

**DESIGNING THE STRUCTURE AND CONTENT OF THE
WEBSITE FOR A RESEARCH AND ANALYSIS
LABORATORIES**

Part of UNELMA project

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ABSTRACT

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ABSTRACT

The purpose of this thesis was to take a look at digital marketing and digital marketing strategy and how it is created. Thesis was made in cooperation with UNELMA project, which was funded by European Union through Interreg IVA program, Regional Council of Lapland and Norrbotten County.

The goal for this thesis was to prepare a preliminary list of keywords and texts for the networks website. Thesis process was conducted as a functional thesis. The knowledge base for this thesis came from various books and online sources. Also previous project material and meetings were used as a source. At the end of the thesis report the example keywords and website texts can be examined.

KEYWORDS: UNELMA project, website, digital marketing, B2B, social medium

TIIVISTELMÄ

Oulun seudun ammattikorkeakoulu
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TIIVISTELMÄ

Opinnäytetyöprosessissa oli tarkoitus perehtyä yrityksen digimarkkinointiin ja digimarkkinointistrategian luontiin. Opinnäytetyö on tehty yhteistyössä UNELMA projektin kanssa. Projektin rahoitti EU Interreg IVA ohjelmasta, Norbottenin lääninhallitus sekä Lapin liitto.

Tavoite opinnäytetyöllä on tuottaa lista hakusanoista ja tehdä pohjatyö internet sivujen teksteille. Työ on siis toteutettu toiminnallisena opinnäytetyönä. Lähteinä opinnäytetyössä on käytetty useampaa kirjaa ja erinäisiä internet lähteitä, sekä työpajoja ja projekti tapaamisia. Myös projektin jo valmistamaa materiaalia on hyödynnetty. Työn lopussa liitteenä on ehdotelma hakusanoista ja internet sivujentekstit.

Asiasanat: UNELMA projekti, nanoteknologia laboratorio, digitaalinen markkinointi, B2B, Sosiaalinen media

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1. INTRODUCTION

1.1 UNELMA project

UNELMA (Applied Imaging Methods for Novel Materials) project is a development project which started in April 2012 and finishes at April 2014. Partners involved in the project are Microscopy and Nanotechnology Center (MNT) from Oulu University. The project partners are Kemi-Tornio University of Applied Sciences, Luleå University of Technology, Oulu University of Applied Sciences and Swerea Sicomp. The leader is Microscopy and Nanotechnology Center (MNT) from Oulu University. Project also has some involvement from industry partners such as Xperion Oy, Rautaruukki Oyj and APC from Sweden. Funding for the project came from various sources such as European Union, Regional Council of Lapland, Norrbotten County and the project is part of the Interreg IVA program.

The Project partners have made investments to their laboratories and research facilities with total over 15M€ providing potential for a variety of industrially needed services that can be developed in this environment. UNELMA project aims to develop these services by combining methods and practices in order to benefit the local companies and economic area. The established services can then be utilized by the companies in their R&D work and innovation work providing a long term and long-lasting beneficial effect that will continue to grow after the ending of the project.

The actual aim of the project is to launch novel high-tech services and working operational models which will be based on the research devices and facilities of the project Universities. The participating research organizations will mutually adopt the service concepts and offer them to high-tech industrial companies in the Bothnia Arc area. The focus of the project is to develop imaging and analyses that often needed in the development of new materials and products. The new service concept will be generated in co-operation with the staff involved and participants from the Universities and companies. Companies' input to the project is crucial.

UNELMA projects goal from a technical viewpoint is to create a research analysis techniques that joints different devices and research methods. This enables more thorough and broad results and better service for customers. UNELMA aims to increase the cross-border co-operation and enhance the industrial collaboration possibilities. UNELMA also wants to bring the imaging and analyzing services closer to potential customers. Another major goal of the project is to unite and develop functional and easy access one desk service where problems are solved.

1.2 About the process

The focus point of this thesis is to produce a version of the texts to the actual website and to give advice and suggestions on how to develop and market the website in the future. I have participated into several project meetings and read the ready material. I will attach the final versions of my materials to this thesis as well as a diary of the thesis process. The ready material was a good base for the thesis work.

The limitations for the topic came mainly from the commissionaire UNELMA project. They have had several other thesis processes and this subject is one section of the broader research. I am sure there will be more topics in the future and the personnel involved in the project will continue to work on the website.

This thesis is neither about the social media nor all other digital marketing tools. I have chosen those which fit the best UNELMA case. Those introduced in the thesis are also the ones that will be recommended for the commissionaire.

2. MARKETING COMMUNICATION

Thriving marketing communications requires updated model. When creating a functional model for a company certain issues must be taken into consideration. These are:

What are you doing?

To whom are you doing?

How you want to do it and with what kind of image?

The marketing communication strategy defines the means on how the goals are to be reached. This involves decisions about the budget, target group, what kind of channels are to be used and how the issue will be addressed. Digital strategy is a vital part of functional marketing strategy in today's business world. With digital strategy company defines what internet marketing channels are the most suitable for its purposes and where the potential new customers are. (Kananen, 2013. 9)

2.1 Digital marketing communication

Website

In order to succeed in your marketing via internet you must build a clear image of your target customer, their needs and difficulties as well as how you will solve their problems. (Juslén, J. 2011. 59) This is a simple guideline for building up a profitable website and makes it an inseparable part of the company's marketing strategy.

To transform your company to an internet magnet you need to build a lucrative and functional website. Internet marketing does not really work without a website. For that purpose it has to evolve all the time and offer a possibility for an interaction. These days company's website is not only a read through page with contact information and street address but it is either a content provider or an online store. Users need possibilities to participate, produce content themselves, and share their experiences and knowledge with the company and with their social networks. Users moreover need push for contacting and interaction. This is why 21st century company website can be divided roughly into two categories: content pages and online stores. In brief *content page* is a company homepage where their aim is to tell a story of themselves to the browser about why they need the service or product and why they would make the right choice when choosing them. In these cases the page is only a platform for publications (pictures, videos,

tweets etc.) There should not really be a visible price list or a purchase possibility. The other type for a webpage is *online store*. These pages have a simple goal, to make sales. These pages have all the typical features a store needs: shopping basket, payment system and delivery options. These pages do not usually offer a possibility for publishing content; therefore it has to be done elsewhere. (Juslén, 2011. 60)

The ultimate goal in any digital marketing strategy is to turn viewer to visitor and then to a client. And to get the most traffic to your website, the website has to be ranked top in any search engines searches. Frequent updates and updates on the website insure fresh and more visible results.

SOCIAL MEDIUM

Most often used social medium channels are Youtube, Twitter, Facebook and LinkedIn. Some may use also Instagram and Google+. It may be a useful for a company to be present in more than one social medium to get the best coverage and visibility. For example it would be an acceptable idea to have presentation videos of your facilities and services in Youtube and then link them in to your Twitter or Facebook account. Also new potential customers may be found through LinkedIn, although it is mainly used for professionals rather than for marketing purposes.

Facebook

Is an advertisement funded social networking site founded in 2004. The aim in Facebook is to connect people and let them share their ideas and feelings. Advertising in Facebook is somewhat easy, build your page and remember to post regularly. Of course you need readers for your posts.

LinkedIn

Target of LinkedIn is to link world's professionals to each other and to make them more productive and effective. Word of mouth advertising of jobs and potential workers is easy and fast in LinkedIn. Users load their CV's, interests and hobbies to their profiles and ask for recommendations from old coworkers and bosses.

Newsletters

Newsletter is a personal way of communication with your customers. It is cheap and cost effective way to reach your clients. You already know they are interested and what sort of information they

want as well as need from you. You can choose yourself what you want to tell to your subscribers. Newsletter is excellent tool for B2C marketing as well as for in house communication. (Postiviidakko 12.3.2014)

Twitter

Twitter claims their mission is to empower everyone to share ideas and information directly without barriers. Twitter is a micro blog site where users make tweets about their life's and thoughts. Twitter is accessible in more than 35 languages and shares 500 million new tweets daily.

Youtube

Founded in 2005, bought by Google in 2006 for users to upload and share their videos with others. Possibility for a company to advertise themselves and be linked to others by commenting and inspiring others work.

TARGET GROUPS

Target groups for marketing of the laboratories services can be divided in to roughly two: new customers and old ones. The new customers may be professionals who know what kind of service they are looking for or customers who are looking for someone to do the necessary laboratory work for them that they cannot do themselves. This is group may be confused of too much technical information too soon. The old customers are more likely to already know what they want and need, this is why they may be easier to contact. Also the old customers are a crucial point for the marketing; they are more likely to use word of mouth advertising when receiving good service from the laboratory they may also be willing to display a link on their own website as demonstration of their partners.

What the competitors do?

When browsing through the internet few facilities with same kind of service palette can be identified. Here is a short description of those competitors and their websites, focusing on how easy they are to navigate and how much useful information is on them. Also another crucial point is how accessible they are. The following examples of other companies working in the same field of business do not come from the same region but they are good cases nevertheless.

Solvias

www.solvias.com

This website contains a lot of technical information. They clearly display all the research equipment they have available. The contact form was not easily found and so may mislead people. The contact information was visible all the time, by this they make it easy for the potential customer to pick up the phone and just call them rather than to fill out an online form and explain their needs and wants. No obvious digital marketing channel used.

Nanolab technologies

www.nanolabtechnologies.com

Nanolab technologies have overwhelmingly much information on their website. The information may also be too technical for some users. They have explained why the customer should choose them and their research facilities. The question of whether there should be less information can be raised. Also the fact that contact sheet is too long can cause a problem. Is it too long for the potential customer to fill with a thought? Front page has a small link to company's *LinkedIn* page.

Ceram name change to Lucideon

www.ceram.com

Page contains lots of detailed information. They use *newsletter* as a clear method of digital marketing. Their contact sheet is a simple and clear, and by this easy to use. One may make an assumption that they get more contacts from new customers because they are easy to approach, even for nontechnical people.

EAG – Evans Analytical Group

www.eag.com

Webpage contains lots of information about the company and what they do. Website has been made visually alluring. Already in the first glance visitor can spot the presence of company's digital strategy, links to social media such as *Facebook*, *LinkedIn* and *Twitter*. Also company has decided to display straight forward contact sheet.

2.2 Digistrategy

Strategy is an entity of assets that will give the means and possibilities as well as goals for a company. With a well taught digital strategy one can allocate their resources the most efficient

way and gain the most profit. (Kananen, 2013. 16) In this case the target is first to gain visibility in search engines, then to gain new clients and tighten the tie with existing ones. Social media is today a major playing field in digital marketing, one cannot ignore it. When building a functioning strategy few issues should be paid attention to: how will you actually execute the digital communication. This is a key when choosing the channels. This will automatically give you the option of centralizing your messaging (meaning the marketing messages come from one source) or diversifying the message source. In the commissionaires case the diversifying the messaging would be an advisable option. This way the digital marketing communication messages could come from all laboratories. This is time consuming and demanding option but also the need for educating and learning about marketing basics is a must. (Kananen, 2013. 20)

The message a company wants to send is not targeted to a large target group but rather to a narrow group that is more likely to actually purchase a product or a service, since they already know what they are looking for. Key to succeed in search engine advertising is to understand what the search engines look for in the internet. And by building an accurate website the likelihood of getting good search results will rise.

3. WEBSITE FOR UNELMA

GENERAL ABOUT WEB 2.0

Internet today is talked about as Web 2.0. It is characterized by accessibility, speed, diversity and adaptability. The advertisements you see on websites may change according to your site visiting history, or other interests. There are multiple ways of making profit from the website users for example pay per click, cost per impression.

In today's world people can easily access internet via GPS, 3G and 4G -networks. These networks are developing faster and becoming more available for everyone. This makes it whole lot easier for users to access companies' websites and other content provider's websites, regardless where they are and when they need the desired information.

Also another big factor in Web 2.0 is that English has a dominant role. It is lot easier to produce and update a website that is understood and understandable in various places and locations. English language is being spoken globally. It has gained this position in short period of time. This is why sites can attract users globally, which makes it even easier to trade globally. (Miletsky, 2009. 9.)

The basis for a functioning and profitable website comes from understanding your target audience. What motivates them and how they want the information to be presented. The roles and responsibilities should also be discussed in early phase. Since AINO is updated by a network of companions it would be beneficial to think of what sort of maintenance the website needs and who should do it and maybe a common set of joint manners of communication should be discussed. (Miletsky, 2009. 36.) The best option for AINO is that the partners would do needs assessment to check what needs to be done and who could do it, when the time comes to manage a website. The partners should also think about the budget, if they want to save money they really need to do some boot strapping.

When building a website there has to be an idea. The idea has to carry through the process. Another important factor in the beginning is to have a clear target audience where to market the website. Usually there is also a reason why the website is being built. (Miletsky, 2009. 260.) In commissionaire's case the idea is to set up a website here the network markets their services and knowhow. They aim to increase their recognizability, boost their sales and make new customers.

Currently the aim is to get visibility for the website then next is to get the visitors turned into paying customers. Also another issue that must be kept in mind while developing the website is that the goals have to be clear and reachable, so they are more likely to be reachable as well. (Miletsky. 2009. 261). Objectives of the website are to sell the service and the knowhow the laboratories have. This is what UNELMA project is all about, to productize and market the product.

The esthetics of a webpage is important. They should be consistent, simple, the text should be readable (this is why color's and font's matter) and well written words. The pictures and videos need to be on the point, because they usually shift the focus of the viewer from the page to the video. It is not recommendable to use the obvious choice for colors, meaning pale background and dark text. Although it is the most clear to read. The colors should create images of the owner of the webpage. (Kananen. 2013. 35)

The visual appearance of the website is what tells a concrete story about the company to a viewer. It is the first contact and may determine the viewer's future action. If they decide to stay and have a further look they will fulfill the purpose of the website. But if they decide to continue browsing there has been something wrong in the website to turn off the viewer. To get started with the creation process one must have at least these issues thought over.

1. logo
2. signature colors
3. typography
4. images
5. other graphical means such as font size, line spacing, lines and rasterization as well as layout solutions

Graphical look that has been designed according to these components will make it known, identifiable, will help in creation of a positive image and separate from competitors. All the components have to have the initial idea behind it; also the factor of the look fitting the business idea is vital. All of these above and that the graphical look will appeal to the target audience as well be distinctive. (Nieminen, 2004. 90)

The image a color creates should not be underestimated. Of course colors and the impressions they create are culturally bind, but some generalization could be made keeping in mind the western culture. For example blue is often seen as color of water and air and trustworthiness and

green is often seen as color of life and vitality as well as freshness. Yellow is often seen as sign of joy and regeneration. Red is often seen as dynamic and powerful. Purple has commonly been seen as a royal and demanding color. White is a delicate color and also a demanding one. White symbolizes purity and openness, white is furthermore used for creating contrast. Black is a harsh and bold color. In the west it is considered often negative and brave choice. Ordinary colors such as grey and brown should not be thoughtless. They are good for highlighting and accent other colors. (Nieminen, 2004. 104)

With these factors kept in mind it makes sense on to use the existing color palette and logo. The background idea of the logo is to create continuous flow and to value the northern knowhow, using northern lights as inspiration. White background gives a good definition to the logo. The color scheme of the logo gives an idea of reliability (blue), renewability (yellow) and dynamic power, fast service (red). This is a good example of how a logo should be designed. I think this works very well for UNELMA.



Picture 1. Logo from the UNELMA website.

Typography of is a way of defining and profiling a website. It gives impressions of how strict or casual the owner is. It also takes into account the message receiver and the purpose it is used for. The look should be well composed and thought after. (Nieminen, 2004. 98) In UNELMA case the good option of typeface class would be to use bold or antique. They both give the impression of professionalism and are easy to read as well as give sense of the values behind the network.

According to freelanfolder.com (2.2.2014) 10 top techniques to differentiate company's internet visibility different kind of tags (meta, title and heading tags) as well as short descriptions about the links, XML sitemaps, Social media, building links and readability to search engines.

Plan your tag list thoroughly. One should choose distinct tags and be careful for not using synonyms which easily confuses the search engine and causes the rank of the webpage to drop. It is a lot better to choose fewer words to your title to avoid "keyword stuffing".

Heading tags tell the search engine what the page is about (h1) and (h2&h3) narrow down the list of website and individualize your site from all the others similar once, meaning you will get better ranking. Alt attributes are likewise a good trick to lift your score in the search. This basically means that you insert a clear description of the picture in the image. This places additional relevant text to your source code and the search engine will read this. As well another good idea is to place a title attribute to your websites links. This little tool will tell the user, person or a search engine, that where the link will take them. For example the link to the partner's webpages should tell that these institutions also participate in the service providing. XML mapping of a webpage will aid the visitors to orient through the site. They are more likely to find the information they need and they stay longer on the site. XML sitemap is also a vital point for a search engine. This will help SE to list the content of the page and with this lift the rank. For this to be even more useful tool the page should be updated regularly and constantly. The relevance of the content should not be forgotten. Careful of planning of the readable text on site should match the targeted keywords. If they do not support each other the ranking will drop and the SE will just qualify the page as spam. Linking a webpage with another one can also raise the position in the search result. Good options for linking are blog posts, social media and companion's sites. In social media the authenticity is vital. The sincerity and input are good indicates of one's agenda. To gain visibility in social media such as Twitter, Facebook and LinkedIn, it should be self-evident that user needs to build relationships and networks. Good quality content and up to date content will increase the likeliness of your rise in search result. In optimal situation linking and developing your social media networks will gain you and your contacts. The visual appeal of a website is also a major point when building an attractive and well ranked website. Good factor to be kept in mind while designing the graphical look of a website is to avoid big flash animations since search engines cannot read the flash, and with this all the information and content put into the flash will be lot and potential contacts lost. (Freelancefolder community, 2.2.2014)

By analyzing your website traffic one can make decision on how to improve the visibility. For this sort of analysis there are available tools you need to pay for and free ones, few examples of the paid for solutions are Webtrends and VisitorVille. But the most popular one is Google Analytics. But for example government owned facilities and institutes are not allowed to use Google, a fine alternative to it would be Nomovok Analytics. It has all the same features as Google analytics and it is low cost service (Nomovok. 2001-2014. Referenced 2.6.2014). In UNELMA case I will recommend the Google Analytics tool, to cut costs and for easy access for all partners.

Google Analytics is free and widely used service. It is browser based and the user interface is available in multiple languages, which in UNELMA case is convenient for administrators. Google Analytics aims to offer the possibility to analyze webpage traffic for all. The information is easily available and accessible when needed, no need to wait up for report from a professional. Google Analytics is a marketing tool to ease the marketer's job.

Google analytics has a default screen which is named Dashboard. It does almost anything, user can choose which features they want to use and which are visible on their Dashboard. Customized Dashboard displays all the chosen information. Mostly these tools are: timeline, page views, pages/visit, bounce rate, average time on site and percentage of new visits. Visitor overview, map overlay and traffic sources overviews are also useful and hand tools for developing and boosting the traffic to a site. (Miletsky. 2009. 445) Google Analytics offer possibility to monitor what search words are used to access the website (Google AdWords'), where there visitor is coming from (Map Overlay) and follow marketing such as newsletters, (Juslen. 2011. 319). Google Analytics aims to offer understanding and information to enhance user's website traffic and visibility. All these tools give an insight of the user. The knowledge of how long they stay on the page and how they ended up there in the first place (through a link or a by typing the address) tell a story on where things could be better and where they are going smoothly. For example the new visitors from particular geographical regions may indicate a need of service or a vast growth. Also another important factor is to know if the user leaves the site straight away and how long they stay on a particular page. These things indicate what the content that allures them in is, and what sort of information they need and would want to gain. It is also good to know if the traffic consists only of old visitors, rather than gaining new ones and by getting new visitors the likeliness of new contacts and customers grows. Also the overview of the devices visitors are using is a good indicator on how to develop the structure and layout of the page, in order to enhance the user friendliness and accessibility.

Google Analytics requires specific lines of code to be implemented on specified place on the site to make Google's work easier. Google offers good and straight forward instructions on the coding and structuring point of view on their own site. (Google Analytics official website 30.4.2014)

Search engine optimization is a long and continuous process. In order to gain the most one should do it constantly. By going through the content of the page, traffic in and out from the page and how they end up to the page as well as the goals where the owner of the website is targeting,

one will get the most profits. All optimization starts from knowing what kind of problems and need your potential customers may have. Search engine optimization is a vital part of company's internet marketing strategy. This is how you boost your business and make your webpage more visible in search engine results.

When building the website, issues that need to be addressed in the process are that list of keywords are prepared and then the actual content text of the site will be written around the keywords and finally the correctly placed keywords and easily seen structure of the site will enhance the ranking in search results. Visibility in search results later translates into find ability, which will eventually lead to new contacts and increase in revenue. To make your job easier one should choose a content management system. This will make the updating, correction and building the website faster and more profitable.

Factors that attract the search engines can roughly be categorized in to five pillars:

1. Easily accessed material for search robot to find
2. content in search engine accessible form
3. content systematically built on keywords
4. active updates
5. content published as newsfeed

(Juslen, 2011. 147)

Keywords should be chosen carefully. There is no point on picking words you think describe what you do but rather the words you think your target audience will use to look out for you. Separate and short keyword will not get you good results. But if you group them up and pair them up in to combinations you will definitely see a result in search results and traffic to your website. The website optimization should be done in macro and micro level. Also other excellent points to optimize your visibility and find ability are domain name optimization, URL optimization, head line optimization and content optimization.

(Juslen, 2011. 159)

LANGUAGES

The decision of which languages are the best for the commissionaires purpose have been chosen to be English, Finnish and Swedish, emphasis on English. Most of the customers are either Finnish or Swedish speaking but usually have knowledge of English as well. The webpage will start with the English version which is later easy to translate to either language. The

commissionaire makes an assumption that the target customer is able to understand information in English. If the service grows the language selection has to be reconsidered.

STRUCTURE

The order of the webpage is crucial for the search engine to be able to do its work and to improve the rank of the wanted page. The search engine has to be able to see the structure and the content of the website. Without logical structure the search engine cannot act how it is supposed to and this leads to poor ranking of the website. (Kananen, 2013. 33)

The core message should be placed on the center of the webpage to attract the attention of the visitor. This will give more room and visibility for the idea. The webpage has to offer a solution to the visitor's problem and to gain the visitor to click the content in order to insure they will stay on the website; otherwise all other efforts are for nothing.

RECOMMENDATIONS

I would see that UNELMA project would benefit from building a content page where they can flexibly publish their material, for example videos, pictures and lists of their services and equipment. UNELMA would also benefit from using some Social Medium channels like Youtube, LinkedIn and Twitter. Since the stereo type of their webpage browser is an engineer they would like to see lists of the equipment specifications and see how they are operated. Also the ongoing projects could be a good advertising material, let's say if someone in the laboratory staff would tweet about an ongoing test clients would like to follow it. The content page would give room to move in regards of amount of activity and chosen channels. I believe they do not need to display the prices of the services because they are determined while negotiating the contract as they vary with the different cases. The webpage needs to be actively updated and maintained; maybe there should be a rotating turn or a person responsible for gathering the material for updates.

There are also the questions of funding and time that is available for the maintenance and updates. I am positively sure about the network having all the tools and aid to be successful. I think there will be students willing to participate and work in a project or for the network itself. I would say the next stage is to choose the social medium used and make a strategy about what will be published and how often. Also rough guidelines about the updates for the texts of the website should be created, meaning how often and done by whom.

Question of which keywords to use, should be decided based on what words most commonly appear in the text. Then of course it is also possible to use words that describe the service and the network, but the main ones should appear frequently on the site. That ensures the visibility on search engines. Another serious point is the linking. The network should link their page to the partners pages and but this, the search engines would also raise the rank. The best source for good keywords is the project material. Since the project has gone a long way ahead it has produced good amount of important material, meaning descriptions of problems and solutions of target audience.

One last thing to keep in mind is to have relevant pictures on the website. Perhaps it would be a good idea to put more pictures of the laboratories and their equipment on the page. Also blueprints and pictures of analysis processes would be a appealing for the target audience.

DISCUSSION

To sum up my own efforts and goals in this thesis process, I would say I did good job. I had lot going on at the same time as I was preparing this thesis but I managed to produce a starting point and give suggestions for the start of the digital marketing.

I will hand out a power point show of the sketches for the website. And the recommendations regarding the social medium are to be read from this thesis. I was happy to be part of the team working for this project. I hope my effort will not go to waste and it can be used to benefit UNELMA.

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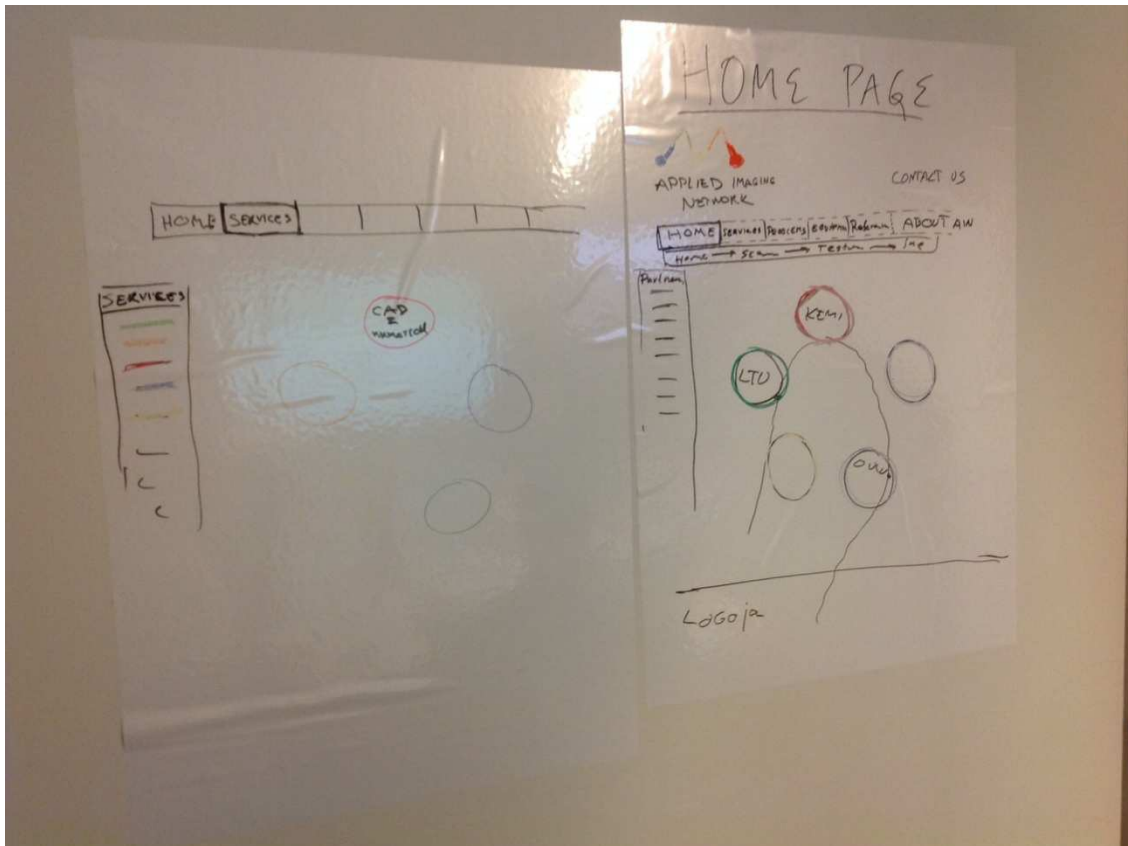
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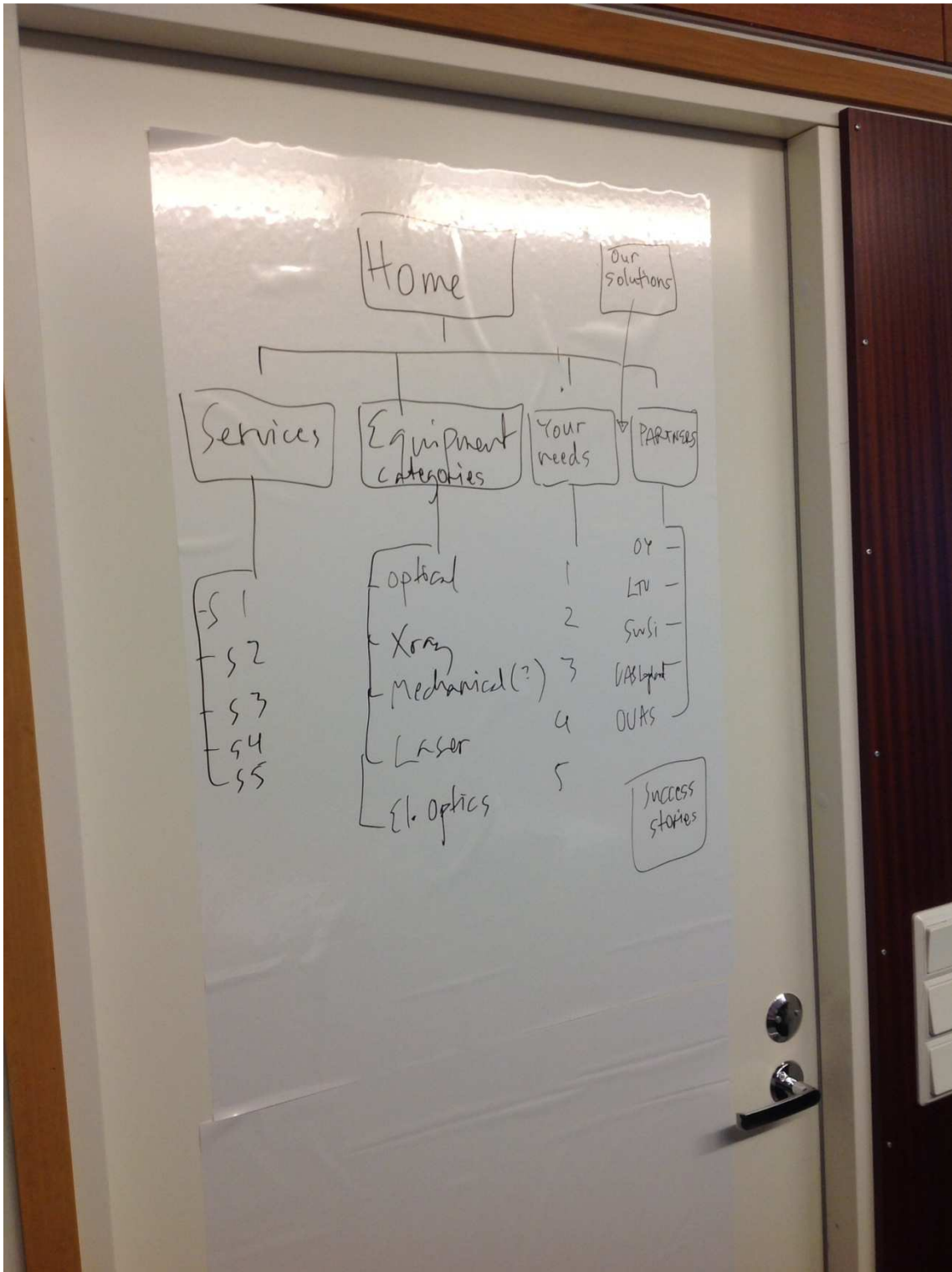
<http://www.youtube.com/yt/about/fi/> 15.1.2014

ATTACHMENTS

Work shop on Kemi 7.2.2014



Attachment picture 1. Draft of the start page

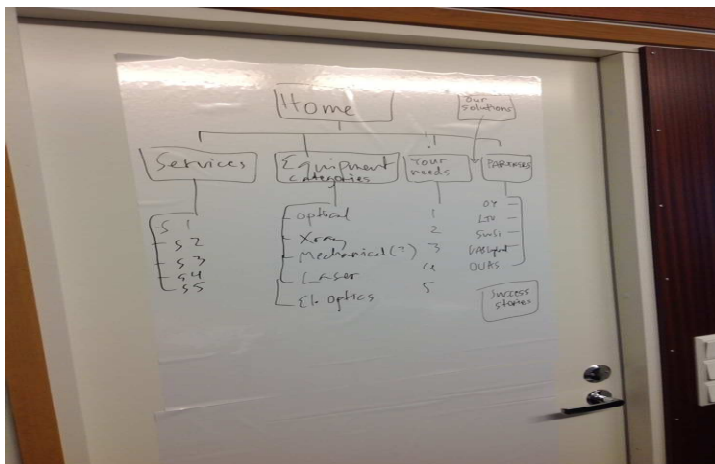


Attachment picture 2. Sketch of the site map and structure

Nelli Kauppi

Texts, slogans and keywords for UNELMA website

Website structure

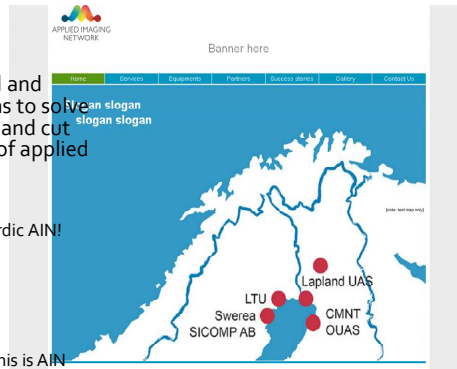


Index

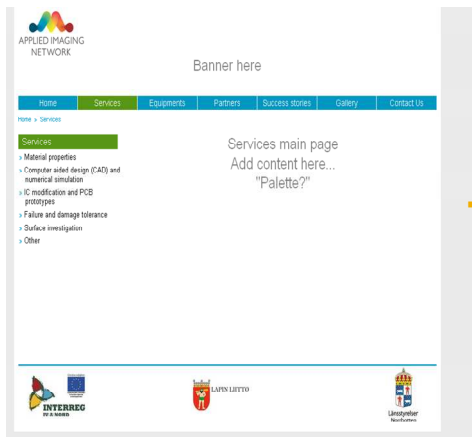
The Nordic Applied Imaging Network is a local and trustworthy service provider. Nordic AIN aims to solve your problem quickly, improve your product and cut costs for you. Nordic AIN offers wide scope of applied imaging services to companies in Northern Scandinavia and Northern Finland.

Equipment, analysis, answer and solutions – this is Nordic AIN!

- Slogans and keywords :
 - Quick problem solving
 - Improve your product
 - Shorter time to market
 - Equipment, analysis, answer and solutions – this is AIN
 - Local and trustworthy service provider
 - Accurate help at the right time is cost efficient development



Services



UNELMA network is all you need to solve your R&D problems. The network offers you expertise service, wide scope of equipment and reliable results. By choosing the Nordic AIN as your service provider you will keep ahead of the competition thanks to our thorough analysis.

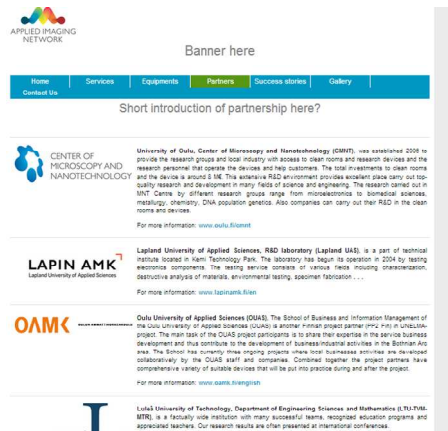
Just choose the type of your problem and we will offer you a solution!

- Slogans and keywords:
 - results, reliable results
 - UNELMA network is all you need to solve your R&D problems
 - Save costs with a local service provider
 - Shorter time to market
 - Long term benefits
 - Better products and processes
 - Control your quality
 - Certification
 - Expertise service
 - Product analysis
 - Long term benefits
 - Wide scope of equipment

Partners

Get familiar with us! Here you get an overview of who we are. See our facilities and what we are all about.

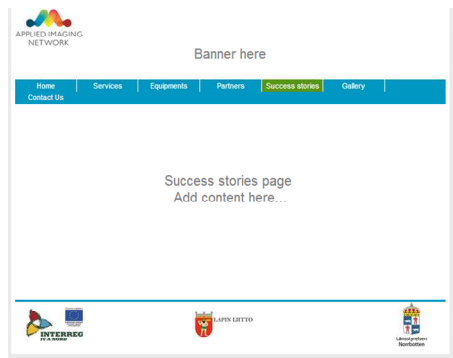
- Slogans and keywords:
 - Trustworthy network of partners
 - Quality of knowledge
 - AIN knowhow and facilities
 - Quality service provider
 - New knowledge



Success stories

Here we offer you a peek to our success stories. In these pilot cases we have been able to cut costs, improve production processes and offer quick solutions.

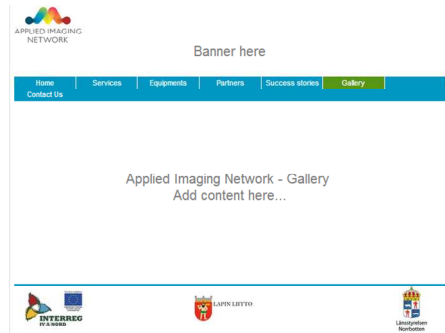
- Slogans and keywords:
 - Quick problem solving
 - Benefits
 - Cost savings
 - Process analysis and improvement
 - Pilots cases



Gallery

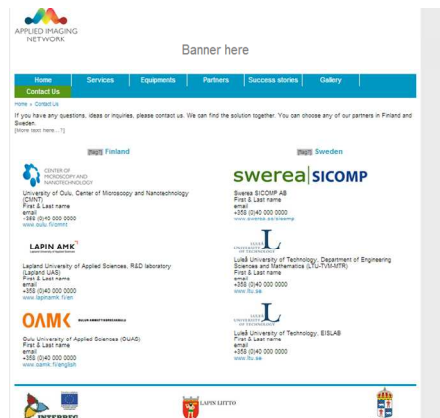
Check out the Nordic AIN partner facilities. You can also familiarise yourself with us in action.

- Slogans and keywords:
 - Laboratory facilities
 - UNELMA partner
 - Analysis in action



Contact us

- Get a look of our network and locate the nearest service provider. All of us offer professional approach and quick response time.
- Slogans and keywords:
 - Local service provider
 - Problem solving
 - Professional approach
 - Quick response time



Project diary: seminars, workshops and project meetings

10.9.2013 Workshop meeting, at OUAS

OUAS project workers and students

Agenda: to create an agenda for the next workshop, review of the project and possible new thesis topics

16.10.2013 project meeting at Oulu University, MNT laboratory

MNT project workers, OUAS project workers, Lapland UAS project workers and students

Agenda: To familiarize with MNT laboratory personnel and commissionaire, over all look of the project

6.11.2013 Opening seminar, at OUAS

Student and supervising teacher

Agenda: what will be done, schedule, sources, research methods

11.12.2013 project meeting at Oulu University, MNT laboratory

MNT project workers, OUAS project workers and students

Agenda: Students to give an overlook of their progress, discussion about the project and the content, planning of future

20.1.2014 Workshop development meeting, at OUAS

OUAS project workers and students

Agenda: to create an agenda for the next workshop

7.2.2014 Workshop in Kemi, Lapland UAS

MNT project workers, OUAS project workers, Lapland UAS project workers, Swedish partners and students

Agenda: The website of AIN – requirements specifications, the structure/navigation, tiers, categories of information, Homepage/index: content, Subpages: content, Use cases /regular+new customers, digital service path, other requirements, discussion

21.2.2014 video conference, at OUAS

MNT project workers, OUAS project workers, Lapland UAS project workers, Swedish partners and students

Agenda:

1. Structure and visuals of the website of Nordic AIN (Janne Vaaraniemi from UAS of Lapland will present initial ideas on the basis of the material we produced in our meetings 7 Feb in Kemi)
2. Content of the website (Nelli Kauppi – OUAS student – will present initial ideas on the content of the site – in collaboration with OUAS staff)
3. Other items

26.3.2014 Direction seminar, at OUAS

OUAS project workers, student and supervising teacher

Agenda: progress overview, planning how to proceed and guidance

28.3.2014 Workshop in Kemi, Lapland UAS

MNT project workers, OUAS project workers, Lapland UAS project workers, Swedish partners and students

Agenda:

1. Nordic AIN website content and structure

AC1: Decisions on hierarchical structure of Nordic AIN website/Spring 2014

AC2: deadlines

2. Updates by OUAS

3. Visiting a business development center

4. Any other business, date and time for next meeting

15.4.2014 creation of website narrative, at OUAS

OUAS project workers and student

Agenda: website narrative, OUAS description, slogans, keywords

26.5.2014 Maturity exam, at OUAS

27.5.2014 Presentation seminar, at OUAS

Student and supervising teacher

Agenda: Presentation of the Thesis, over all view, conclusions and instructions for corrections