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DISCOVER FANTASEA
Using Social Media and Websites as a Marketing Tool

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ABSTRACT

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| Name of thesis DISCOVER FANTASEA. Using Social Media and Websites as a Marketing Tool | | |
| Instructor Timo Mäkipelto | | Pages 50 + 11 |
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| <p>The purpose of this thesis was to create guides for how to improve Fantasea Park's use of Facebook and their webpage, and create employee guidelines for social media use. The guides were necessary because they will help the employees' use of social media and they develop the company's Facebook marketing and website.</p> <p>The objectives for reaching the aim of the thesis were getting to know the current state of Fantasea Park and their marketing, studying the theory of research, management, marketing, social media and websites and carrying out a qualitative text analysis in the form of benchmark comparison on regional water parks.</p> <p>This is a practice-based thesis. This thesis includes a text analysis, which was done as benchmarking research between Fantasea Park Pietarsaari, JukuPark Kalajoki, VesiVeijari Kokkola and Tropiclandia Vaasa. This was done in order to gain knowledge of how the companies use Facebook, Twitter and websites, and how to improve their marketing.</p> <p>As a result of this thesis project there were three guides created; Facebook guidelines, Facebook guidelines for employees and website guidelines. The guides will be put to use starting from spring 2014.</p> | | |

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| <p>Key words Benchmarking, guide, marketing, qualitative research, social media, text analysis</p> |
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TIIVISTELMÄ OPINNÄYTETYÖSTÄ

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| <p>Tämän opinnäytetyön aiheena oli luoda oppaat Fantasea Parkin markkinoinnin kehittämiseen sosiaalisessa mediassa ja yrityksen nettisivuilla, sekä Facebook-ohjeistus työntekijöille. Oppaat olivat tarpeellisia koska ne parantavat yrityksen markkinointia sosiaalisessa mediassa ja nettisivuilla, sekä antavat työntekijöille ohjeet Facebookin käyttöön.</p> <p>Opinnäytetyön päämäärän saavuttamiseksi tutkittiin Fantasea Parkin nykytilannetta ja heidän markkinointiaan, tutkimuksen teoriaa, johtamista, markkinointia, sosiaalista mediaa ja verkkosivustoja. Lisäksi toteutettiin kvalitatiivinen tekstianalyysi alueellisista vesipuistoista vertailuanalyysin muodossa.</p> <p>Tämä on toiminnallinen opinnäytetyö. Opinnäytetyö sisältää teksti-analyysin, joka toteutettiin vertailuanalyysi tutkimuksena Fantasea Park Pietarsaaren, VesiVeijari Kokkolan, JukuPark Kalajoen ja Tropiclandia Vaasan välillä. Tutkimuksen tarkoituksena oli saada tietoa, siitä miten yritykset hyödyntävät Facebookia, Twitteriä ja yrityksen nettisivuja ja kuinka kehittää niiden markkinointia.</p> <p>Opinnäytetyö projektin tuotoksena luotiin kolme opasta; Facebook-ohjeistus, Työntekijöiden Facebook-ohjeistus ja Nettisivujen ohjeistus. Oppaat otetaan käyttöön kevästä 2014 lähtien.</p> | | |

Asiasanat

Kvalitatiivinen tutkimus, markkinointi, opas, sosiaalinen media, tekstianalyysi, vertailuanalyysi

ABSTRACT
TIIVISTELMÄ
TABLE OF CONTENTS

| | | |
|----------|--|-----------|
| 1 | INTRODUCTION | 1 |
| 2 | DESCRIPTION OF FANTASEA PARK | 3 |
| 3 | PRACTICE-BASED THESIS AND RESEARCH IMPLEMENTATION | 6 |
| | 3.1 Practice-based thesis | 6 |
| | 3.2 Research implementation | 7 |
| | 3.2.1 Research method | 7 |
| | 3.2.2 Text analysis | 8 |
| | 3.2.3 Research questions and target group | 8 |
| | 3.2.4 Benchmarking companies and social media sites | 9 |
| | 3.2.5 Analyzing the web pages and social media | 9 |
| 4 | MANAGING AND MARKETING TOURISM ATTRACTIONS | 11 |
| | 4.1 Management | 11 |
| | 4.1.1 Costs | 12 |
| | 4.1.2 Personnel | 12 |
| | 4.1.3 Seasonality | 13 |
| | 4.1.4 Visitor experience | 14 |
| | 4.1.5 Environmental impacts | 15 |
| | 4.1.6 Authenticity | 16 |
| | 4.1.7 Attraction marketing | 17 |
| | 4.1.8 Development | 17 |
| | 4.2 Marketing | 18 |
| 5 | MARKETING VIA SOCIAL MEDIA AND WEBSITE | 21 |
| | 5.1 Facebook | 23 |
| | 5.2 Twitter | 25 |
| | 5.3 Websites | 27 |
| | 5.4 Benchmarking | 30 |
| 6 | ANALYSIS | 32 |
| | 6.1 Facebook | 32 |
| | 6.2 Twitter | 36 |
| | 6.3 Websites | 38 |
| | 6.4 Comparison | 43 |
| 7 | CONCLUSIONS AND DISCUSSION | 46 |
| | REFERENCES | 48 |
| | APPENDICES | |

GRAPHS

| | |
|--|----|
| GRAPH 1. Key challenges for attraction manager | 11 |
| GRAPH 2. Advertising objective | 25 |
| GRAPH 3. 5 pillar approach | 28 |
| GRAPH 4. Benchmarking Process | 31 |
| GRAPH 5. Fantasea Park's Facebook page | 32 |
| GRAPH 6. Uintikeskus VesiVeijari's Facebook page | 33 |
| GRAPH 7. Vesipuisto JukuPark's Facebook Page | 34 |
| GRAPH 8. Tropiclandia's Facebook Page | 35 |
| GRAPH 9. JukuPark on Twitter | 36 |
| GRAPH 10. VesiVeijari on Twitter | 37 |
| GRAPH 11. Tropiclandia on Twitter | 38 |
| GRAPH 12. Front Page of Fantasea Park | 38 |
| GRAPH 13. Front Page of Uintikeskus VesiVeijari | 39 |
| GRAPH 14. Front Page of Jukupark Kalajoki | 41 |
| GRAPH 15. Front page of Tropiclandia | 42 |

1 INTRODUCTION

The importance of social media as a marketing tool grows every day. It is a good, efficient and cost-friendly way to promote a business. It can be a good addition to customer service and when used correctly it is also an effective tool for damage control. People observe customers' feedback on social media sites as well as the companies' response to this feedback, in positive and negative ways. Therefore, investing time and making an effort in social media is a valuable asset for companies. In addition, websites often form the customers' first impression of the company, which is why it is essential that they are up-to-date, descriptive and of high quality, both content and layout wise.

The aim of the thesis is to create a product which improves Fantasea Park's marketing in social media and on their website. The objectives for reaching the aim of the thesis are getting to know the current state of Fantasea Park and their marketing, studying the theory of research, management, marketing, social media and websites, carrying out a qualitative text analysis in the form of benchmark comparison on regional water parks, and with the help of the research findings creating three marketing guides for Fantasea Park.

The practical part of the report consists of a Facebook marketing guide, social media guidelines for employees and a website development guide. The Facebook marketing guide will help the company to improve their Facebook page and increase visibility. The employee guidelines are created to help the employees with the use of Facebook. The website development guide is done in order to create the content basis guidelines for the company's website. The text analysis included in this thesis is carried out using benchmarking comparison between Fantasea Park, VesiVeijari, JukuPark and Tropiclandia. The benchmarking analysis is done in order to gain knowledge on how the companies use the social media sites Facebook and Twitter, as well as to find out how well the websites are done in order to raise and keep the customers' interest. The results will be used in the creation of the guides.

In chapter two, Fantasea Park and its services as well as future goals are introduced, followed by theory on practice-based thesis and research implementation theory in chapter three. The theory explains what a practice-based thesis is and what was taken into account while implementing the research. Attraction management and its key aspects: costs, personnel, seasonality, visitor experience, environmental impacts, authenticity, marketing and development, and marketing tourism attractions are discussed in chapter four. The report also contains theory for social media and websites marketing. The social media marketing and websites theory in chapter five contains the meaning and importance of social media marketing, marketing options for Facebook and Twitter, theory and the five pillar approach for website design.

The text analysis of the thesis in chapter six consists of a benchmarking comparison between the four companies, in Facebook and Twitter, and on their websites. The analysis on the companies' Facebook pages includes the following factors; pictures, general information, updating schedule, length, links, use of languages and the amount of likes. The Twitter analysis is based on automatically generated pages, and the author of the thesis analyses their impact on the companies, whereas web page analysis consists of the use of colors, text font and size, pictures, contact information, opening hours, price list, address, language options, links to social media and general content based on attractiveness and substance.

Chapter seven includes a conclusions and discussions part which describes the findings of the research and the different parts of the thesis process. The final products are presented in appendices at the end of the report. The Facebook guide contains information and tips for improving the content of the company's Facebook page, the Facebook guidelines include instructions and rules for the employees, and finally, the website development guide gathers the content and layout recommendations for improving the website of Fantasea Park.

2 DESCRIPTION OF FANTASEA PARK

The following chapter explains the services and facilities of Fantasea Park and what the history of the park is. In addition, the chapter describes what the current situation is, and what the goals are for the future. The chapter also describes the current marketing methods which are used.

Fantasea Park is situated in Pietarsaari; it is located near the sea, within walking distance of the city center. The Fantasea Park area and premises are owned by the city of Pietarsaari, and it is operated by Jakob Garden Ltd. The person responsible of Fantasea Park's operations is Timo Mäkipelto and he has run the park since 2008. Fantasea Park was built through 1988 and 1989, and it opened up the same year. During the past 25 years it has been run by different entrepreneurs and associations until it came to Jakob Garden in 2008. The original idea of Fantasea Park was to create a theme park. Currently the main sources of income are festivals, private parties, a cafeteria, and water park services. (Mäkipelto 2014.)

There is a wide selection of offered services. The main focus is on the outdoor pools; one that has a water slide and a second one that has a separate section for small children. These pools attract mostly families, grandparents with their grandchildren and children spending their summer vacations. The facilities include separate saunas for men and women, and indoor and outdoor showers. Fantasea's restaurant and cafeteria are their second core service. The restaurant offers fast food by R-Menu, in addition to hamburgers and fries. The customers can also buy sweets, ice-cream, sodas and other beverages. The restaurant has A-rights, which means that they are licensed to sell strong alcohol. During weekends, Friday and Saturday nights the restaurant is open, and the customers can come over and sing karaoke.

The third offered core service is the Fantasea Caravan Park. There are 24 caravan places in the park with electricity, for overnight stays. There is also a

kitchen in the area where the customers can wash their dishes and a laundry machine in case that the customers need to do their laundry. The saunas and showers can also be used freely by the customers who stay overnight. There is also a mobile home in the park area. The mobile home is rented e.g. for bachelor parties or for overnight stays.

Paintball serves as the fourth core service. It has become a popular activity among young people. Fantasea arranges paintball games for groups in the Fantasea area, as well as outside the park. There are different kinds of paintball game options for adults and children. The customers can also rent the equipment and play elsewhere if they want to. Paintball is often arranged for companies and bachelor parties. The final and fifth core service is events. Fantasea arranges outdoor festivals, religious events, birthday parties, anniversaries, bachelor and bachelorette parties, sports events and other events according to the customers' needs. There is an outdoor stage for performers and a second stage can be arranged if needed. In addition, Fantasea has a tent for 500 people. Other services that Fantasea offers to the customers are a mini-golf course, two outdoor chess board games, children's play area, football, volleyball and swings. Apart from mini-golf, and chess if reserved, these additional services are free of charge.

At the moment, the company does not use radio or television marketing. In the printed media, they advertise in Caravan magazine, the only Finnish magazine specialized in caravan and trailer travel, which is a very useful channel. The estimation is that 80% of the caravan park customers come through the advertisement published in this particular magazine. Advertising in local newspapers is occasional and most often linked to special events, e.g. festivals. The company has participated in fairs in earlier years. Their experience is that the marketing results of the fairs are poor. Fantasea Park has a website which is not in active use and is updated seldom. In social media, Fantasea Park uses Facebook and has three separate Facebook pages; Fantasea Park main page, which this thesis focuses on, and also paintball and caravan park pages. Direct marketing is not currently used, and the company has to create an electronic customer register that can be used e.g. in email marketing.

The future goal is to improve new activities for companies and private persons. One of the future development plans is to increase the amount of volleyball courts from one to four. Other future developments are connected to cooperation with the city of Pietarsaari. The future developments are related to building new facilities and activities which require zoning alterations, and therefore it is premature to define them precisely before receiving the needed permits.

3 PRACTICE-BASED THESIS AND RESEARCH IMPLEMENTATION

This chapter explains what a practice-based thesis is and how the research is implemented by explaining the research methods, the research goal and the analyzed topics.

3.1 Practice-based thesis

A thesis can be written in two ways. It can be either practice-based or research based. Since the purpose of the thesis is to create a guide for a company on how to use social media in marketing and how to improve the company's website this is a practice-based thesis. This chapter explains the meaning of practice-based thesis and how its process works, and introduces the thesis research implementation.

A practice-based thesis combines practice, theory, research and report. The practice-based thesis includes practice, development and project work which will lead to the end product, in this case to the guides. The research data will be collected in such a manner that it can be used in general to similar cases and the entire target group. The analyzed research data will be interpreted through theoretical knowledge base. (Vilkka 2010.)

The purpose of research data in practice-based thesis is to gather information which will improve the product or practical part by justifiably précising, limiting, developing, renewing and creating the target in such a way that it serves the user better. The research data in practice-based thesis is always on case by case basis meaning that the data is related to a specific time, place, situation and target group. The end product is always an applied, practical and operational interpretation of the research data. (Vilkka 2010.)

When writing a practice-based thesis, practice and writing are in interaction throughout the process from the beginning to the end. The important texts in the beginning include; topic analysis, preliminary table of contents, diary, notes, preliminary introduction, different work papers for the information base and raw text. It is advisable to write the thesis in stages and make it a process. Airaksinen also suggests getting feedback in different stages of writing. (Airaksinen 2009.)

3.2 Research implementation

The purpose of this research is to find out and introduce the best ways of using social media in the marketing of Fantasea Park and what improvements the company can do to their website. The research method used for this thesis is qualitative text analysis which is done using benchmarking comparison. Four similar companies are used in the research; Fantasea Park in Pietarsaari, VesiVeijari in Kokkola, JukuPark in Kalajoki and Tropiclandia in Vaasa. The comparison is done in three parts; between the chosen companies' websites, Facebook pages as well as Twitter profiles. The analysis is presented in chapter six.

The aim of the research is to gather knowledge in order to create the final product of the thesis which consists of three guides, two of which are tools for the managers of Fantasea Park for improving their social media profiles and developing their website. The third guide provides social media guidelines for the employees. The guides are presented in appendices at the end of the thesis. The following subchapters give insight on research methods and text analysis.

3.2.1 Research method

The main research methods can be divided into quantitative research methods and qualitative research methods. According to Holloway, qualitative research methods answers questions such as Who?, Where?, When? and How? Holloway

also mentions that their statistical significance is dependent upon them being answered honestly and accurately, but there is no way of knowing whether this is the case (Holloway 2004, 84). As a research method qualitative research is very time consuming because of open-ended questions and analyzing the results. However, it will give deeper information compared to quantitative research methods.

3.2.2 Text analysis

The qualitative research method used in this thesis is text analysis. Nowadays the term text is not limited only to printed material, but it also includes other materials such as music, pictures, film and television, which is why text analysis is an ideal method for analyzing websites and social media pages. There are several different approaches to text analysis from literary reading to interpretation of texts. The method is to present the reader examples of done work in the field that is in question. (Veal 1997, 141.) The analysis is presented in chapter six.

3.2.3 Research questions and target group

Research question forms the base for the entire research, and the aim of the research is to answer and solve the presented questions. In this thesis there are two research questions; firstly, in which way can Fantasea Park improve their marketing in social media sites Facebook and Twitter, and secondly, how can the company develop their web page to be more appealing to the customers and stakeholders? The research questions rose from the will to improve the company's marketing in an effective way. The target groups for marketing are the potential customers and stakeholders who use social media and visit the company's website.

3.2.4 Benchmarking companies and social media sites

Choosing Tropiclandia, Uintikeskus Vesiveijari and Vesipuisto JukuPark as the benchmarking companies was clear, since there is a small number of similar competing companies in the region. Vesiveijari is located only 40 km from Pietarsaari and Fantasea Park has a lot of customers that come from Kokkola. JukuPark Kalajoki and Tropiclandia are chosen because they are located within 110 kilometers from Pietarsaari and due to their larger company size and marketing experience.

There is a large number of popular social media sites. The reason why Facebook and Twitter are chosen for Fantasea Park's sites for social media marketing is because of their popularity and suitability for the company's marketing on comparison to sites such as Pinterest and Instagram. Facebook and Twitter also provide a clearer message whereas Pinterest and Instagram are more focused on pictures. Chapter five presents the theory behind social media and website marketing.

3.2.5 Analyzing the web pages and social media

The following qualities are taken into consideration in the web page analysis: use of colors, text font and size, pictures, contact information, opening hours, price list, address, language options, links to social media and general content. The use of colors is analyzed, because it is the basis of the web page's general look. Using different fonts, text colors and text sizes enables the text to have focus points that catch the readers' eye. These qualities also have an effect on the general atmosphere of the web page. The pictures are analyzed based on their suitability and ability to raise the interest of potential customers. Contact information, opening hours, price list and address are the information that the customers search for the most, thus, the information should be easily accessible.

Social media is a growing part of today's world; linking the company's social media sites to the company's web page is a part of modern marketing. Another important

factor is that Finland is getting more international every day; the companies need to take the foreign customers into account and offer the possibility to get the information in other languages besides Finnish. Lastly, the general content of the web pages is analyzed based on attractiveness and substance.

The analysis on the companies' Facebook pages is based on the following factors; pictures, general information, updating schedule, length, links, use of languages and the amount of likes. The cover photo and page profile picture are analyzed based on their attractiveness and ability to describe the company. General information should be descriptive and it is analyzed based on accuracy and ability to define the company. It will also be analysed how often the companies post statuses on Facebook and if they include pictures and links to the updates, as well as the length of the posted updates and the used languages. Lastly, the amount of likes for the page as well as likes for the update will be analyzed in order to determine the popularity of the page and how successful the updates are in catching the likers' attention.

None of the four benchmarking companies use Twitter. Therefore, the analysis is based on automatically generated pages opposed to the actual profile pages. It will be analysed what kind of impact the automatic pages have on the companies or if they have an impact. This is discussed in chapter six.

4 MANAGING AND MARKETING TOURISM ATTRACTIONS

This chapter describes attraction management and its key aspects: costs, personnel, seasonality, visitor experience, environmental impacts, authenticity, marketing and development. The second subchapter gives further information on the importance of marketing.

4.1 Management

Attraction management is becoming more and more competitive, as well as more complicated. Home entertainment systems have developed and they attract the customers to spend their leisure time at home instead of visiting attractions. Attraction management is also challenged by do-it-yourself activities, exercising, local entertainment and competitors. (Swarbrooke, 2001.)



GRAPH 1. Key challenges for attraction manager. (adapted from Swarbrooke 2001)

According to (Page 2009, 368.), it is commonly known that the success or failure of a tourist attraction depends upon a range of different factors. The tourist's expectations are increasing in the course of their visit and there is a worldwide need in several countries to develop the standards of the attractions. Updating their products and keeping them fresh must be taken care of, in order to maintain the attractions market share. Swarbrooke has identified the key challenges for attraction managers and these can be seen in graph 1. (Swarbrooke 2001.) The following paragraphs describe some of the different aspects that should be taken into consideration in attraction management.

4.1.1 Costs

The cost structure of tourist attractions is usually built on fixed and thus unavoidable costs on comparison to variable and operational cost that come from running the business. Due to the high level of fixed costs the break-even point will increase, which creates the need of a higher visitor number and sales. Considering the ease of access, the location of the attraction is one of the most important issues. Visitor attractions can be assisted by the government through loans, cash grants, shared ownership, infrastructure projects and benefits. The high level of fixed costs must be taken into consideration when planning the pricing policy. (Cooper, Fletcher, Fyall, Gilbert & Wanhill 2008, 328-329.)

4.1.2 Personnel

The quality of the staff is one of the key elements which determine whether the business is a success or a failure. According to Swarbrooke, the human resources management is affected by multiple problems in the tourist attraction sector. Recruitment decisions are often made too fast due to time limits and in many cases the employees are 'friends and relatives'. The recruitment process should be organized professionally in order to ensure better staff quality. Due to seasonality, the majority of the attractions cannot offer career prospects, which may lead to a lack of commitment from the employees. Since the staff is hired just

before the season opening, it leaves the amount of training into minimum and during the season the staff is kept busy. Tourist attractions usually attract younger people or those who have limited job opportunities, due to low level salaries. In many cases these jobs can be repetitive and dull, leaving the staff bored and disinterested in their work, which leads to a decrease in the level of customer care. (Swarbrooke 2001.)

Swarbrooke has divided quality staff into three groups. First, Swarbrooke recognizes large organizations that have the resources and will to invest in training their employees. Secondly, he mentions small attractions in which the employees and owners know each other and the staff teams are well-established. The last group is formed by the volunteer workers. The visitors get a better experience due to the volunteers' interest and enthusiasm. It should be kept in mind, that in many cases the attraction managers do not have experience or training in human resource management, therefore it can be challenging for them to establish an all-encompassing staff management system. A high level of staff quality leads to better customer care and experience. (Swarbrooke 2001.)

4.1.3 Seasonality

In several parts of the world climate and weather conditions create major challenges to attraction management, as well as cause seasonality. Depending on the nature and location of the attraction, the effects of seasonality may vary from minimal to substantial. For example, historic monuments and properties, and attractions which charge for admissions are the types that experience the highest seasonal peaks which can be seen through the visitor numbers. The places which are the least affected by seasonality are country parks and places of worship. There is also a difference based on location; attractions which are situated in the cities suffer less from seasonality compared to the attractions that are located in peripheral areas. (Page & Connell 2006, 187-188.)

Seasonality creates several issues that need to be taken into consideration whilst planning the attraction management. There are two main operational effects;

staffing issues that include the costs and difficulties faced while recruiting new staff, as well as the costs that occur due to training and developing of the new staff. Seasonality also affects the commitment level of the staff and the attraction loses the trained staff at the end of the season. The second operational effect is the use of capacity. At the high peak season the attraction is over utilized which has consequences. The use of capacity includes opportunity costs that come from under-utilization. Seasonality also causes both an increase and decrease in cash flow and revenue generation, which may lead to decrease in capital investment because of the long-term payback risks. (Page & Connell 2006, 188.)

Seasonality can be adapted to by accepting the peaks in high season and recruiting more staff for that period, thus creating a potential for maximum revenues. Low season can be used for renovations and maintenance, and developing the business. The season can be extended through developing the products. These extensions can include promoting the attraction to local residents and groups, events and festivals, renting the attraction and organizing corporate events. Page and Connell state that these extensions are found to be most effective when they are promoted in cooperation with other leisure opportunities. These promotions create awareness among the tourists in a way that they become aware of activities outside the high season, which they might not have considered otherwise. (Page & Connell 2006, 188.)

4.1.4 Visitor experience

The key factors that influence the visitors' experience are tangible elements such as retail outlets and site cleanliness, and the way that the service is given, including the behavior and appearance of the staff. Other factors are the visitors' personal expectations, behavior and attitude. Some factors cannot be influenced, such as the weather. The visitor experience is combined of all these factors and it will be different to each individual customer. The most important relationship is between the staff, the product and the visitors' needs. All of these factors are extremely important and if they are not done right and professionally they can ruin the overall customer experience. (Page 2009, 362 & 364.)

4.1.5 Environmental impacts

Assessing the environmental impacts of attractions and tourism may lead to giving the tourist a better product, saving the natural resources and increasing the public's view of the tourism industry. Cooper et al. have listed the key principles for the environmental policy of a tourism development plan. Preservation and protection are not the only aspects of environmental care. The relationship between tourism and environment is two-way. Visitor management needs to be planned in a way that it does not cause pressure on the environment. The environment should be improved in such a manner that it benefits both the residents and the visitors. The operations need to be implemented responsibly in tourism businesses and in the options of travel in a way that is ecologically sound practice. (Cooper et al. 2008, 332.)

According to Page and Connell the environmental impacts related to tourist attractions can be divided into six different points. The first is overcrowding, which creates bigger problems to attractions which were not planned to take in tourist flow, for example castles. Overcrowding a part of an attraction is considered to be more serious than overcrowding the whole site. The second point of environmental impacts is wear and tear, meaning usually unintentional actions that leave a mark on the site. Examples of these are changes in walking routes, carpet wear, humidity and temperature as well as artifacts covered by graffiti. The following point is litter, vandalism and stealing. These are usually intentional acts and vary from stealing plants to organized crime. Page and Connell's fourth point is transport-related impacts. Since a majority of the visitors arrive to the attractions by car or coach, thus creating pollution and noise, it also has visual impacts on the site surroundings, and in addition it increases dangers in road safety and causes damage. (Page & Connell 2006, 187.)

The last two points made by Page and Connell are the behavior and effects of visitor management on authenticity. The relationship between the local community and visitors can often be considered as problematic. Visitors can be seen either in a positive or negative way when it comes to attractions. In such cases where the visitors are encouraged to get to know the local area and consume in the local

businesses the overall view can be seen as positive. These attractions also create employment chances to the local people. The attractions where the visitors go and do not benefit the local area are seen in a negative way. These visitors may dissatisfy the locals, thus professional management is needed in order to prevent problems in that area. The last point expresses that protecting the resources, especially in heritage properties and natural areas, may interfere with the visitors' enjoyment. In order to follow the legislation on accessibility, the attractions are obliged to offer a way to the visitors who are less able to enjoy the resource. These tools include lifts, rails and ramps, even though these are needed and should be perceived, they may alter the heritage architecture. (Page & Connell 2006, 187.)

4.1.6 Authenticity

According to Cooper et al. social researchers are concerned with the fact that visitors do not receive authentic experiences at the attractions, instead the tourists are given an image of an idyllic fantasy world, through staged events which may have a very loose link to the country's actual culture. For that reason the visitors do not get to experience the genuine way of life or the landscape of the host community. Tourists' view on authenticity is subjective and the importance of it varies depending on the target group. In many cases the tourists seek entertainment and excitement, therefore they are not concerned with the authenticity. (Cooper et al. 2008, 335.)

When both the tourist and the host community see the situation as authentic the situation is ideal, however due to mass tourism it is almost impossible to fill the tourists' curiosity without recreating the event and specific aspects of historic attractions. In such cases where the event is artificially created or it has no relevance in the current life of the community and it is presented as real to the tourists, authenticity becomes questionable. Staging cultural and historic events shows the visitor important features of the community and thus, decreases the interference of the host populations' private space. Through these staged events

the local community may find pride and interest towards their cultural heritage. (Cooper et al. 2008, 335.)

4.1.7 Attraction marketing

One of the key elements of attraction marketing is to identify the possible visitor groups. Middleton and Clarke have divided the visitors into seven different segments which are; local residents, regional residents, visitors staying with friends and relatives, visitors on holiday who are staying in commercial accommodation, school visits and other educational groups, group visits and corporate and other use of facilities and buildings, examples of these are seminar rooms, weddings and other functions. (Middleton & Clarke 2001, 357-358.)

Marketing the attraction product is built on essential components. Middleton and Clarke have summarized them as follows. Firstly, the quality of the advertising material including website information. Secondly, the significance of the first impression is very valuable considering possible future visitors, as well as the visual impression of the site or building. Physical appearance, atmosphere and the staff appearance, friendliness as well as effectiveness at the payment area and elsewhere at the site are contributing factors. Ticketing and information provision need to be effective at the sales point, as well as effective visitor circulation is needed. The main elements of the resources need to be displayed together with provided events and activities. It is essential that the location, quality and layout of any secondary attractions, as well as the site facilities such as shops, cafes and toilets are planned well, this also includes that the facilities are equipped for visitors with disabilities. (Middleton & Clarke 2001, 356-357.) Marketing is discussed more thoroughly in subchapter 4.2.

4.1.8 Development

Because the attraction sector is so dynamic, production development is the aspect that the attraction managers should always consider since it has a crucial impact

on the business' economic sustainability. A growing part of the attractions are developing their services towards their own destination in such a manner that they can attract both domestic and international visitors. Attractions need to offer a 'wow' factor to the customers so that it becomes a part of their experience. Other aspects of development come from the need to improve or maintain the business' standards, especially in such a way that the business will attract a wider range of customers, including the customers with disabilities. If an attraction is for example aimed at families with young children the facilities must serve their needs such as providing a nappy-changing toilet. If the business owner wants to develop their attraction to world-class level, the key feature is to make it equal or better than any similar product on the international level. (Page & Connell 2006, 195.)

4.2 Marketing

Marketing is the most visible function of a company. Anttila and Iltanen express it as a bond between the customer and a company. The customers are unaware how the different segments of the company work. Thus, the customers evaluate the company based on the image that has been created through marketing and how well the marketing has succeeded. In such a case that the marketing has failed and created negative images of the company to the customer, the customer has no interest towards how well the other functions of the company work. (Anttila & Iltanen 2001, 22.)

It can be said that there is no product until the customers are aware of its existence, know its features, have a positive attitude towards the product and make a purchase. Without the customers' knowledge of the product there is no demand. Communication is the key feature on creating product awareness, positive attitudes and the purchase decision. The communication process includes four factors: the messenger, the receiver, the message and the communication channel. (Anttila & Iltanen 2001, 231-232.)

Within the recent decades, companies have integrated their marketing communication. It has come to knowledge that the promotional mix elements

cannot be dealt with separately from each other, instead they need to be considered as a whole. Marketing has become more complicated for the marketers as well as for the consumers. Therefore, the companies need to create a consistent message and identity; integrated marketing communication, which carries through the company as if it has a single voice. (Morgan & Pritchard 2000, 9-10.)

In the tourism sector the product is usually a service. Due to its intangibility, inseparability, variability and perishability it is complex to market compared to goods. In other words, the customer does not have anything tangible prior to the purchase, nor do they have anything to take back after using the service. Tourism marketing has often been described as selling dreams. In the tourism industry the potential customers base their purchase decisions on the images that they hold of the offered products, instead of sampling between different options. Therefore, advertising is a highly important part of the marketing mix of leisure and tourism. (Morgan & Pritchard 2000, 10-11.)

One of the most significant things to do to improve the marketing is to analyze the current existing media. What are the used marketing channels and do they give back good return on investment (ROI). In addition to direct marketing costs, hidden expenses add 32 percent to the total cost. (Safko 2012, 540-541). In today's competitive world conventional marketing alone is not sufficient or effective enough. Safko says that companies need to develop a strategy that will integrate the existing marketing tools together with the new tools that the digital world offers. (Safko 2012, 565).

Scott has identified the new rules of marketing and public relations (PR). Scott states that advertising is only a part of marketing. In addition, PR is not limited only for mainstream audience and the company is what they publish. People require authenticity and participation. Good marketing means delivering the content at the right moment. The important part is that the company is visible to the customers, on the web. PR has focused on media for years, but the Internet has changed PR to be public again. Companies need to offer great online content which

encourages people to make purchase decisions. The different forms of online content, such as blogs, let the businesses communicate with customers in a way that they appreciate. Social networks enable global connections and sharing between people and businesses. Lastly, the Internet has blurred the line between what is considered marketing and what is PR. (Scott 2013, 36.)

Kerpen emphasizes the importance of thinking and acting like the customers. People do not want to be disturbed by advertisements when they are reading online content, nor do they want a call from a telemarketer while they are at work. The main reason that people use media is relaxation, they want to enjoy and connect with other people without being interrupted. Kerpen questions how a person feels when receiving some of the present advertising methods, such as direct mail, television advertisements, flyers, automated messages, and telemarketing. Kerpen states that while some of the advertisements can cause a positive reaction, the majority is considered as disturbing and unwanted. (Kerpen 2011, 39-40.)

With every Facebook message you send out, with every tweet you post, even with every e-mail or radio and television advertisement you write, ask yourself the following:

- Will the recipients of this message truly find it of value, or will they find it annoying and disruptive?
- Would I want this message as a consumer?

(Kerpen 2011, 41.)

According to Kerpen, if the answers to the two previous questions considered from the consumer point of view are yes, the messages are worth presenting to the customers as well as to the world. Correspondingly, if there is no actual value to the customer or the message is irritating it should not be sent. In the long term, participating in optimistic and beneficial communication with the customers and possible future customers creates winning companies. Currently, social media offers the most effective marketing tools to do that. (Kerpen 2011, 41.)

The next chapter describes social media and its use in marketing, focusing on Facebook and Twitter.

5 MARKETING VIA SOCIAL MEDIA AND WEBSITES

It is rather difficult to avoid social media these days; people are constantly surrounded by it. There are a countless number of different social media sites, such as Facebook, Twitter, Google+, YouTube, LinkedIn, Pinterest and Instagram. These services are the most popular ones used in social media. Social media has become a widely used term, but what is actually social media and how can it be defined. Holloman introduces social media as follows:

Social media is changing how marketing and communications works and how people want to connect with brands. It presents an organization with an affordable way to get measurable results quickly when it's employed effectively. It's rapidly growing, and customers turn to their peers for answers increasingly using social networks and other online tools and channels - precisely the places where today's organization needs to be present, too, in the right way. (Holloman 2012, 5-6.)

Safko describes social media by explaining the meaning of social and media separately. Social, in this, means the basic need of people to have a connection with other people. Being a part of, and being surrounded by groups of people who think alike, and whose company makes one feel relaxed and easy, is a need, that humans have had since the beginning of the specie. Media is described as the tool that people use when they want to connect with other people. Throughout the centuries people have used drums, bells, the telegraph, radio, e-mail, websites, mobile phones and other forms of media to make these connections. Social media put together means the different ways people can use the forms of technology available, as effectively as possible, in order to reach and to connect with other people. Social media offers a new set of tools, doing what traditional marketing channels did until now. (Safko 2012, 4-5.)

Holloman explains social media a bit further. According to him, people think that social media equals to Twitter, Facebook and other similar sites. He claims that social media is not about that; it does not mean the tools and sites nor software or technology. What it is really about, is how people use these things by sharing and

connecting with old and new friends, writing reviews of products and places, as well as by gathering content. It is seen as a part of evolution, as a tool which helps people to connect in a genuine, authentic and natural way. (Holloman 2012, 4.)

The core elements of social media marketing include determining the right social networks and focusing on a couple of them. Once the company is well-known and satisfied with these networks, it can expand to other sites. The following step is defining and assessing the wanted goal and seeing if it includes raising brand awareness or sales, and if the aim is in increasing customer loyalty. Businesses need to acknowledge their guiding theme. In social media, the ROI is different compared to traditional marketing and it cannot be measured the same way. Instead of focusing on the money spent, such aspects as increased brand awareness, promotion through word-of-mouth, visits on the company's website via social media, and improving loyalty and interaction with existing customers need to be taken into account. These are the parts that will lead to sales over a longer period of time. The main purpose is not to get as many likes as possible, instead it is important to get the likes from people who are genuinely interested and who engage with the company's page, posts etc. (Macarthy 2013, 218-223.)

It should be kept in mind that social media success takes time to build and it does not happen overnight. It takes time and effort to create loyal customer relationships, which lead to a positive brand image and sales. "Like this" posts are good for occasional use, however they do not give an accurate overview of the customers. Macarthy describes the importance of consistency by comparing the lack of updates as equal to turning off the lights; it will make the people assume that the business is closing or closed. Macarthy advises companies to create a social media policy which extends to the whole company, containing guidelines for the employees on what can and cannot be said related to the company on social media sites. With time the policy can be developed into a content calendar with concrete action steps. Successful marketing includes the knowledge of the customers' needs, wants and challenges. The core of social media is building relationships, increasing sales and creating loyal customer relationships which require consistency, genuineness and presence. (Macarthy 2013, 220-226.)

5.1 Facebook

Facebook has over one billion users and the amount increases every day, which makes it the world's most visited social media website. Facebook is the place that businesses cannot miss out on. Not only does the service reach people at home on their computers, but due to the rapidly increasing number of smart phone and tablet users, Facebook can reach people anywhere, anytime. Macarthy advises to fill in as much accurate information on the company's Facebook page as possible. A larger amount of information increases hits on search engines, due to the fact that Google indexes the text. It is important to use the right keywords to define what the company does. In addition, restaurant owners are encouraged to list down as many examples of the different types of food as possible, which increases hits in a Facebook search. Promoting the business' Facebook page in all the possible places is free advertisement for the company. For example a bumper sticker on a car with the company's Facebook page address increases the company's visibility and creates interest towards the business. (Macarthy 2012. 6, 9, 17.)

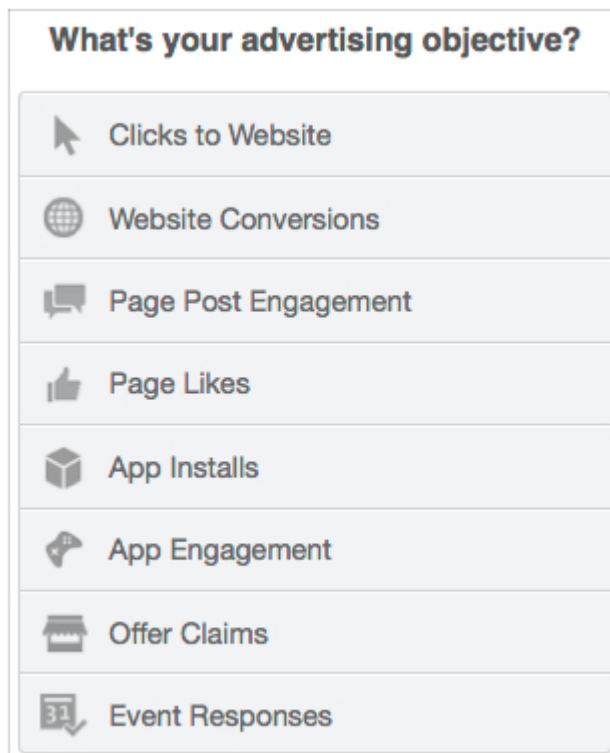
Companies should aim at posting one to three times per day, but at the minimum the businesses need to post at least a few times per week in order to maintain Facebook visibility for the people who have liked their page. It is determined how often the posts are visible at a person's feed by how active the person is towards the page's posts by liking, commenting or posting on the pages themselves. Facebook users can limit their feed posts to be visible only by friends; therefore, it is extremely important that the posted messages are attention-grabbing and easily shareable. The answer to the friends only mode is to shift the main attention to the most active page fans. The company needs to find out which types of posts these people consider to be the most interesting ones and aim the posts more directly at them. With the increasing number of smart phone users, it needs to be kept in mind that the updates should not be too long. The optimal length of a post is a maximum of 80 letters; these posts reach 27% higher interest compared to the longer updates. Since Facebook has joined sites such as Twitter, it is advisable to use hashtags (#) in Facebook posts, which will also create more visibility for the company. (Macarthy 2012, 20-23.)

In addition to the free marketing possibilities that Facebook offers, there are paid marketing options which include page promotion, boosted posts, Facebook offers and the ad create tool. Business owners can target their marketing to the right groups through categorization. These categories include location, demographics, interests, behaviors, connections and custom audiences. In practice this means that local businesses can target their marketing towards local people, the posts can be targeted to people from 25 to 40 years old, to those who are interested in paintball, persons who use specific products or brands, people who are connected to the page through their friends and the business owners can use their own customer data to create a custom audience. (Facebook, 2014a.)

The Boost Your Posts feature allows businesses to boost the posts of their choice. The boosted posts are marked as sponsored and they appear higher on the news feed, thus, increasing the possibility for a larger audience. The cost for boosting varies based on multiple factors, such as geographical location and the amount of people that the company wants to reach. Companies can find the exact pricing information in their posts by clicking Boost Post, which will open up a box with different pricing options to choose from. There are three ways to follow how well the boost works; ad manager, page insights and straight from the boosted post. The information is divided into organic and paid reach. Organic reach includes the audience from News Feed, ticker and the Page's Timeline and paid reach consists of the audience who saw a sponsored story or an ad. (Facebook, 2014b.)

Facebook offers are discounts that businesses can give their customers by posting an offer to their page. When a customer claims an offer he or she receives an email that entitles to a discount after showing it at the company. Generating a Facebook offer is free of charge. However, promoting the offer costs and the pricing follows the same basics as it does with the boosted posts. In order to make the offers successful, the discounts should be significant, at a minimum of 20 percent and the terms and conditions of the offer as simple as possible. The best option for a picture is one in which people are using the company's product and the offer headline should include the value of the offer. Word-of-mouth is a very powerful way of marketing, and therefore it is advisable to give people enough time to claim the offer. The last stop before using the offer is the company's staff,

which has to be aware of all of the offer terms. Follow up for offers can be found the same way as for boosted posts. (Facebook, 2014c.)



GRAPH 2. Advertising objective. (adapted from Facebook 2014d.)

The Ad creation tool helps the businesses to generate advertisements based on what they want the audience to do when they see the ad. Graph 2 shows the actions in which areas the companies can target their advertisement to. In addition to the advertisement within Facebook, the ad creation tool enables to create advertisements which increase the audiences' interest to visit the company's web page. The success of the campaigns is visible via ads manager, it shows information on how well the business is meeting its advertising objective. (Facebook, 2014d.)

5.2 Twitter

Twitter is a microblogging service, which is based on simple functions. The functions include messages, which the users can share. These messages are

limited to 140 characters and they are called tweets. The tweets are shown in the user's personal page in such a way that the newest tweet is always on top. One of the core functions of Twitter is following other users, which means that the tweets of those who are followed appear as a stream on the follower's twitter homepage. (Linkola 2009.)

Tweets can be directed to a specific user by adding @ sign before the username in question. When a person finds an interesting tweet they can retweet the message, thus, the credit stays with the original writer. Twitter also allows private messages that the users can send to one another. In addition to tweets, the use of hashtags is the most commonly known part of Twitter. Hashtags, also known as #, are keywords linked to tweets, which help to filter Twitter's stream. In essence, this means that the users can easily find topics of their interest, via Twitter's search. (Linkola 2009.)

Twitter offers different advertising options which allow the businesses to get their most recent tweets shown to people who use specific keywords on Twitter. The advertising options that Twitter offers include: Promoted Tweets, Promoted Trends and Promoted Twitter Accounts. The paid ads are visible inside people's Twitter streams. Due to the use of keywords, the ads are significant for people and reach the correct audience more successfully. (Kerpen, 182-183.)

Companies can target their account promotion based on interest, gender and geography. The cost of the promotion is based on a set budget, and the businesses are charged only when people follow the Promoted Account. The advertising results are seen in Twitter Ads tool, which includes analytic information of promoted accounts as well as followers' dashboards, and tweet level analytics. The advantage of having a promoted account in Twitter is that it enables visibility to an audience which is likely interested in the business. Account promotion is a good tool for raising interest and inviting new followers when the company wants to rapidly grow their viewers. (Twitter 2014a.)

The Promoted Tweets advertising model brings the tweets to user timelines and search results. The target options for promoted tweets include keywords, interests

and gender, geography, device, and similarity to existing followers. Pricing for promoted tweets follows the same line with the promoted accounts, and the companies pay only when people are involved with the promoted tweets. The paid tweets are useful in reaching the right audience with the right message at the right time. (Twitter 2014b.)

Popular trends represent topics that are currently widely spread in Twitter. Due to their placing next to the user's timeline, they are mass exposed. Promoted trends go to the top of the trend list and remain there for one day. When a user clicks on the company's promoted trend, it links to their promoted tweet and displays the company's marketing message. Trends are targeted by geography and they are effective in running major campaigns, product launches, and bringing mass awareness for key dates. (Twitter 2014c.)

5.3 Websites

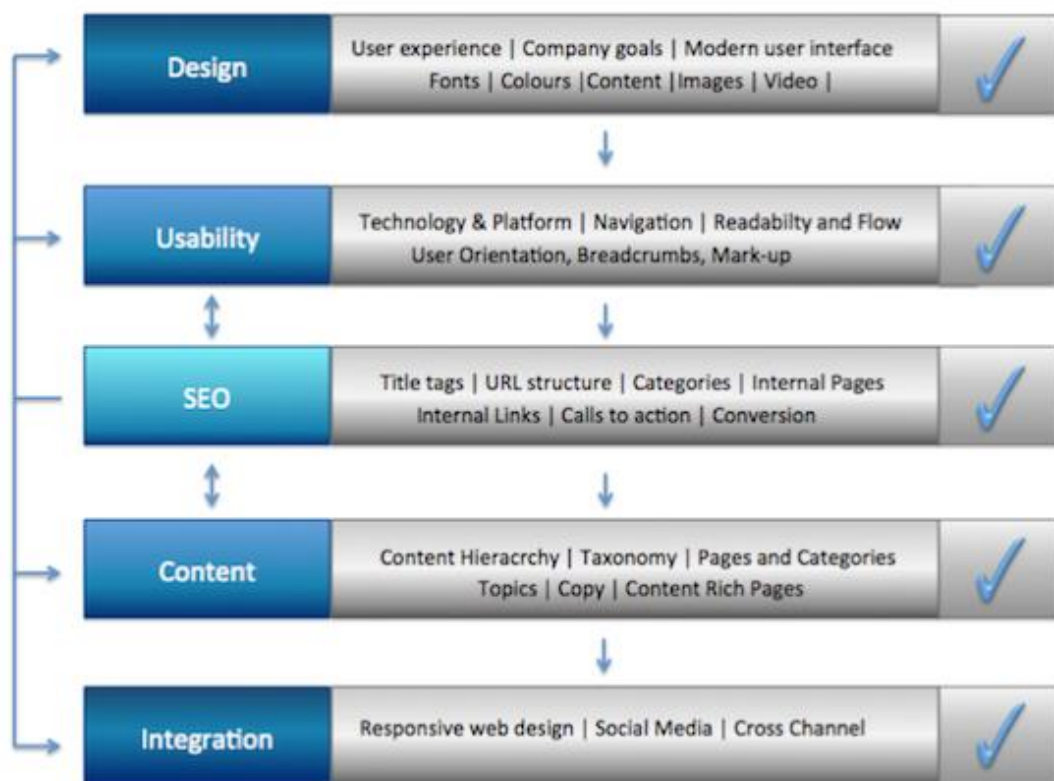
This subchapter deals with the importance of information and communications technology (ICT) and websites, and it introduces the five pillars of successful modern web design. Cooper et al. have summarized the meaning of ICT as followed.

Since the beginning of the century the development of ICTs has had a major effect on the operation, structure and strategy of organisations. Not only do they reduce both communication and operational costs, but they also enhance flexibility, interactivity, efficiency, productivity and competitiveness. Although ICTs are not a panacea and cannot guarantee financial success on their own, ignoring and underutilizing ICTs can generate significant competitive disadvantages. This is because ICTs are instrumental in ensuring efficient internal organisation, effective communication with partners and interactivity with customers. (Cooper et al 626.)

The new developments on the internet create opportunities for the businesses to observe, communicate or interact with individuals who have expressed interest towards the company's product category. When a person visits or places an order via the company website their information can be stored on a database and

utilized for direct marketing purposes. Direct marketing is a highly cost-effective tool for creating marketing researches, segmenting as well as implementing marketing tests for new products. In addition, it can be regarded as a way of reaching the customers, generating sales and observing the sales revenue. Furthermore, encouraging the customer to return to the company's website increases the possibility for a continuous relationship. Thus, in order to gain customer data, several companies offer benefits to the users who register on their website. (Middleton, Fyall, Morgan & Ranchhod 2009, 269-270)

Yu has identified the five pillars of successful web design. The pillars, which include; design, usability, search engine optimization (SEO), content and integration can be seen in graph 3. According to Yu, the website design should be clean, simple, engaging and have a modern look with informative content. While planning the website it is important to consider what the users want and to design a site which is easy to navigate, as well as making sure that the design and the content meet and balance each other. In addition to the basic content, text and images can be made of use in order to make the content richer. (Yu, 2013.)



GRAPH 3. 5 pillar approach. (adapted from Yu, 2013.)

The second pillar is usability, which can be divided into information architecture which means the labeling of the website content in such a manner that it supports usability and to technical architecture which is related to SEO labeling. In order to catch the visitor's attention the headlines should be clear and summarizing. The key feature is to make the website readable; in practice this means the combination of typography, color text, images and backgrounds. Colors and fonts need to be used in such a manner that they are easily readable and that the subheadings outline the content logically. Generating a page that looks good and reads well includes the right use of margins, spacing as well as landing pages. In essence, the easier the page is to read, the easier it is to comprehend, associate and share, which has high importance for SEO. (Yu 2013.)

One part of SEO is creating simple and clear Uniform Resource Locators (URLs) and URL structures; this will help the search engines to recognize what type of page they are dealing with. Another factor is that search engines have problems reading splash and Flash menus; therefore, it is not recommendable to use them. Also, using terms such as "click here" or "go" in anchor text links seem to be clear action calls, however, the search engines do not understand their importance. The same fact applies to pictures because the search engines cannot "see" them. Thus, it is important to use the image alt attribute with every picture. In addition, the amount of pictures should be in balance with the whole page, in a way that maintains the visitor's focus on the content. The final point is that with the increasing number of smart phone and tablet users, the page should be optimized for their use as well. (Yu, 2013.)

The most important part of a website is its content, which forms the base for all actions, not only from the technical side, but also from the marketing perspective. It is essential to generate high quality content; the copy should be easily readable, clear, summarizing, as well as important and include all the facts that need to be said. The website content needs to be organized by features such as date, time, topic, target audience etc. The company must be sure that they are utilizing the sales and marketing assets fully and in such a way that they are easy to locate. (Yu 2013.)

Yu states that the key to success in building a website is organizational integration and it needs to be suited for the company's needs. The website design has to be integrated according to the consumers combined use of desktop, mobile and tablet devices. Having a website for each screen is considered to be the future of web design and it is perceived as approachable. One considerable aspect is the significance of social media for the website's performance. It is not enough to merely add buttons on the company's website, integrating and linking campaigns from the social media sites is essential in involving people on the site. "Share" options on the page increase the chances for organic links and larger number of visits. (Yu 2013.)

While creating their websites, businesses have to remember that they do not create them only for the customers' use. In addition to the current customers, the websites have to be effective for possible customers, for the media, resellers, analysts, investors, distributors, and employees in a way that they can use it as an information resource or marketing tool. Considering the design, top left is the correct place for the most important message, logo, or image. The message on the page needs to be visible in the screen without scrolling, and taking different screen sizes into account. (Safko 2012, 95-97.)

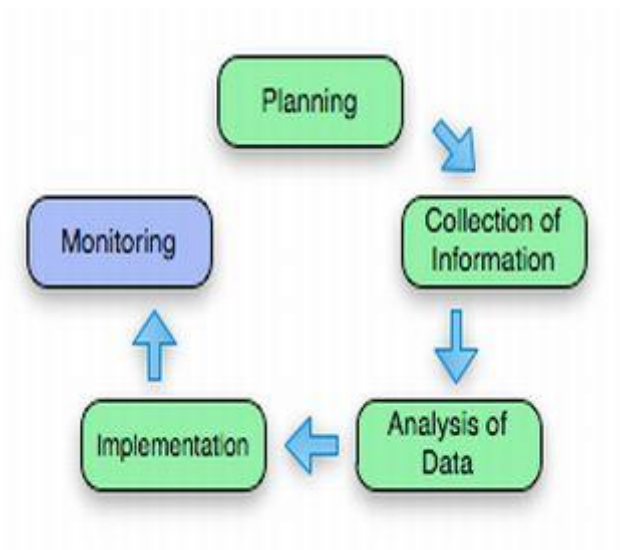
Due to screen resolutions, it is not advisable to use serif fonts, e.g. Times New Roman, in web pages. Sans serif fonts such as Arial, Geneva, Monaco or Tahoma are suitable for web purposes. Giving unique and descriptive titles for all the site pages helps search engines and the audience, and the keywords which are used also have to be placed onto the web page copy. Local and national companies need to differentiate themselves from the competitors; using local town or city increases SEO. The goals and objectives for the web must be the same as the company's overall goals and objectives (Safko 2012, 102-105.)

5.4 Benchmarking

Benchmarking means a systematic process which is done by comparing companies or a group of companies' performance or business processes in order

to find out if, and how, the company can enhance their performance. The aim of the benchmarking process is identifying the points that need to be improved by finding out what has been done in the past and how it has been done. The main purpose of benchmarking is to improve the company's performance or services. (Hall 2012.)

The benchmarking process can be seen in graph 4. The first three steps will be implemented in the thesis and the final two will be implemented by the company. In the following chapter Fantasea Park's use of Facebook and Twitter will be analyzed compared to VesiVeijari which is located in Kokkola, Tropiclandia in Vaasa and JukuPark in Kalajoki. The websites of four companies will also be compared.



GRAPH 4. Benchmarking Process. (adapted from Tutorialspoint 2013.)

6 ANALYSIS

This chapter analyses and compares the websites, Facebook profiles and Twitter pages of Fantasea Park, JukuPark, VesiVeijari and Tropiclandia. The analysis focuses on the use of colors, pictures, activity, language, popularity and general information.

6.1 Facebook



GRAPH 5. Fantasea Park's Facebook page (adapted from Facebook 2013a.)

The cover photo of Fantasea Park's Facebook page seen in graph 5 gives the page visitor a clear picture of the offered service. However, Fantasea Park has many other services such as mini-golf, and therefore it is not advisable that the cover photo is limited in such a way that it shows only the pool. Thus, a cover photo with a broader picture of the view would be more effective in marketing the place for possible customers. In addition, the picture shows the backside of the people, whereas a side or front picture would be more inviting.

The general information categorizes Fantasea Park as a restaurant; it shows the location of the place, telephone number and opening hours. As mentioned before, Fantasea Park has a great variety of provided services; therefore it is advisable to add these categories to the description. This action will increase hits on Facebook search and as a result it will raise the amount of visitors. The general information does not provide a link to the company website, which would enable the potential customers' easy access to further information of the company. In addition, the opening hours in the description may lead to misunderstandings during off-season.

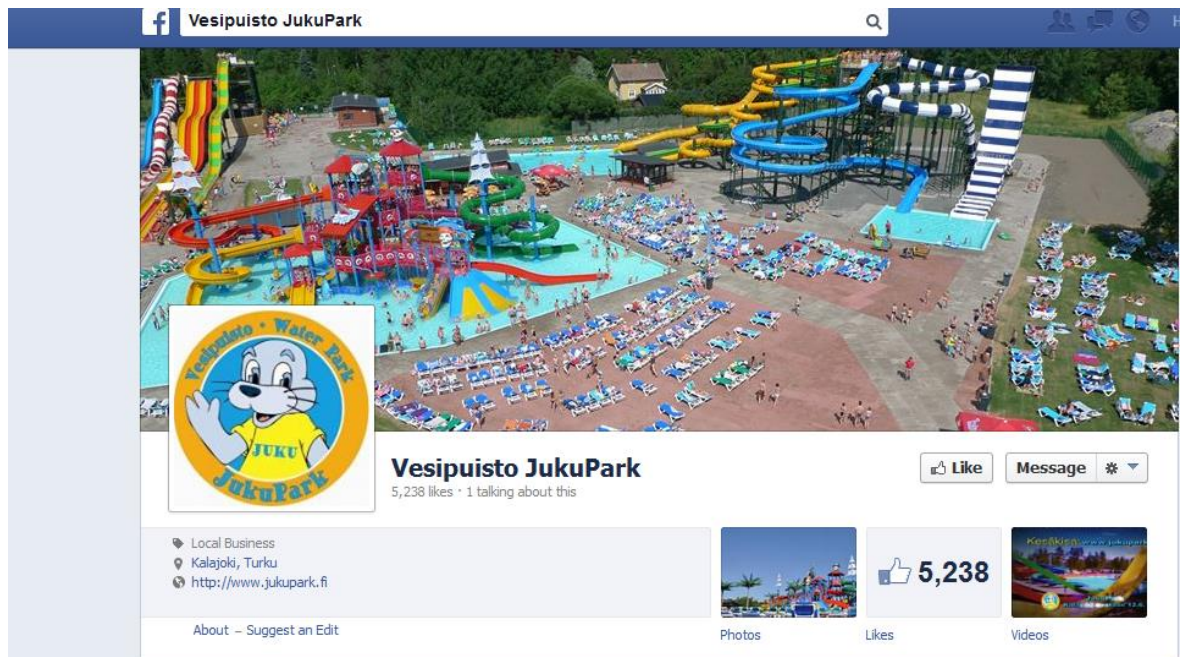
Fantasea Park updates roughly around once a week, more often prior to and during events. The amount of posted updates varies between one and five on the posted days. Excluding a small amount of updates which are written in both Finnish and Swedish, the updates have been written only in Finnish language. Pietarsaari is a bilingual city with a growing number of English speaking residents, and therefore updating in Swedish and English in addition to Finnish would attract more attention. In November 2013 the page had 316 likes and the likes in the updates varied between zero and ten.



GRAPH 6. Uintikeskus Vesiveijari's Facebook page (adapted from Facebook 2013b)

Uintikeskus Vesiveijari does not have their own Facebook page; the page that is in Facebook is automatically generated based on Facebook users' interests, this can be seen in graph 6. It has no relation to the management of Vesiveijari. The page shows contact information, a link to the web page and opening hours.

Uutikeskus VesiVeijari's page had 59 likes in November 2013. The lack of an actual Facebook page enhances the non-commercial image of VesiVeijari. With the growing number of people who use Facebook as a tool to find information of places, VesiVeijari should consider setting up their own page. The current automatically created page, with a two star review, generates a negative impression, which could be improved with additional information.



GRAPH 7. Vesipuisto JukuPark's Facebook Page (adapted from Facebook 2013c.)

JukuPark has one Facebook page which covers their both water parks in Kalajoki and Turku. The page is seen in graph seven. The cover photo shows a broad image of JukuPark in Turku. It gives the visitor a good view of the outside facilities. The profile picture that JukuPark uses is the company's logo. Using the logo enhances the company brand awareness. In the general information section, JukuPark has only a link to their own web page and it shows the name of the two cities that JukuPark has a water park in. The company has not added any category to their services, which decreases JukuPark's visibility on Facebook.

JukuPark does not have a clear schedule on their updates. The amount of updates varies on average from three times per week to once in two weeks. The messages

are relatively short and always accompanied by a picture or a link. The pictures represent the outside pools of JukuPark and there are people in them who are enjoying their time. All of the updates are written in Finnish and there are no posts in other languages.

In November 2013, JukuPark's Facebook page had over 5,200 likes. The amount of likes in the updates varied from three to above 50. The majority of the messages include information about the opening hours and wish the visitors welcome and some of the updates also contain information about the temperature.



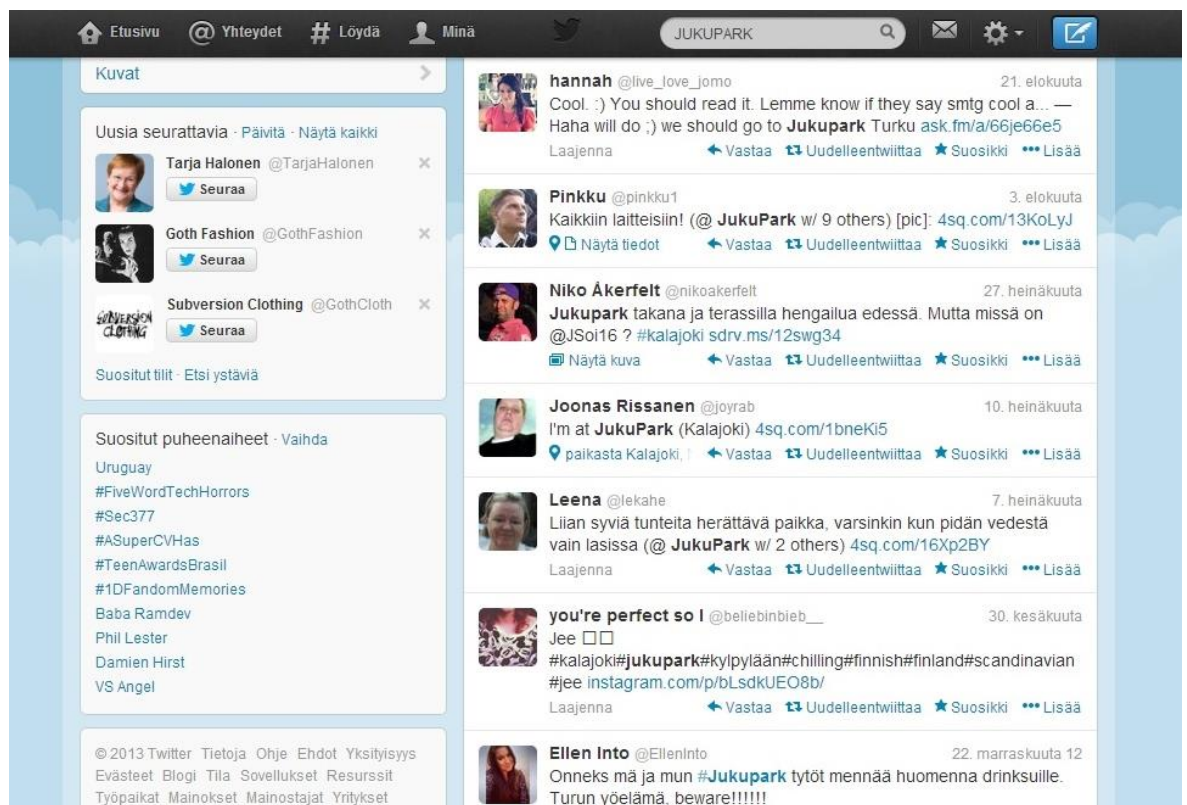
GRAPH 8. Tropiclandia's Facebook Page. (adapted from Facebook 2013d.)

The cover picture of Tropiclandia shows the spa side of the company, visible in graph eight. The picture is a bit dark and there is nothing that catches the eye. This makes the picture uninteresting and it does not transfer a positive feeling to the viewer. For the profile picture, Tropiclandia has chosen the company's logo, which is good considering enhancing the brand awareness and recognizability. In the company description they have listed the company as spa and water park, the company has other services, which could have been mentioned in the description; thus, increasing the company's visibility.

The basic information of Tropiclandia includes; address, telephone number and opening hours. However, there is no link to the company's web site. In January 2014, Tropiclandia's Facebook page had slightly fewer than 1500 likes. In their posts, the used languages are Finnish and Swedish and in most cases the posts include a picture. Tropiclandia updates Facebook approximately twice a month, but they keep active. E.g. there are two posts from customers in December that have been replied to within 20 minutes. The number of likes for Tropiclandia's posts varies between 1 and 59.

6.2 Twitter

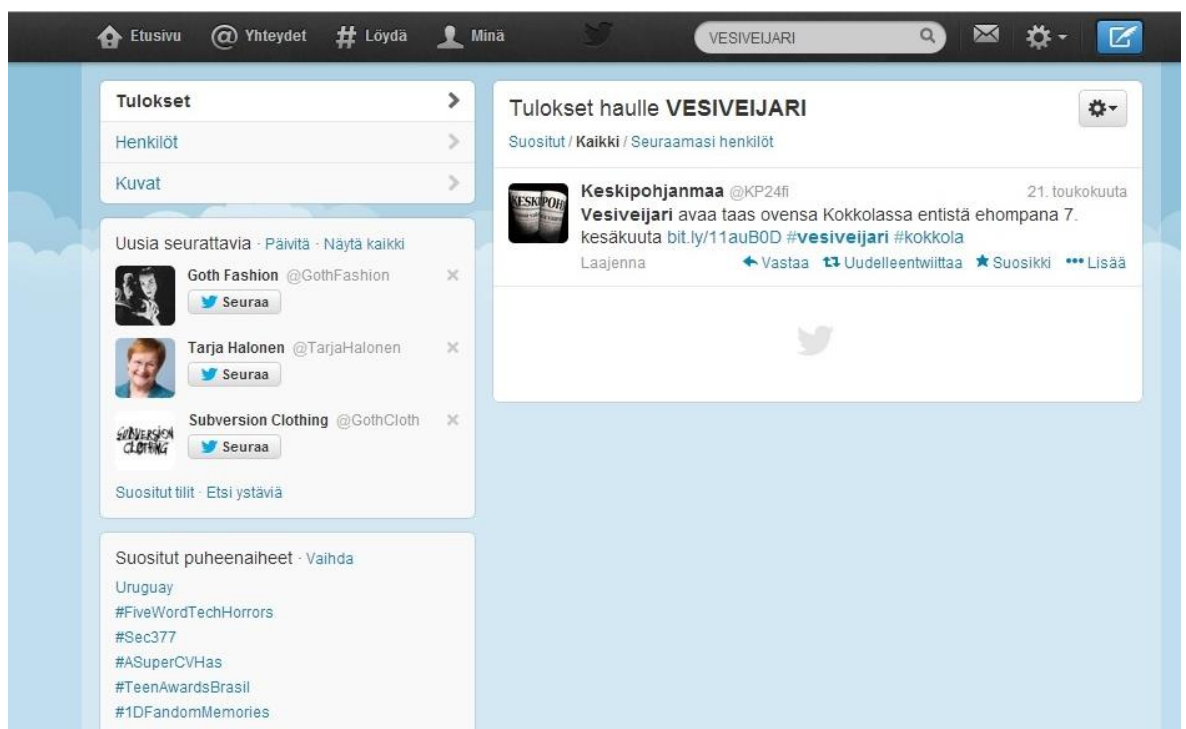
JukuPark does not have its page in Twitter. Hence, the information about JukuPark is based solely on user comments. This is presented in graph nine.



GRAPH 9. JukuPark on Twitter. (adapted from Twitter 2014a.)

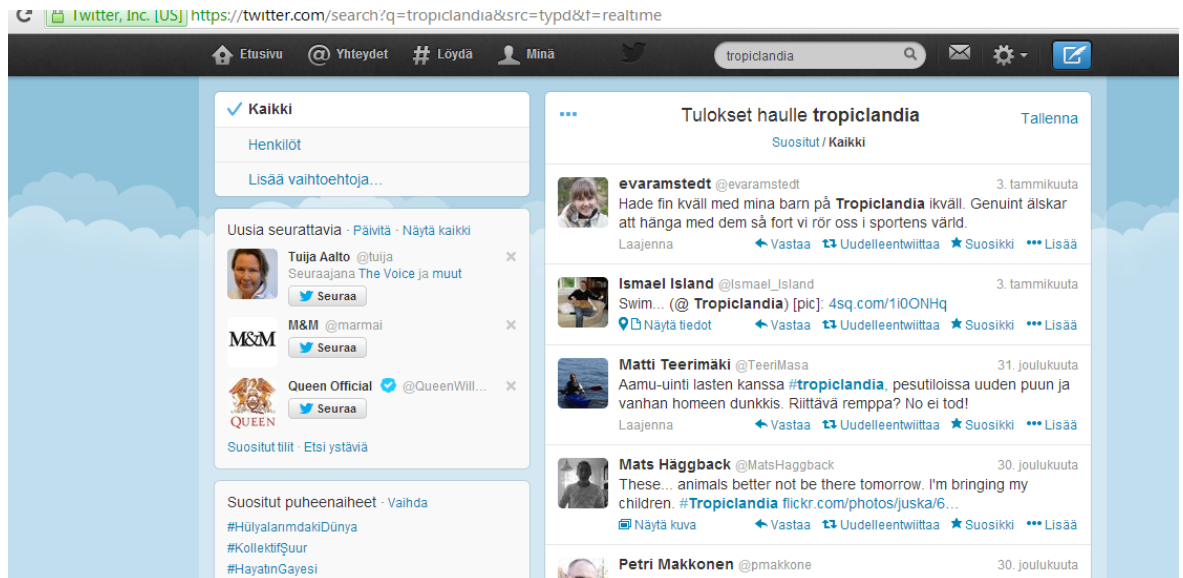
The majority of the comments related to JukuPark are positive or neutral. Therefore, the lack of Twitter account does not play a significant role for the company at the moment.

VesiVeijari is the second company which does not have their own Twitter account. This is shown in graph ten. The only tweet that is linked to VesiVeijari is by Keskipohjanmaa newspaper, telling about VesiVeijari's reopening. Since VesiVeijari is owned by the city of Kokkola, the lack of Twitter and Facebook use strengthens the non-commercial feel of the company. The same non-commercial line is seen in VesiVeijari's web page.



GRAPH 10. VesiVeijari on Twitter. (adapted from Twitter 2014b.)

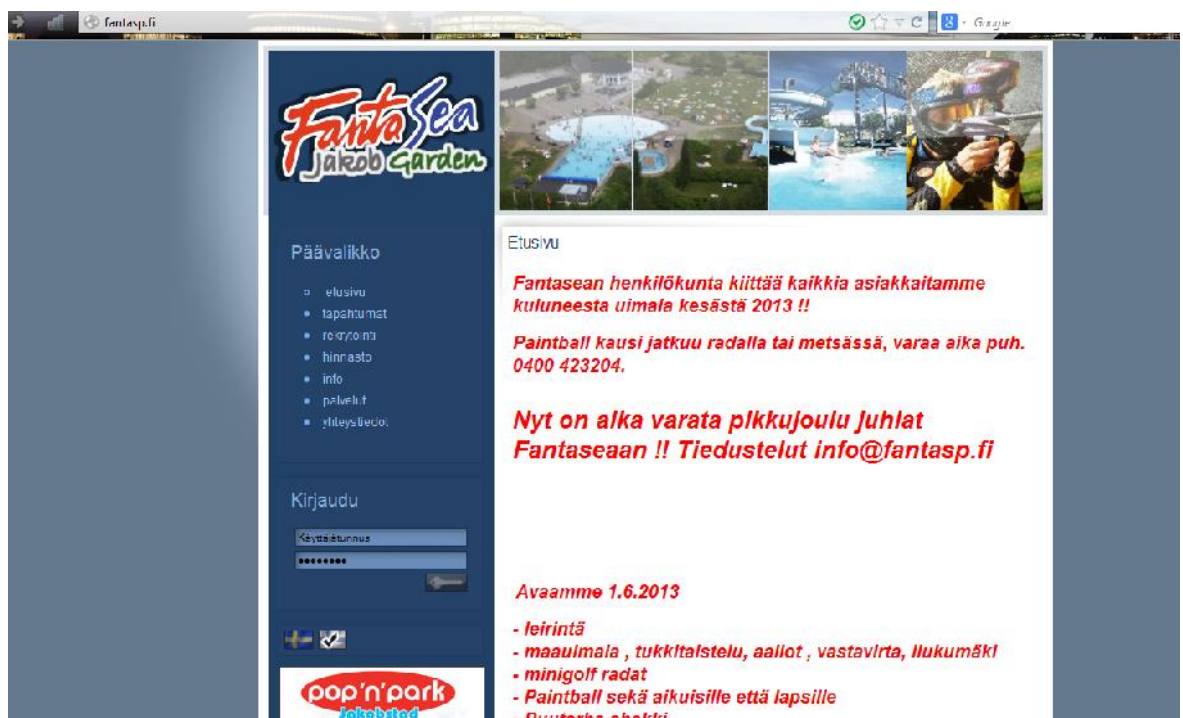
The lack of a Twitter account is most significant to Tropiclandia. The company has been linked to positive comments, but there are negative comments which give a bad impression of the company, this can be seen in graph eleven. If the company used Twitter, they would be able to respond to the negative Tweets regarding Tropiclandia. With that action, the company could limit the damage caused by the negative tweets, and hence, improve the company's image.



GRAPH 11. Tropiclandia on Twitter. (adapted from Twitter 2013d.)

Fantasea Park does not have a Twitter account and all the tweets that are linked to Fantasea Park are related to foreign companies which operate under the same name. Hence, Twitter has no impact on Fantasea Park at the moment.

6.3 Websites



GRAPH 12. Front Page of Fantasea Park (Adapted from Fantasea Park 2013a).

The first impression of Fantasea Park's website is contradictory, this is shown in graph twelve. The pictures look appealing and inviting, yet the blue background together with the red font color creates a restless look. There is a lot of text in the page which is written in the same color, same font and the majority of it is also in the same font size. This makes the text look as it were one piece of information, therefore creating a disorganized look for the page. Since there are no color or font changes, the page lacks focus points to catch the visitor's eye, thus making the page less appealing for the reader.

On the front page, visitors can find the e-mail address and telephone number, however, the information is not separated from the text. The page provides information mainly about the offered services. When a customer enters a company's website they should be able to see the following information easily from the front page; location, opening hours, contact information and prices. The majority of this information is missing from the front page.

The main menu includes the following links; front page, events, recruitment, price list, info, services and contact information. The website works in Finnish and Swedish. There is a difference on the first impression of Fantasea Park's front page compared to VesiVeijari's front page. The page is seen in graph 13.



GRAPH 13. Front Page of Uintikeskus VesiVeijari. (adapted from Kokkola 2013a.)

Uutikeskus VesiVeijari does not have their own actual website, Vesiveijari has been integrated to the city of Kokkola's webpage. The first impression of the page is calm, due to the color combination. The page is clear and well organized. The color change in the text on the main section catches the readers' eye and the different topics are easily separated. Visitors can easily find the required information through the links in the left side menu.

The front page of VesiVeijari provides information about events as well as pictures of the swimming hall and the pools outside and a YouTube video. At the bottom of the page there is information about the offered services of VesiVeijari and information about the amount of customers. The contact information and address are easily found on the right side. However, the opening hours and prices are accessible through links.

The overall impression of VesiVeijari's front page is professional and calm. Unfortunately, the pictures at the top are not related to VesiVeijari, due to the integration with the webpage of the city of Kokkola. Even though the page looks professional, it might feel uninteresting, it provides the information easily, but it does not 'invite' the reader to look through the other pages. The page is more noncommercial than commercial. The webpage has language options for Swedish and English. The Swedish version contains a reduced amount of information and there was no English version to be found.

The following graph 14 presents the front page of JukuPark Kalajoki. The first thing a visitor notices at JukuPark's webpage is the large changing pictures at the top, which create a fun and a positive feeling. The color combination of the page is very well considered and the blue background blends in with the blue at the pool. They have used a darker shade of blue on the right side column, which enables the text to stand out from the background. Thus, it is easier for the reader to see the headlines. The orange main color gives the page warmth and it creates an inviting atmosphere.



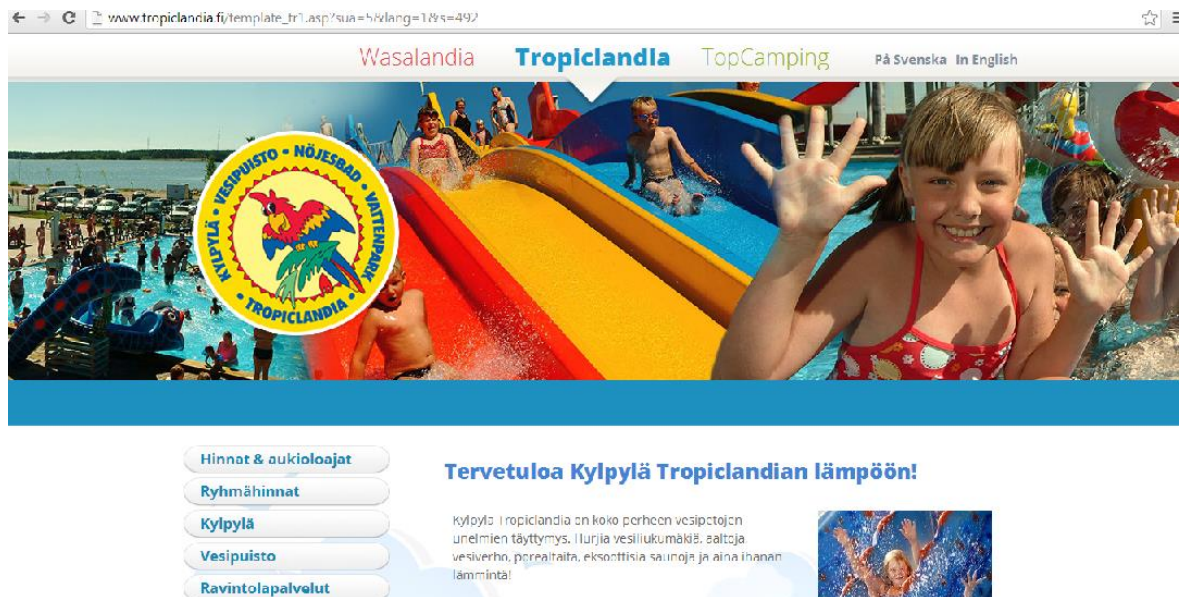
GRAPH 14. Front Page of Jukupark Kalajoki. (adapted from Jukupark 2013a.)

The opening hours and the prices can be seen immediately from the right side column. The visitor will find the contact information right below the prices and the address is located at the bottom of the page. The main column provides information about the offered services and like VesiVeijari they also have a YouTube video. In addition, the main column includes information about gift and season cards, opening hours for summer 2014 and links to Kalajoki tourist services. JukuPark is also the only company that has a link to the company's Facebook page at the front page.

JukuPark Kalajoki has language options for English and Swedish. The pages include the majority of the information that the Finnish page provides. JukPark seems to have managed to create a very good website. The front page looks inviting and warm, which will make the reader curious to find out more about the place and the services that they offer. It is successful marketing when the website gives the reader the kind of information that creates the will to come and visit the place.

Tropiclandia's home page starts with a large photo collage, which includes parts of several pictures and the company's logo. The visitor's eye is first caught by the three colorful water slides and the smiling girl on the right side of the picture. On the left side, the picture shows a larger area of the water park. The picture combination sends out a positive and interesting image of Tropiclandia. Including

the company's logo on the picture enhances brand awareness, thus, making it more recognizable. This is visible in graph 15.



GRAPH 15. Front page of Tropiclandia. (adapted from Tropiclandia 2013.)

The main colors of the page are white and blue, which make the page look calm. The page itself has a short description of the company; however, it is not informative enough to get a good image of Tropiclandia's services. The company's page consists of links; there is a large Facebook button in the middle and on the right side there are links to get basic information of Tropiclandia, Vaasa, and their partners. At the bottom of the page, there are links to get further information of Wasalandia and Topcamping, both of which work together with Tropiclandia. The last thing on the page is links to all the Astro Parks parks.

The lack of opening hours, prices, contact information and location in the front page is disturbing. However, the information can be found through the links on the left side. The offered links provide good information of Tropiclandia. The majority of the link pages follow the same layout as the front page. In addition to Finnish, the website also works in Swedish and English. There are slight differences in the content between the languages; however, it is hardly noticeable.

6.4 Comparison

When entering the companies' web pages, JukuPark has the 'eye catcher'; a large space for changing set of pictures of people having fun at the park. At the top of Fantasea's page there are pictures of the area and Tropiclandia uses a photo collage. Due to VesiVeijari's integration with the web page of the city of Kokkola, their pictures at the top have no relation to the place. However, the main section at the front page includes pictures and a video of VesiVeijari.

The main colors at Fantasea's page are blue, red and white. The contrast between the colors is large, but the use of the same font color, font type and font size in majority of the text does not give the visitor focus points. VesiVeijari has managed to create these focus points by changing the font color. At the main section of the front page they have headlines in blue and the headlines also serve as links to the stories. There are short descriptive parts below the links, written in black. Hence, it is easy to see the headlines and choose interesting topics. Tropiclandia's main colors are white and blue, and the page is clearly divided into groups of links. JukuPark has implemented this part by using a bigger font size and underlinings within the text. Overall, VesiVeijari has the most effective site; the headlines can be seen immediately, whereas the customer needs to scroll through JukuPark's page to catch them.

Each one of the companies offers language selection for Finnish and Swedish, although the amount of information provided in Swedish is smaller compared to the information in Finnish. VesiVeijari has an option for English but the page is directed to another location and there is no information in English. JukuPark and Tropiclandia are the ones that offer all of the basic information also in English. This makes the places more inviting and welcoming for international tourists, and people living in Finland whose mother tongue is another than Finnish or Swedish.

All of the four companies have a very different type of web page. While Fantasea's web page creates a disorganized feeling, VesiVeijari's page is very organized, but noncommercial and it fails to raise the customers' interest towards the place. Out of these four, JukuPark's page is clearly the most commercial; their page is well

structured, colorful and selling. Even though Tropiclandia's page is clear, it is not as informative or inviting as JukuPark's. They are the ones who have linked the company's Facebook page to their site. Altogether the places follow the same line seen in the front page through their entire sites.

Since VesiVeijari does not have their own actual Facebook page, the comparison must be done between Fantasea Park, Tropiclandia and JukuPark. Also, JukuPark Kalajoki has a combined Facebook page with JukuPark in Turku. The first impressions of the pages describe the water park part of the companies, through the chosen pictures seen in cover photos and profile pictures. JukuPark has a picture of the whole area; hence, it is more descriptive than Fantasea's pool picture and Tropiclandia's picture representing the spa side of the company.

All of the companies have very irregular updating schedules, however, it can be seen that Fantasea is more active on Facebook compared to JukuPark and Tropiclandia. The companies use short status messages attached to a picture or a link, in JukuPark's case, they are included in all of the updates and Fantasea and Tropiclandia use them in the majority of the posts. Regrettably none of the companies have made good use of the categorization of Facebook. JukuPark has not listed the company to any category, and Fantasea is listed as a restaurant. Tropiclandia is described only as spa and Water Park, even though there are other services available. Therefore, the companies' visibility on Facebook search is much lower, compared to having a larger number of listed categories.

Considering the use of languages, JukuPark has limited itself to using only Finnish, but Fantasea uses also Swedish in some of the updates, whereas Tropiclandia uses both languages. Unfortunately, none of the places has a single update in English. JukuPark has a significantly higher number of likes compared to Fantasea Park, but as mentioned earlier they share the page with JukuPark Turku. Hence, the large difference in the amount of likes is explained. Tropiclandia is between the other two with their close to 1500 likes.

As a conclusion to the benchmarking comparison, it seems that Fantasea Park has the most potential to improve the company's web page. The guides that are

created as the practical part of the thesis help the company to improve their website and marketing in social media.

7 CONCLUSIONS AND DISCUSSION

As a conclusion on the companies' benchmarking comparison on Facebook, it can be said that while VesiVeijari lacks the page entirely, all the companies have space for improvements content wise, as well as in consistency. Facebook is the world's second most popular website after Google, and therefore it provides a powerful marketing tool for those who are willing to invest time and effort in creating and building successful customer relations, and raising brand awareness.

In addition, the research shows that the use of Twitter in Finnish water park companies is close to non-existent. VesiVeijari, JukuPark, Tropiclandia and Fantasea Park do not have their own Twitter accounts which they could use for marketing purposes. It is obvious that, in this field, the use of Twitter as a marketing tool is only taking its baby steps. With a proper use it can be a highly valuable asset for companies. In the end, it is up to the companies if they wish to invest their time promoting the company through Twitter. However, one thing to keep in mind is that Finns have approximately half a million Twitter accounts and that number will keep increasing in the future. The users can link their comments to any companies via hashtags (#) that give millions of users the access to positive as well as negative information of the company, which is something that should not be overlooked.

The research showed that between the four chosen companies' web pages, there is a great variety in content and layout. Out of these companies, Tropiclandia and JukuPark have the most interesting pages and visual designs for raising the customers' interest, whereas VesiVeijari has a non-commercial site and Fantasea has an informal approach. A company's web page acts as a business card and it gives the first impression of the business. Therefore it is of high importance that the website is informative, descriptive and visually attractive and interesting. It is also essential to keep the pages up-to-date with current content and to interact with the customers.

The initial idea of writing the thesis for Fantasea Park came in summer 2012 and it was suggested by the entrepreneur in September 2012. There were a few marketing related issues that were considered to be the topic of the thesis before choosing social media and website marketing as the best alternative for the company. This was done in October 2013 and the writing process of the thesis started in October 2013 and finished in March 2014. The purpose of the thesis was to create a guide for social media marketing and guidelines for the company's website before April 2014.

I have had several conversations about Fantasea Park and its marketing while working for the company during summer 2012 and 2013. The final discussion for concluding the outlines and details was held in February 2014. The guide and guidelines were written in Finnish and completed in March 2014. Both parts include task-specific, as well as general instructions. The most time consuming tasks were searching and reading materials for the theoretical part and doing the analysis between the four companies.

I believe that the guide and guidelines that were created as the result of this thesis process are very useful for the company. The guide and guidelines will benefit the entrepreneurs as well as the employees. I learned a lot from social media marketing and websites during this process and trust that this thesis project shows my abilities and knowledge well. The reason why I chose this topic was the observations made while working for the company and the will to improve their marketing as well as personal interest on the growing importance of social media marketing.

I am pleased for being able to conclude this thesis project and create something beneficial. The most difficult part in the thesis process was defining the right topic. If doing something in a different way the content would be determined more clearly in the beginning of the process since it is considerably easier to write with a precise structure. In conclusion, I am satisfied with my work with this thesis and can recommend creating a social media guide for thesis topic. In essence, the word-of-mouth has become world-of-mouth.

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FANTASEA PARK

Facebook-ohjeistus

2014

FANTASEAN FACEBOOK-OHJEISTUS

PERUSINFO

- Palvelu kategorioiden lisääminen
- Kotisivu
- Osoite
- Puhelin numero
- Aukioloaikojen päivitys

VALOKUVAT

- Kansioden luonti (Paintball, allas, caravan park jne.)
- Logon mahdollinen käyttö profiilikuvana
- Fantaseaa kuvaava positiivinen ja kutsuva kansikuva

TYKKÄYKSET

- Fantasea Parkin sivujen keskinäinen tykkääminen
- Yhteistyökumppanit (mm. Cityryhmä ja Pietarsaaren matkailu)
- Paikalliset matkailualan yritykset
- Muut yleishyödylliset sivut

DOKUMENTIT

- Menu
- Hinnasto
- Opastus alueelle
- Palvelut
- Tapahtumakalenteri

TAPAHTUMAT

- Tapahtumasivujen luonti hyvissä ajoin; festareiden kohdalla mahdollisimman aikaisin ja pienempien tapahtumien kohdalla viimeistään viikkoa/kahta ennen
- Tykkääjien (ja ystävien) kutsuminen tapahtumiin
- Maksetun mainonnan käyttö tapahtumien markkinointiin
- Tykkää & jaa kampanjat

STATUS PÄIVITYKSET

- Uutuudet
- Tapahtumat
- Kampanjat (arpapalkinto)
- Yleispäivitykset
- Ajankohtaiset kuvat

MAKSETUT VIESTIT

- Ennen kauden alkua ja tarpeen mukaan kauden aikana
- Mahdollisesti tulevien mökkien myötä tulevista uusista majoitusvaihtoehtoista informointiin ja markkinointiin
- Tapahtumien markkinointiin
- Facebook-tarjoukset tarpeen mukaan
- Seuranta

MUUTA HUOMIOITAVAA

- Kuka päivittää
- Selkeä kokonaisuus
- Haluttua imagoa edistävä



FANTASEA PARK

**Työntekijöiden Facebook-ohjeistus
2014**

FACEBOOKIN KÄYTTÖ FANTASEASSA

PÄIVITYKSET

- Asiallisia, ajankohtaisia ja mielenkiintoisia.
- Päivitykset voivat olla kysymysmuotoisia, esimerkiksi ”Meille maistuu lämmin kanelipulla, maistuisiko sullekin?”. Tämä kannustaa ihmisiä vastaamaan päivityksiin.
- Päivitykset voivat myös olla muodossa ”Me tykkäämme lämpimästä kanelipullasta, tykkäätkö sinäkin?”. Tämä kannustaa ihmisiä tykkäämään päivityksistä.
- Kuvien liittäminen päivityksiin ja mikäli kuvissa esiintyy ihmisiä, heidän luvallaan.
- Suomeksi ja ruotsiksi, mahdollisuuksien mukaan myös englanniksi.
- Pyritään pitämään viestit kohtuullisen lyhyinä ja ytimekkäinä, mielellään alle 80 merkkiä.
- Sadepäivinä voidaan päivittää Fantasean säästä riipumattomista palveluista.
- Vaihtelu päivitysten sisällössä, ei toisteta samaa viestiä. Poikkeus tapahtumien kohdalla.
- Normaalitilanteessa 1-3 päivitystä per päivä. ei spämmätä, mutta ollaan aktiivisia.

ASIAKASPALAUTTEET

- Facebookiin tuleviin kommenteihin vastataan viipymättä työtehtävien sen salliessa. Tämä koskee niin positiivisia, kuin negatiivisia kommentteja.
- Vastausten tulee olla korrekteja ja hyvän maun mukaisia.
- Mikäli asiakkaalla on negatiivista palautetta, siihen suhtaudutaan tilanteen vaatimalla tavalla ja asiakkaan tunteet huomioon ottaen. Pahoitellaan tilannetta, tutkitaan asiaa, yhteydenottopyyntö asian ratkaisemiseksi ja lisätietojen saamiseksi. Muistetaan vastata ja kiittää myös positiivisesta palautteesta.

SÄÄNNÖT

- Työntekijät voivat käyttää Facebookia työajalla, mutta tämä edellyttää sitä, että kaikki tarvittavat työt on suoritettu.

MUUTA HUOMIOITAVAA

- Fantasean päivitysten tykkääminen ja jakaminen on erittäin positiivista.
- Samat ohjeet pätevät Twitteriin.
- Käytetään myös Caravan Parkin ja Fantasea Paintballin FB sivulla.
- Päivitysten määrä suhteessa maksettuun mainontaan.
- **KERRAN NETISSÄ, AINA NETISSÄ!**



FANTASEA PARK

Nettisivujen ohjeistus

2014

OHJEISTUS FANTASEAN NETTISIVUILLE

LAYOUT

- **Valokuvat** Sivun yläreunaan, harkitusti muualle tekstiin.
- **Fontti** 2-3 eri sans serif fonttia käyttöön, otsikot suuremmalla fonttikoolla.
- **Värit** Vastavärien käyttö. 2-3 eri väriä fontissa.
- **Taustakuva** Rauhallinen, ei kirjava. Tekstiä ja kuvia korostava.
- **Yleisvaikutelma** Pirteä, iloinen ja mielenkiintoinen.
- **Luettavuus** Otsikointi, kappalejako, värien ja fontin käyttö.
- **Oikeinkirjoitus** Pisteet, pilkut, yhdyssanat, isot kirjaimet jne.

ETUSIVU

- **Aukioloajat**
- **Osoite reittiohjeineen (kartta)**
- **Yhteystiedot**
- **Uimalan ja minigolfin hinnasto** Edellämainitut kootaan yhteen infoboxiin näkyvälle paikalle etusivulla.
- **Ajankohtaista osio** Sivun yläosaan: tietoa tulevista tapahtumista, kiitos menneistä, tulevat uudistukset. Pidetään yllä aktiivisesti.
- **Linkit sosiaaliseen mediaan** Facebook plus muut myöhemmin tulevat some-palvelut.
- **Valokuvat** Aluetta ja palveluita kuvaavia.
- **Tiivistetty kuvaus** Yrityksen tarjoamista palveluista ja tiloista.

LINKKIPALKKI

PALVELUT

- **Uimala** Kuvaus altaasta ja liukumäestä, sekä niiden toiminnoista. Kuvaus saunasta.
- **Paintball** Lajikuvaus, pelivaihtoehdot, vuokraukset.
- **Yksityistilaisuudet** Tilat, oikeudet, vaihtoehdot.
- **Festivaalit** Kerrotaan tulevista ja menneistä.
- **Leirintäalue** Kuvaus paikasta ja palveluista.

- **Kahvila/Ravintola** Ruokalista, kuvaus paikasta ja palveluista.
- **Minigolf** Ratakuvaus ja pelivaihtoehdot; biljardi jne.
- **Muut palvelut & aktiviteetit** Kerrotaan muista palveluista kuten ulkoshakista.
- **Kaikille sivuille kyseistä osa-aluetta koskevia kuvia**

HINNASTO

- **Uimala & Minigolf**
- **Leirintäalue & Mobile + Kaapeli osto/vuokra.**
- **Yksityistilaisuudet**
- **R-menu & Grilli**
- **Paintball**
- **Muut** Varattu shakki ym.

MENU

- **R-MENU** Kuvapankki käyttöön.
- **Grilli** Annoskuvaukset.

TAPAHTUMAT

- **Tapahtumakalenteri** Isot tapahtumat, yksityistilaisuudet jne. Aktiivinen päivitys tärkeätä.
- **Festivaalit, Nice Run** Tapahtumakuvaukset.
- **Muut tapahtumat**

REKRYTOINTI

- **Hakulomake**
- **Tietoa hakijalle**

INFO

- **Tietoa yrityksestä**

YHTEYSTIEDOT

- Osoite, puhelinnumero, sähköposti, (yhteyshenkilö)

INTRANET

- Voidaan hyödyntää työvuorojen ja muun tarkeän informaation jakamiseen

REKISTERÖITYMINEN NETTISIVUILLE

- Rekisteröitymislomake
- Sähköisen asiakasrekisterin luomiseen
- Rekisteröidy ja voita kampanjat
- Linkitetään someen

NETTIVARAUS

- **Majoitus**
- Caravan alue
- Mobiilitalo
- Helppokäyttöinen ohjelma, jossa varaukset tehdään kappalemäärinä.
- (Mökit)

- **Paintball**
- Alustavat varaukset alueelle, Fantasea vahvistaa.
- Välinevuokraus ulkopuolella tapahtuviin peleihin.

AJANKOHTAISTA

- Etusivulla näkyvän ajankohtaista osion täydet tekstit

TARJOUSPYYNTÖ

- **Lomake**
- Tyyppi: yksityistilaisuus, paintball, ryhmät jne.
- Henkilömäärä
- Kesto: alkaa pvm ja klo, päättyy pvm ja kello.

- Lisätietoja
- Pyytävän yrityksen/& henkilön yhteystiedot.

KUVAGALLERIA

- **Osiot Fantasean eri palveluille ja tapahtumille**

PALAUTE

- **Lomake**
- Nimi
- Palautteen otsikko
- Viesti
- Palautteeseen vastaaminen ruksilaatikko
- Sähköposti

LINKIT

- **Yhteistyökumppanit ja some**

MEDIA

- **Sähköinen esite**

MUUTA HUOMIOITAVAA

- **Kävijäseuranta**
- **Sivujen keskinäiset linkitykset**
- **Markkinointihenkinen, myyvä tekstin sisältö.**
- **AKTIIVISUUS!**