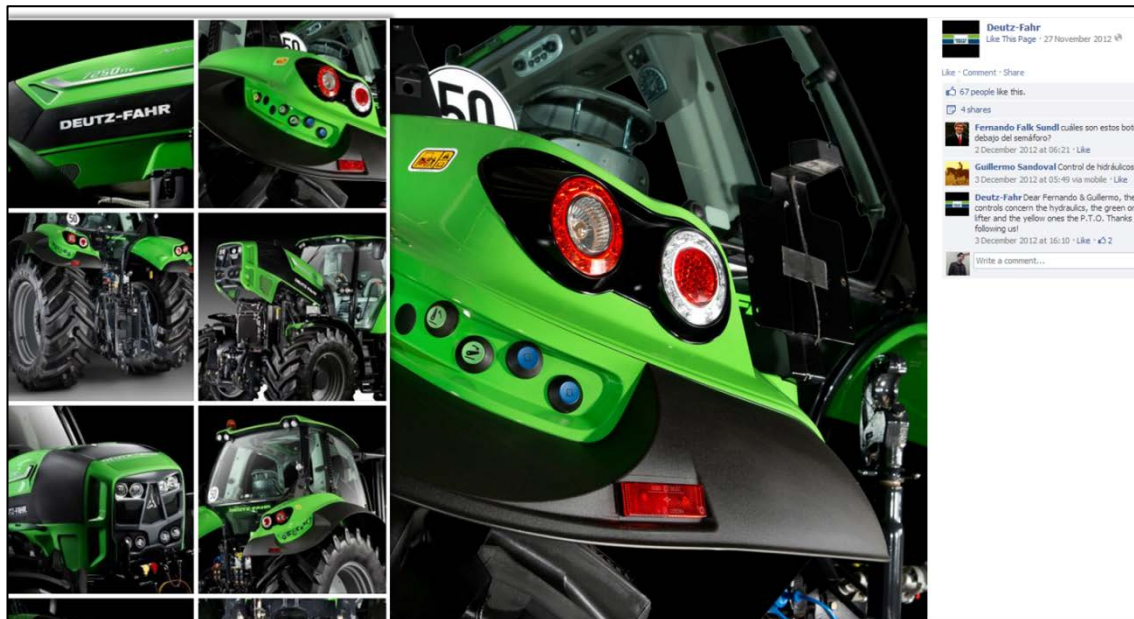
FIGURE 13. Attracting attention to product features with photos (Deutz-Fahr Facebook page)

5.2.3 YouTube

Several good examples of customer testimonials and attracting attention to product features were found on the examined YouTube channels. Closer look to the best examples is taken in this chapter (three examples of customer testimonials and one example of attracting attention to product features).

First example comes from Valtra's YouTube channel (www.youtube.com/user/ValtraVideos). Valtra has a customer testimonial video (figure 14) where a customer explains about the product and his own experiences. The customer testimonial gives lot of information, is interesting and quite credible. But since the video is filmed professionally and seems to be scripted, a viewer might question the credibility of the video or at least think that Valtra has chosen one of its most loyal customers therefore the video might not reflect the view of most customers.

FIGURE 14. Customer testimonial video (Valtra's YouTube channel)

Second example comes from Case IH's YouTube channel (www.youtube.com/user/CaseIHTube). Case IH has several customer testimonial videos on their YouTube channel, for example video shown on figure 15. In each video there are several customers telling what they think about Case IH's products and their features. There are couple of advantages comparing to Valtra's example. Firstly, Case IH has used several customers in each video, which gives an image that there are many customers that consider the products to be good enough for recommendation. Secondly, customers tell their opinion about the features of the products not just their general opinion, which attracts attention to product features. Thirdly, the videos do not seem as scripted as Valtra's video seems, which gives it more credibility.

FIGURE 15. Customer testimonial video (Case IH's YouTube channel)

Third example comes from New Holland Agriculture North America's YouTube channel (www.youtube.com/user/NewHollandNA). New Holland offers a possibility to send own videos New Holland related video (figure 16), which might then be featured on New Holland's channel. This way New Holland tries to attract people to send videos of their own experiences which would result to more honest and credible customer testimonial videos than videos made by the company itself. This way the company has more control over customer made videos shown, because they have the option to review videos before they feature it on their channel. Especially comparing to video responses left by YouTube users or Facebook fan pages, where fans can upload any video to the Facebook page.
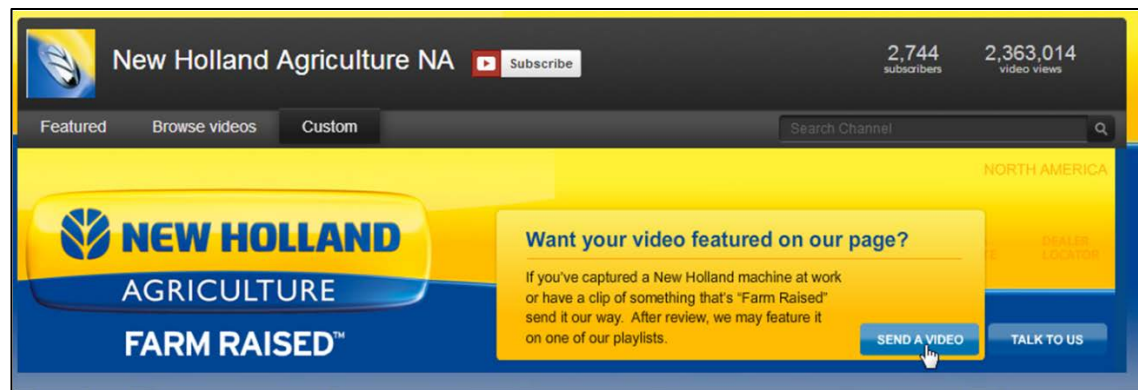
FIGURE 16. Option for customers to send their own video (New Holland Agriculture North America's YouTube channel)

Fourth example comes from CLAAS' YouTube channel (www.youtube.com/user/yourCLAAS). CLAAS has several videos on their channel which are trying to attract attention to product features, for example the video shown on figure 17. In this example video CLAAS is demonstrating a feature of their combine harvester model with using real filmed video in combination with computer animation. This way they can demonstrate a feature in operation that could not be normally seen with a bare eye. They have used this or similar technique in most of their product feature videos. The video is very informative and it gives a very clear image of the feature and its operation.

FIGURE 17. Attracting attention to product features with a video (CLAAS' YouTube channel)

5.3 Conclusions

Examples relating to web pages were more difficult to analyze since no user data or statistics were available during the research. Therefore conclusions are more based on theory, and the writer's practical knowledge and logical deduction, whereas analyzing examples from Facebook pages and YouTube channels user activity showed which examples are more interesting and activating in the eyes of users.

Usually customer testimonials seem to be used for giving potential customers more plausible information about a product and giving actual experiences of using a product. In JDF the idea behind using customers' voice is quite the same: letting customers tell other customers why the products are worth buying. Attracting attention to product features seems to be used generally for distinguishing a product from its competence, which is also JDF's intention with the feature marketing. Therefore these examples should be very well applicable for using as example when JDF is implementing the customers' voice and feature marketing on electronic media.

5.3.1 Web pages

Customer testimonials do not seem to be widely used on the examined web pages, but few companies are using customer testimonials, at least to some extent. Krone's customer testimonial section seems to be the most advanced of these examples because they have long informative stories that seem to be genuine and believable. They have also made product model related customer testimonials, which give more accurate image and are more useful for a web page visitor who is looking for information about certain product model not just general information about owning a Krone product.

Krone has not used videos like Valtra has on their Happy Loggers section, nor have they linked customer testimonials to the product pages. Videos offer more visual and personal feel to a customer testimonial therefore it could be used in conjunction with text and photos. Linking customer testimonials to product pages like Valtra and Massey Ferguson have done makes it easier to find them. Especially linking a product specific customer testimonial to the product page in question increases chances of seeing the testimonial.

Attracting attention to product features seems to be more popular on the examined web pages and hence there were plenty of good examples to be looked at. Different approaches could be categorized into two distinctive ways. *Either* is to have a separate features tab or a page, where all the features of a product are listed and explained in detail. Case IH's web page is a good example of this approach. *Or* is to have an interactive photo where all the features of a product are highlighted on the product itself, usually as spheres, at their actual positions. The actual information of a feature is displayed once cursor is placed on top of a sphere representing a feature, or when it is clicked. Kubota's web page is a good example of this approach.

In both approaches a feature is explained in detail with text and photos and/or videos/animation. Both approaches give a clear image to a web page visitor what makes a product special comparing to both other products of the same manufacturer and competitors' products.

Both approaches have their advantages. Using an interactive photo with highlighting features with spheres is more exciting and attracting approach. It also gives a good im-

age where those features are located on a product. But the downside is usage of Adobe flash animation, which has limited compatibility with certain devices. Of course this could be solved with using HTML5 coding, which enables making similar animation without compatibility limitations. But HTML5 still does not make this approach less time and resource consuming than the simpler feature page/tab approach, which is simpler to implement on any web page and is still a very clear way to attract attention to product features.

5.3.2 Facebook

Customer testimonials on Facebook pages can be very similar to web pages that a company posts on their Facebook page; a customer testimonial story with a photo, or just using a video to tell a story. It seems to be more common that a company tries to get their fans to tell their own story. Idea behind this being that a fan's own posted story is more plausible and sincere than an edited story shared by a company itself. When a company asks their fans for their opinion, fans seem to be very eager to tell what they think. This can then result into dozens or even hundreds of short customer testimonials, when asked for example why they own a product.

In AGCO's example it can be seen that a simple question is effective way to activate fans to share their stories, but of course this kind of question is more like onetime thing. Of course the same question could be repeated after some time, but more continuous way is what can be seen in Tigercat forestry equipment's and Mitsubishi's examples. Both companies share a fan photo and a short story every week, or at least couple times a month, and on the same time they pose a question to other fans that encourages them to respond with their own story or the very least to comment on the photo/story.

The texts are kept very short and in fact the photos play in bigger role when telling the stories since it seems that people tend to show more interest on a photo or a video rather than reading long text. Of course an interesting photo could encourage reading even a longer text. Like Malhotra et al. (2013) emphasize that photos generate high number of likes, comments and shares, it was also true on the examined Facebook pages.

Two different ways of **attracting attention to product features** seemed to attract more attention from fans than other ways. *First way* is the photo challenge shown in CLAAS' example. This kind of photo challenge was also used especially on the car companies Facebook pages, and in every instance it generated high amount of fan activity. Noteworthy is that the correct answer generated at least the same amount of fan activity than the challenge itself, and in most case it actually generated multiple times more likes, comments and shares. This greater activity was generated even though an answer usually contained very detailed description of the feature in question, which shows that fans have great interest on product features soon as their interest is raised by challenging their knowledge and power of reasoning.

Second way is to share photos of a product's different features, like in Deutz-Fahr's example. This was also used especially by the examined car companies and even though it seemed to generate quite high fan activity it did not activate the fans in same extent as the photo challenge way. It should be also noted that Deutz-Fahr's example lacks explanation and even names of the features shown on the photos, which does not then utilize the gained attention to the fullest extent. This is actually seen on few comments made by fans where they are asking for more information about the features shown on the photos.

5.3.3   YouTube

On YouTube channels **customer testimonials** seem to be used mainly as professionally made videos where either there is a longer story from one customer, like in Valtra's example, or a compilation of several short customer testimonials from different customers, like in Case IH's example. In Valtra's example there is great deal of information given by the customer both his experiences and marketing material, but the weakness of this example is that it gives scripted and professionally made image which can lessen its plausibility.

Although Case IH has also used professionally made videos their customers answer to questions in a way that does not seem to be scripted story, but instead seem to be cut from longer customer interviews. Also it gives more plausibility that they have used several customers in each video which gives an image that there are more than just a

few satisfied customers. It is also interesting that they have asked from the customers about product features therefore they are not only showing customer testimonials, but they are also attracting attention to product features and giving more information and actual customer experiences on those features.

There were no customer testimonial videos made by customers themselves on the examined YouTube channels, but as New Holland Agriculture's example suggest companies seem to be interested on such videos. Although New Holland Agriculture has created a tool that customers can use for uploading their own videos, they had not shared any customer made videos by the time their YouTube channel was examined. But nevertheless, their idea is basically very good, because if they get videos filmed by a customer itself telling his/her own story, such a video seems much more plausible than professionally done video. It might also encourage other customers to upload their stories similarly to fan photo sharing on Facebook pages.

Attracting attention to product features with videos seems to be mostly limited on demonstrative videos, like in CLAAS' example. This kind of demonstrative videos take advantage of computer animation in conjunction with real video, or relies solely on computer animation. This kind of videos seems to be used especially when demonstrating a feature that is not easy or possible to demonstrate with just photos or a normal video. Such videos are very informative and enable understanding even complicated things more easily. This kind of videos seems to be also used on web pages and Facebook pages by some companies.

6   SUGGESTIONS FOR IMPLEMENTATION

Suggestions based on the theory and the benchmark analysis is discussed in this chapter. Suggestions are divided according to the electronic media, but some of the suggestions could be implemented in other media as well. There are several suggestions for implementing the two aspects, the customers' voice and feature marketing, of the new marketing communications concept in each media. Each suggestion could be implemented alone but it is also possible to combine the suggestions in order to create an overall mix that will fulfill the goal of the new marketing concept concerning the two aspects dealt in this bachelor's thesis. Especially, as some of the suggestions might not be possible to be implemented exactly like they are stated, due to the restrictions of the company's technical guidelines regarding electronic media.

6.1   Web pages

The customers' voice should be as its own separate section on the web pages much like Krone has it on their web pages. A separate section would be more clear and easier to access than posting customer testimonials directly to the products pages like Massey Ferguson has done. The separate section would make a clear distinction between the customers' voice and the product pages. In other words clear distinction between the customer testimonials and the product information created by the company itself, which would make it clear to a web page visitor what part of the information comes from the customers and what comes from the company itself.

Krone's example gives a good basic structure where the customer testimonials are divided according to a product. Or the very least customer testimonials should be separated according to the type of a product, such as forwarders, since it is not useful when a web page visitor is interested in a certain product and they are shown customer testimonial videos relating other products as well. This highlights another important aspect that there should be a link from a product page to a customer testimonial that is related to the product. When a web page visitor is viewing a product page, he or she is more likely to be receptive for a customer testimonial that supports the sales pitch on the product page.

The customers' voice section should have videos where customers tell their stories. Preferably there should be more than one customer giving a testimonial relating a product, since this increases plausibility. For higher plausibility the videos should give an impression that they are not scripted and that the customers do not just recite the same sales pitch given by the company. When a customer tells his/her own story in own words it gives more unprepared and less sales oriented impression. The best way would be that the customers would record their own videos, or that a video would give an impression that it was recorded by the customer itself.

Case IH's example from YouTube, where they have customer testimonial videos where customer not only give a testimonial about a product but they also talk about certain features of a product, shows a way how JDF could combine the customers' voice and feature marketing in their customer testimonial videos. When the feature marketing has attracted attention to the features of a product, the message can be then supported by customer testimonials that give actual experiences about those features.

Besides the videos the customer testimonials should also be given in the form of plain text with photos because not everyone might want to view videos, or simply cannot view the videos, for example due to a slow internet connection. Also taking photos and writing up a story is faster and cheaper than producing videos. Text and video based testimonials could be posted first to the customers' voice section while the video testimonials are under development. It is also possible that some customers might be willing to give a testimonial, but not on a video, then using text with photos would make possible to show their testimonial on the web pages.

Feature marketing does not require a separate section to the web pages like the customers' voice. Instead, it should be integrated to the current product pages like it was on all the examined web pages, where feature marketing type of approach was used. Based on the benchmark analysis there are two main ways that the feature marketing could be implemented: Using an interactive content or using a feature tab on the product pages.

An interactive content should be similar to Kubota's example, where a product is displayed as a whole and the features would be displayed as spheres. By hovering a mouse cursor over a sphere details about the features would be displayed with text and illustrative photos. A 360 degrees rotatable interactive photo, like on JBC's example, might

also provide additional interactivity and value. With a 360 degrees rotatable interactive photo it would be possible to display features on different sides of the machine and rotating photo would give a web page visitor sense of exploring a product when they could turn a product and find new features on different places on a product.

A tab for features on the product pages should list all the unique features that make a product worth buying. Considering the limited space of a computer screen, features should be listed as headlines or feature names, like on Case IH's example, and when a feature is clicked then the actual information should be shown. This way a web page visitor is not over whelmed with a huge amount of information that needs to be scrolled up and down. Information should be displayed like on an interactive photo as text with illustrative photos.

In both ways using videos should be considered, if it is possible within the budgetary limitation. Of course creating videos is rather expensive, especially videos that include also computer animation to illustrate features that cannot be seen with a bare eye or that are not possible to be filmed when the product is operating. But in some cases it might be worth the high price since a video might be the only way to demonstrate a feature in action. Plus videos are more audio visual way to tell a story and the same video could be used on the YouTube channel as well.

Both ways seem to be almost equally used on the examined web pages, but an interactive content might give more exciting and engaging experience for a web page visitor. An interactive content is more complicated, hence, more expensive to create, and if Adobe Flash animation is used, it has limited support by different devices. For this reason it is recommended to use for example HTML5 coding since that is supported by all devices regardless the operating system.

6.2   Facebook

The customers' voice should be implemented on Facebook somewhat different compared to the web pages because on social media a message should be kept shorter and people's ability to respond should be taken advantage of. Fan activity should be also closely monitored since it is quite easy on Facebook, and future activity can be then

modified accordingly. For example if fans seem not to be interested on a certain kind of posts, those posts can either be modified or completely different kind of posts can be posted in the future.

Customer testimonial stories from the customers' voice section of the web pages could be used on Facebook page as well, but stories should be considerably shorter when used on Facebook and text should be accompanied by a photo because photos activate fans more likely than just plain text. Sharing videos from the customers' voice section would fit social media use very well. When sharing a customer testimonial story on the Facebook page, the fans should be encouraged to comment or to tell their own story. This way fans would not just get one story to read, but they also could read the opinions of other fans, which are instant and more plausible than a story posted by the company itself.

Another way to encourage the fans to tell their stories/opinions would be to ask it directly from them. A photo should be attached to the question post because it would draw attention more likely. Also a question should be specified to a product or at least to a product range. Two example posts drawn up according to these suggestions are illustrated on figure 18 below. From the comments posted to a question, best comments could be chosen and then those fans could be interviewed for a story to be posted on the Facebook page and/or the customers' voice section. Fan comments would also serve as short customer testimonials on the Facebook page. And because those comments would come straight from the fans, they would be more credible in the eyes of a Facebook page visitor.

FIGURE 18. Example Facebook posts for asking the fans to tell their story/opinion

If it seems that there are not enough customer stories coming with the above examples, another option would be to organize a competition using the same basic idea. An example of a competition is illustrated in figure 19. Providing a chance to win good prizes

should encourage fans to tell their stories, but of course it could also attract people who are just interested in winning a prize and therefore might low quality testimonials. As Gillin (2009, 222) states that great extent of consumer generated content in a competition context is commonly low quality or there will not be that many participants in the first place. Stories gathered during a competition could be then shared on the Facebook page for example once a week as a fan of the week story. Knowing this users would be encouraged for participation since, as Gillin (2009, 223) mentions, it would take advantage of peoples' desire to compete as well as present them a possibility gain famousness.

FIGURE 19. An example of a competition that aims to encourage fans to tell their stories

Mitsubishi's and Tigercat forestry equipment's examples show also another way to get customer testimonial stories, which is asking fans to send their photos and short story behind the photo. Then fan photos should be shared on the Facebook page weekly or more rarely, if there are not enough good fan photos to be shared once a week. A fan photo with a short story might not always be a direct customer testimonial, but they will still convey a message that a customer is happy to share the fact that they own a specific product.

Feature marketing could be implemented in two main ways on the Facebook page. First way is similar to the approaches suggested for the web pages; sharing photos and videos that attract attention to the features of a product. As photos and videos attract attention and encourage fan activity on Facebook, it should be a very effective way for attracting attention to the features of a product. Photos especially should be accompanied by short informative text that explains the feature in a photo. When fans can com-

ment photos they can pose questions about a feature, which could then give an opportunity to tell more about a feature, because a fan that asks a question is interested and willing to read more than just a short text.

CLAAS' example shows the second way to attract attention to the features of a product. As discovered in the benchmark analysis a photo challenge encourages fan activity a great deal. Since it seems that fans like to be challenged intellectually and they are interested reading even longer stories when given the correct answer to a photo challenge, this should be a very effective way for attraction attention to the features of a product.

6.3   YouTube

The customers' voice and feature marketing should be implemented using videos much like suggested above for the JDF web pages. In fact same videos should be used in both. YouTube offers a possibility to store all of the videos because it is possible to use YouTube videos embedded on web pages. This would not only remove the need to upload videos into two different locations, the web page servers and YouTube channel, but it would give web page visitors a possibility to comment on YouTube the videos they find on the web pages in the customers' voice section. This would offer a web page visitor a chance to give feedback, ask more information and get a chance to feel connected to the brand.

YouTube should be also used for challenging JDF's customers to respond with their own customer testimonial videos, because actual experiences from the customers filmed by themselves are more convincing than videos filmed and released by JDF, because amateur feel in videos is expected and appreciated (Barefoot & Szabo 2009, 205-206). There are two ways to receive videos from other users on YouTube. First way is to instruct customers to create a video response to a JDF's video. With a video response customers can post their own customer testimonial video whenever they want which is more convenient for a customer. Also this way uploaded videos seem more plausible because other YouTube channel visitors can see that an actual user uploaded the video, contrary to the company uploads.

Of course by asking customers to create video responses the company would give up most of its control over what kind of videos are posted. But actually a customer can already do that now, and therefore this would not change the situation, just take advantage of this possibility. On the other hand there is a way to receive videos from customer and still maintain the control over what videos are placed on the YouTube channel, like New Holland's example shows: by placing an upload button on the YouTube channel JDF would offer a way to the customers to upload their own videos and control which of those videos will be shown on the channel. Of course by uploading a video on behalf of a customer the company will risk that someone might see also that video made by the company itself for its own marketing purposes.

Videos made by JDF should be used for challenging the customers to respond with their own testimonial videos. For example a customer testimonial video made by JDF that tells a story of a customer could end with a question "Tell us your own story". Another possibility would be to make a compilation video of clips showing JDF machines working in different conditions around the world. The video would pose a challenge in the end: "Show us where and in what conditions you operate your JDF machine." Also humor could be used to challenge the customers. For example a video that jokes about forestry work that ends with a challenge: "Show us what it is actually like to work in the forest with your machine." Like Barefoot & Szabo (2009, 206) mentioned that humor works better than good looks. Specific instructions how to send own videos should be placed in the information field under the video so that customers' own videos will be received in the way that JDF wants.

7   DISCUSSION

As stated in the introduction chapter, the objective of this thesis was to find out ways how JDF could utilize their renewed marketing communications concept by giving practical suggestions for it. Based on the suggestions in the implementation-chapter it can be said that this goal was reached quite successfully, although there are limitations to this success due to the time, resource and other restrictions of the thesis work.

More comprehensive research into machine manufacturers' and other companies' usage of electronic media could result into more inclusive understanding and, therefore, could be used for drawing more absolute conclusions and recommendations. Analyzing the contents of web pages has its limitations, due to the fact that user likability cannot be mathematically measured without having the administrative rights to the pages. And yet, it would not still give infallible results of the goodness of the web pages designs.

Analyzing actions taken by other companies in social media is more measurable, but the conducted analysis has limitations in this topic as well. Both in Facebook and YouTube there were relatively low amount of suitable posts or videos that could be looked as a model for the analysis and suggestions. For this reason strong weight was also placed on theory and author's personal experience of social media marketing in JD, and especially in Mazda Club Finland's Facebook responsible board member. In the latter some of the suggestions related to Facebook were quickly tested in order to ensure their correctness. Most significant theoretical influence for Facebook related suggestions came from the study executed by Malhotra, Kubowicz Malhotra & See (2013), which provides factual information on what kind of posts will most likely generate fan activity.

All in all the reliability of the results, in other words the suggestions for implementation, can be considered relatively high, especially taking into account that social media related issues develop constantly and with high speed. Gillin (2009) argues that being in social media and making mistakes is better than staying out of it altogether. Therefore, the author sees that the suggestions can be used without further, more extensive research into the matter, because it is possible to leave out those tactics that do not seem to work with JD's fans, or it is always possible to amend the tactics based on actual experience with JD's own fans.

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APPENDICES

Appendix 1. Benchmark Analysis Report

Benchmark Analysis

Markus Väisänen

05.02.2013

Testimonials - Homepages

Testimonial videos on product pages

Testimonial stories on product pages

Testimonial stories on a separate testimonials page

Testimonials - Facebook

Asking for customer opinions (1)

Asking for customer opinions (2)

Tigercat forestry equipment
1 February

Our fan photo of the week comes from Daniel in a Tigercat 234, and he has a question for you: Can you guess how many loads of pulp wood he stacked?

Like · Comment · Share

👍 174 people like this.

💬 View previous comments

Danny Parks cost double money to stack wood someone always standing
2 February at 19:28 · Like

Daniel Truesdale III Not necessarily...and if someone is just standing a
Sunday at 05:35 via mobile · Like · 👍 2

Tigercat forestry equipment
25 January

Our fan photo of the week comes from North Carolina - has this ever happened to you?

Like · Comment · Share

👍 528 people like this.

💬 View 43 more comments

Jamie Eck I would freak out!
27 January at 17:47 · Like

Nolan Murray It's just stuck old ca
Sunday at 21:14 via mobile · Like

Mitsubishi
1 February

A true love story between man and machine. Happy Fan Friday, Chris Lilly! Are you a proud owner? Message us a photo of you and your Mitsubishi so we can feature you next.

Like · Comment · Share

👍 2,460 people like this.

💬 View previous comments

2 of 57

Kowit Intamee ไปซื้นรถบ่าเดียวนี้
See Translation
Sunday at 06:18 · Like

Kev In eclipse, good choice 🙂

8

Testimonials - YouTube

Customer testimonial videos (made by the brand itself) (1)

Valtra's example:
http://youtube.googleapis.com/v/1FZHmjiJ_mw&list=PL3C2FA70C687D05B8&index=11
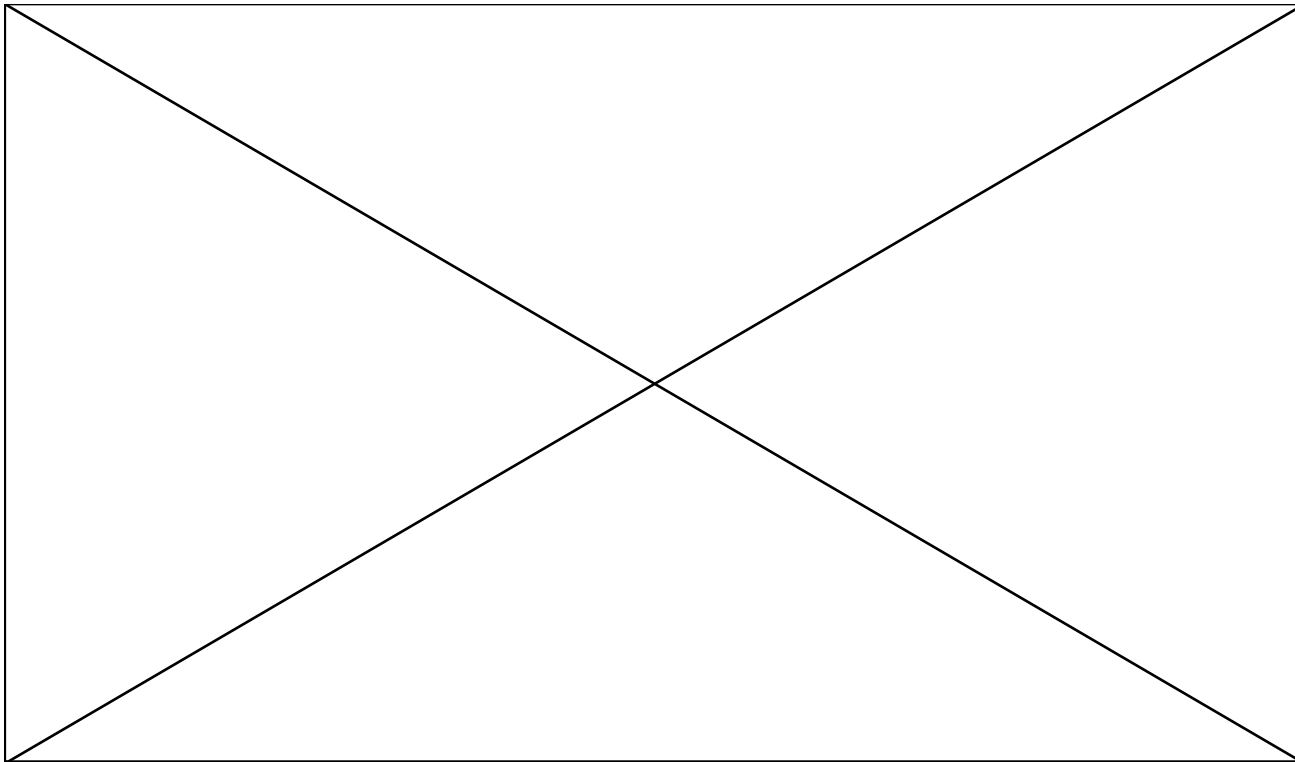
Customer testimonial videos (made by the brand itself) (2)

Case IH's example – Customers talking about the features:

http://www.youtube.com/v/fEFDtFXwdR4&list=PL5659C0C5BE94B7EE&index=1
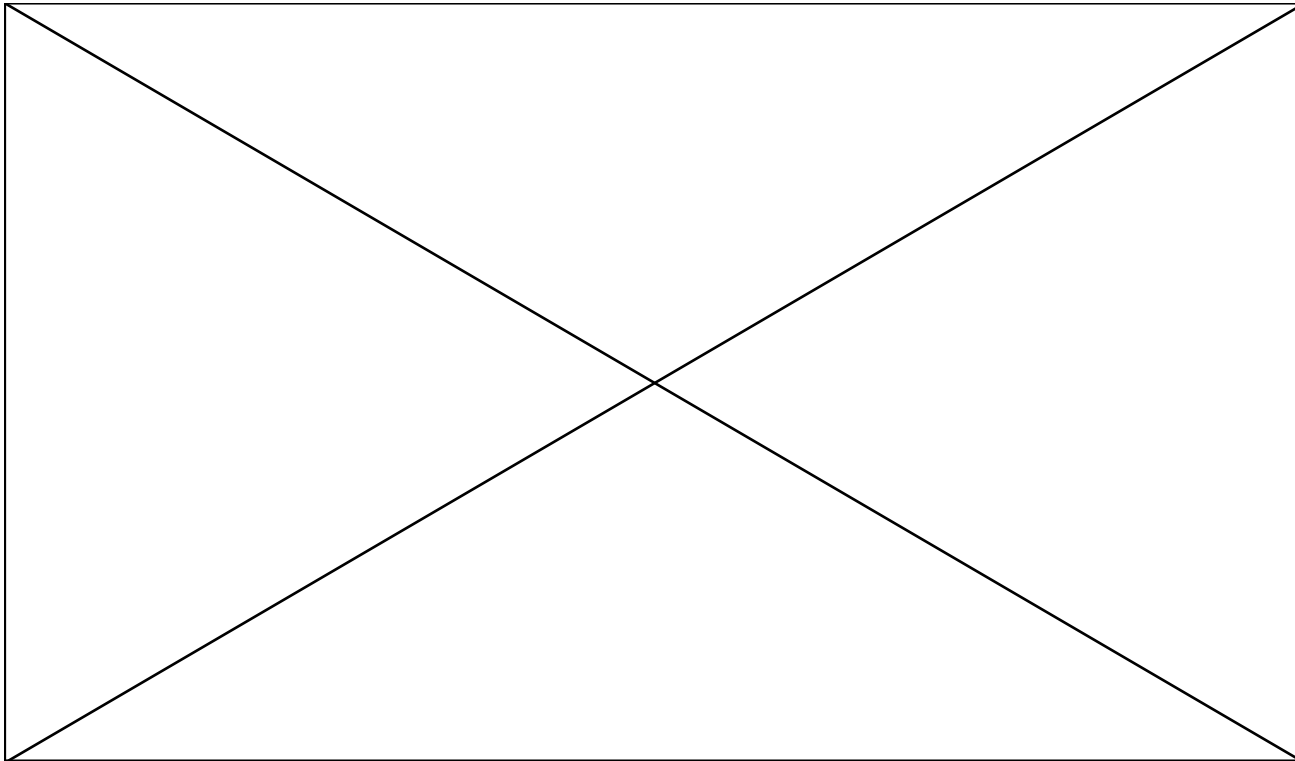
Challenging customers to respond with their own videos

• Filtered or unfiltered responses

Feature Marketing - Homepages

Attracting attention to features of a machine (1)

Attracting attention to features of a machine (2)

Technology

The new LEXION. Further ahead in every way.

Cab

Electronics

APS HYBRID SYSTEM

ROTO PLUS

Engine / Cooling

Maintenance

Residue Management

Drives / Tires

Hydraulics

Cleaning

TERRA TRAC

Headers

APS Threshing
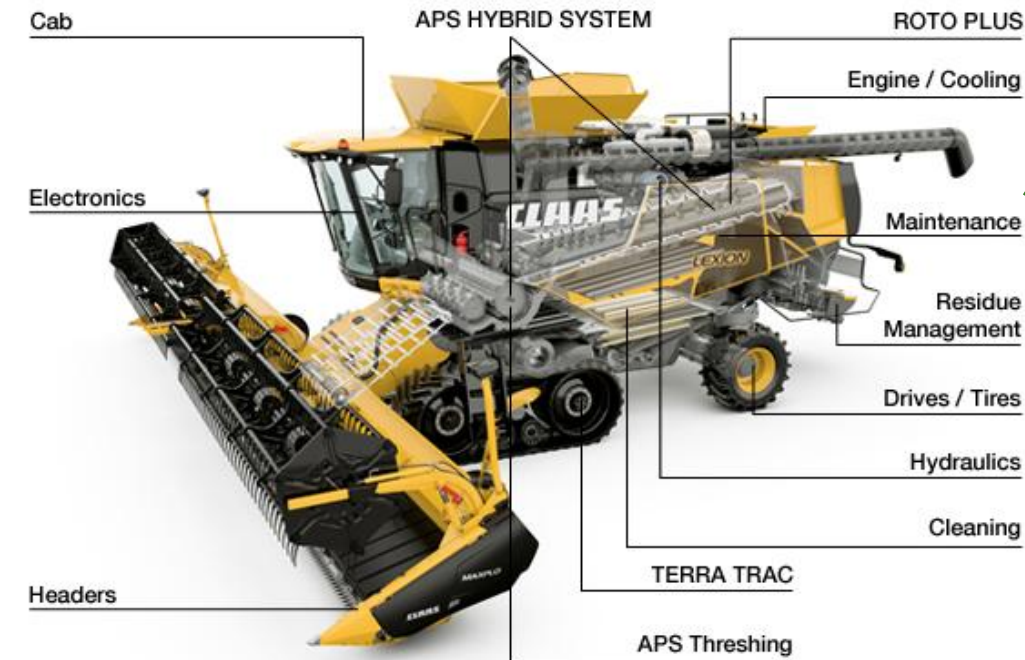
- The new soundproofed deluxe cab provides an exceptionally quiet environment to enable you to focus on your work.
- Efficient Agriculture Systems (EASY) -- comprised of our CEBIS display, CRUISE PILOT, automatic steering and CLAAS TELEMATICS -- delivers superb comfort in steering and control.
- New headers improve machine performance by optimizing the crop flow.
- Up to 20% more throughput with the APS threshing system without using additional fuel.
- Up to 360 bushel folding grain tank with 3.3 bushel/sec unload rate.
- Hydraulics are 50% faster and 25% stronger than the 500 Series. As a result, AUTO CONTOUR System provides leading edge ground-following capabilites even with the largest heads.
- Improved functionality of the entire control system with the new MACH 5 electronics system.

Maintenance
Low maintenance.

The new LEXION causes some amazement with its exemplary low maintenance requirements. Service intervals are long: 1000 hours for the oil in the working hydraulics. And when it's time to do the job, easy access to all maintenance points make the work fast and simple.

- Pivoting radiator frame.
- Mobile, foldable ladder for simple access to the engine compartment and to other maintenance areas.
- Fully folding rear hood.
- Lubrication banks for faster access to lubrication service points.
- AutoLube System (optional)
- Storage bin for toolboxes, etc.

New side panel design.
The new side panels have an aluminium sandwich construction, which is light and enables optimal access to all maintenance points. This new design

Attracting attention to features of a machine (3)

Attracting attention to features of a machine (4)

Attracting attention to features of a machine (5)

Attracting attention to features of a machine (6)

Attracting attention to features of a machine (7)

Attracting attention to features of a machine (8)

21

Attracting attention to features of a machine (9)

Attracting attention to features of a machine (10)

Feature Marketing - Facebook

CLAAS
19 November 2012

Who knows what is featured in this photo?
The correct answer will be posted tomorrow ;-)!

Wer weiß was sich hinter diesem Bildausschnitt versteckt?
Die Antwort bekommt ihr morgen ;-)!

See translation

Like · Comment · Share   👍 131 💬 4

👍 131 people like this.

Michael Siedler getreideschnecke?
See Translation
19 November 2012 at 13:08 · Like · 👍 1

Antoine Lacaze c'est la visse d'une barre de coupe !!
See Translation
19 November 2012 at 13:11 · Like

Dominique Schwager getreideschneke vom ablassrohr?
See Translation
19 November 2012 at 13:15 · Like

Tom Jackson Returns, clean grain, or unload auger without covers? As my best guess as a claas engineer!
19 November 2012 at 13:18 via mobile · Like

CLAAS
20 November 2012

The answer for yesterdays challenge:

It's the grain tank auger!
More grain in the tank. 12,500 litres of quality.
After the threshing unit, residual grain separation and cleaning systems have done their work, the cleaned grain is collected in the expandable grain tank. Here too, with a large volume of up to 12,500 litres, the LEXION demonstrates its capacity for high performance.
Higher volume – higher unloading capacity. The LEXION grain tank discharges at a rate of up to ...See more

See translation

Like · Comment · Share   👍 542 💬 15 📄 25

Attracting attention to features of a machine (2)

Tigercat forestry equipment
15 hours ago

Who can match the engine to the model?

Like · Comment · Share

117 people like this.

View 27 more comments

Mario Mancuso It's not a Cummings! It's a cummins jeez probably a 8.3
10 hours ago via mobile · Like

Carmello Marino Is it Curtis Mahood's motor to his vibrating dildo? Josh Randall Hahahahahaha Adam Taylor
6 hours ago via mobile · Like

BMW
29 January

Once upon a time, this car dominated motorsport. Do you know which model this beautiful Hofmeister kink belongs to?

Like · Comment · Share   2,617

53,614 people like this.

View previous comments   1 of 1,527

Anil Kumar Kash ek bar
44 minutes ago · Like

Rolls-Royce Motor Cars
9 January

Can you spot which model this is from the sweeping bodywork around the headlamp?

Like · Comment · Share   244

4,680 people like this.

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Cedric Stubbe 200 reactions all different onces, which one is it now? 😛
22 January at 14:54 · Like · 2

Bruce Solomon Silver Cloud I Series
26 January at 02:03 · Like · 3

26

Attracting attention to features of a machine (3)

Attracting attention to features of a machine (4)

Mercedes-Benz USA
21 January

How smart are your headlamps? In most cars, automatic headlamps look up at the sky and use a built-in delay to keep them from turning on and off under every shade tree. In a Mercedes-Benz, a multi-element sensor looks ahead and instantly responds to changes in the environment. The lights turn on the moment you enter a dark garage, but they're also smart enough not to every time you go under an overpass.

Pictured: the world's first full-LED active headlamps. Learn more: http://mbenz.us/IDbwQU

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Stanslus Makunde Sparkling
26 January at 19:09 · Like

Comment · Share   👍 98,824 💬 1,979 📄 10,103

Rolls-Royce Motor Cars
1 November 2012

The Phantom's spaceframe skeleton (10 photos)
Providing the bones on which everything else is built, the Phantom family's spaceframe is a remarkable structure which gives shape to its elegant proportions. The aluminium construction allows for incredible stiffness, dynamism and light weight, which in conjunction with the state-of-the-art suspension technologies and smooth power delivery, ensures the fabled magic carpet ride of a Rolls-Royce.

Like · Comment · Share   👍 2,889 💬 34 📄 320

Feature Marketing - YouTube

Attracting attention to features with videos

Claas' examples:

http://www.youtube.com/v/EmHU7_R0fOQ&list=UUpNmU9aPOsFj0ZCZbh9ev0w&index=15

http://www.youtube.com/v/y2E415uKqkg&list=UUpNmU9aPOsFj0ZCZbh9ev0w&index=40