



Use of Marketing Automation Systems in Finland

Heini Korpiniemi

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ABSTRACT

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HEINI KORPINIEMI
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The adoption of marketing automation technology is increasing quickly. Marketing automation enables centralising and automating repetitive tasks that would otherwise take a lot of resources. One of its most important goals is the ability to generate automated personalised communication. Even though the use of marketing automation is becoming more common in companies in Finland, there is not much information available about for which purposes do companies use it. The objective of this thesis was to gather information about the most common marketing automation systems and their use in Finland. The thesis commissioner was a digital marketing company, Kasvuasiaintoimisto Kansleri Oy.

The theoretical section helps to understand the big picture in the change from traditional to digital marketing. It explores the methodologies of digital, inbound and content marketing which are closely connected to marketing automation. The main research method was a survey conducted through Microsoft Forms. The survey consisted of multiple-choice and open questions. The results from the multiple-choice questions were analysed with the help of figures and tables and the open questions were analysed with the content analysis method. In addition to the survey, existing studies were also reviewed in the research.

The survey results and the information obtained from available sources showed that the most common marketing automation system was Hubspot. Hubspot is the market leader in many countries and the research proved that it applies in Finland too. The findings from the survey and the existing sources presented that ActiveCampaign, Mailchimp, Salesforce Marketing Cloud, and Oracle Eloqua were also commonly used in Finland. Email marketing, automated workflows and analytics were the most useful features among the survey respondents.

There were big differences between the features and how useful they were perceived in the businesses. Lead generation and nurturing were very useful for B2B companies while B2C companies did not perceive them as useful. Further research could investigate whether B2B companies used marketing automation differently compared to B2C companies. This could be carried out as a qualitative study where companies from both B2B and B2C markets would be interviewed.

Key words: marketing automation, inbound marketing, digital marketing

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1 INTRODUCTION

The digital era has made a significant change in the techniques of marketing. People are spending more time on their devices and surfing the internet. It has made it challenging for brands to be able to connect with their customers through all the devices. The marketing campaigns now need to be visible on many different platforms and channels in order to be successful. Getting the attention of potential customers can be ensured with the right kind of marketing strategy and the help of marketing automation. This study will go through the concept of marketing automation and investigate which marketing automation systems are the most widely used in Finland and for which purposes are marketing automation systems used.

1.1 Background

Marketing automation increases efficiency in the organisation by automating marketing tasks that would otherwise take a lot of resources (Aminoff & Rubanovitsch 2015, 94). One of its goals is to create automated personalised communications for example in the form of emails, website messages, mobile and social notifications (Chaffey & Smith 2017, 638). Using marketing automation is becoming increasingly popular amongst businesses. There are more marketing automation systems to choose from now than ever before. The systems have differences in the features, prices, broadness, and availability of user support. It is challenging for an individual company to distinguish which kind of system would best support their needs (Biegel 2009). The purpose of this research is to map out the most common marketing automation systems and how their functionalities are being utilised in companies in Finland.

The commissioner company for this thesis is Kasvuasiaintoimisto Kansleri Oy, a small digital marketing company based in Tampere, Finland. Their mission is to produce high-quality digital marketing solutions with transparent, predetermined prices. Their focus points are on paid advertising, marketing automation, web and landing pages, as well as planning and implementing customer journeys. They

also offer an online course about service design, and they hold customised webinars and live sessions on different topics related to digital marketing. (Kasvuasiaintoimisto Kansleri 2022.)

Kasvuasiaintoimisto Kansleri is interested in the topic because there is not much data available about the use of marketing automation in Finland. A lot of the information comes from sources that the marketing automation providers have created in order to make their product seem the best in the market. The idea is to research existing sources about the topic and provide data based on a survey that companies from different fields in Finland have answered.

1.2 Objective and research questions

The research aims to answer the following research questions:

- 1. Which marketing automation systems are the most common amongst companies in Finland, and why?*
- 2. For which purposes do companies use marketing automation in Finland?*

These questions are the base for the research. Many companies in Finland are using marketing automation systems and the number of marketing automation users is growing at a fast pace (Jokela 2019). The research questions are very topical because even though marketing automation is used in many businesses, there is not much data available about why companies chose the system they are using, and for which purposes they utilise it. Since there are many available systems to choose from, businesses are facing challenges in choosing the right one for their needs (Biegel 2009). The objective of this thesis is to provide information about which systems are the most used ones and for which purposes they are used in Finland. From this research, businesses can get an idea about which system could be useful for their needs as well.

This research seeks to answer the research questions with an online survey which is the main research method. In addition, the existing information about the use of marketing automation systems in Finland will be reviewed.

1.3 Methods

The data collected for the thesis is based on a survey. Some of the data was gathered from pre-existing sources such as reports, articles, books and other literature sources. The survey provides a deeper insight into which systems are the most common amongst the respondent companies and for which purposes marketing automation is used.

1.3.1 Online survey

The survey was conducted through Microsoft Forms which is a convenient tool for collecting data. A survey can be created easily, and a link can be shared directly to the survey. The results can be seen in real-time once they have been submitted. Microsoft Forms also helps with analysing the responses with built-in analytics and the results can be easily exported to Excel for further analysis. (Lee et al. 2021.) The focus was on making the survey effortless to take part in. According to Kananen (2011, 15), only the questions necessary for solving the problem should be taken into the survey. “Would be nice to know” -questions do not add any value to the research. Kananen (2011, 15) also emphasises that it is important that the survey is short and easy to answer.

The survey structure was planned so that the order was logical, and the survey only consisted of questions relevant to the research. All in all, there were eight multiple-choice questions and three open questions. The multiple-choice questions had many options to choose from, and there was an option to choose “other” that could be specified. A list of the survey questions can be found in the appendices (Appendix 1).

The first questions were about the background of the company. These questions are relevant to the research so that it might be possible to find differences between the respondents and their answers: do, for example, B2B companies use different systems compared to B2C companies or does the size of the company affect the way the automation systems are being utilised in the marketing processes.

The questions about the background consisted of the industry, size in terms of revenue, the main market (B2B or B2C) and finally, if they, in fact, use a marketing automation system. This question was asked to eliminate answers from respondents who are not familiar with marketing automation systems and whose answers would therefore not be valid. When the respondent answered “no”, they were not getting any questions about marketing automation systems, but they moved straight to the last two questions. This way, there was no risk of receiving answers from people who just felt like they needed to answer all the questions even if they were not using any automation systems (Kananen 2011, 31).

After that, the questions focus on marketing automation systems: which system are they using right now, which are the most used features, and how useful these features are in their company’s marketing. Then there are two open questions about the most significant benefits of using a marketing automation system in their company and why did they end up choosing the system they are now using.

Finally, the respondent could choose if they wanted to receive the survey results at their email address, and by choosing “yes”, they could write their email address there. It was clearly stated that the email address would only be used to send the survey results. Getting the survey results worked as a small incentive because companies might be interested in finding out which systems other companies in Finland were using and how.

Sometimes the survey questions are not being understood the same way as the author, who is already familiar with the topic, has meant them to be understood (Kananen 2011, 12). That is why before sharing the survey, it was tested by Kasvuasiaintoimisto Kansleri Oy and five business students. After the testing, some changes were made to the survey based on the feedback. For example, phrasing was changed in some questions so that any misunderstandings could be avoided.

The survey was shared on the author’s and the commissioner’s LinkedIn profiles. Some social groups related to digital marketing were searched on Facebook and LinkedIn. The survey was shared in those groups to gain visibility from the right

target groups. Below is a table that shows how the research questions and the survey questions are linked (Table 1).

TABLE 1. Research questions and survey questions.

Research question	Survey question
Which marketing automation systems are the most common amongst companies in Finland and why?	Which marketing automation system is being used in your company?
	Why did your company choose the system you're now using?
For which purposes do companies use marketing automation in Finland?	What are the most used features in your company?
	How useful are the system's features in your company? (Likert chart)
	What are the most important benefits from using a marketing automation system in your company?

The survey questions were considered carefully to answer the research questions (Table 1). The survey questions about which marketing automation system the company is using and why it was chosen, answer the first research question directly. The second research question is answered by three survey questions: what are the most used features, how useful they are and what are the most important benefits from using marketing automation in the company.

1.3.2 Data analysis

The survey results were first evaluated with the help of the Microsoft Forms read-made charts and figures. Then the results were exported into an Excel file where they were further analysed. The answers were organised so that it was easy to create figures and tables from the data. The results were visualised because it helped with defining similarities and differences between the answers. After the results were in a visual form, it was clear to determine for example how useful the different features were for the companies.

Content analysis was used as the primary data analysis method for analysing the answers to the open questions of the survey. Traditional content analysis means going through the material and finding the core meaning in the textual or visual material. (Kananen 2014, 126.) The results were examined carefully and divided into similar themes. Recognising similarities in the answers helped with defining the central components in the results.

1.4 Thesis structure

This thesis is divided into five chapters. The first chapter focuses on the background for choosing the topic, the objective, research questions and data collection and analysis methods. The second chapter follows by defining the concepts and methodologies connected to marketing automation. These include digital, inbound and content marketing. The third chapter focuses on marketing automation. It goes through the concept of marketing automation, the main features, and the use of marketing automation in Finland based on the findings from the existing sources. It also introduces some of the marketing automation systems.

The fourth chapter is about the findings. It goes through the survey results: the respondents' backgrounds, the most common marketing automation systems, reasons for choosing a specific system, benefits, and the most used features. The fourth chapter also puts together the findings from both the previous studies and the survey. The idea of the fifth and last chapter is to answer the research questions introduced at the beginning of the thesis and to form a conclusion of the findings and theories. It also considers ethical viewpoints, the reliability of the study and suggests future research topics.

2 DIGITAL, INBOUND AND CONTENT MARKETING

There is an ongoing change happening from traditional to digital marketing. The idea of this chapter is to form an understanding of the change in the marketing methods. Digital, inbound and content marketing methodologies are closely connected to marketing automation and create a base for understanding the digital change that marketing automation is also a part of. This chapter addresses both B2B and B2C marketing. Some sources, however, focus only on B2B marketing. These are specified in the text.

2.1 Digital marketing

Traditional marketing methods have lost some of their power to digital marketing. It is a necessity for businesses to invest in digital marketing. If a business did not have an online presence, was it a website or social media accounts, it would almost be the same as if the company did not exist. If their website is not working well or is outdated, it gives an unreliable picture of the company. (Kinnunen 2018.)

Digital marketing refers to targeted, measured and interactive marketing done in a digital form. This covers, for example, social media, websites, search engine advertising and blogs. (Aminoff & Rubanovitsch 2015, 111.) Some of the essential aspects of digital marketing are its adaptability and agility. It is easy to test different marketing methods, learn which implementations work best, and adapt the marketing to give the best results. (Pyyhtiä et al. 2013, 92.)

Data and analytics have adopted a central role in marketing. Digital marketing is an ongoing process that requires efficient measurement and analysis of the marketing process as well as functional evaluation of the results. Digital marketing aims to increase the efficiency of marketing. Analytics can help with forecasting the marketing needs and direction. (Pyyhtiä et al. 2013, 31, 101.)

One of the goals of digital marketing includes better understanding customers and having an ongoing discussion with them. It helps with creating a customer-centric business. (Chaffey & Smith 2017, 14.) Being customer-centric is essential because customers are now better informed than ever before. They are constantly searching for information, for example, about lower prices, better quality and better products. (Kinnunen 2018.)

Many sources about the digital change in marketing focus on the benefits and good sides of it. Grubermann, Rimscha and Siegert (2017) challenge the idea that the digital change would only be making the advertising and marketing better. It is easy to collect data and track the online activities of the customers. Tracking is one of the biggest opportunities for marketers because it enables personalisation of the content. However, it also raises questions of privacy. From an ethical point of view and legal perspective, it is important that businesses are transparent with the process of collecting and using customer data. However, it may be challenging to be completely transparent with the data collection because the amount of data at hand increases constantly. It is also challenging for businesses to understand which data to store and how to utilise it. (Grubermann et al. 2017, 19, 161, 179.)

2.2 Inbound marketing

The issue with traditional outbound marketing approaches, such as telemarketing and TV commercials, is that those are interruptions that people are becoming better and better at ignoring (Halligan & Shah 2014, 27). People do not want to be interrupted by push ads while they are watching tv or surfing the internet. There are ad blockers available for browsers and apps recognise if the number calling is a salesperson. Even many of the mailboxes have a note saying “no ads”. People do not like to feel like they are being pushed to make a purchase. People are surfing the internet and making their own rules, deciding exactly what they wish to consume online (Sinha & Foscht 2007, 172).

That is why traditional marketing is hopping out of the way of inbound marketing. Whereas traditional marketing is product-centric, focuses on having the power

within the brand and creates interruptive “push” messaging to catch the attention of a customer, inbound marketing focuses on being customer-centric by creating “pull” messaging that attracts the customer (Miller 2015). This way, the customer has the power and can decide whether they want to know more about the company and their offerings.

As individuals can now easily decide what type of information they want to consume online, they have the power to make their own purchasing patterns as well. Therefore, it is important for businesses to apply inbound marketing methodology to their own marketing strategy in order to make the marketing more fruitful for both the customer and the company. (Miller 2015.)

There are three examples of the ways that the inbound methodology can be applied in the company: by attracting the customers with meaningful content that makes them want to engage with the business, by engaging the customers with insights and solutions that meet their pain points and goals, so they want to go forward with their purchase and lastly, by helping the customer feel delighted with their purchase (Hubspot 2021). Inbound marketing aims to build a relationship between the company and the customer.

2.3 Content marketing

Content marketing is a component of inbound marketing. It is a strategic process that aims on creating and sharing valuable, relevant and consistent content. The goal is to attract and engage a specific, well-defined audience and essentially lead to profitable customer action. It is not effective to share content to people who are not interested in the topic, and it might even be destructive. (Champion 2018.)

Content marketing builds a relationship between the customer and the company. It is all about creating content that the target audience values. It is not just about marketing the products or services. The main idea is to create helpful, entertaining or meaningful content that the audience enjoys and can learn from. (Champion 2018.)

The digital ways of sharing content in multiple channels have developed an issue with disinformation. Businesses can for example share information that is overstated, missing important details or even falsified. (Grubermann et al. 2017, 39.) This can for example be greenwashing or not being transparent which conditions the products have been made in. Since businesses create their own content and can share it in multiple channels, they have an important role from an ethical standpoint to inform and avoid misinforming (Grubermann et al. 2017, 39).

According to Keronen and Tanni's (2013, 86) book about B2B content strategy, people do not often recognise which qualities make the product or service better than other similar products or services in the market. Additional value can be brought to the customer with content that specifies why a product fits the customer and why it is better for them than some other similar product. The excellence of the products can often be recognised only after they have been fitted to the customer's needs (Keronen & Tanni 2013, 86).

To create a relationship with the customer, they must first find the content online. And for that to happen, the content must be published. Being found online might take a surprisingly long time. The results from content marketing do not come overnight; they grow over time. Content has an essential role in pulling the target audience from one stage of the inbound methodology to another. This means that it is content that firstly attracts the potential customers to visit the website, engages them with information about the value that will be provided to them and finally delights them and makes them want to build long-term relationships with the company. (Champion 2018.)

Content marketing and inbound marketing are very similar. They both aim to empower potential customers, create valuable content and build long-lasting relationships with the company (Champion 2018). In order to be recognised by a searcher, the company must be visible when information is being searched for but also stand out to awaken the interest (Keronen & Tanni 2013, 83). The content produced by the company must be coherent and active to keep the customers interested in the company's actions and offerings (Champion 2018). This is

where marketing automation comes to help. According to an article that focuses on B2B content marketing, marketing automation helps with delivering consistent, engaging and continuous content (Järvinen & Taiminen 2015). The different aspects of marketing automation will be covered more thoroughly in the following chapter.

3 MARKETING AUTOMATION

This chapter forms an understanding of marketing automation as a concept. The text is applicable both to B2B and B2C areas. The chapter introduces the most typical features connected to marketing automation and explains what they mean. Previous studies are reviewed to create an idea of what is known about the use of marketing automation systems in Finland. A few of the most common marketing automation systems are also presented here.

3.1 Marketing automation as a concept

Marketing automation is a part of the inbound methodology. It is based on a customer-centric way of approaching the potential customer (Aminoff & Rubanovitsch 2015, 88). Marketing automation combines content marketing, online advertising, email marketing and other marketing initiatives into one software which makes it possible to track leads from acquisition to conversion (Gunelius 2018, 22). This enables centralising and automating certain tasks that would otherwise take a lot of resources such as human power, time and money. The efficiency in the organisation increases, which results in fewer resources going to waste. (Aminoff & Rubanovitsch 2015, 94; Gunelius 2018, 22.)

For centuries, automation has been used to control industrial processes. The same principles can now be applied to marketing communications and relationship management, thanks to advances in digital technology (Chaffey & Smith 2017, 540). The origins of marketing automation may be traced back to the business-to-business sector (Heimbach et al. 2015). In the 1990s, the launching of the first CRM (customer relationship management) software platform resulted in increased market exposure for automation in the marketing processes (Biegel 2009). CRM platforms were created with the goal of linking marketing and sales business information to obtain efficiency, insight and control over the sales process (Biegel 2009). Marketing automation goes beyond concepts such as CRM and email marketing since marketing automation seeks to employ many data sources to build real-time communication for all the different touchpoints in the

customer journey (Heimbach et al. 2015). This enhances lead tracking so a business can better understand which marketing techniques give the best results and make changes according to them (Gunelius 2018, 22).

With marketing automation, the essential features of B2B marketing can be brought to the B2C area by delivering customised content and offers such as personalised discounts to customers (Heimbach et al. 2015). One of the most important goals of marketing automation is the ability to generate automated personalised communication. The system recognises whether a prospect lands on the website from a newsletter, a search engine or, for example, social media. This data about the online behaviour is collected, and the progress in the buying process can be analysed. This helps with optimising the content and delivery of marketing messages. (Aminoff & Rubanovitsch 2015, 95, 96.)

With the segmentation features, it is possible to make sure that the target audiences receive the most relevant content at the right times (Gunelius 2018, 22). The suspects, prospects, leads, as well as already existing customers, can be segmented into different groups, and each group is approached and addressed in an optimal way. The segmentation helps with gaining an understanding of how each group is interacting with the organisation at the different touchpoints of the customer journey. (Aminoff & Rubanovitsch 2015, 99.)

The adoption of marketing technology is increasing steadily. Still, businesses face challenges in choosing the tools their marketing would need and thereby choosing the right system for their needs from the variety of choices that exist (Biegel 2009).

3.2 Marketing automation features

Marketing automation systems have differences in the selection of features they offer. This subchapter introduces the most typical features that appear in sources addressing marketing automation.

Email marketing

Email marketing is frequently regarded as one of the most significant internet marketing tools for businesses. In marketing automation, email marketing is a convenient feature that helps with creating designs for emails and newsletters and makes it easy to send these to target groups and prospects. With the email marketing feature, it is possible to automate deliveries of emails according to a predetermined schedule or a trigger that is automated, for example, if a prospect clicks a certain link. Certain customer behaviour triggers an action where an email with relevant content is sent to the prospect in real-time. The email marketing feature also includes analytics of, for example, how many of the receivers, in fact, opened the email and how many opened the links included in the email. (Miller 2012.)

Search engine optimisation (SEO)

Search engines are the most used tools for seeking information. Most people only look at the first page of the search results. Therefore, it is essential to be ranking high on the list. Search engine optimisation (SEO) aims to improve rankings and, that way, grows visitor volume on a website. (Darie & Sirovich 2007.) A higher ranking can be gained with the right choice of keywords (Chaffey & Smith 2017, 369). If searching, for example, for a rental apartment, the search engine gives suggestions based on the specific keywords and the companies that have optimised those keywords appear first in the results.

Here are examples from Hubspot about what SEO in marketing automation means in practice: the SEO tool gives recommendations on actions that could improve it. It can give optimisation advice during the content creation and measure the return on investment of the SEO. (Oetting 2022.) A system can also track how a business is ranking for keywords on the main search engines and present graphs of how the used keywords are ranking (Miller 2012).

Lead generation

Lead generation is one of the main goals of online marketing (Zumstein et al. 2021). Lead generation refers to the process of finding new leads and turning them into customers. It is the most effective when done with the help of marketing automation or other IT tools (Järvinen & Taiminen 2015.) Marketing automation helps with acquiring customers early in the customer journey (Zumstein et al. 2021).

The digital sales funnel consists of attracting the customer, getting them to engage with the business and finally making a purchase decision. Lead generation aims to get the prospects to move to the level of engagement and to keep them there with interesting content, personalised deals and other ways of bringing value to the prospect. This all is done to get them closer to making a purchase. (Leboff 2016, 92-95.)

In marketing automation, lead generation means organising and managing marketing activities and campaigns across many channels. This covers, for example, advertisements online, virtual events and social media. (Miller 2012.)

Lead nurturing

Lead nurturing means the process of transforming marketing leads into sales leads (Järvinen & Taiminen 2015). The purpose is to support and nurture leads, turn them into future sales, and create nurturing campaigns for existing customers (Michiels 2008). Leads can be nurtured with well-timed, relevant, and engaging content that helps the lead with making a purchase decision. Leads can be stimulated with simple actions such as addressing the contact by name and interacting in their local language. The content can also be based on a lead's behaviour online. (Järvinen & Taiminen 2015.)

In addition to guiding the contact towards a purchasing decision, another goal of lead nurturing is to learn more about the contacts and, that way, deliver more targeted content to them. The prospect's online path is tracked by a marketing

automation system, yielding a clearer picture of the topics the prospect is actually interested in. This data is utilised to provide more precisely tailored content to the prospects. (Järvinen & Taiminen 2015.)

Marketing automation collects information about the customer's needs and interests and nurtures leads by guiding them through the customer journey. In this sense, marketing automation encourages the formation of long-term, high-quality customer connections. (Zumstein et al. 2021.) Ways to deliver the nurturing content to the leads and customers are, for example, social media and newsletters sent via email (Mailchimp 2022).

Paid and organic social media marketing

Paid social media marketing drives sales and makes advertising faster and more visible. Examples of paid social media ads are pay-per-click advertising, display ads and content created by a brand or an influencer. The paid posts can be recognised from the "sponsored" tag. (Coleman 2020.)

Organic social media marketing is slower compared to the paid. It takes time to figure out the algorithms of the social media platforms. (Coleman 2020.) However, organic social media marketing is cost-effective because it does not cost anything to post, for example, on Instagram and Facebook.

Was it paid or organic social media marketing, with a marketing automation system, a company can manage all the paid social media ads and organic posts from one place. (Coleman 2020.) A marketing automation system helps with creating the posts as well as scheduling them and finally getting insights that can help with developing the posts and campaigns (Mailchimp 2022).

Automated workflows

Creating workflows helps with segmenting the company's contacts and automating the tailored communication to each segment. The leads can also be offered

content based on how they have interacted with the digital content of the company. (Alonso 2020.)

With marketing automation, it is possible to automate repetitive tasks such as sending emails. Certain customer behaviour can be set to trigger a predetermined action. There can be multiple rules that determine what type of content the recipient will receive on each occasion. (Heimbach et al. 2015.) The actions can also be internal. For example, a salesperson can receive a notification of a new lead. (Alonso 2020.)

A simple example of an automated workflow action is a thank you message (Alonso 2020). For example, when a person subscribes to the company's newsletter, they will receive a thank you message. If the recipient opened the links in the message, it would show their interest in the content, and the sales team could receive a notification of a new lead. Another example could be when a customer has added products to their online shopping basket but has not moved on with their purchase. A few days later, they could receive a notification when the products they had selected were on sale.

Measurements and analytics

Marketing automation measures and analyses the data of a company's online presence. The system collects user data such as how often the user visits the company's website and whether they come to the website via a search engine, a link on an email or, for example, social media (Miller 2012).

The analytics help with learning from the prospects as well as developing the email marketing actions by making them more personalised and targeted. Analytics help with tracking the objectives, performance, and expenses to determine the return on investment (ROI), and that way help with improving these actions. (Miller 2012.) A marketing automation system can create reports on marketing actions such as campaigns. When the information is managed properly, it can be funnelled to sales, or it can be used internally to evaluate the marketing performance and develop future campaigns. (Biegel 2009.)

Managing marketing campaigns

Campaign execution refers to the process of delivering marketing messages to the defined recipients. The goal of marketing campaigns is to improve sales conversion by targeting the right prospect with the right content. (Biegel 2009.)

Marketing automation helps with creating and designing campaigns across multiple channels. There can be templates to help with designing the campaign. In addition, workflows can be set to automate the campaign execution. For example, campaign notifications such as reminders of an event can be sent to the leads. Analytics and reporting are also an important part of campaign management. They help with understanding the campaign performance. (Oracle Eloqua 2022.)

Landing pages

A landing page refers to the website that a person lands on after clicking on a link, for example, on an email. Landing pages are an essential component of marketing campaigns. Recipients of a certain marketing message can be led to a customised landing page. This will result in higher conversion rates as compared to if the landing page was just the generic home page of the company. Many marketing automation systems include a feature with a graphical interface that makes the designing of landing pages easy. (Miller 2012.)

3.3 The use of marketing automation in Finland

According to a study carried out by Vainu, in 2015, only 300 companies were using marketing automation tools in Finland. The same study was conducted in 2019 and the number of businesses using marketing automation was 5 929, nearly 20 times more than in 2015. (Jokela 2019.) The amount of marketing automation users is increasing quickly.

According to a study conducted by an IT consulting firm, Roger Studio Oy (2020), 37% of Finnish companies were using a marketing automation system in 2020,

of which 95% were satisfied with the benefits that it had brought to their business. The study proposes that the three most used systems in 2020 were (Figure 1):

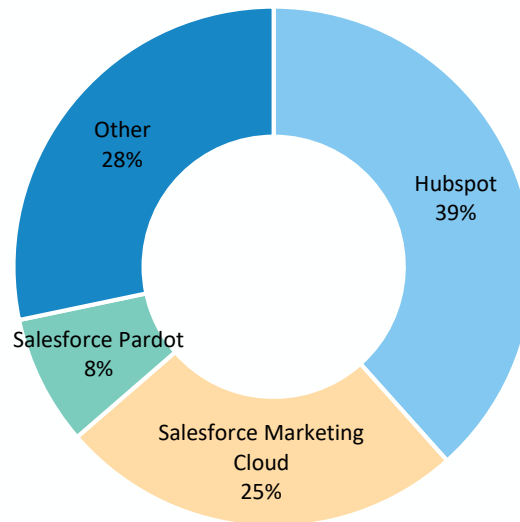


FIGURE 1. The most used marketing automation systems in Finland in 2020 (Roger Studio 2020, edited).

Figure 1 shows that Hubspot, with over a third (39%) of the answers, was the most used system. Salesforce Marketing Cloud was a close second with a quarter (25%) of the answers, and Salesforce Pardot was third with 8% of the answers. (Roger Studio 2020.)

Vainu's latest study from 2019 shows the market shares of the marketing automation systems in Finland:

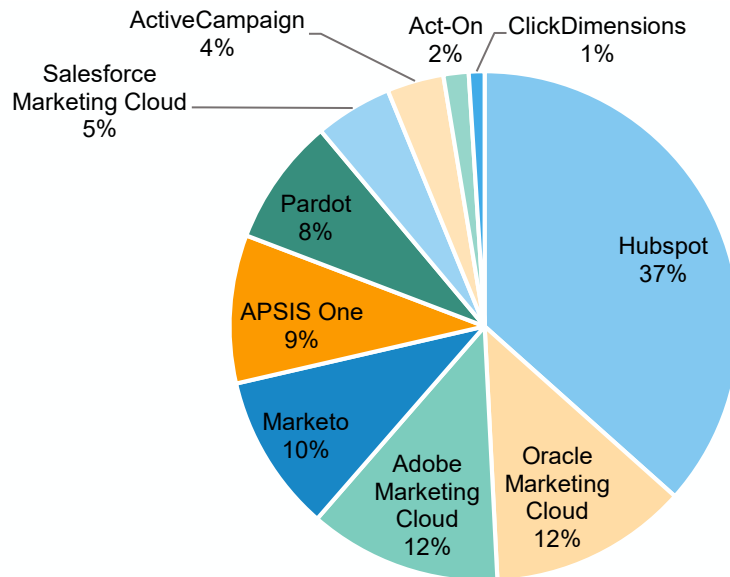


FIGURE 2. Market shares of marketing automation systems in Finland in 2019 (Jokela 2019, edited).

As seen above (Figure 2), Hubspot had claimed the most significant market share in Finland, with over a third (37%) of the share. Oracle Marketing Cloud and Adobe Marketing Cloud (today known as Adobe Experience Cloud) share second place, both with 12% of the market share. The third place was taken, with 10% of the market share, by Marketo, which is now a part of Adobe Experience Cloud. (Jokela 2019.)

The BuiltWith (2022) website statistics show the following four marketing automation systems as the most used ones in Finland:

1. Hubspot
2. ActiveCampaign
3. Klaviyo
4. Adobe Marketing Cloud.

The statistics confirm that Hubspot is the most used marketing automation system today (BuiltWith 2022). The BuiltWith website statistics also considered platforms that do not categorise as marketing automation by definition. Therefore, the usage percentages could not be considered in the list above. However, the list shows the order of the most commonly used marketing automation systems.

The mentioned studies show a different order in the most common marketing automation systems. Hubspot is the number one in all of them but after that the order varies. What is known is that the systems mentioned in the studies are used in Finland. Since the studies were conducted in different years, the market has most likely changed, which would explain the differences in the order. The studies also might have been using a different sampling or considering different aspects of marketing automation.

According to the existing information, it can be concluded that there are data available about which systems are the most common in Finland. However, these sources do not elaborate why the systems were chosen in the companies, for which purposes they were used and what were the benefits to the businesses.

3.4 Introduction to different marketing automation systems

The amount of existing marketing automation systems is constantly growing. This subchapter introduces a few of the most used marketing automation systems that are mentioned in this research.

Hubspot

Hubspot is one of the leading marketing automation systems worldwide. It has multiple tools in one platform. Hubspot allows the user to control many marketing channels and activities at once. (Aminoff & Rubanovitsch 2015, 103.) Hubspot is suitable for all the businesses. However, it is starting to have its main focus on medium-sized and large companies (Saarinen 2019).

According to Saarinen (2019), the main features of Hubspot are:

- search engine optimisation
- email marketing
- automated workflows
- analytics
- social media marketing and reports

- landing pages and forms
- blogs
- lead generation and nurturing
- contact segmentation
- chat or chatbot
- API.

In addition, other software can be integrated to Hubspot. Hubspot also offers support via email, phone and a chat, and they have learning material for the users.

One of Hubspot's biggest strengths is its user-friendly interface. The system has multiple different features in one place but is still easy to use. Its biggest weakness considering smaller companies, is its price. Hubspot offers a free trial, and the price is set according to the features and number of contacts, but the license price may be a big investment for small enterprises. (Saarinen 2019.)

ActiveCampaign

ActiveCampaign is a popular marketing and sales automation tool that is suitable for small and medium-sized businesses. According to Saarinen (2019), its main features are:

- email marketing
- lead generation, scoring and segmentation
- analytics
- automated workflows
- API.
- Landing pages and forms (ActiveCampaign 2022).

ActiveCampaign can also be integrated to other software. It offers support to the user via phone, chat and email, and they also offer material to help with the use of the system. (Saarinen 2019.)

According to Saarinen (2019), ActiveCampaign's strengths are its user-friendly interface, its email workflows and low prices. As a weakness, its email marketing tool was stated as being old-fashioned (Saarinen 2019).

Salesforce Pardot

Salesforce Pardot is best used when the sales cycle is longer. That is why it is often considered a B2B tool. (Mazalon 2021.)

According to Mazalon (2021), the key features that Salesforce Pardot includes are:

- email marketing
- landing pages and forms
- personalisation
- lead generation, scoring and segmenting
- lead nurturing
- social publishing.

Salesforce Pardot also offers learning material and user support via email and phone (Saarinen 2019).

Salesforce Pardot's strengths lie in the Salesforce integrations and workflows that are easy to create and offer many opportunities (Saarinen 2019). The software can be managed by a certified Pardot user and does not require further expertise (Mazalon 2021). According to Saarinen (2019), a weakness is that it has an old-fashioned user interface, and the price is high. Because of the price and the complexity of the system, it could be more suitable for medium-sized and big companies.

Salesforce Marketing Cloud

Different from Salesforce Pardot, Salesforce Marketing Cloud is best used when the sales cycles consist of transactional purchases across many channels. That is why it is considered more of a B2C tool. (Mazalon 2021.)

According to Mazalon (2021), the key features of the Salesforce Marketing Cloud are a bit different from Salesforce Pardot:

- email marketing
- landing pages and forms
- personalisation
- transactional messaging (triggered by a customer behaviour)
- predictive recommendations on purchasing
- analytics
- digital advertising
- social publishing
- API.

Data management is slightly more complex on Salesforce Marketing Cloud compared to Salesforce Pardot and it might require specialisation. The price is also higher than the Pardot's. (Mazalon 2021.)

Mailchimp

Mailchimp is suitable for smaller businesses for its low prices and easy-to-use interface. According to Mailchimp's website (2022), its main features are:

- email marketing
- landing pages and forms
- automated workflows
- lead generation and segmentation
- lead nurturing
- social media marketing
- website management
- behavioural targeting.

Other tools can also be integrated with Mailchimp such as CRM. Mailchimp offers a free plan for up to 2000 contacts. It offers user support to paying customers via chat, email and phone. Mailchimp also provides a lot of learning material to help users. (Mailchimp 2022.)

4 FINDINGS

The survey was answered by people who were already familiar with using a marketing automation system. Overall, 40 people answered the survey, of which four people answered that they are not using any marketing automation systems at their company. Therefore, there are 36 answers that are relevant to the research and only these answers were analysed.

4.1 Background of the respondents

The scope of the respondents' industries was wide (see figure 3).

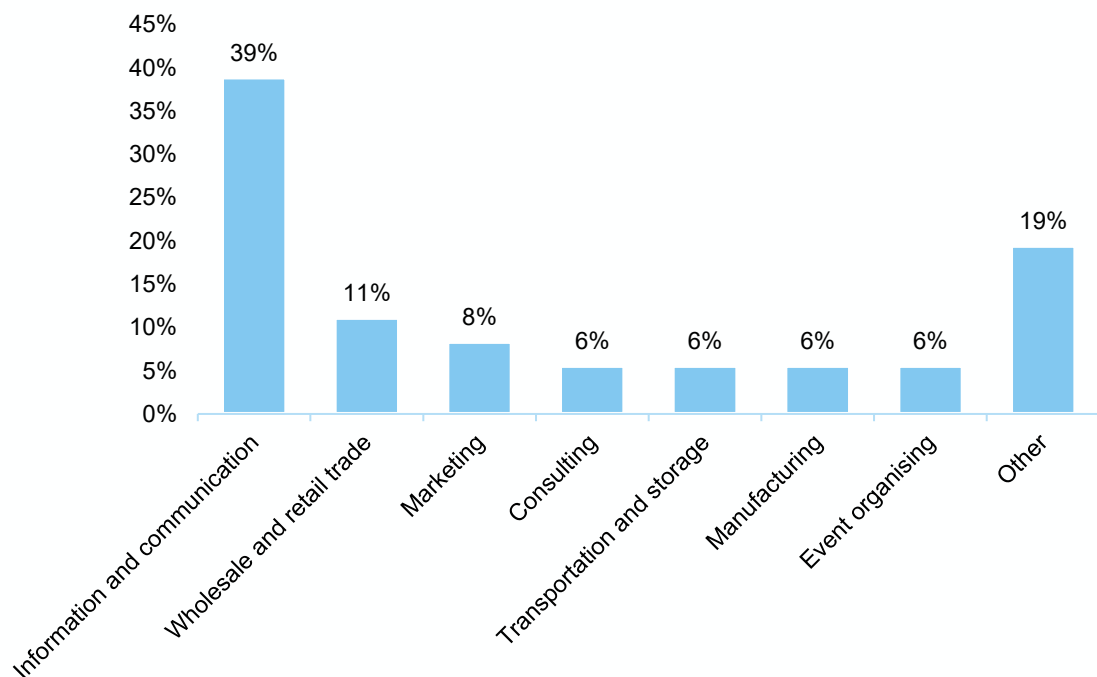


FIGURE 3. Industries of the respondents.

As seen in the figure above (Figure 3), the main industry was information and communication, with over a third of the responses (39%). After that, there were no significant differences between the industries. 11% categorised as wholesale and retail trade and 8% as marketing. Various other industries participated in the survey, such as consulting, transportation and storage, manufacturing and event

organising. There were also singular responses from industries such as education, media, wellness, and construction.

Below, the company sizes of the respondents can be seen (Figure 4).

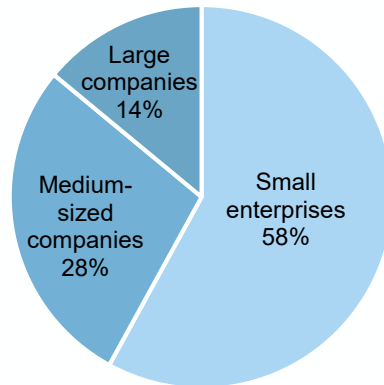


FIGURE 4. The size of the respondents' companies.

Most of the respondents' companies were small and medium-sized enterprises (86%). It does not come as a surprise since most of the companies in Finland are small or medium-sized (Yrittäjät 2019). More specifically, over half (58%) were small enterprises, and 28% were medium-sized (Figure 4). 14% of the respondents' companies were large.

Most respondents (78%) were mainly in the B2B market (Figure 5).

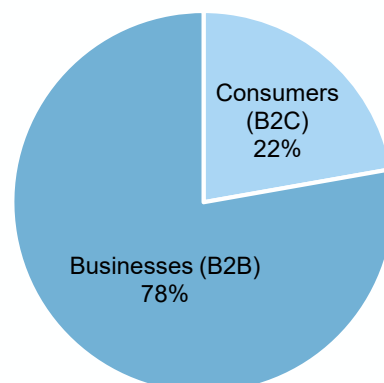


FIGURE 5. The main market of the respondents.

Only about a fifth (22%) of the respondents had B2C as their main market (Figure 5).

4.2 Most common marketing automation systems

Based on the answers of the respondents, the most widely used marketing automation systems are presented below in Figure 6:

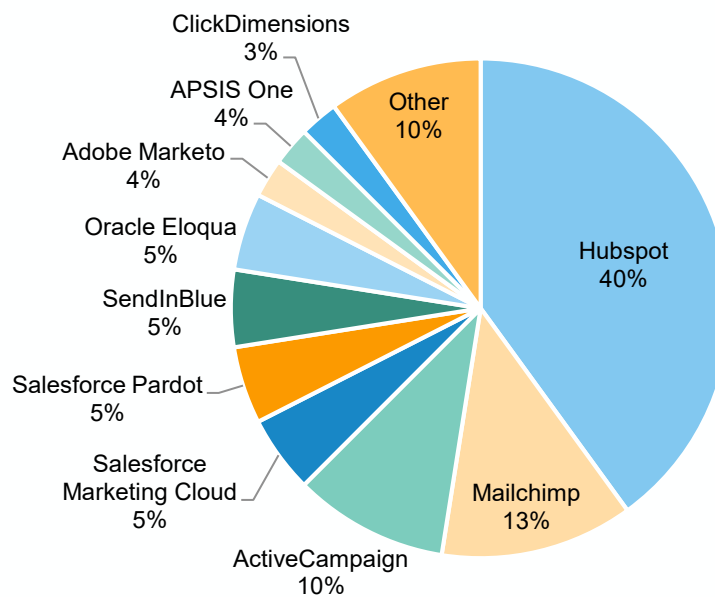


FIGURE 6. The most common marketing automation systems.

The response group's most common marketing automation system was Hubspot, with 40% of the answers (Figure 6). Mailchimp took the second spot with 13%, and ActiveCampaign was the third with 10% of the answers. After that, there were no remarkable differences in the results. Salesforce Marketing Cloud, Salesforce Pardot, SendInBlue and Oracle Eloqua all had 5% of the answers. Adobe Marketo, APSIS One, and ClickDimensions had 2,5% of the answers.

17% of the companies answered that they are using more than just one system. Similarities in the system combinations could not be identified, however.

4.2.1 Reasons for choosing a marketing automation system

There were some similar factors affecting the choice of a marketing automation system. The points that appeared the most in the responses are presented below.

TABLE 2. Reasons for choosing a marketing automation system.

The system	Reasons for choosing the system
Hubspot	<ul style="list-style-type: none"> - large selection of different tools - good quality-price ratio - high ranking in the market - easy-to-use interface - good user interface - possibility to integrate with other systems - Customer Relationship Management (CRM) - previous experience with Hubspot - possibility to expand the use, if needed
Mailchimp	<ul style="list-style-type: none"> - email marketing - affordability
ActiveCampaign	<ul style="list-style-type: none"> - good value for money - affordability - easy to use
Salesforce Marketing Cloud	<ul style="list-style-type: none"> - possibility to utilise complex data
SendInBlue	<ul style="list-style-type: none"> - easy to use - versatility of tools - good quality-price ratio
Adobe Marketo	<ul style="list-style-type: none"> - easily integrated with a CRM software
ClickDimensions	<ul style="list-style-type: none"> - good quality-price ratio - CRM compatibility

As seen in Table 2, overall, the most important factors affecting the choice of a marketing automation system were affordability, easy-to-use interface, selection of tools, and whether it could be integrated with a Customer Relationship Management (CRM) software. A vast majority answered that the price of the system was a big factor affecting the choice. The price was emphasised especially among the respondents who were using Hubspot, ActiveCampaign or Mailchimp.

The user-friendliness was also a big factor why a system was chosen. Most of the respondents who were using Hubspot, ActiveCampaign or SenInBlue stated that it was one of the reasons the system was chosen. A few of the respondents were not sure why their company had chosen the system they were using. A couple of these answers specified that the respondents were not a part of the decision process when the system was chosen, or they were not working at the company yet.

4.2.2 Benefits of using marketing automation

There were many common themes in the benefits of marketing automation. About a third (36%) of the respondents had mentioned some lead management activities as benefits. These included lead generation, scoring and nurturing. In a couple of answers email marketing was specified as an important part of lead nurturing.

According to a few of the respondents, another important benefit was the fact that everything is in the same system and information can be shared easily between marketing and sales teams. It was pointed out by a few of the respondents that it saves time when different actions can be automated. Actions can be created and scheduled in advance, which allows the employees to move on to the next tasks. A couple of the answers stated that operations become more efficient when the amount of manual work can be reduced.

Analytics was also a factor that was emphasised in a few of the responses. For example, it was said that the effect of each marketing activity can be measured precisely with analytics and it is efficient when the activities and analytics are in

the same software. One respondent also specified analytics as an important tool for making data-based marketing decisions.

A few of the responses also had a mention of the possibility of targeting and creating personalised communications. One of the respondents said that marketing automation enables personalised marketing communication across channels when relevant content reaches the right customers at the right channel at the right time. It was also pointed out that it makes the customer experience better and increases sales. Other benefits that were mentioned in a couple of the responses were that marketing automation is cost-effective, sending newsletters is easy, and emails can be sent to big groups at once.

4.3 The most useful features according to the survey

Below can be seen which features of marketing automation were the most used among the respondent group (Figure 7).

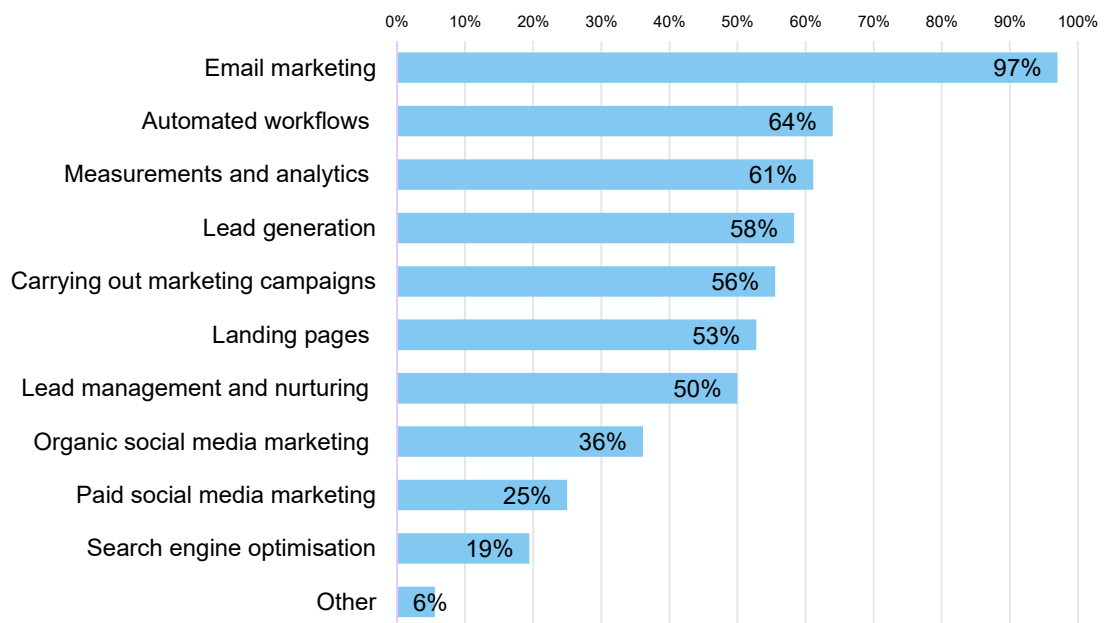


FIGURE 7. The most used features among the respondents.

Email marketing was the most used feature based on the answers to the survey (Figure 7). Up to 97% said email marketing was one of the features they were using the most. Over 50% of the respondents marked the following features as

their most used ones: automated workflows, analytics, lead generation, carrying out campaigns, landing pages and lead nurturing. Organic and paid social media marketing and search engine optimisation were not used so much at the respondents' companies.

The results of how useful the companies perceive the features can be seen in Figures 8-17.

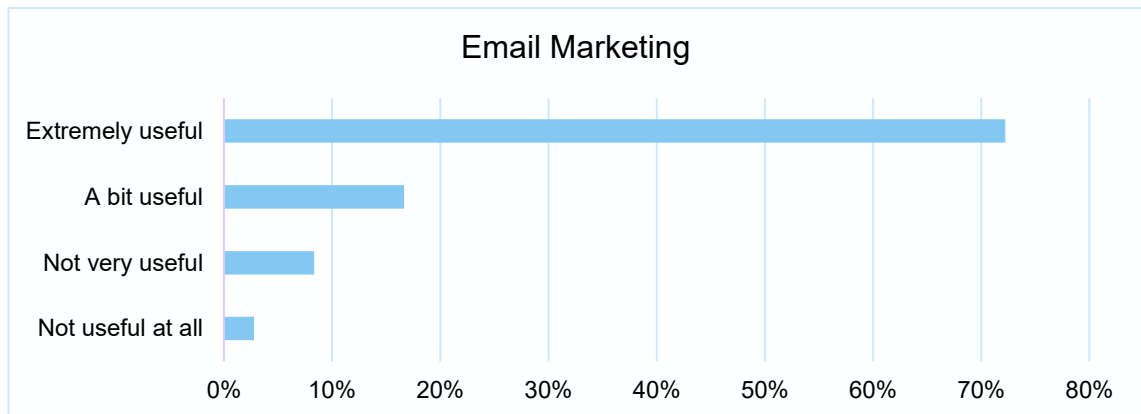


FIGURE 8. Email marketing.

Most of the respondents (72%) answered that email marketing is extremely useful for them, and 17% said it was a bit useful (Figure 8). Altogether 12% thought it is not very useful or useful at all for their business. No one answered that the system they are using does not have email marketing as one of the features. This tells that email marketing is an essential quality in marketing automation.

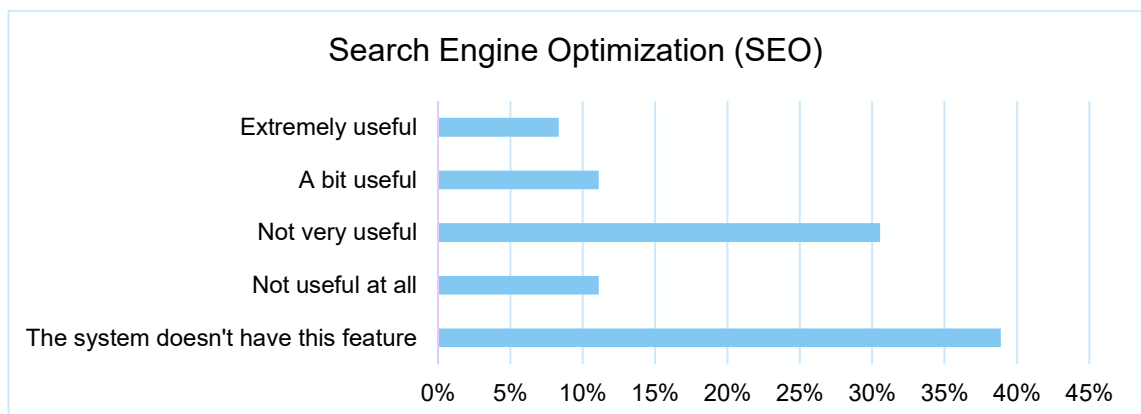


FIGURE 9. Search engine optimisation.

Over a third (39%) of the respondents answered that the system they are using does not have search engine optimisation as a feature (Figure 9). 31% said the feature was not very useful for their business. Only a fifth (19%) thought SEO is extremely or a bit useful for them.

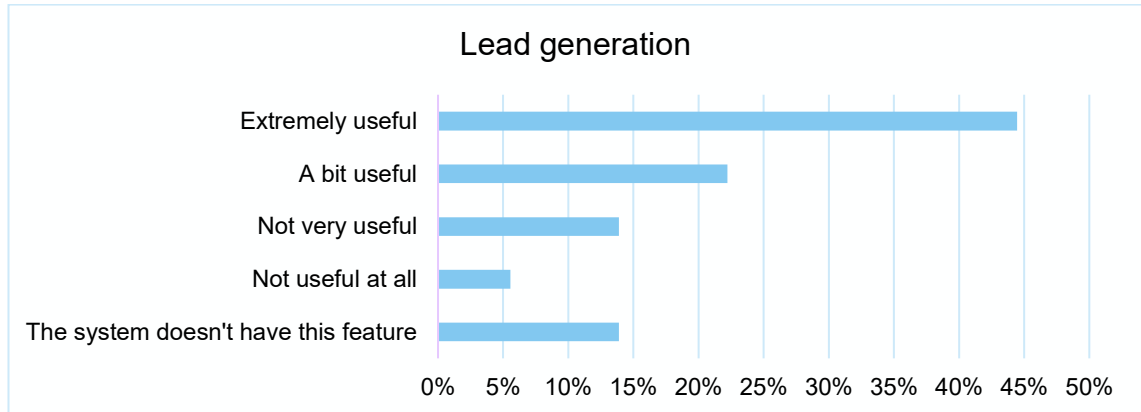


FIGURE 10. Lead generation.

Nearly half (44%) answered that lead generation is extremely useful for them, and 22% thought it was a bit useful (Figure 10). 14% did not find lead generation very useful for them, and 6% said it is not useful at all. 14% answered that their system does not have lead generation as a feature.

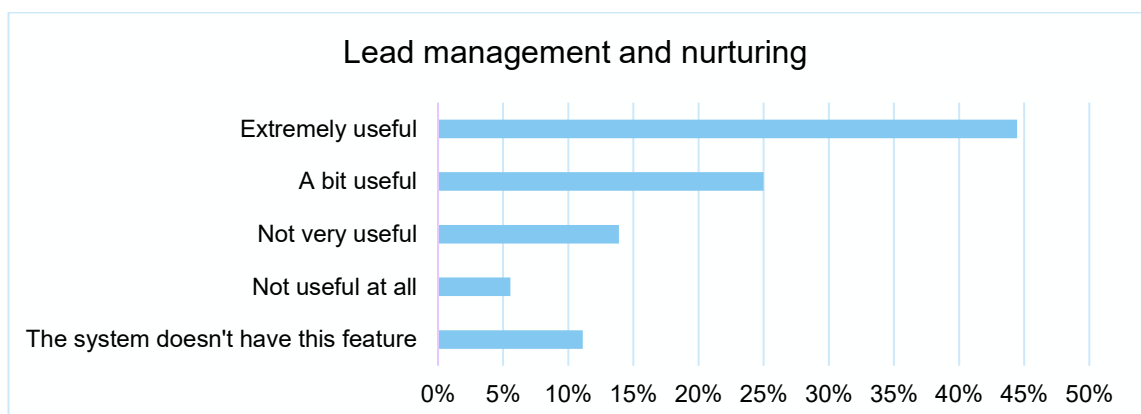


FIGURE 11. Lead management and nurturing.

Lead management and nurturing were extremely useful, according to almost half (44%) of the answers (Figure 11). A quarter (25%) responded it being a bit useful.

Altogether a fifth (20%) of the respondents thought it was not very useful or useful at all. 11% said their system does not have the feature.

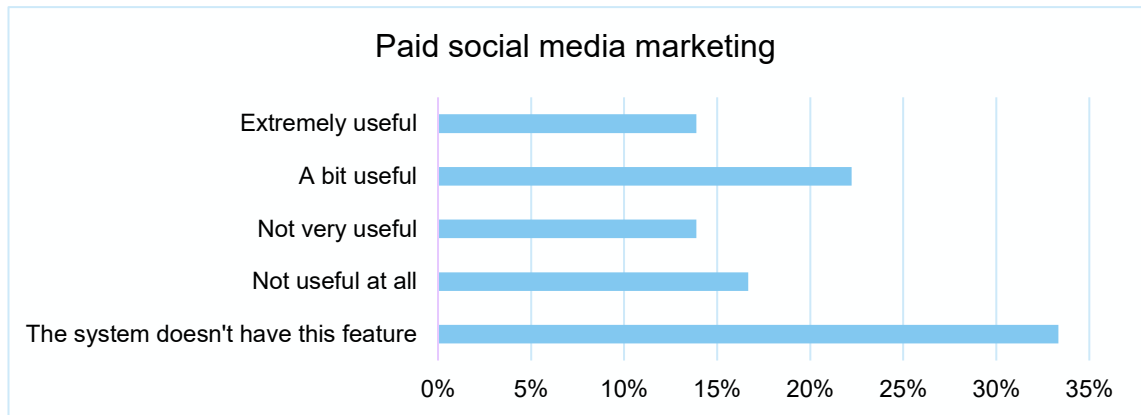


FIGURE 12. Paid social media marketing.

A third (33%) responded that their system does not have paid social media marketing as a feature (Figure 12). 22% found it a bit useful, and 14% thought it was extremely useful for them. According to 14%, it was not very useful, and 17% thought it was not useful at all.

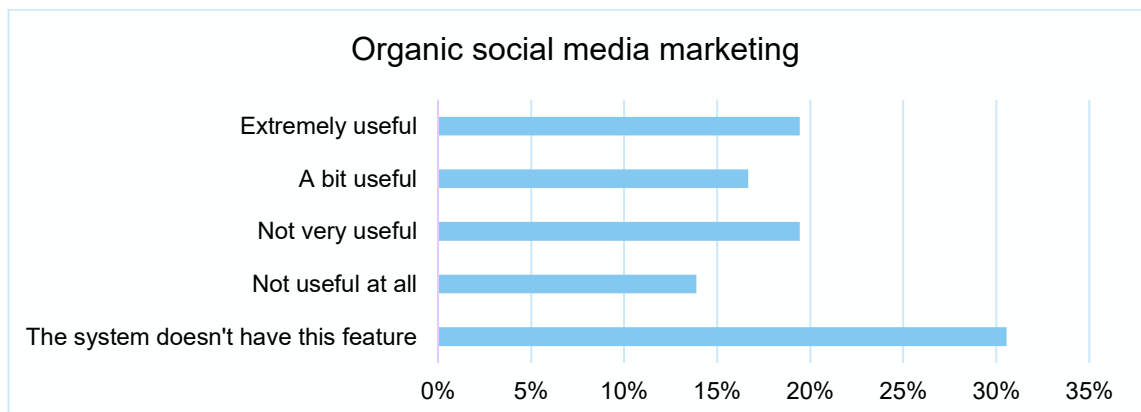


FIGURE 13. Organic social media marketing.

Nearly a third (31%) answered that the marketing automation system they were using did not have organic social media marketing as a feature (Figure 13). Other than that, the answers had divided quite evenly: 19% said it was extremely useful, 17% answered that it was a bit useful, 19% thought it was not very useful and 14% did not find it useful at all.

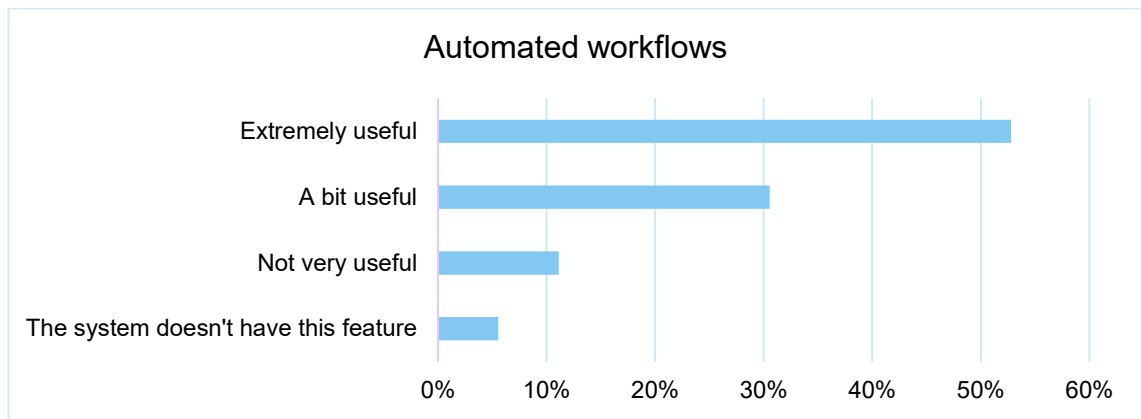


FIGURE 14. Automated workflows.

Over half (53%) of the answers stated that automated workflows were extremely useful, and 31% that they were a bit useful (Figure 14). Only according to 11% they were not very useful. 6% said that their system does not have automated workflows.

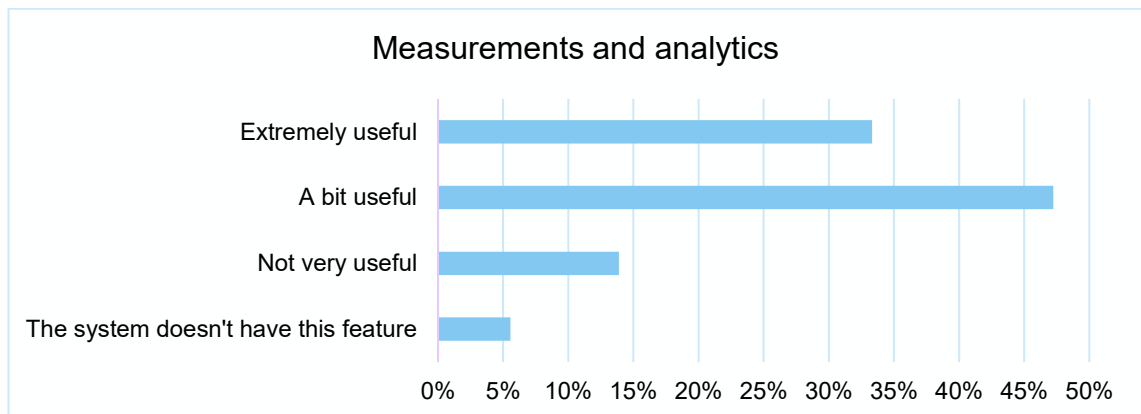


FIGURE 15. Measurements and analytics.

Altogether 80% answered that measurements and analytics are either extremely useful or a bit useful (Figure15). Only 14% said analytics were not that useful in the company. 6% of the respondents said their system does not have analytics as a feature.

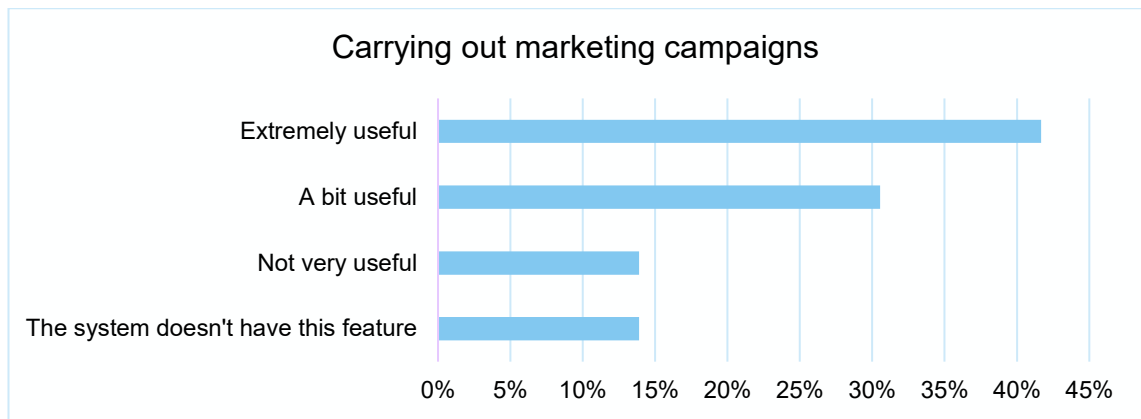


FIGURE 16. Carrying out marketing campaigns.

Carrying out marketing campaigns was also seen as a useful feature (Figure 16). 42% responded it was extremely useful, and 31% said it was a bit useful. 14% of the respondents did not see it as very useful, and 14% answered their system does not have the feature.

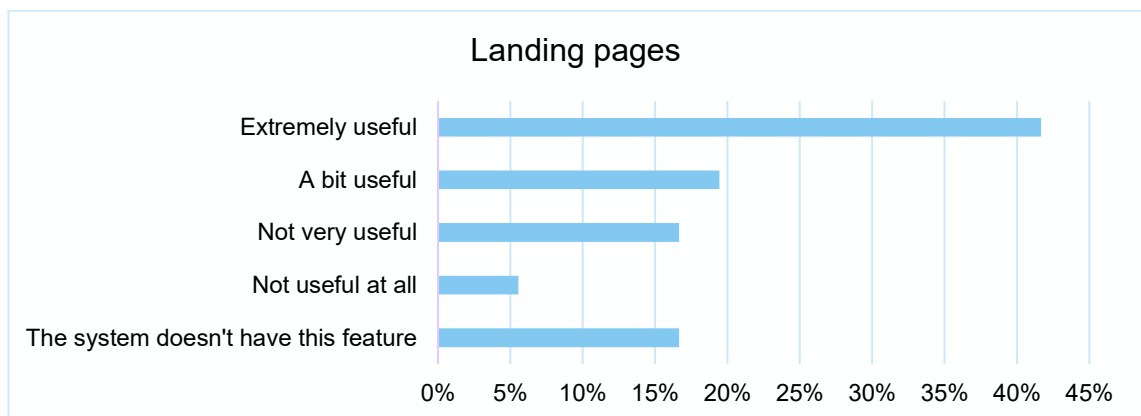


FIGURE 17. Landing pages.

42% of the respondents thought that landing pages were extremely useful, and 19% answered they were a bit useful (Figure 17). 17% did not see landing pages as very useful, and 6% thought they were not useful at all. 17% answered that the landing page feature was not included in their marketing automation system.

When reviewing all the Figures from 8 to 17, it is notable that email marketing had a remarkable number of responses saying it was either extremely or a bit useful. It was clearly the most useful feature in the response group. Automated workflows were the second most useful feature, and measurements and analytics

were third. What was interesting, was that nearly all of the respondents found these features useful in their business. Those are the features that form the base for marketing automation.

Search engine optimisation as well as paid and organic social media marketing had the most respondents stating that the systems they were using did not have the said features. When viewing these responses more closely, most of the used systems were either Mailchimp or ActiveCampaign. It was noticed that respondents using these systems were not utilising the system at a wide scope but focused only on two or three features.

4.4 Findings from the survey and previous studies combined

The survey results and the findings from the previous studies are presented together in Table 3.

TABLE 3. Survey results and findings from previous studies.

	The survey, 2021	Roger Studio, 2020	Vainu, 2019	BuiltWith, 2022
1.	Hubspot, 40%	Hubspot, 39%	Hubspot, 37%	Hubspot
2.	Mailchimp, 13%	Salesforce Marketing Cloud, 25%	Oracle Marketing Cloud, 12%	ActiveCampaign
3.	ActiveCampaign, 10%	Salesforce Pardot, 8%	Adobe Experience Cloud, 12%	Klaviyo

As can be seen, Hubspot was the most common marketing automation system in both the previous studies and the survey (Table 3). After Hubspot, however, a clear distinction between the second and third most used systems could not be made. All the collected data presented a different order. ActiveCampaign was third on the survey results and as second on the BuiltWith website statistics. The rest of the systems seen in Table 3 are all different. If looking at the percentages,

Salesforce Marketing Cloud was quite close to Hubspot, according to the study conducted by Roger Studio (2020).

According to the Roger Studio report (2020), 96% of the companies utilising marketing automation are using the analytics feature. In the survey, the percentage of companies using the analytics was also high (61%). Nearly all (80%) of the respondents answered that they find measurements and analytics useful in their business.

When the results were viewed more closely, a distinction between the answers and the sizes of the respondents' companies could be noticed. Almost all of the small companies (95%) found analytics as a useful feature. With middle-sized and large companies, the number was only 60%. Nearly a third (30%) of the middle-sized companies did not think the feature was useful to them. Of large companies, up to 40% did not find analytics useful to their business. According to these results, small companies seem to be utilising measurements and analytics more than medium-sized and large companies. It could be that smaller businesses do not have as many customers as bigger organisations and therefore it is easier to measure and analyse the data.

5 CONCLUSIONS AND DISCUSSION

This thesis aimed to research the use of marketing automation systems in Finland. The purpose was to answer the research questions:

1. *Which marketing automation systems are the most common amongst companies in Finland, and why?*
2. *For which purposes do companies use marketing automation in Finland?*

Considering the survey results and the information from the previous studies, it was possible to form an understanding of the most common marketing automation systems in Finland. According to both the survey results and the findings from the previous studies, it was clear that Hubspot was the most common system in Finland. That does not come as a surprise since Hubspot is leading the market in many other countries too (Aminoff & Rubanovitsch 2015, 103.).

The studies presented different orders for the second and third most common marketing automation systems. The survey showed that Mailchimp and ActiveCampaign were ranking high in the results and the previous studies presented Salesforce Marketing Cloud, ActiveCampaign, Oracle Marketing Cloud and Salesforce Pardot in the top results. Since the studies were conducted in different years, changes in the market could be a reason why the order varied. Other reasons could be different sampling and aspects considered in the studies.

What was interesting, however, was that Hubspot was clearly the most common marketing automation system in all the sources. Hubspot has managed to become the most used marketing automation system in many countries and this research provided data that it applies in Finland too. Hubspot has kept its position as the market leader in all the studies even though they were conducted in separate years.

According to the survey results, the main reasons Hubspot, Mailchimp and ActiveCampaign were the most used systems, were their easy-to-use interfaces, affordable prices, and the selection of tools they offer. The key benefits that the

systems provided to the respondent companies were automated workflows, contact tracking, analytics, lead generation, and lead nurturing.

The survey results presented that the most used features of marketing automation were email marketing, automated workflows, and measurements and analytics. There were major differences in how useful the different features were perceived in the businesses. Email marketing was useful according to nearly all of the respondents. This is not surprising since email is also a part of many marketing automation activities such as lead generation and automated workflows.

On the contrary, a surprising finding was that paid and organic social media marketing had the most responses presenting that they were not useful at all. After all, social media marketing is an important aspect of marketing automation that helps with creating and automating social media posts. With marketing automation, a company can manage the posts from one place (Coleman 2020).

An interesting survey finding was that nearly all of the respondents in the B2C market answered that lead generation or nurturing were not useful features in their business. The difference was significant because a vast majority of businesses in the B2B market found these features very useful. A reason for the clear difference could be that in the B2C area it may be harder to manage the leads because of the complexity of data collection and management. Therefore, it is more challenging to create personalised communications for lead generation and nurturing.

Reliability, ethical considerations, suggestions and future research topics

Because the number of survey answers was quite small (n=36), the results of the survey could not be applied to the whole of Finland. It was understood that the target group being businesses, it might be challenging to reach them. Other reasons for the small number of responses might have been lack of interest or knowledge towards the topic or the survey going unnoticed. The survey was shared on social media, where it is easy to scroll past the posts. Despite the small

group of responses, it was possible to study and analyse the answers and make conclusions concerning the response group.

Ethical viewpoints were considered in the study. In this case, it meant that data protection was considered and ensured. The survey was anonymous, but the respondents had a choice to leave their email address in the survey form if they wanted the results to their email. The email addresses were seen by the author alone and they were only used for sending the results. No personal data were handled in the study. This was clearly stated in the survey form. The study also did not include any confidential information about the commissioner company.

Since the research was not made with the target of developing the commissioner company's operations, there are no suggestions regarding the operations. However, because Kasvuasiaintoimisto Kansleri Oy is a digital marketing company that holds webinars and online courses, it could be interesting if they initiated one about the use of marketing automation systems. It could for example be an interactive course where companies could share their experiences with marketing automation and possibly gain ideas on how to utilise it in their own business.

What comes to future research, it could be measured whether the results would have similarities in a more extensive scope. In addition, because this study showed some differences in the use of marketing automation between B2B and B2C companies, it would be interesting to compare whether B2B companies used marketing automation differently to B2C companies. This could be carried out as a qualitative study where companies from both B2B and B2C markets would be interviewed. It would also be an interesting topic to study in which ways marketing automation systems have developed the marketing processes in Finnish companies. It could be conducted as a qualitative study with company interviews.

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APPENDICES

Appendix 1. Survey

1 (5)

The most common marketing automation systems in Finland

Tämä kyselytutkimus on tehty Tampereen ammattikorkeakoulun oppilaan toimesta ja sen tuloksia käytetään oppilaan opinnäytetyössä. Kyselytutkimuksen tarkoituksena on kerätä tietoa siitä, mitkä ovat suosituimpia markkinoinnin automaatiojärjestelmiä Suomessa ja miten niitä käytetään yritysten markkinoinnissa. Kaikki vastaukset käsitellään nimettömästi ja tutkimuksessa ei käytetä henkilötietoja. Kyselyyn vastaaminen on vapaaehtoista. Voitte vastata kyselyyn suomeksi tai englanniksi.

Vastausaika on arviolta 6 minuuttia.
Kiitos jo etukäteen kyselyyn vastanneille!

Mikäli kyselyyn liittyen on kysyttävää, voitte laittaa sähköpostia kyselyn tekijälle osoitteeseen heini.korpiniemi@tuni.fi.

This survey is conducted by a student at Tampere University of Applied Sciences. The results will be used for the author's Bachelor's thesis. The intended outcome of the survey is to find information about what are the most common marketing automation systems in Finland and how are they being utilized in a business's marketing processes. All responses will be kept anonymous and no personal information will be used in the research. Answering the survey is voluntary. You may answer the survey either in Finnish or English.

Answer time for this survey is estimated to be 6 minutes.
Thank you in advance for taking part in this survey!

In case you have any questions regarding the survey, you may contact the creator by sending an email to heini.korpiniemi@tuni.fi.

...

* Required

1. Mihin toimialaan yrityksenne kuuluu? / Which industry does your company belong to? *

- Maatalous, metsätalous ja kalatalous / Agriculture, forestry and fishing
- Teollisuus / Manufacturing
- Rakentaminen / Construction
- Tukku- ja vähittäiskauppa / Wholesale and retail trade
- Majoitus- ja ravitsemistoiminta / Accommodation and food service activities
- Rahoitus- ja vakuutustoiminta / Financial and insurance activities
- Informaatio ja viestintä / Information and communication
- Koulutus / Education
- Kuljetus ja varastointi / Transportation and storage
- Terveys- ja sosiaalipalvelut / Human health and social work activities
-

2. Minkä kokoinen yritys, jossa työskentelette on? / What size is the company you work at? *

- Liikevaihto on vähemmän kuin 2 milj. euroa / Revenue is less than 2 million euros
- Liikevaihto on enemmän kuin 2 milj. euroa, mutta vähemmän kuin 10 milj. euroa / Revenue is more than 2 million euros but less than 10 million euros
- Liikevaihto on enemmän kuin 10 milj. euroa, mutta vähemmän kuin 50 milj. euroa / Revenue is more than 10 million euros but less than 50 million euros
- Liikevaihto on enemmän kuin 50 milj. euroa / Revenue is more than 50 million euros

3. Kumpi on pääasiallinen markkinanne? / Which one is your main market? *

- Yritykset / Businesses (B2B)
- Kuluttajat / Consumers (B2C)

4. Käytetäänkö yrityksessänne jotain markkinoinnin automaatiojärjestelmää? / Does your company use a marketing automation system? *

- Yes
- No

5. Mikä markkinoinnin automaatiojärjestelmä yrityksessänne on käytössä? / Which marketing automation system is being used in your company? *

- Hubspot
- ActiveCampaign
- Salesforce Marketing Cloud
- Salesforce Pardot
- Mailchimp
- SendinBlue
- Oracle Eloqua
- Adobe Marketo
- APSIS One
- Act-On
- ClickDimensions
- Other

6. Mitkä ovat järjestelmän käytetyimmät toiminnot yrityksessänne? / What are the most used features in your company? *

- Sähköpostimarkkinointi / Email marketing
- Hakukoneoptimointi / Search Engine Optimization (SEO)
- Liidien hankinta / Generating leads
- Liidien hallinta ja kypsytytys / Lead management and nurturing
- Maksettu some-markkinointi / Paid social media marketing
- Orgaaninen some-markkinointi / Organic social media marketing
- Automaattiset workflowt / Automated workflows
- Mittaaminen ja analytiikka / Measurements and analytics
- Markkinointikampanjoiden toteuttaminen / Carrying out marketing campaigns
- Laskeutumissivut / Landing pages
- Other

7. Miten hyödyllisiä järjestelmän toiminnot ovat yrityksessänne? / How useful are the system's features in your company? *

	Järjestelmässä ei ole tätä toimintoa / The system doesn't have this feature	Ei lainkaan hyödyllinen / Not useful at all	Ei kovin hyödyllinen / Not very useful	Melko hyödyllinen / A bit useful	Erittäin hyödyllinen / Extremely useful
Sähköpostimarkkinointi / Email marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hakukoneoptimointi / Search Engine Optimization (SEO)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liidien hankinta / Generating leads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liidien hallinta ja kypsytytys / Lead management and nurturing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maksettu some- markkinointi / Paid social media marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Orgaaninen some- markkinointi / Organic social media marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automaattiset workflowt / Automated workflows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mittaaminen ja analytiikka / Measurements and analytics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Markkinointikampanjo- iden toteuttaminen / Carrying out marketing campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laskeutumissivut / Landing pages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Mitkä ovat markkinoinnin automaation käytöstä saatavat tärkeimmät hyödyt yrityksessänne? / What are the most important benefits from using a marketing automation system in your company? *

Enter your answer

9. Miksi yrityksenne päätyi nykyiseen järjestelmään? / Why did your company choose the system you're now using? *

Enter your answer

10. Haluatteko kyselytutkimuksen tulokset sähköpostiinne? Sähköpostiosoitetta käytetään ainoastaan kyselytutkimuksen tulosten lähettämiseen. / Would you like to receive the results of this survey to your email address? The email address will only be used for sending the survey results. *

Yes

No

11. Kirjoitattehan sähköpostiosoitteenne alla olevaan kenttään, mikäli vastasitte kyllä. / Please write your email address below if you chose "yes".

Enter your answer

Submit