



Social media content plan for Puroa Goods Oy

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Bachelor of Business Administration

2023

Abstract

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Degree Bachelor of Business Administration
Report/Thesis Title Social media content plan for Puroa Goods
Number of pages and appendix pages 59 + 10
<p>Due to the rise of digitalization and the use of mobile phones, social media has become increasingly intertwined with our daily lives. Consequently, businesses of all kinds should embrace social media marketing and utilize storytelling, influencer marketing, and user-generated content to reach and increase engagement in their target audiences. By embracing social media and content marketing, companies can significantly increase their chances of success and sales growth.</p> <p>This product-based thesis was commissioned by Puroa Goods Oy, a food startup company based in Helsinki. The two objectives of this thesis were to develop a social media content plan for the summer of 2023 and to provide a general knowledge base for social media and content marketing. This thesis is divided into two parts. The first part consists of the theoretical framework, which includes an overview of the company, its business environment, and the food industry. It also covers an overview of the marketing literature, studies, articles, and relevant concepts about social media marketing, content marketing, and the planning process. The second part consists of the actual outcome, a social media content plan for Puroa Goods, which can be used with the knowledge base developed in the first part. Interviews with the CEO of Puroa Goods and a marketing expert from Meltwater, competitor analysis, and systematic social media analysis were used as methods in this thesis to gain more insight into social media marketing and the company's target audience. The planning process for this thesis started in the summer of 2022, and the thesis's writing process ended in March-April 2023. The idea for this thesis came from observing that the company could develop its social media and content marketing further.</p> <p>The author of this thesis discovered the significance of accurately understanding a company's target audience when developing social media marketing and how it ultimately determines its success. The findings of this product-based thesis indicate that implementing social media marketing can be challenging for businesses of all types, requiring significant time, effort, and resources. Many companies struggle to produce interactive and engaging content and reach their target audiences effectively. This thesis's findings suggest that to create such content, businesses need to thoroughly understand their target audience and how social media content can deliver value. In summary, this may require shifting from traditional advertising-focused content to more interactive, value-added, entertaining, and co-created content.</p> <p>The commissioning company found the thesis valuable and comprehensive overall. The company was satisfied with the author's background work for this thesis. It found the competitor analysis and the content recommendations useful and will implement them within its resources.</p>
Key words Social Media Marketing, Content Marketing, Social Media Content Plan

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1 Introduction

This product-based thesis is commissioned by Puroa Goods, a food start-up company established in 2021. This thesis's two objectives are to develop a social media content plan for the summer of 2023 and provide a general knowledge base for social media and content marketing. This product-based thesis can be divided into two parts. The first part involves the report of the theoretical framework and the description of how the outcome, a social media content plan, was developed. The second part of this thesis is the attachment, a social media content plan.

Almost every company should do social media marketing consistently and in a goal-oriented way because it is profitable, effective, and can increase sales. Today, many people's everyday lives are deeply intertwined with social media usage, and hence social media is an excellent tool for reaching out to businesses' target groups. According to Eurostat's article (2022), more than half of the enterprises (59%) reported using at least one social media platform in 2021. Social media usage was most popular in Sweden 80%, the Netherlands 80% and Finland 79%. (Eurostat 2022.) Due to the high competition between businesses and megatrends such as digitalization, it seems to be only a matter of time before every company in Europe and Finland goes to social media somehow. The businesses unwilling to give social media a chance give an easy upper hand to their competitors.

Social media marketing is suitable and profitable for all kinds of businesses, big or small because it increases business exposure and traffic – the number of page or website visitors – generates leads, identifies key audiences, improves sales, develops loyal fans, and provides marketplace insights. It is also a tool for building beneficial relationships with customers. (Stelzner 2022, 7.) Social media marketing is also an effective way to generate brand awareness and affect the company's image.

Puroa Goods is a startup company aiming to find and locate its regular and loyal customer base. Currently, the company's primary objectives on social media are to maintain beneficial relationships with current regular customers and attract new ones with engaging and valuable social media content. The company must have a goal-oriented social media marketing plan to reach these objectives. In this thesis, my aim is first to identify the business environment, competitors, and target audience of Puroa Goods and then to figure out what kind of social media content would be the most engaging and valuable for the company's target audience in the following social media channels: LinkedIn, Facebook, and Instagram. As a result of succeeding in social media marketing, the company can generate positive outcomes, such as growing the number of followers on social media, reinforcing its brand image, and increasing sales.

I decided to collaborate with Puroa Goods because the company's values – inspirational, encouraging, kind, and authentic – align with mine. In addition, I am eager to learn more about social media and content marketing and how businesses can increase engagement with their target audiences and communicate their brand and values through social media. I am also interested in learning more about the startups, and collaborating with Puroa Goods is an excellent opportunity.

This thesis's first and second section consists of the presentation of the company, Puroa Goods, the description of the company's starting point, and the thesis's development task. It also includes an overview of the company's business environment and the latest trends in the food industry. The theoretical framework of this thesis consists of the third section, "Social media marketing," and the fourth section, "Planning and creating content for social media." In these two sections, the concepts of social media and content marketing are presented, the B2B and B2C perspective is taken into account, marketing literature and some studies are overviewed, the relevant social media channels are introduced, and described how to communicate the brand in social media. Also, these two sections include a description of the relevant concepts, such as content type, content plan, and content strategy, a presentation of the current trends in content creation, and other related things, such as the description of a content calendar.

The fifth section, "Creating a social media content plan," describes the process of creating the plan for Puroa Goods. In this section, the decisions made regarding the content plan are reasoned, and the previous sections' knowledge base is utilized. In the last section, "Assessment" the self-assessment, reflections on the thesis-creating process, and the conclusions of the outcome are presented.

1.1 Objectives and the scope of the study

The aim of this product-based thesis is to create a social media content plan for Puroa Goods for the summer of 2023 and to give the company a knowledge base for social media and content marketing. As the content plan is for the upcoming summer, the commissioning company's marketing plan and its objectives for the year 2023 are taken into account. The second part of this thesis consists of the actual outcome, a social media content plan for Puroa Goods, which can be used with the knowledge base developed in this thesis. The content plan consists of the analysis of the starting point, objectives, description of the target group, three buyer personas, content calendar, content recommendations, and suggestions about measuring results.

In this thesis, the aim is to figure out what kind of social media content reaches, attracts, engages, and is considered valuable to the company's target audience so that it would lead to positive outcomes, such as improved exposure on social media or increased sales. The secondary aim is to

figure out how to reinforce the desired brand perception of being a wellness company on social media. The company has stated that it wants to be perceived more as a wellness brand than a food company. Social media marketing is an effective tool to aim for the desired brand perception.

This thesis covers social media and content marketing and the process of creating a social media content plan. As a result, this thesis does not include how to do a comprehensive digital marketing plan for a company. Also, this thesis does not focus on the process of brand building. However, I present concepts related to brands and describe how to communicate the brand in social media. This thesis does not cover social media strategy. I define social media strategy only briefly as a concept in chapter 4.4. This thesis focuses on creating organic content, and therefore I am not covering paid marketing possibilities. In addition to before mentioned things, I am presenting only the current and relevant social media channels for Puroa Goods: LinkedIn, Facebook, and Instagram. Therefore, in this thesis, I will only focus on how to do effective social media marketing on these three social media channels only.

1.2 Thesis type and methods

In general, the product-based thesis aims to first locate a problem in a company's product, service, or process and then find solutions to develop it further with the product-based thesis. A product-based thesis can be, for example, an orientation guide for new employees, a social media strategy plan, a business plan, or a social media campaign. (Drake & Salmi 2018.) The product-based thesis aims to present students' professional expertise in some study areas, such as, in this case, social media and content marketing. The outcome of this particular thesis is a social media content plan for Puroa Goods for the summer of 2023 that is based on the marketing literature, studies and articles, industry overview, competitor analysis, systematic social media analysis, and interviews with a social media marketing expert from Meltwater and with the CEO of Puroa Goods, Emmi Viitanen.

2 Puroa Goods Oy

Puroa Goods is a startup-based company founded on 21 December 2020 by three friends: Emmi Viitanen, Tuulia Talvio-Röhr, and Henri Nieminen. Puroa Goods specializes in providing different types of hand-made vegan smoothies. Puroa Goods' mission is to inspire and encourage individuals to live healthier lives and make small daily health-promoting choices (Viitanen, 19.12.2022). The company's regular customers are different kinds of businesses, such as law, consulting, and software firms, as well as K-retailers with stores in Helsinki, Espoo, Vantaa, and Turku. Puroa Goods also collaborates with a wellness spa hotel, some fitness and sports clubs in Helsinki, and with Wolt. (Puroa Goods 2023.) The company's unique feature is that it provides smoothies as a service (SmaaS). This means that the company delivers a fixed quantity of smoothies, for example, on a monthly or bi-weekly basis, directly to its business client's offices.

The company has a customer base comprising business clients, K-retailers, and individual consumers who buy smoothies from the K-Markets, K-Supermarkets, and K-Citymarkets. The Puroa Goods aim is first to sell the smoothies to offices, sports clubs, or other leisure places and then get the people working or spending time in these places to purchase more smoothies from their nearby K-retailers. Also, the company aims to attract and reach out to customers interested in exercising, healthy living, and the environment in general.

2.1 Starting point and the development task

Marketing communications can be defined in many ways, depending on the source utilized. American Marketing Association defines marketing communications as "coordinated promotional messages and related media to communicate with a market. Marketing communications messages are delivered through one or more channels such as digital media, print, radio, television, direct mail, and personal selling". (American Marketing Association, 2023.) Bergström and Leppänen, on the other hand, propose that marketing communications consist of advertising, personal selling, sales promotion, and public relations (PR). According to the authors, through marketing communications, the company can inform about its products, services, pricing, and places of purchase, as well as impact overall demand for its products and services. Bergström and Leppänen also note that the primary objective of marketing communications is always to boost the business's sales. (Bergström & Leppänen 2015, 300.)

Amstrong, Kotler, and Opresnik (2023) argue that while traditional media remains significant in marketing communications, its dominance is declining due to the rise of digital media and its expanded capabilities. In response, the authors propose a concept of "integrated marketing communications", meaning "integrating and coordinating the company's different communications

channels to deliver a clear, consistent, and compelling message about the organization and its products". (Armstrong, Kotler & Opresnik 2023, 401,405.)

Puroa Goods does its advertising on social media, sales promotion at trade fairs, events, K-Markets, K-Supermarkets, and K-Citymarkets, and direct business-to-business sales (B2B) to various companies and K-retailers. The CEO is responsible for the direct selling part. To increase the company's exposure on social media, Puroa Goods has done some brand cooperation, small-scale influencer marketing, and distributed free products at events. The company has also invested in paid marketing on Instagram and intends to continue doing so. Furthermore, the company has sponsored a cheerleading athlete as a brand advocate. (Viitanen 28.11.2022.)

Puroa Goods started social media marketing in connection to the establishment of the company, as it was recognized as necessary for building its brand. The company selected Instagram, Facebook, and LinkedIn as its primary social media channels to reach its target audience. Puroa Goods' key clients include different types of businesses, K-retailers, and sports clubs located in the Helsinki Metropolitan area. Puroa Goods also aims to attract two types of individual customers: employees working in offices that are Puroa Goods clients and 25–40-year-olds interested in overall well-being, health, environment, and exercising, who may also spend their leisure time at sports clubs that are also Puroa Goods clients. (Viitanen 28.11.2022.)

Puroa Goods created a LinkedIn profile with a B2B marketing perspective. The objective was to increase brand awareness among the business clients and to reach out to the HR or Office Managers who typically order office snacks. Instagram, on the other hand, was chosen for its B2C perspective. Lastly, the company decided to create a company profile on Facebook due to its older customer base. Puroa Goods utilizes Facebook to support the other two social media channels, for example, by sharing its Instagram content on Facebook. Additionally, if Puroa Goods' K-retailer clients publish any content related to Puroa Goods products, the company shares that content on Facebook. Consequently, the company's primary social media channels are Instagram and LinkedIn. (Viitanen 28.11.2022.)

It is no surprise that the company decided to conduct its social media marketing on Facebook, Instagram, and LinkedIn. According to Hootsuite Digital 2022: Global Overview report, Facebook has over 2,9 billion users worldwide, and Instagram 1,47 billion (Hootsuite 2022, 99). LinkedIn, on the other hand, states on its official website that it has over 900 million members in more than 200 countries and territories across the globe (LinkedIn 2023). According to the survey conducted by M. A. Stelzner, Facebook, and Instagram were reported to have contributed the most to sales from the marketers' perspective, whereas LinkedIn and Facebook generated the most leads. (Stelzner 2022, 8). The social media usage surveys, such as Statista global consumer survey, indicate that

the most used social media platforms in Finland were in recent years WhatsApp, Facebook, Instagram, and Youtube (DNA 2021, 7; Statista 2022, Figure 1). The same results are shown in Hootsuite's (2022) global overview report (Figure 2). The survey conducted by DNA with Nepa in 2021 states that WhatsApp, Facebook, and Instagram are the most preferred platforms among women in Finland (DNA 2021, 10). I will discuss these three social media platforms in more detail in chapter 3.2 Social media network channels: Facebook, Instagram, and LinkedIn.

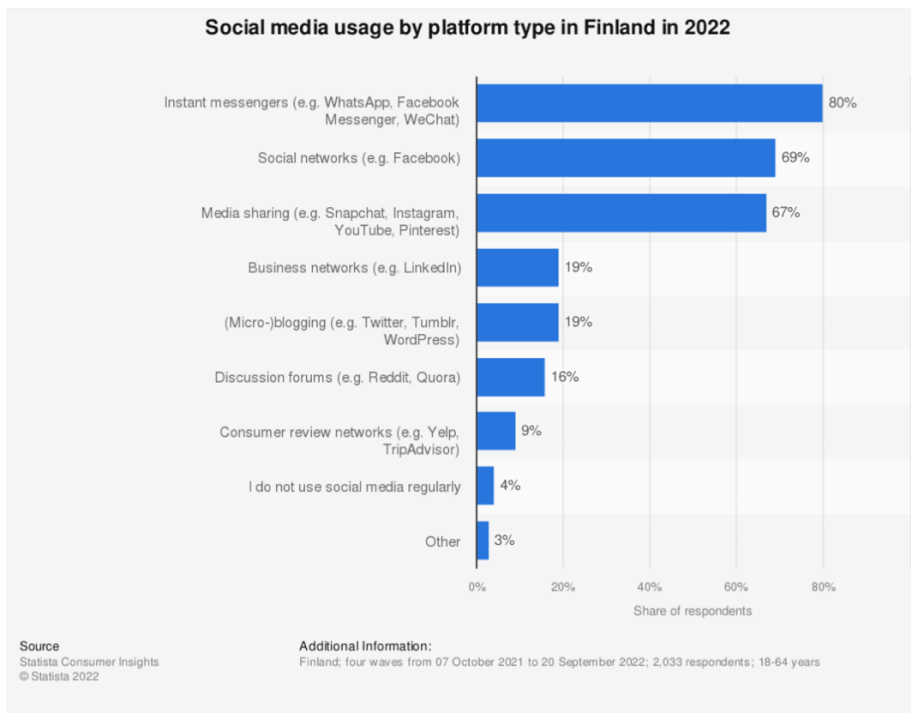


Figure 1. Social media usage by platform type in Finland 2022 (Statista 2022)

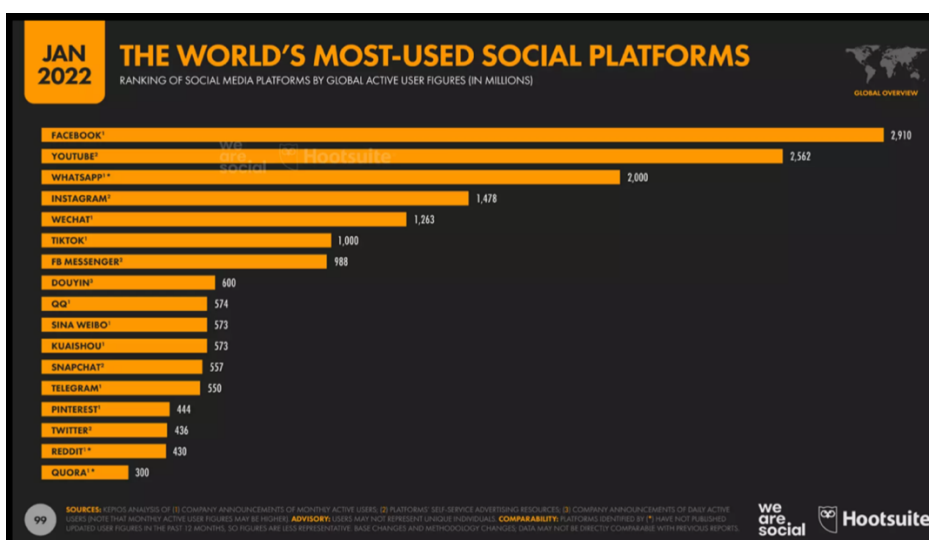


Figure 2. The world's most-used social platforms (Hootsuite 2022)

Puroa Goods's mission is to inspire and encourage individuals that live hectic lives to live healthier and make small daily health-promoting choices (Viitanen, 19.12.2022). Consequently, Puroa Goods' social media content has focused on inspiring or informing customers about various ways to live healthier lives. From the start, the company has had a well-defined strategy and guidelines for content creation and photography to maintain brand consistency and coherence across different channels. Responsibility for content creation has been assigned to an employee with the capacity and time for the task. However, at the moment, the company's CEO is the one creating the content for social media. (Viitanen 17.3.2023.)

Initially, the company's primary objective for its social media channels was to maintain its activity level by creating a few weekly posts. As for now, the activity level has increased a little, and the content creation is based on the company's marketing strategy and is led by the CEO. The objectives for this year, 2023, regarding social media marketing are the following:

1. Create attractive, engaging, inspiring, and valuable content based on the target audience's needs.
2. Build a community of loyal fans that are willing to act as brand advocates,
3. Reform the look of the brand by making it look visually bolder,
4. Increase the total number of followers on every social media channel (Viitanen, 28.11.2022.)

As the company relies entirely on social media marketing in advertising, the company needs to plan the social media content ahead to achieve the above objectives for 2023. As a startup company with only a few employees and hence scarce resources, the social media content plan I develop as an outcome of this thesis can benefit Puroa Goods and give the company implementable content ideas.

2.2 Overview of the business environment

For any business aiming for success, it is necessary to understand the business environment in which the company operates. When analyzing the business environment, it can be divided into two parts: micro and macro environment. The micro environment comprises potential customers, partners, competitors, and other relevant stakeholders. In contrast, the macro environment refers to the state of the economy and the society, the demands of the legal system, and, for example, the country's demographics. The business environment can considerably differ in different continents and nations, and it is constantly changing regarding economic, political, legislative, technological, social, cultural, and ecological factors. (Viitala & Jylhä 2013, chapter 4.3) For example, in 2022, the

economic situation is such that inflation and rising prices force consumers to adjust their purchasing behavior as their purchasing power declines (PTT 2022). This means that consumers will seek more affordable products and options from now on, and the product's price will be a more defining factor when grocery shopping.

Puroa Goods operates mainly in the retail sector. According to the NielsenIQ Grocery Shop Directory 2021, S Group is the current market leader in that sector with a market share of 46,1 %. The other market leader K Group is close to S Group, with its market share of 36,6%. The grocery industry in Finland is highly centralized, and the two market leaders have dominated the market in Finland for many years. Smaller operators within the market are currently Lidl Finland, Tokmanni, and Minimani (NielsenIQ 2022). Puroa Goods sells its products exclusively at K Group's grocery stores for strategic reasons. The company also sells its products on its website and has some presence in sports clubs and in a wellness spa hotel in Helsinki. (Puroa Goods Retailers 2023.)

From a broad perspective, every company with smoothie products in the market can be considered a competitor to Puroa Goods, despite the place of purchase. Also, every company that operates in the well-being niche market with a strong focus on well-being, organic and natural food snack products can be considered a competitor. For example, Puhdistamo and Foodin belong to this niche group. From a more narrow perspective, the competitors of Puroa Goods would be the companies selling smoothie products in the same grocery stores with their products placed near Puroa Goods' smoothies. Smoothie brands that are sold at the K Group's grocery stores are Froosh (producer: Fazer), Innocent, Brämhults (producer: Eckes-Granini), Pirkka (producer: Kesko), Humble (producer: Evoke Oy), Valio, Foodin and Smooth it.

Puroa Goods operates in a highly competitive industry against big market leaders with well-known brands with lots of resources and big operating teams. However, a clear competitive advantage that Puroa Goods has are the ingredients utilized in the products and the production method. Puroa Goods smoothies are entirely hand-made with high-pressure processing -method (HPP-method). Also, all the smoothies are produced locally in the Espoo region, making the logistics part more environmentally friendly. According to the European Food Safety Authority (2022) "HPP processing is a non-thermal treatment, in which, for microbial inactivation, foods are subjected to isostatic pressures of 400-600 Mpa with common holding times from 1.5 to 6 minutes" (Efsa 2022). HPP processing -method enables Puroa Goods smoothies to maintain high nutritional values while minimally impacting vitamins, antioxidants, and nutrition in the products (Puroa Goods Frequently Asked Questions 2022). Puroa Goods competes in the market by producing smoothies that are not just made of juices, fruits and carbohydrates. The company's smoothies contain healthy fats, fiber,

and protein in addition to carbohydrates, and hence they should keep the hunger away for a longer period of time without causing sugar spikes.

When considering the nutritious and domestic ingredients of the smoothies, the unique production method employed, and the focus on promoting a well-being ideology associated with these Puroa Goods smoothies, there are not so many competitors within the same niche market. However, I recognized two clear competitors with a shared focus on promoting well-being, healthy lifestyle and that produce organic and healthy snacks: Foodin and Puhdistamo. Foodin is a Finnish company established in 2013 that produces all kinds of wellness, organic and vegan products. It provides a wide selection of different food and vitamin supplements, coffee, cacao products, nuts, berries, beverages, and electrolyte powders, to mention a few. It is a well-known Finnish well-being brand with competing smoothie products. (Foodin 2023.) Puhdistamo, on the other hand, also has a much wider offering of products compared to Puroa Goods. It sells vitamins, sports and food supplements, energy drinks, electrolyte powders, superfoods, and, for example, organic snacks. (Puhdistamo 2023.) Even though Puhdistamo or Foodin do not sell directly similar products to the Puroa Goods smoothie, I consider them competitors because they aim to reach the same target audience as Puroa Goods. These three companies: Puroa Goods, Puhdistamo, and Foodin, share the same objective to sell the well-being ideology. They aim to get the customers to identify themselves with the well-being brands.

As Puroa Goods is a startup, it is also part of the Finnish start-up ecosystem. There are several Finnish food startups currently operating in the market, and among the most interesting ones are likely the food tech companies. These companies develop new methods of producing food, for example, from microbes or with a fermentation process. According to Lauri Reuter, co-founder of investment company Nordic Food Tech VC and a doctor of biotechnology, “Finland is a good growth platform for food startups due to our strong industrial traditions and successful technology companies as of Nokia. We also have a young food culture, and it is easy for us to think about food from new perspectives”. (Palmén, J. 2021.) Solar Foods is currently one of the most well-known Finnish food tech companies, producing Solein-protein from microbes with air and electricity. Other well-known food tech companies include Gold & Green Foods –later acquired by Paulig and then Valio – which produces pulled oats as a meat substitute, and Mö, which creates oat-based products with a fermentation process. In addition to the food tech companies, there have been successful food startup delivery companies such as Wolt (later acquired by DoorDash) and Ruokaboksi, which delivers pre-planned food boxes with recipes. Finnish food startups can seek funding from Business Finland or various venture capital funds such as Nordic Food Tech VC, Lifeline Ventures, VTT Ventures oy, or Maki.vc.

2.3 Overview of the latest trends in the food industry

Puroa Goods smoothie ingredients illustrate the current food industry trends. The company utilizes oat-based milk as a base in its smoothie products, which are entirely vegan, gluten-free, and packed with healthy nutrients. According to the report published by Ruokatieto Yhdistys, the total consumption of liquid dairy products in Finland has decreased considerably during the 21st century (Ruokatieto yhdistys ry 2022). In contrast, the consumption of plant-based beverages has increased (SOK 2022). According to the S-Group's sales data, consumption of plant-based drinks has risen by 35 % in the three previous years (SOK 2022). The increasing demand for dairy milk substitutes and growth possibilities in the plant-based beverage market have encouraged dairy companies such as Valio, Kaslink – later acquired by Fazer – and Juustoportti to produce their versions of plant-based milk (Helsingin Sanomat 2018). The global plant-based beverage market has been continuously growing over the past years, and the global market leaders Nestlé and Danone have also entered the market with their competing products (Financial Times 2021). It is proposed that consumers might shift from dairy products to plant-based substitutes over time because of allergies and intolerances, veganism, and sustainability (Medical News Today 2022).

In addition to the plant-based substitute trend, other food trends occurring at the moment according to the survey conducted by K Group, include locally produced and seasonal foods, non-alcoholic beverages, health and well-being, responsibility, home cooking, taste, and lastly, online grocery shopping. The survey stated that consumers in Finland believed they would prefer more locally produced food, follow a more varied diet, compare sustainability when grocery shopping, prefer seasonal products, and buy groceries online in the upcoming year, 2022. (K Group, 2021.) What can be seen trending as well is the mobile applications. Both S Group and K Group have launched applications that provide customer purchase data information. For example, S Group has a nutrition calculator in its mobile app that provides nutritional information on groceries. In contrast, K Group's version compares groceries to the national nutrition recommendations.

Considering the trends mentioned above, Puroa Goods has a good starting point in the market because its products are aligned with the occurring trends. However, food trends tend to change quickly, and the overall food consumption in Finland has not changed significantly, except for the decrease in the consumption of dairy products and the increase in the consumption of oat products during the 21st century (Ruokatieto yhdistys ry 2022).

3 Social Media Marketing

In the book *Understanding Digital Marketing*, the concept of social media has been defined as follows: “Social media is an umbrella term for web-based software and services that enable users to come together online and exchange, discuss, communicate and participate in any form of social interaction. That interaction can encompass text, audio, images, video, and other media, individually or in combination. It can involve generating new content; recommending or sharing existing content; reviewing and rating products, services, and brands; discussing the day's hot topics; pursuing hobbies, interests and passions; sharing experience and expertise”. (Ryan 2021, 220.) Considering Ryan's definition, social media is entirely about the interaction between users, and it should be taken into account when companies aim to succeed in social media marketing.

As for social media marketing, it can be defined in this way: “Social media marketing refers to the process of gaining website traffic or attention through social media sites. With social media marketing, you aim to create content that attracts attention and encourages the audience to share it with their social networks. A corporate message can be spread from user to user and resonate, because it appears to come from a trusted, third-party source instead of the brand or company itself. Consequently, social media marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media”. (Search Engine Profiling 2023.) This definition, on the other hand, emphasizes how a company or brand can utilize user interaction on social media for marketing purposes.

Figure 3. illustrates how media can be divided into four types: paid, owned, earned, and partnership. Earned media can be considered the most valuable of the four, as people spread the word about a brand, company, product, or content without additional effort from the marketer. In addition, earned media, which appears as digital word-of-mouth (eWOM), increases brand credibility, especially when recognized experts or influencers recommend the brand and share information about a company or product with their networks on social media platforms. While brands cannot fully control the online discourse, positive eWOM in earned media can significantly enhance brand reputation. (Zahay, Roberts, Parker, Barker & Barker 2023, 4, Figure 3.) Overall, however, it would be advisable for companies to use all four types of media in their marketing, as they reinforce each other and social media have not yet entirely replaced traditional media.

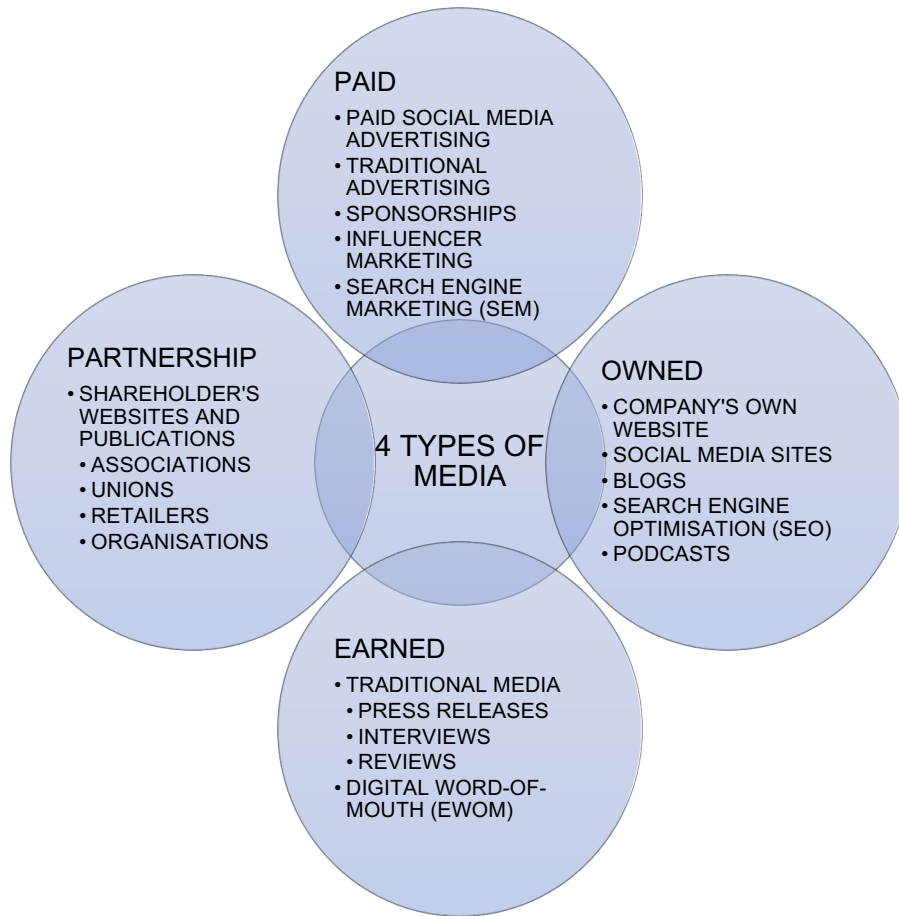


Figure 3. Media can be divided into four types: paid, earned, owned, and partnership. (Adopted Zahay, Roberts, Parker, Barker & Barker 2023, 4; Haavisto & Salmi 2023)

In the case of Puroa Goods, the target is to reach a point where satisfied customers recommend and share information about Puroa Goods products and SmaaS-service on social media with their networks, for example, by creating user-generated content (UGC). Puroa Goods should also focus on creating content that strengthens consumer engagement and interaction rather than just providing information about its products. Figure 4 illustrates how satisfied customers are more likely to provide valuable feedback, which can help the company develop and deliver better products that meet customer needs. A company can, for example, take advantage of the co-creation method with its customers. This can increase the likelihood that customers will feel heard and volunteer to become brand advocates on social media. This, in many cases, leads to the company gaining more customers. (Ryan 2021, 222, Figure 4.)

There are many reasons why businesses should engage in social media marketing. It provides an opportunity to interact with customers, engages loyal fans who voluntarily recommend a brand, product, or company, and provides information and insights that may not be available any other

way, allowing businesses to stay informed about customer perceptions. Social media marketing is also valuable for raising a company's profile and building a reputation. It is a place where companies can get direct customer feedback, which can be used to develop their business further. (Ryan 2021, 222–223, 233.)



Figure 4. Why it is important for your business to get involved in social media (Adopted Ryan 2021, 222)

3.1 B2B and B2C Marketing

Puroa Goods' aim is to do business-to-business marketing on LinkedIn (B2B) and business-to-consumer marketing on Instagram and Facebook (B2C). B2B and B2C marketing differ mainly in terms of audiences and communication style. B2C marketing focuses on quick solutions and entertainment, while B2B marketing concentrates on building relationships and securing a return on investment (ROI) for a product or service for a business client (Zenn 2021). This is due to business clients' longer and more complicated purchasing processes. In B2C, the purchasing process tends to be a lot shorter, and the ways in which an individual can be influenced are different from those of a business client. For example, an individual may read a positive review of a particular product or service, and that alone may convince them to purchase the product, whereas, in B2B situations, there can be several stakeholders and departments making the purchase decision. Consequently, different factors need to be taken into account in B2B and B2C marketing. (Hall 2022, 2–3). In B2B marketing, the content should be more detailed, educating, relevant and informative so that it could add value to its business audience that makes their purchase decisions based on the business impact. This means, for example, providing information or the latest news about the industry, describing production methods, or the company's social or ecological impact on the local area. (Holliman & Rowley 2014). In B2C, on the other hand, marketing content should be entertaining, interactive, approachable, and not so formal. (Zenn 2021.)

3.2 Social media network channels: Facebook, Instagram, and LinkedIn

Facebook, Instagram, and LinkedIn are all popular networking sites that allow users to connect and interact with people they know and make new connections. These social media platforms make it

easier to connect and communicate with a large number of people as well as share information. From a marketer's perspective, these sites provide businesses opportunities to improve brand awareness, provide targeted advertising options, gather valuable marketing data, and build a community around the brand. However, it is essential to remember that most users only use these social media platforms for socializing purposes. Therefore marketing content should focus on entertainment, engagement, and interaction rather than sales and advertising. Also, measuring and monitoring the results of social media marketing is crucial. (Ryan 2021, 233.)

Facebook (Meta), founded in 2004, is currently the world's most widely used social media platform, with over 2 billion daily active users (Meta, 2023). Despite media speculation that younger generations are moving away from Facebook to other platforms, such as TikTok, data indicates that young people around the globe continue to use Facebook. For example, according to Datareportal, the median age of Facebook's advertising audience is 32 years. (Datareportal 2023.) Instagram, on the other hand, founded in 2010 and acquired by Facebook in 2012, is also one of the most used social media platforms across the globe, with over 1,3 billion daily global active users. (Newberry, 2023). It is stated that Millennials and Gen Z make up the core of the Instagram user base, meaning people born around 1981 to 2010. (Insider Intelligence 2022). Today, both Instagram and Facebook offer similar business opportunities in advertising and content marketing, but Facebook can be considered more advanced in paid marketing.

As for LinkedIn, it was founded in 2003 and later acquired by Microsoft in 2016. Although LinkedIn is less popular globally than Facebook and Instagram, it has over 900 million members worldwide. LinkedIn differs from Facebook and Instagram, because it is designed for professional networking. According to LinkedIn's official page, its mission is to connect the world's professionals and make them more productive and successful. (LinkedIn 2023.) LinkedIn is an effective B2B marketing, recruitment, and employer branding channel. It is also a tool to drive more traffic to the companies' websites, identify quality leads, and a platform in which individuals can become opinion leaders by sharing expertise in a particular industry (Zantal-Wiener 2022).

To succeed in social media marketing, it is essential to understand and identify your target audience accurately. A Pew Research Center study conducted by Auxier & Anderson (2021) interviewed 1,502 U.S. adults on their social media usage. The findings of this study indicated that demographic factors such as age, gender, income, education level, and place of residence impacted participants' social media usage (Auxier & Anderson 2021, Table 1). The researchers found, for example, that LinkedIn was most likely used by people with higher education levels and income than those with lower education levels and income. Additionally, men used LinkedIn slightly more

often than women. On the other hand, Instagram was more popular among women than men, 18–29-year-olds, and those living in urban areas. Facebook was also more likely used by women than men, and it was most popular among 30–49-year-olds. In general, the findings indicate that people with higher incomes and education levels and who live in urban or suburban areas use these three platforms more likely. When creating social media and content marketing, it is crucial to understand not only the demographics of your target audience but also their lifestyle, motives, and what they value in life. Only by accurately understanding your target audience can marketing be sufficiently engaging and valuable.

Table 1. Use of online platforms by demographic group. % of U.S. adults in each demographic group who say they ever use... (Adopted Auxier & Anderson 2021)

	Facebook	Instagram	LinkedIn
Gender			
Men	61 %	36 %	31 %
Women	77 %	44 %	26 %
Age			
18–29	70 %	71 %	30 %
30–49	77 %	48 %	36 %
50–64	73 %	29 %	33 %
65+	50 %	13 %	11 %
Income			
<\$30K	70 %	35 %	12 %
\$30K-\$49,999	76 %	45 %	21 %
\$50K-\$74,999	61 %	39 %	21 %
\$75K+	70 %	47 %	50 %
Education			
HS or less	64 %	30 %	10 %
Some college	71 %	44 %	28 %
College+	73 %	49 %	51 %
Residency			
Urban	70 %	45 %	30 %
Suburban	70 %	41 %	33 %
Rural	67 %	25 %	15 %

To gain insights on what kind of content is successful on Facebook, Instagram, and LinkedIn, I interviewed a social media marketing expert from Meltwater, a global company providing social

media monitoring, listening, and analytics services (Meltwater 2023). According to the expert interview, Facebook and Instagram, are currently best suited for B2C marketing, while LinkedIn is the preferred option for B2B marketing. Facebook works effectively as an information channel for consumers, who often use the platform to find general company information. Facebook is primarily suitable for advertising campaigns, with paid ads generating a lot of impressions and link clicks. From the B2B marketing perspective, Facebook may be less profitable. The age groups reached on Facebook are concentrated in the 25-44 age group, which aligns with the Datareportal results mentioned earlier in this chapter. (Alén 15.3.2023.)

When it comes to Instagram, the stories tend to generate the most impressions. However, content type has little impact on engagement; hence, pictures perform just as well as video content. Also, content with people tends to work better compared to content without. The primary age group that Instagram reaches is 18-35-year-olds, which aligns with the Pew Research Center study findings. Regarding LinkedIn, the platform works as an information channel for business clients. What is notable is that LinkedIn followers tend to click on links more often compared to other channels. Topical content that provides value to followers in a conversational tone tends to perform well on LinkedIn. Additionally, images and text tend to be more effective than videos on LinkedIn. (Alén 15.3.2023.)

3.3 Communicating the brand on social media

Armstrong, Kotler, and Opresnik (2023) define brands as follows: “Brands are more than names and symbols: they are a key element in the company’s relationships with the customers. Brands represent consumers’ perceptions and feelings about a product and its performance – everything that the product or the service means to consumers. Consumers get to know a brand through many contacts and touchpoints along the customer journey. These include advertising but also personal experiences with the brand, word of mouth and social media, company websites, mobile apps, et cetera” (Armstrong, Kotler, & Opresnik 2023, 251, 260). For consumers to develop a cohesive brand image of the company, each brand touchpoint should consistently communicate the same message about the company and its products. (Ruokolainen, P. 2020, 37). Companies should keep a consistent tone of voice across their social media platforms. The tone of voice describes how the brand speaks with its audience, which impacts how that audience receives and perceives the company’s message. To summarize, tone of voice means how the company communicates with its audience, not what it communicates (Williams, 2022). However, it is worth noting that even sustained and consistent marketing communication efforts are not enough if the product doesn’t meet its value proposition. (Raijas, S., & Harmoinen, T. 2008, 74).

In general, it is beneficial for brands to have a presence in social media, as it complements and reinforces other brand communication activities, and helps promote innovation and relevance for the brand. Additionally, by allowing personal, independent expression and interaction, it can create a sense of community and encourage active engagement. (Keller 2013, 239.) Social media also provides a platform for brands to build their unique voice, look and feel. It allows brands to interact and develop profitable customer relationships. (Rumberger, 2022.) Although social media offers brands many beneficial opportunities, the companies should be aware that as brand touchpoints include social media platforms, this may be a double-edged sword. While consumers can co-create brand value, they can as well damage it with their feedback if things go wrong. Consequently, marketing managers need to consider the effects of digital channels on brand perceptions. (Eagle, Dahl, Czarnecka, & Lloyd 2021, 157.)

In HubSpot's blog post brand perception and brand equity are defined as follows: "Brand perception is the sum of consumer's feelings, experiences and thoughts about a product or a service. It is rather what people believe a brand represents, than what it claims it represents. Brand equity, on the other hand, is the combination of people's perceptions, experiences and opinions that create a company's reputation. A company with a high brand equity, attracts loyal customers". To keep up to date with brand perception, companies should measure it regularly so that they can monitor it and develop and improve their communication style in social media according to the results. By measuring the brand perception, companies can be aware of and make necessary changes to their behavior when consumer perception shifts. Companies can, for example, conduct surveys, track online mentions, or collect data from customers at each point of the buyer's journey (Kirsch, 2022.) Measuring the brand perception cannot be stressed enough, because only by doing it on a regular basis, companies can have an impact on the brand perception.

4 Planning and creating content

Before heading into social media and content marketing, companies should think carefully about what kind of content is most relevant, engaging, and valuable for their target audience. They also need to figure out what kind of content works best at what point of the customer journey. The saying "half-planned is half-done" is particularly true for social media and content marketing.

4.1 Content Marketing

Content marketing can be defined in various ways in marketing literature and by consulting firms. Content Marketing Institute, for example, describes content marketing in this way: "Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action" (Content Marketing Institute, 2023). Armstrong, Kotler and Opresnik (2023), on the other hand, describe content marketing as follows: "creating, inspiring and sharing brand messages and conversations with and among the consumers across a fluid mix of paid, owned, earned, and shared communication channels. These channels include media that are both traditional and new as well as controlled and not controlled" (Armstrong, Kotler & Opresnik 2023, 402.)

In the Finnish marketing literature content marketing is defined slightly different way. Keronen and Tanni (2017) propose that content marketing means executing the company's content strategy in a goal-oriented way, as well as publishing well-considered content that is based on the target audience in channels that are relevant to them. The authors argue that with content marketing, the company is able to achieve its strategical objectives, and enhance, for example, customer experience, employer image, as well as attract media attention, generate leads, and even open new marketplaces. To succeed in content marketing, the authors argue that the company should carry out a thorough investigation of their target audience for creating the buyer personas that illustrate their target audience accurately. Businesses should also understand and map the whole customer journey from the social media to the purchase stage and beyond that for making the content marketing work. (Keronen, Tanni, & Muranen 2017, 30–31).

The primary objective of content marketing is to add value to the target audience by creating content that is entertaining, educating, inspiring, and engaging. However, as content marketing and marketing overall should also have a positive impact on sales, there should be, to some extent, content that involves the active selling of the products and/or services. Rummukainen, Hakola, and Hiila (2019) argue that the companies that succeed in providing the most value to the customers before the actual purchase stage are most likely to be in a better position to win the customers' trust and final purchase decision. (Rummukainen, Hakola, Hiila 2019, 33-34).

The answer to the question of “what is the most effective content on social media” is not straightforward, because it seems that it always depends heavily on the company’s specific target audience and their needs. This also became clear when I interviewed a representative of Meltwater. According to the interview, the most common mistake for companies that make social media marketing is that they don’t understand their target audience well enough. (Alén 15.3.2023) For this reason, the studies conducted in the marketing field cannot give accurate answers, but they can indicate what works in general. The following studies give some information about what can be effective when doing social media marketing.

The study of Holliman and Rowley (2014) examined B2B content marketers’ views on the matter. In this study, the findings indicated that B2B content should be created on the audience’s needs and that the marketers should adopt a “publisher’s mindset” meaning focusing on understanding the audiences’ needs and utilizing storytelling in marketing. The authors of this study suggest that the content should be valuable and beneficial to the audience and help the audience, for example, complete a particular task or solve a problem. If we apply this to the Puroa Goods context, it would mean, for example, Instagram stories or educational Instagram reels, such as cooking reels, including recipes or fitness stories with tips.

The study of Muller and Christandl (2019) examined how different types of content affect brand attitude. This study’s findings indicate that companies should be creating their own content instead of sponsored content because it is perceived more favorably. The study of Kilgour, Sasser, and Larke (2015), on the other hand, suggests that companies should utilize influencer-generated content. The authors of this study argue that as the message comes from a third party and not from the company itself, the audience views it more favorably as a social message. Additionally, the authors explain that social sources of information are more likely to be both viewed and seen as more credible than a corporate source of information and hence they suggest companies to use influencers as brand advocates. According to Nielsen’s 2012 report “Global Trust in Advertising and Brand Messages”, 92% of survey participants across the world claimed that they would trust earned media, such as word-of-mouth recommendations above any other form of advertising (Nielsen 2012). Based on these studies and the Nielsen’s report it can be stated, that earned media is the most effective when it comes to building brand trust and social media success.

In the study of Klassen, Borleis, Brennan, Reid, McCaffrey, and Lim (2018) the authors examined and analyzed 277 engaging posts made by the ten most popular food industry and lifestyle brands and six health promotion organizations using Facebook and Instagram. The findings of this study indicate that links to purchasable items were used by both food and lifestyle brands, and were

consistently associated with more interactions on Facebook and Instagram. Also, some previous findings and this study suggest that users might be engaging with food industry brands for their own gain, financial or otherwise. This study suggests that relationships and interactions between the user and the content creator could be developed by using some of these strategies: relatable content, the use of personal stories, and positive emotion and tone.

4.2 Content types and formats

The types of social media content can be divided into, for example, user-generated, live streams, product posts, behind-the-scenes, tutorials et cetera, that can be presented in different formats such as video, audio, or image. The concepts “content type” and “content format” are used interchangeably in the sources I reviewed, and hence, when I am discussing content types, I also mean formats. (Brenner, 2022; Carmicheal, 2022; Cover, 2021; Lahey, 2020). Content types can also be categorized based on their purpose into inspiring, educating, convincing, and entertaining. This type of categorization is used in the Smart Insights' Content Marketing Matrix on below (figure 5), and in the "Content Strategy" book by Keronen and Tanni (2017).

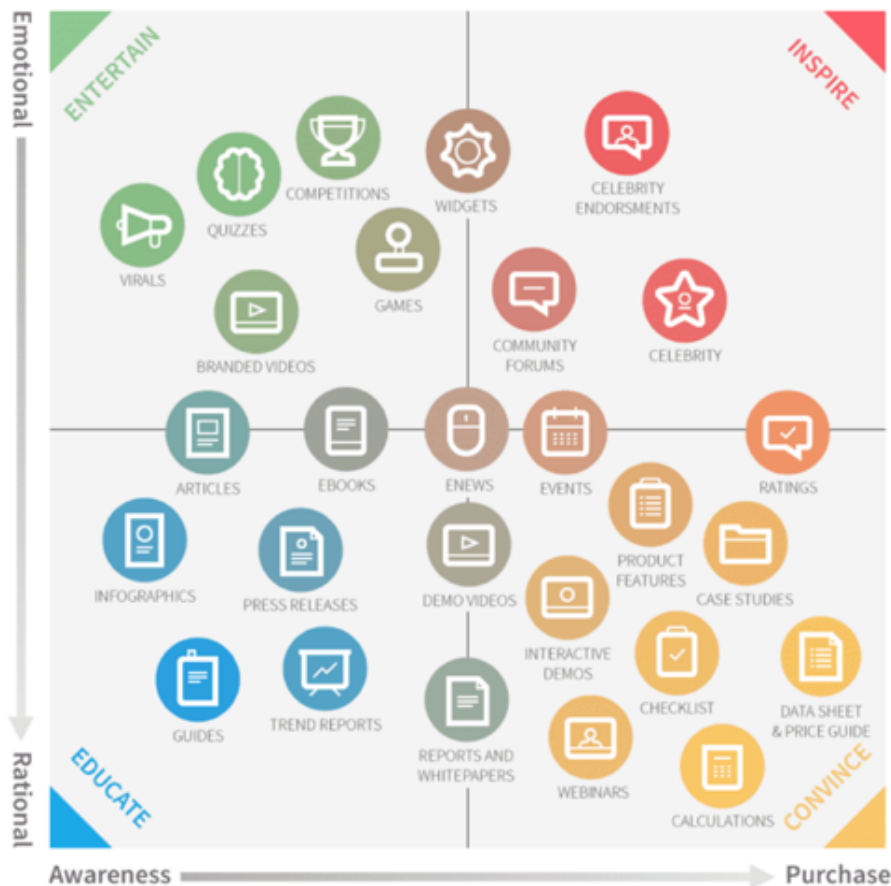


Figure 5. Smart Insights' Content Marketing Matrix (Chaffey 2023)

The Smart Insights' Content Marketing Matrix illustrates different types of content and categorizes them based on their purpose: inspiring, educating, convincing and entertaining. It also portrays what kind of content may increase brand awareness, elicit emotions, and is useful when aiming to convince customers to buy. However, the matrix does not take into account all viewpoints (Figure 5.) For example, quality video content can have an impact on many levels. It can be at the same time entertaining, inspiring, convincing, and educating as well as elicit emotions.

Keronen and Tanni (2017), in turn, categorize content into three types: attractive, engaging, and activating. The authors argue that different types of content should be used at different points in the customer journey to make content marketing a success. At the beginning of the journey, companies should create content that generates interest among their target audience. The attractive content's main purpose is to make the audience notice the brand, remind them of its existence, and get more traffic to the company's social media sites. Attractive content can be, for example, status posts on social media, advertisements, or newsletters. With engaging content, on the other hand, the company aims to build a loyal follower base by providing them with valuable content. In the best scenario, this will lead to a higher valuation of the company. The engaging content's purpose is to help the customer understand a certain phenomenon, make decisions based on their needs, and avoid mistakes. Additionally, its purpose is to help the customers make the final purchase decision. Engaging content should be convincing enough to increase trust in the company and the brand. Compared to the attractive and activating content types, the engaging content's life cycle is, in the best case, long. This type of content can be considered successful when it is relevant even after long periods of time. Engaging content can be, for example, a blog post, an article, a study, or a guidebook. In other words, it can be anything that truly adds value to the target audience. (Keronen, Tanni, & Muranen 2017, 88–89, 91.)

The third content type, activating content, is for steering the customer in the right direction along the customer journey. Its primary objective is to direct the customer to take the wanted action, for example, to subscribe to a newsletter, sign up for an event or contact the company. To make this type of content work, it should be embedded in engaging content. (Keronen, Tanni, & Muranen 2017, 88–89, 91.) To give an example, a reader that is convinced of a company's blog post might click the link to the business's e-commerce site because the text includes an invitation to do so for getting more information. As a result, the customer moves forward in the customer journey.

As many popular social media platforms are based on creating different types of video content, video content has become more important in marketing in recent years. According to the study conducted by Stelzner (2022) Facebook (58%), Instagram (49%) and YouTube (47%) were the top platforms marketers use when publishing video content. The study states that the most important

video format is sixty seconds or longer video (33%) from the marketers' perspective. The second-best format was considered to be the looping short video (24%) meaning, for example, Instagram Reels and TikTok. (Stelzner 2022, 28–29.) Video content has become popular in recent years because it offers brands a wide range of opportunities to communicate their message and identity. Companies can create tutorials, live streams, product review videos, and video blogs, to name a few possibilities, that engage and give value to the viewers. It is also stated that today's consumers are relying more on marketing videos from brands instead of images and text descriptions. This is probably due to the fact that consumers are willing to see how the products or services work in real life, discover flaws before purchasing, or identify something that cannot be learned only from text descriptions. (Bump, 2022.)

4.3 Trends in content creation

In the article by Social Media Examiner, 28 marketing experts predicted the future of social media marketing in 2023. According to the article, the top four trends for content creation will be short-form videos, such as Instagram Reels and TikTok, conversion-focused content, active customer care through social media, and content created with the assistance of artificial intelligence (AI). The article emphasizes the increasing importance of video content across popular social media platforms, personalization in content marketing, and the transformative impact of AI on content creation. (Jenkins, 2023.)

4.3.1 User-generated content

In Hootsuite's blog post user-generated content (UGC), or consumer-generated content (CGC), is defined as follows: UGC is original, brand-specific content created by customers and published on social media, or other channels. UGC can take many forms, such as images, videos, reviews, testimonials, or even podcasts. (Beveridge 2022.) UGC can be divided into sponsored or voluntarily created content, for example, by brand advocates. For example, the clothing company COS encourages its customers to share pictures of themselves wearing COS clothes and accessories. It then asks customers to tag COS in their images, which are shared later on the company's e-commerce site. (Figure 6.)

Today it is quite common for companies to encourage their employees to act as brand advocates on social media. This type of content is called employee-generated content (EGC). An example of EGC would be behind-the-scenes content in which employees share their typical workday at the office or talk about why they love working at a certain company. (Beveridge 2022.) UGC is an effective marketing method because it has a more authentic look and feel, compared to brand-created content. Organic UGC can be considered effective digital word-of-mouth marketing, as social

media users recommend a brand or product to their networks simply because they genuinely like it. (Meltwater 2022.)

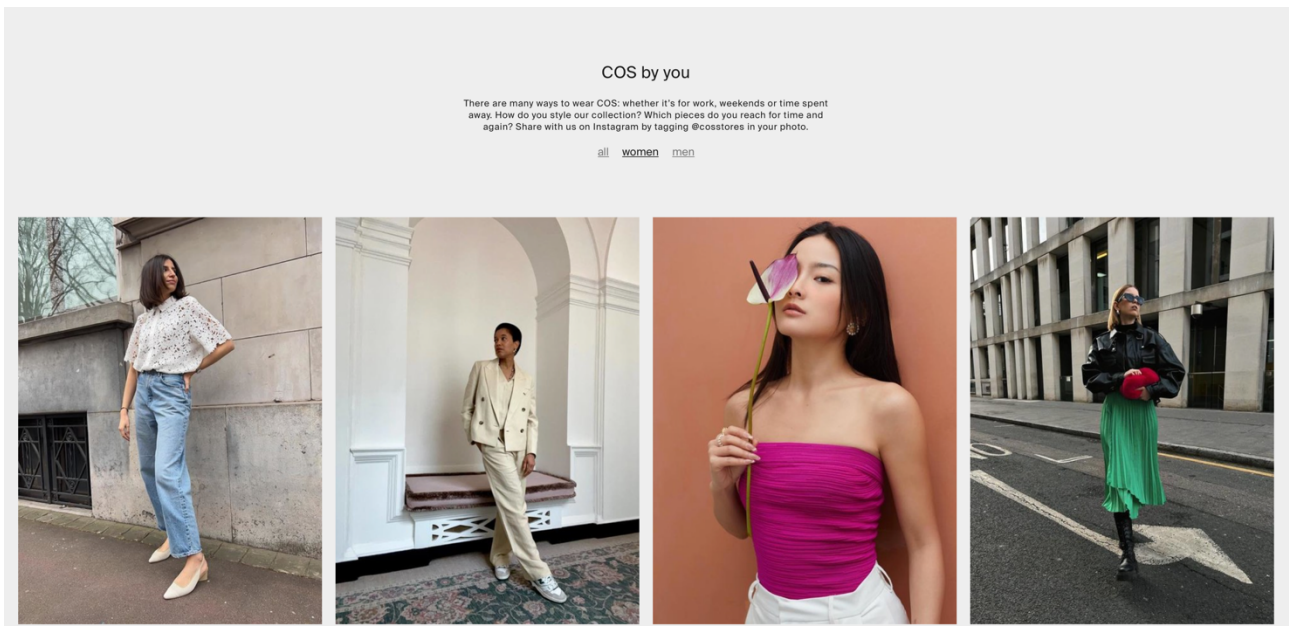


Figure 6. An example of user-generated content from (COS 2023)

As UGC is an effective way for companies to improve their brand's authenticity and credibility on social media, it has become a common practice in social media marketing. In Stackla's commissioned online survey, 2,042 consumers were interviewed in the United States, the United Kingdom, and Australia. According to the survey, 79% of participants answered that UGC impacted highly on their purchasing decisions, while only 12% answered branded content and 9% said influencer content is impactful (Figure 7). 80% of participants said they would be more likely to purchase a product from an online store if its website had photos and videos from real customers.

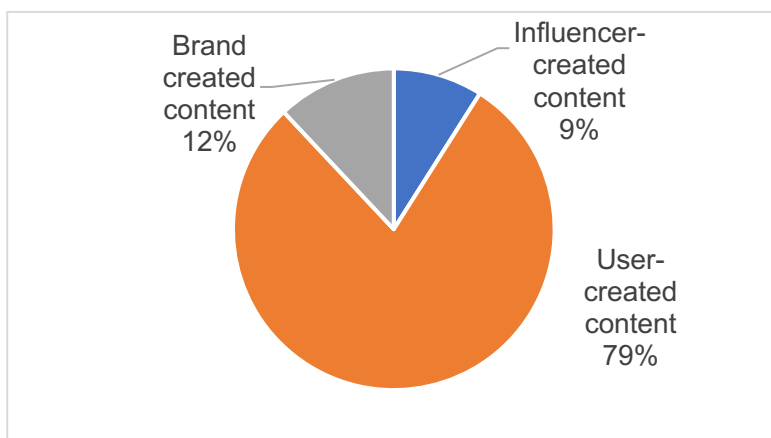


Figure 7. What type of content highly impacts your purchasing decisions? (Adopted Stackla 2021)

In addition to that, 53% of participants stated that they had purchased beauty, health, or wellness products based on UGC, while 66% of participants had been inspired to purchase from a new brand after seeing social media pictures from other customers. Figure 8 below illustrates the participants' answers to the question "What type of content is most authentic". 59% of participants perceived user-generated content as the most authentic type of content (Stackla 2021, 4–5, 11; Figure 8.)

What type of content is most authentic?

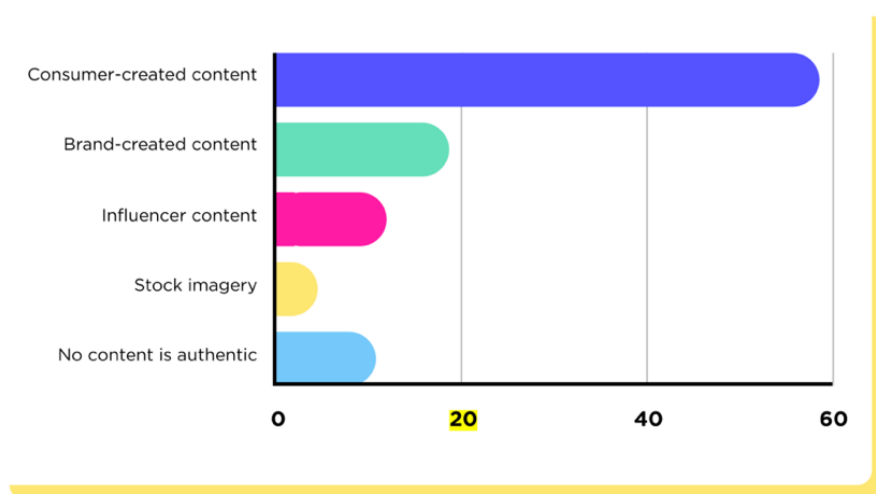


Figure 8. What type of content is most authentic (Stackla 2021)

4.3.2 Storytelling

Storytelling is an ancient practice and a method that has been used to entertain and educate in addition to transmitting cultural traditions and values. (National Geographic Society 2022). Today's brands and companies utilize storytelling when they aim to create a deeper emotional connection with their target audience. Storytelling is effective because customers tend to resonate better with the brands through stories than through ordinary marketing messages. (Whitler 2018). Companies should utilize storytelling when communicating their mission and values and when seeking to reinforce their brand. In the book "Storytelling as a tool" Rauhala (2014) describes how storytelling can be used in marketing practices. According to the author, storytelling is a way to evoke emotions and draw customers' attention. Storytelling is also an effective way to build deeper connections with customers. Through stories, businesses can influence customers' opinions and perceptions, develop and manage a brand, direct attention and help them make a purchase decision. (Rauhala 2014, chapter 1.2.)

The company's story should not be confused with the brand or identity of the company. Rauhala (2017) defines the company story as follows: "The company story tells why the company exists, why it wants to help the customers reach their objectives and why the company does what it does. It also describes how the company operates, what is typical of and unique to the company. The company's core story is the company's identity and DNA". A successful company story is authentic, truthful and connects the company's brand and identity. (Rauhala 2014, chapter 5.1, figure 9.)

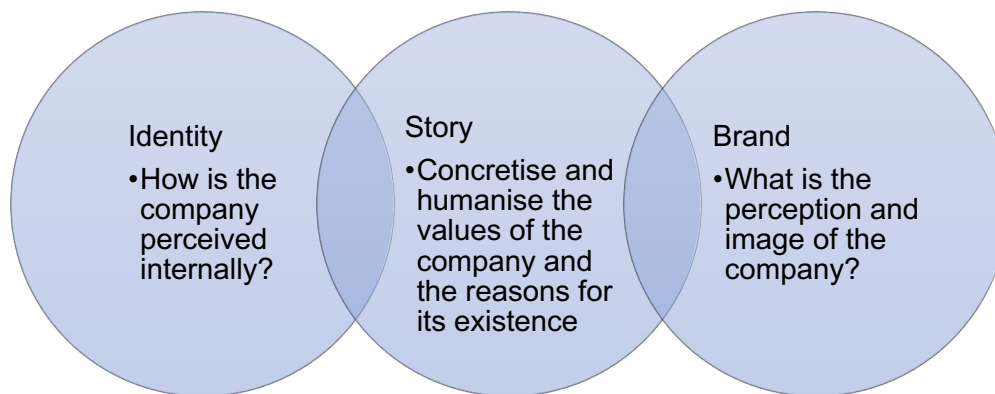


Figure 9. The company story connects the company's brand and identity (Adopted Rauhala 2014, chapter 5.1)

When it comes to content marketing Keronen and Tanni (2017) list six key factors that companies should reflect on when using storytelling:

1. Every story should have one clear objective.
2. Every story should be targeted to one buyer persona.
3. Every story should be placed at a certain point in the customer journey.
4. The target audience defines the one who should act as a storyteller
5. The target audience defines the platform
6. The target audience and the platform defines the content type Keronen and Tanni (2017, 82–84.)

4.3.3 Influencer marketing

The influencer marketing industry as we know it today is the product of digitalization, the internet, and social media. Being an influencer on social media is a relatively new profession that has gained popularity, especially among the younger generations – millennials and Gen Z – who have grown up with social media. In the book "The Dynamics of influencer marketing: a multidisciplinary approach" influencer marketing is defined as follows: influencer marketing is made by influencers who can be considered almost as opinion leaders or micro-celebrities that have earned their fame on social media platforms. "An opinion leader can be defined as an actor that others within a social

system listen to and follow". (Álvarez-Monzoncillo 2023, 6,61.) This refers to how social media influencers can be considered more credible, relatable, and authentic than brands, because social media influencers feel more like peers to their followers. For example, social media influencers interact with their followers actively and frequently answer their questions. This allows them to connect more deeply with their followers and build relationships with them on social media. As a result, they can have a significant impact on the purchasing decisions of their followers, which companies can then take advantage of. (Fertik 2020, Nielsen 2012.)

According to Costello and Yesiloglu (2021), influencer marketing is one type of eWOM. To brands, the whole point of using influencers is to create a reliable and trustworthy eWOM effect. However, it can be challenging to find the right influencer for the brand that fits the marketing budget. The companies should not choose the influencer based on their popularity, instead, they should try to identify the influencers' reach, relevance, and resonance with the wanted target group. The following questions can be helpful when figuring out the right influencer:

1. Who are they influencing, and why?
2. What decisions do they influence?
3. At what point of the customer journey do they become important?
4. How powerful is their voice? (J. Costello & S. Yesiloglu 2021,14, 44, 48.)

4.4 Social media content plan and content strategy

The definition of social media content plan varies by the sources used. Therefore I will compare four different definitions and define this thesis outcome based on them. Semrush defines a content plan as a synonym for a content calendar. According to Semrush's article, a content plan is a written document that helps to manage the implementation of the content marketing strategy. It involves tasks related to content planning and illustrates the content creation process. (Camarena 2023.) Sprout Social, on the other hand, defines a content plan as follows: a content marketing plan is a documented content marketing strategy that answers the following questions: who creates the content, what kind of content is created, when and where it is published, why the company does content marketing and how the company is analyzing and measuring the results. (Chen 2022). The third definition is from the Content Marketing Institute, and according to it, a content plan directs and helps to manage the content creation process on the platforms. It is an implementation plan for content creation and answers questions about who and how the company will make content, in addition to when it will be published and where. (Harris 2021.)

The content strategy and content plan are related but different concepts. The content strategy provides a framework for content creation. It defines the general principles, goals, target audience, distribution channels, and other essential elements that guide the company's content marketing

(Camarena 2023, Chen 2022). The content plan, on the other hand, provides information on how the content strategy can be implemented and reached. In other words, it puts the strategy into practice.

This thesis outcome, a social media content plan, follows Sprout Social's definition of the content plan. Therefore, the social media content plan answers these questions: what kind of content is created, when and where it is published, why the company chooses to do a certain kind of content, and how it can analyze and measure results. To answer the questions of why the company decides to do a certain kind of content and when and where the content is published, the plan includes a description of the target group, three buyer personas cards, a content calendar, content objectives, content recommendations, and a description of measuring the results. In addition to these things Puroa Goods as a company is briefly introduced in the beginning.

4.5 Social media content calendar

A content calendar is a tool that is based on the company's content strategy, assists in the content creation process, and helps to organize it in its entirety (Tuhkala 2020). It, for example, visualizes upcoming social media posts, assists in maintaining consistency, coherence, and quality, aids in generating content development ideas, and helps to track content marketing performance. Content calendars typically include information about platforms, dates, publishing time, content types, URLs, campaigns, and essential holidays (Newberry & Cohen 2022.) There are many templates provided by digital marketing companies, such as Hootsuite and HubSpot, which can be utilized for free. It is essential to choose a template that is user-friendly because the calendar needs to be modified as time passes and the content creation process evolves. For the outcome of this thesis, I decided to utilize HubSpot's free template and modify it for Puroa Goods requirements (Figure 10). I chose the template because it was in Excel, easy to modify, and had a good and clear structure.

[INSERT MONTH + YEAR]						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		New Product Launching		Holiday SideShare Holiday Blog Post		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
		Social Media Ebook Social Media Blog Post				
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
				Holiday		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
			Facebook Experiment	Facebook Experiment	Facebook Experiment	
		Social Media Webinar				

Figure 10. Example of a content calendar by HubSpot (HubSpot 2022)

5 Creating a social media content plan

As this thesis is divided into two connected parts developed to be utilized together, I explain the creation process of both parts in this chapter. I started the writing process with the part that covered the theoretical framework of this thesis. I began the process by reviewing the food industry and the Finnish startup industry in general and identified the key players within the industries. I also studied and learned about the current economic situation and how it impacts customer purchasing power. After reviewing the company's external environment, I familiarized myself with Puroa Goods and its products and service (SmaaS). I also began to study and develop an understanding of the company's customers, target audience, and competitors in the wellness food market.

Next, I started to explore social media marketing from both B2B and B2C perspectives and the social media platforms that are relevant for Puroa Goods: Facebook, Instagram, and LinkedIn. I then went on to study how to communicate a brand on social media and learned the basics of content marketing and its current trends: UGC, storytelling, and influencer marketing. After these things, I continued to study how to create a social media content plan, and how it differs from content strategy. I also found useful and free content calendar templates from digital marketing consulting companies. Towards the end of the first part of this thesis, I interviewed a social media expert from Meltwater to understand more about social media marketing and what kind of content works and engages people on Facebook, Instagram, and LinkedIn. Before the interview, I sent the expert preliminary questions to help her prepare for the interview. For the actual interview, I refined new questions (Appendix 1) based on the preliminary questions. During the interview, I shared the document on Teams so that the expert could check the accuracy of my notes at the same time I was writing.

After creating the theoretical framework part for this thesis, I continued to the second part, creating the social media content plan (Appendix 2). I started the creation process by making the template for the content plan with Canva, which is a design tool such as PowerPoint. The aim was to create a simple and clear content plan which would be easy to read and Puroa Goods-looking. For that reason, I utilized Puroa Goods' official colors for marketing materials and pictures from the company which they had given me as well as pictures from their Instagram account. For the structure of the social media content plan, I took elements from the SOSTAC model, a common planning model in the marketing field (Figure 11). PR Smith developed the SOSTAC model in the 1990s, which stands for situation analysis, objectives, strategy, tactics, action, and control. (Chaffey & Smith 2017, 559–561.) The social media content plan (Appendix 2) is based on and inspired by the

following elements of the SOSTAC model: situation analysis (Appendix 2,2), objectives (Appendix 2,3), strategy (Appendix 2, 4–5), tactics (Appendix 2, 6–7), and control (Appendix 2,8).



Figure 11. SOSTAC-model (Adopted Chaffey & Smith 2017, 561).

After creating the structure of the plan, I moved on to chapter 5.1 Analysis of the starting point (Appendix 2,2). In this chapter, I utilized the information provided by the CEO of Puroa Goods in our earlier discussions. I also systematically went through Puroa Goods' every post on Instagram and analyzed its LinkedIn and Facebook pages. In chapter 5.2 Competitor analysis, I systematically analyzed the company's competitors' social media channels, Instagram, LinkedIn, and Facebook, and created three tables in which I made markings (Table 2). The knowledge base of this thesis guided my analysis of the competitors and determined what I paid attention to on their social media accounts.

For chapter 5.3 Target group and buyer profiles (Appendix 2, 4–5), I interviewed the CEO of Puroa Goods to get more information, details, and verification for the company's target audience. This was crucial as I could not access the company's marketing data regarding social media channels and because the target group determines the content recommendations. Before the interview, I systematically analyzed Puroa Goods' Instagram followers' accounts to understand what things they value and like. I also used the information from the previous discussions with the CEO to create and suggest three buyer personas. During the interview, I presented my proposals for three buyer personas to the CEO, made some amendments based on what she told me and what we discussed, and lastly, received verification for the three buyer persona cards.

Chapter 5.4 Content recommendations (Appendix 2,6) took the longest time to write because I had to go through the whole text to understand the complete picture of the thesis. Chapter 5.4 summarizes the entire thesis and is the most valuable part for Puroa Goods. I went through all the sources I used in this thesis and applied the knowledge in them as content recommendations. Due to a large amount of information, I decided that the content plan should be used in connection with the knowledge base of the thesis. Lastly, I wanted to include a brief slide about measuring results because it is a crucial step when the company is spending resources on social media marketing (Appendix 2,8).

Table 2. Social media competitor analysis

	Puhdistamo	Foodin	Fazer
Interactive/engaging content			
UGC			
Influencers			
Storytelling			
Recipes/Guidebooks			
Information based and educative content			
Paid advertising			
Shop feature			
Job advertisements			
Behind-the-scenes			
Employer branding			
Co-creation campaigns			
Contests, giveaways			

5.1 Analysis of the starting point

Puroa Goods has done brand cooperation and small-scale influencer marketing and provided free products at events to get social media exposure. The company has also invested in paid marketing on Instagram and plans to continue doing so. The company has sponsored a cheerleading athlete that acts as a brand advocate. (Viitanen 28.11.2022.) According to the CEO, the educative and inspirational content has not engaged the audience enough. The focus is currently on informative and inspiring content rather than interactive and engaging content. The underlying objective is to steer the brand towards a direction in which the customers can identify themselves with the brand, meaning that they feel that purchasing Puroa Goods smoothies would reflect their healthy lifestyle and values. The company needs new ideas for creating engaging and interesting content that speaks to its target audience and makes them the brand's loyal fans and advocates. (Viitanen 19.12.2022.)

In the case of Instagram, the company has created beautiful content with high-quality pictures and videos. The company has made some reels and lots of stories categorized according to their topics. The company has made 169 posts in total and has 935 followers (20.3.2023). The company has made some giveaway posts in which the requirement is to start following Puroa Goods, liking the post, and tagging a friend in the comment section. I reviewed all the picture posts of the company and noticed that most posts are informative, educative, and not engaging. There were only a few giveaways and an announcement post promoting monthly giveaways. Puroa Goods has done "Meet our employee" -posts in which the employees introduce themselves in their own words and one behind-the-scenes story regarding a typical workday created by an employee. The company has done stories regarding the smoothies and their production, behind-the-scenes stories, and announcement posts regarding the retailers. The company has also shared user-generated, sponsored, and influencer posts in stories. The other stories involve information about the smoothies and feedback from some customers. The company has not done so many reels.

Regarding Facebook, the same content has been shared there as on Instagram. The company doesn't use the Facebook store feature and has, at the moment, 431 followers (20.3.2023). The company has stated that as Instagram is the primary social media channel, Facebook and LinkedIn have stayed in the background. As for LinkedIn, the company currently has 189 followers (20.3.2023). Puroa Goods have not posted much on LinkedIn: the last post was made five months ago. However, the company's CEO has promoted Puroa Goods on her LinkedIn account.

5.2 Competitor analysis

I analyzed Puroa Goods' three competitors – Foodin, Puhdistamo, and Fazer – Instagram, Facebook, and LinkedIn profiles to better understand their social media strategies and content. At the same time, I looked for inspiration and ideas for Puroa Goods' content plan.

Regarding Instagram, all three companies used influencer marketing, focused on creating engaging content, utilized the Instagram shop feature, and paid ads. Foodin and Puhdistamo collaborate a lot with Finnish athletes compared to Fazer, who uses different types of media celebrities. These three companies regularly ask for feedback from their followers regarding their products, and utilize, for example, Instagram stories with stickers that enable reactions from the followers. The three companies often hold contests and giveaways, in which the followers can win free products. These contest or giveaway posts include texts that encourage followers to tag themselves or their friends in the comment sections. These three companies focus primarily on promoting their products, and only secondarily create content for educating and entertaining purposes. The educative content these companies publish includes information about health and well-being, vitamins, and healthy eating. The entertaining content includes, for example, food recipes or cooking videos, such as Instagram reels.

Fazer focuses the most on employer branding on its social media channels. The company has lots of content including its employees, graduates or trainees presenting their working experiences at Fazer. One content type that Fazer used, but the other two did not, was product reviews on Instagram in which people tasted Fazer's products, as candies. Foodin, on the other hand, seemed to be the only one whose CEO and other managers were also creating content. While analyzing the social media channels, I noticed that Foodin highlights the origin of the products and the ingredients in its content more than the other two companies. Foodin and Fazer used behind-the-scenes content to show their factories and employees at work. Due to Fazer's long history and larger company size compared to the other two companies, it shared content about its history, cafés, and restaurants.

In the case of Facebook, all three companies post the same kind of content on Facebook as they do on Instagram. I recognized the identical posts and pictures used on both platforms. Fazer is the only one among the three that utilizes the Facebook store feature. Foodin and Puhdistamo promoted overall their discounts on Facebook, and they gave more discount codes compared to Fazer. What set Fazer apart from the other two on Facebook was the co-creation campaigns where the customers could participate and give ideas for product development.

As for LinkedIn, the companies had no significant differences in the content published. Foodin shared its blog posts, annual reviews, collaborations, company announcements, job advertisements, product launching posts, background stories of the company, and the donations it has made. Puhdistamo, on the other hand, shared job advertisements, media interviews, company announcements, collaborations, events they have participated in, and product launching -posts. Fazer had the most followers, 57 971, compared to Puhdistamo and Foodin, which had approximately only 2700–3400 followers in March 2023. Fazer shares, in general, lots of employee-related content. Also, it posts about its campaigns, the food industry, product development, research collaborations, other collaborations, environment impact, innovation-related work, product information, media interviews, and other content published elsewhere about Fazer.

To summarize the findings, all three companies have marketing teams planning and creating social media content on all three platforms. They invest and use resources in creating content, brand management, and employer branding. The three companies publish a lot of engaging and interactive content, which requires resources and time (Figure 12). Fazer naturally has the most extensive resources and strongest brand of these three. When considering resources and company sizes, it is not reasonable to compare the social media marketing of Puroa Goods with these three companies. However, Puroa Goods can use this information as a source of inspiration and create its versions of competitors' content.

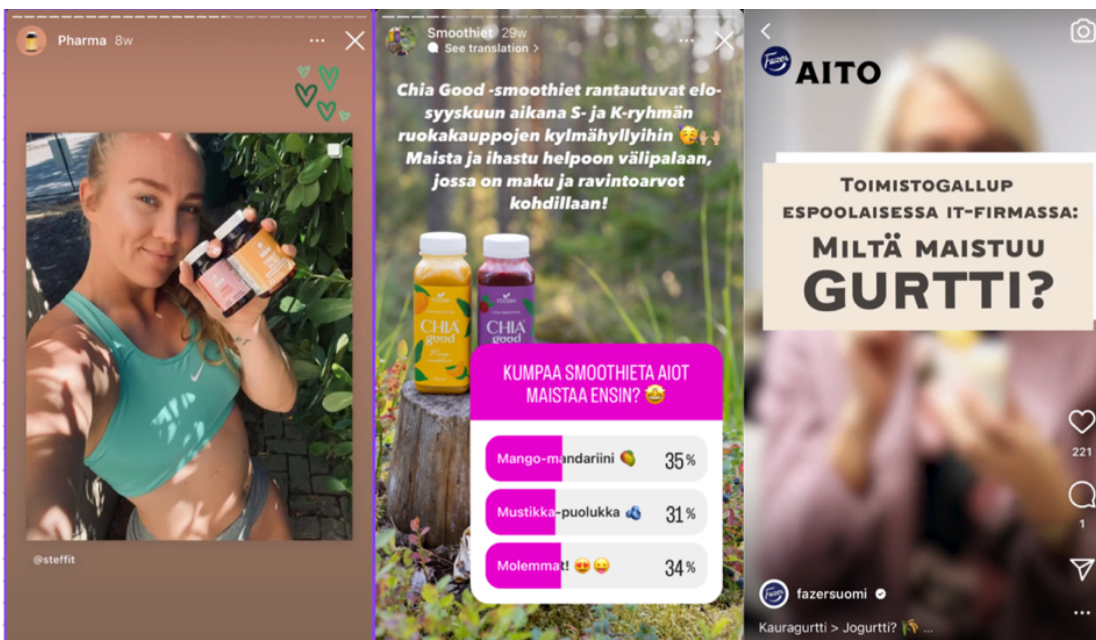


Figure 12. Examples of influencer, interactive and engaging content on Instagram (Puhdistamo, Foodin, Fazer 2023)

5.3 Target group and buyer profiles

Understanding your target audience cannot be stressed enough when planning your marketing. The marketer needs to clearly understand the target audience: where they operate, what kind of people they are, what they value, and what media they prefer to use to reach them. Different approaches should be utilized at different points in the customer journey, and marketing messages should be tailored to the target audience's situation. It is necessary to understand if the target audience already has a demand for the product or if the company needs to awaken the interest and convince the customers. The marketer must also be willing to evolve and try new approaches, monitor results, and use that knowledge to improve marketing communications. (Bergström & Leppänen 2015, 301.)

A typical way to visualize the business's target audience is by creating buyer personas. In the case of Puroa Goods, I could not have access to the company's data, but the company can utilize the data from its social media channels for further development. I used Rummukainen, Hakola, and Hiila's (2019) description of buyer personas when creating the buyer persona cards for Puroa Goods' content plan (Figure 13, Appendix 2,5). According to the authors, the most common information to include in the buyer persona cards are as follows: client's name, picture, background, demographics, hobbies, interests, needs, objectives, and challenges. (Rummukainen, Hakola, & Hiila 2019, 91–94.) In addition, I utilized Keronen and Tanni's (2017) description of the buyer personas and included some of the information they mentioned to be useful for the buyer persona cards (Appendix 2,5). Keronen and Tanni state that buyer personas can be made, in principle, of anyone: an existing or potential client, an investor, or a volunteer. The authors also argue that when creating buyer personas, it is more important to focus on why the customers would be willing to buy a product or service offered by a company than on why they would want to be a customer of a company. The key is to understand your customers' motives and describe them as well as possible. Other information that Keronen and Tanni considered essential to include in the cards were: in the B2B case, the client's position in the company, the current state of the client, the obstacles to buying, indications of buying, customer value, how to improve the purchase decision process, and finally current trends. (Keronen, K., Tanni, K., & Muranen, R., 2017, 153–155.)

According to Rummukainen, Hakola, and Hiila (2019), creating buyer personas starts with bringing together information from marketing, communications, sales, customer service, product or service development, and any other relevant department. The information is needed to answer the following questions: Who are our most important customers, what are they like, what do they need, and what are their most significant challenges and problems. After defining the buyer personas, they should be validated by interviewing the customers. (Rummukainen, Hakola, & Hiila 2019, 89–94.)

Because I could not interview the customers of Puroa Goods or have access to social media marketing data, I interviewed the CEO of Puroa Goods to gain a more accurate understanding of the company’s customers and clients, as well as to get verification for my three initial buyer personas I developed. Before the meeting with the CEO, I analyzed the company’s Instagram followers, as it was the best option since I could not access the marketing data. I also prepared three initial buyer personas for the meeting based on the discussions I had with the CEO and the Instagram follower analysis. After the meeting, I corrected the buyer persona cards based on our discussion with the CEO.

According to the interview and the Instagram analysis, most of the current customers are women who are interested in well-being, health, food, environment, and exercise. Although these women come from different socio-economic backgrounds, settings, and social networks, they share common factors such as willingness to eat healthily, exercise regularly, and improve their overall well-being. (Viitanen 17.3.2023.) Puroa Goods' main business clients are K-retailers, who, according to the interview, are mostly men aged 50-60. These clients tend to have traditional values and average to high incomes. Some K-retailers, for example, in Citymarkets, can be considered wealthy people. These customers are willing to live a healthy life to continue working. They are interested in Puroa Goods smoothies because there are currently no comparable products on the market that are locally produced, healthy, nutritious, and sufficiently filling. (Viitanen 17.3.2023.)



Figure 13. Buyer Persona I (Appendix 2,5)

Three buyer personas were selected for the Puroa Goods content plan because of the discussions I have had with the CEO, the Instagram follower analysis I conducted, Puroa Goods partnerships, and because of my own former workplace experience at a law firm, which happened to be a Puroa

Goods customer (Appendix 2,5). I was also inspired by real buyers of Puroa Goods products, whom I had met by chance in person on different occasions.

5.4 Content recommendations

In this chapter, I will explain the content recommendations and suggestions made in the attached content plan (Appendix 2,6) and provide general guidelines for effective social media content marketing. Puroa Goods has stated that it has four social media marketing objectives for this year, 2023. From these four objectives which are discussed in chapter 2.1 Starting point and the development task, I chose the following two, as I considered them realistic and achievable within the summer season (Appendix 2,3):

1. To create interesting, engaging, inspiring, and valuable content that is based on the target audience's needs
2. To increase the total number of followers on every social media channel. (Viitanen, 28.11.2022.)

These two objectives are connected, and by achieving the first one, the second one can be an outcome. As Puroa Goods wants to increase its total number of followers across its social media channels, the company needs to increase the amount of engaging content. Engaging content can be characterized as interactive and valuable content (Keronen, Tanni, & Muranen 2017, 88–89, 91). Such content can be made only if the company accurately understands what is valuable for its target audience (Holliman & Rowley 2014) and what their customers' motives, values, and interests are. As discussed before in chapter 4.1 Content Marketing, the most common mistake for marketers in social media is that they do not understand the target audience accurately (Alén 15.3.2023). Consequently, I recommend that Puroa Goods utilizes and develops further the buyer persona cards I, II, and III developed in this thesis (Appendix 2,5) for creating more customized social media marketing for its audience. Puroa Goods should use all of its customer and marketing data and regularly conduct customer surveys to get an accurate understanding of its customers and their needs. For this reason, I suggested in the content plan that the company conducts surveys and promotes them on Facebook (Appendix 2,6).

However, another way to get more information from the customers is to create lots of interactive content on Instagram and ask for feedback. This can mean polls, contests, Q&A live sessions, open feedback on current products, brand, and even mundane things like how the followers are feeling at the moment. The marketers should utilize the interactive element of social media and encourage and facilitate conversation between companies and their followers. Companies can facilitate conversation, for example, by using Instagram stories with stickers when asking for feedback. This is what Puroa Goods' competitors are doing, as well as many other businesses.

Consequently, I recommend that the company does this type of content primarily on Instagram (Appendix 2,6). I also highly suggest that Puroa Goods tries co-creation campaigns on Facebook with its customers and use the ideas in its product development (Ryan 2021, 222; Figure 4; Appendix 2,6). This idea came from the company's competitor Fazer, which utilizes co-creation campaigns to develop new product ideas and recipes. Co-creation is also a growing trend in strategy development today (Kärnä 20.2.2023).

I recommend that Puroa Goods targets its LinkedIn marketing only to business clients and utilizes buyer persona card III (Appendix 2, 5–6). As for Facebook and LinkedIn, I suggest that Puroa Goods creates only B2C marketing in these two channels based on buyer personas I and II (Appendix 2, 5–6). The reasons for these suggestions are discussed in chapter 3.1, B2B and B2C Marketing. To summarise chapter 3.1, different factors need to be taken into account when creating content for business clients and individual customers. In order to convince business clients, marketers need to take a different kind of approach instead of entertaining. They need, for example, to use more formal and professional language, and produce informative and educating content with interesting facts regarding the specific industry they are operating within. This is why I suggest that Puroa Goods creates primarily informative and formal content on LinkedIn, and for example, create posts regarding the latest news from the food industry (Alén 15.3.2023; Zenn 2021; Hall 2022, 2–3; Appendix 2,6).

Because of the findings of the studies discussed in chapter 4.1, Content Marketing, I suggest that Puroa Goods encourages its followers and employees to create UGC and EGC on Instagram. This can be done, for example, by asking the followers to tag the company on their posts in relation to contests, giveaways, or by influencers. (Appendix 2,6.) I also recommend that Puroa Goods utilizes influencer marketing more and collaborates with influencers operating within the wellness industry. The influencers should have the same values and interests as the company, and that is why I recommended influencers such as Vilma Peltonen and Kriselda Mustonen. These influencers also reach the buyer persona I. (Appendix 2, 5–6; Stackla 2021, 4–5, 11; Figure 8.; Kilgour, Sasser & Larke 2015; Nielsen 2012.)

When it comes to content creation in general, I suggest that Puroa Goods aims to create its own content that is as authentic and relatable as possible (Stackla 2021, 4–5, 11; Figure 8; Muller and Christandl 2019; Klassen et al. 2018). This can mean, for example, using unedited pictures without filters or creating videos about regular workdays. This is why I suggested that the CEO of Puroa Goods could make inspirational insights of the day -posts on Instagram without filters and heavy editing (Appendix 2,6). Regarding adding value, the content on Instagram should be more engaging, educative, authentic, and entertaining than advertising-focused. Consequently, I suggest that

the company creates, for example, Instagram Reels with instructions regarding something sport or food related. This is why I recommended, for instance, Instagram Reels regarding how to do push-ups correctly or stand with your hands. By teaching the followers new skills, the company can bring value to them. Another idea is to, for example, create cooking reels as the three competitors do and share healthy snack or breakfast recipes. (Appendix 2,6.) Giving tips, teaching, and helping customers live healthier lives align with the Puroa Goods values: inspirational, encouraging, authentic, and kind. To increase the company's authenticity, I recommend that Puroa Goods does more behind-the-scenes stories in which the employees or the CEO show their regular workdays. (Puroa Goods Our story 2023; (Keronen, Tanni, & Muranen 2017, 88–89, 91; Holliman & Rowley 2014; Appendix 2,6.)

Based on the three competitors of Puroa Goods and what they are doing on LinkedIn and considering the nature of LinkedIn as a professional network, I recommend that Puroa Goods shares more information about the latest events and makes company announcements of new collaborations with retailers or new hires. Also, if there is a media interview related to the industry or Puroa Goods, I suggest that the company shares it with its own comments. I also suggest the company to write about the HPP processing -method and the company's impact on the environment. (Appendix 2,6.) If something relevant occurs in the food industry or in the food tech industry, the company could post or comment on it on LinkedIn. The most important thing on LinkedIn is to remain professional. The highest goal, if one wishes to aim for it, is to be an opinion leader in a particular field, in this case, the food industry. What is noteworthy about LinkedIn is that plain text posts with links work better than video content, so I suggest that to Puroa Goods. (Alén 15.3.2023, Zantal-Wiener 2022, Appendix 2,6.) I also made a slightly bolder suggestion at the company's request, and hence, I proposed in the content plan that Puroa Goods could start producing content that has nothing to do with sales or marketing. For example, I recommend video blogging and travel blogging (Appendix 2,6). This is because social media content is used and liked for its entertaining, relatable, and authentic nature (Ryan 2021, 233; Zenn 2021; Klassen, Borleis, Brennan, Reid, McCaffrey, and Lim 2018).

As for Facebook, I suggest that the company does differently than its competitors, and starts creating exclusive content for the platform, rather than sharing content from Instagram. On the other hand, I suggest that Puroa Goods could do the same as its competitors do: promote discounts, competitions, and giveaways on Facebook. As Facebook works as an informative channel for customers (Alén 15.3.2023), I recommend that Puroa Goods focuses on creating more educational and informative content than entertaining. According to the study conducted by Stelzner (2022), Facebook is the top platform marketers prefer to use when publishing video content. Stelzner's study indicates that more than sixty seconds long videos are the most important ones from the

marketers' perspective. (Stelzner 2022, 28-29.) Consequently, I suggest that Puroa Goods could create longer videos of the company and its story, and add them to Facebook instead of Instagram. This is because the focus is on the informative content on Facebook compared to Instagram and because the customers seek information on Facebook more than on Instagram (Alén 15.3.2023). The videos could include information about the company's values, mission, purpose and vision.

As mentioned earlier in this chapter, Facebook would be the main platform for co-creation campaigns. However, the campaigns could also be promoted on Instagram. Co-creation with customers is a great way to get to know the customers' perceptions better and identify their needs. Another aspect of co-creation is that customers feel heard because they are involved in the development process (Kärnä 20.2.2023.) Other things besides co-creation that I suggest that Puroa Goods could do on Facebook are: sharing posts regarding collaborations with K-retailers and business clients with comments, creating posts regarding how Puroa Goods takes into account special events and holidays, and lastly, posts regarding customer surveys with links to the website. (Appendix 2,6.)

As for the content calendar templates, I created three for Puroa Goods for the summer season using Excel and modifying Hubspot's free template (Coleman 2022). The company can utilize the templates in the future if they wish so. I could not comment on the resources or time that might be used to plan and produce social media content. Therefore I left the content calendars blank, as it is best for a company to be able to design its schedule for creating content. That being said, I recommend that the company invests most of its social media marketing efforts on Instagram and posts the most there. (Appendix 2,7.)

To ensure that the content plan meets its objectives, I recommend that the company measures the social media engagement rate and the total number of followers at the end of August and compares the figures with those at the end of May. To calculate the rate, the company can use this formula: total engagement divided by total followers multiplied by 100%. What is considered interaction depends on the platform used, but usually, it means likes, reactions, shares, and comments. (Keyhole 2022.) If it wishes to, the company can also ask for customer feedback by conducting an online survey and adding a link to its social media channels. However, the easiest way to measure the results is by checking the data provided by social media platforms. (Appendix 2,8.)

6 Assessment

This chapter includes the self-assessment, a brief commissioning company's assessment of the thesis and its outcome, the social media content plan, learning reflections, and a demonstration of the professional development during the thesis process.

6.1 The outcome and its usability

Considering the other studies, projects, and other personal events that I had alongside this thesis, and in which I had to put my time and effort, I am satisfied with the outcome of this thesis. However, this thesis would have been much better if I had more time and resources to conduct a customer survey and make a template for the company for future surveys. I would have used the customer survey for verification of the buyer personas. I was able to provide Puroa Goods with new content ideas and inspiration, as well as give the company a general knowledge base for social media marketing. This product-based thesis highlights the importance of accurately understanding the company's target audience for successful social media marketing. I developed three buyer personas that the company can use for more targeted social media marketing and further development. The idea is that as a result of this thesis, the company would pay more attention to marketing targeting.

The commissioning company found this product-based thesis valuable and comprehensive overall. The company was satisfied with the background work of the author for the thesis. The company stated that it would particularly benefit from the social media analysis of its competitors. The company intends to use the knowledge of its competitors' social media marketing as a source of inspiration. The company also found content recommendations and buyer personas of the content plan useful. Within the limits of its resources, the company will implement the content recommendations in the content plan. The resources will determine the extent to which the company can create its own content and how active it can be on social media in the future. (Viitanen 10.4.2023.)

6.2 Learning reflections and professional development

Social media marketing and content marketing are very broad topics, and at the beginning of the writing process of this thesis, it was challenging to set boundaries and stick with the topic. I started planning and outlining the work in the summer of 2022 during my internship with my thesis supervisor. Only in February this year did I fully understand what I was creating and how the outcome could add value to Puroa Goods. This is because good ideas are the product of process and writing. The more I wrote and studied social media and content marketing, the more I realized that this thesis could only meet some of the current marketing development needs of the company.

However, I had to stay on topic and think that if I could provide a general knowledge base of social media marketing and offer information on how to plan it with some content ideas, I could provide some value to the company and inspire further ideas regarding social media marketing.

As for sources used, there can always be more of them, and I could have read more studies on the topic. I could also have read more marketing literature and not relied on the consulting firms' blog posts. However, the consulting firms' blog posts I chose were fact-focused instead of advertising. Regarding the generalization aspect, this product-based thesis has been created exclusively for Puroa Goods. Therefore the conclusions of this particular thesis cannot be used in other cases. Only some of the marketing concepts from the literature can be generalized to a certain extent. In my opinion, I managed to make use of certain basic marketing books and some pretty well-done studies. When it comes to analyzing the objectivity of the sources used in this thesis, I would be cautious about the objectivity and hence the reliability of the information provided by the consulting companies.

During this thesis process, I have made some progress toward becoming a marketing professional. I have learned a lot about marketing and its principles, especially social media and content marketing. I have also learned about startups operating in the food industry through Puroa Goods. Overall, this thesis taught me how to gradually write a long text entity and how learning happens during the process. I also realize that I still have much to learn about all aspects of marketing and that this is the beginning of my growth as a marketing expert.

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Appendix 1 Questions for Daniela Àlen

1. Which content types and formats do you think work best on LinkedIn, Facebook and Instagram from an engagement perspective in B2B and B2C situations?
2. What stumbling blocks can companies face in social media when trying to reach their target audience from a B2B and B2C perspective?
3. How can companies deliver engaging content?
4. How can businesses build consumer communities on social media, and how profitable is it?
5. Success in social media alone does not guarantee ROI. How can success in social media be transferred to the company's turnover?

Appendix 2 Social media content plan



CONTENTS

1. PUROA GOODS
2. ANALYSIS OF THE STARTING POINT
3. OBJECTIVES
4. TARGET GROUP
5. BUYER PERSONAS I, II & III
6. CONTENT RECOMMENDATIONS
7. CONTENT CALENDAR
8. MEASURING RESULTS



It all started ten years ago with a blueberry smoothie recipe. Written by hand on paper, it was a combination of delicious flavors and great nutrition. Exchanged between friends, it became a favorite. We were hooked and wanted more

- Puroa Goods

PUROA GOODS

- Puroa Goods is a startup based company founded on 21 December 2020 by three friends: Emmi Viitanen, Tuulia Talvio-Röhr and Henri Nieminen.
- The company specialises in providing different types of vegan hand-made smoothies
- The company provides also smoothies as a service (SmaaS) to the businesses
- Puroa Goods mission is to inspire and encourage individuals to live healthier lives and make small daily health-promoting choices.
- The company's values are inspirational, encouraging, authentic and kind



2 ANALYSIS OF THE STARTING POINT

- Puroa Goods has done some brand co-operation, small-scale influencer marketing, and provided free products at events in order to get exposure on social media.
- Current marketing relies strongly on informative content than interactive and engaging content
- The company requires new ideas on how to create engaging and valuable content that speaks to its target audience and increases engagement
- The company has sponsored a cheerleading athlete that acts as brand advocate.

3 OBJECTIVES

- The objectives for this social media content marketing plan are as follows:
 1. To create entertaining, engaging and valuable content that is based on the target audiences needs
 2. To increase the total number of subscribers in every social media channel the company utilises
- The underlying objective: to steer the brand towards a direction in which the customers can identify themselves with the brand, meaning that they would feel that purchasing Puroa Goods smoothies would reflect their healthy lifestyle and values

4 TARGET GROUP

- The majority of the current customers are women who are interested in wellbeing, health, food, environment and exercising. Although these women come from different socio-economic backgrounds, environments and social networks, they share common factors such as willingness to eat healthy, exercise regularly, and improve their overall wellbeing
- Main business clients are K-retailers who are mostly 50-60-old men. These clients tend to have traditional values and average to high incomes. Some K-retailers, for example in Citymarkets, can be considered as wealthy people. These customers are willing to live a healthy life in order to continue working. They are interested in Puroa Goods smoothies because there are currently no comparable products on the market that are locally produced, healthy, nutritious and sufficiently filling



5

BUYER PERSONA I



NAME Maria Toivola
AGE 25-35
LOCATION Helsinki, Vantaa, Espoo
OCCUPATION Female-dominated low-income occupations to-average wage earners

MARITAL STATUS	Engaged, relationship or single	THE CURRENT STATE OF THE CLIENT	The current state of the economy, inflation, price increase worries these people. They try to cut living costs and save money for the future. However, these people are highly motivated to eat healthy and spend their money on wellbeing.
KIDS	Pregnant, small children, or no kids		
ANNUAL INCOME	24 000-30 000€	THE OBSTACLES RELATED TO PURCHASING	Prices and the availability of the products: these people prefer Lidl and S-markets.
OCCUPATION	Freelancer, nurse, yoga instructor, assistant, marketing specialist, working student		
HOBBIES & INTERESTS	Yoga, Running, ice swimming, pilates, dance, bouldering, gym. Values: environment, health, relationships, self-development, wellbeing.	HOW TO IMPROVE THE PURCHASE DECISION PROCESS OF THE CLIENT	Make inspiring, authentic quality social media content that convinces and motivates these people to invest their money on the products. These people want to consume their money on the products that are align with their values, for example, environment and health.
WHAT THE CLIENT NEEDS IN THEIR DAILY LIFE	Healthy food, exercising, sleep, time to recover from work/studies.		
SOURCES OF INFO	Social media, newspapers, word of mouth, podcasts, different associations and networks.	HOW PUROA GOODS COULD REACH THIS CLIENT	Puroa Goods can reach these clients at different events, on social media, and when promoting smoothies at big grocery stores in Helsinki, where there are also other shops located, as florists or post offices.
MOTIVATION	Wants to eat healthy, be in a good shape and have moments of joy and peace with friends & family.		

5

BUYER PERSONA II



NAME Heli Bergström/Matias Heinola
AGE 28-39
LOCATION Helsinki, Espoo, Kaunainen
OCCUPATION Highly educated professional

MARITAL STATUS	Relationship/ lives in a common-law relationship
KIDS	No
ANNUAL INCOME	54 000-120 000€
OCCUPATION	Lawyer, Consultant, Coder, Doctor, Investor, Entrepreneur
HOBBIES & INTERESTS	Crossfit, Padel, Tennis, Golf, Literature, Dinners, Work, Investing, Startups, Networking. Values: self-development high- education, work, relationships, health, environment
WHAT THE CLIENT NEEDS IN THEIR DAILY LIFE	More time to relax and connect with themselves and others, healthy food, sleep and exercising
SOURCES OF INFO	Social media, newspapers, word of mouth, colleagues, former student friends, traditional media
MOTIVATION	Continuous development personally, professionally

THE CURRENT STATE OF THE CLIENT	Can't find time for anything else than work. Has difficulty with staying connected with friends and family. Money is not a problem.
THE OBSTACLES RELATED TO PURCHASING	Tries to avoid social media consumption.
HOW TO IMPROVE THE PURCHASE DECISION PROCESS OF THE CLIENT	Add the QR-code to the products that leads to social media channel, go to the offices and promote, sell the smoothies there. Network with people that work in fitness, and sport industry.
HOW PUROA GOODS COULD REACH THIS CLIENT	Bringing the smoothies in front of their eyes. The problem is not that these people don't have money, rather it is that these people don't find the products. Going to their leisure activities, offices, events and having QR-codes on the products will help them to discover the company. These people are expecting high quality and inspiring content.

5

BUYER PERSONA III

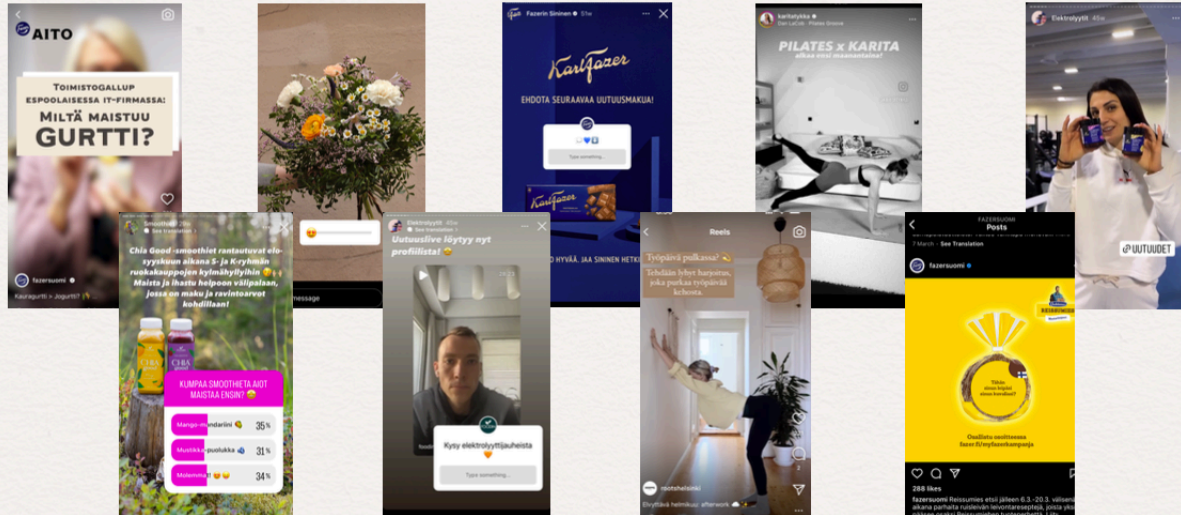


NAME Antti Koivumäki
AGE 50-60
LOCATION Helsinki
OCCUPATION K-Retailer

MARITAL STATUS	Married
KIDS	2
ANNUAL INCOME	Depends on the size of the store/location/customer group 36 000-150 000€ or even more
OCCUPATION	K-retailer
HOBBIES & INTERESTS	Entrepreneurship, ownership, are used to eating authentic Finnish food with family. Values: traditional values, family, work, health, relationships, religion.
WHAT THE CLIENT NEEDS IN THEIR DAILY LIFE	More energy, personal life matters at evenings, family time, exercising and healthy & nutritious food
SOURCES OF INFO	Newspapers, traditional, media, word of mouth, K-retailers' network
MOTIVATION	Industrious, hard-working, wants to keep up good health

THE CURRENT STATE OF THE CLIENT	No snacks available at the moment that are truly healthy and quick, lives a hectic life.
THE OBSTACLES RELATED TO PURCHASING	Not knowing about the products, because these people don't use social media in free time when searching information. They can however have K-Retailer accounts. The other obstacle is the availability of the products: these products are not sold everywhere, hence direct selling required.
HOW TO IMPROVE THE PURCHASE DECISION PROCESS OF THE CLIENT	Convincing that the Puroa Goods - smoothies are at the moment the only smoothies in the Finnish food market that are truly healthy and hand-made locally.
HOW PUROA GOODS COULD REACH THIS CLIENT	Directly calling to the K-retailer and giving information about the products, also if the K-retailer follows another K-retailer, he or she can see posts of Puroa Goods made by the other retailer.

INSTAGRAM INSPIRATION



6 CONTENT RECOMMENDATIONS - INSTAGRAM

Reels that are value-adding

- Instruction-Reels examples: "How to do push-ups or some other movement correctly at the gym", or "How to stand with your hands"
- Cooking: "Quick & healthy overnight oats -recipe", or "Best banana bread -recipe"

Reels that increase authenticity:

- Behind-the-scenes: employee's workday (EGC), CEO's workday
- Short background stories of the company (interviewer and interviewee -arrangement): "Who are you?", "Why Puroa Goods?", "Last time I laughed so hard when..", "Tell me your best advice in life"
- Product-review reels with real customers tasting the smoothies

Regular posts that boost authenticity and are interactive

- All UGC-posts in which Puroa Goods is tagged and which show that products are bought
- Co-creation campaigns-promotion "What would be your dream smoothie" with a link to the Puroa Goods website
- Inspirational insights of the day by the CEO e.g. overcoming adversity, tips for staying healthy, (no filters, heavy edition)
- Giveaways and contests : "Comment below and tag your friend who would need a smoothie just now"

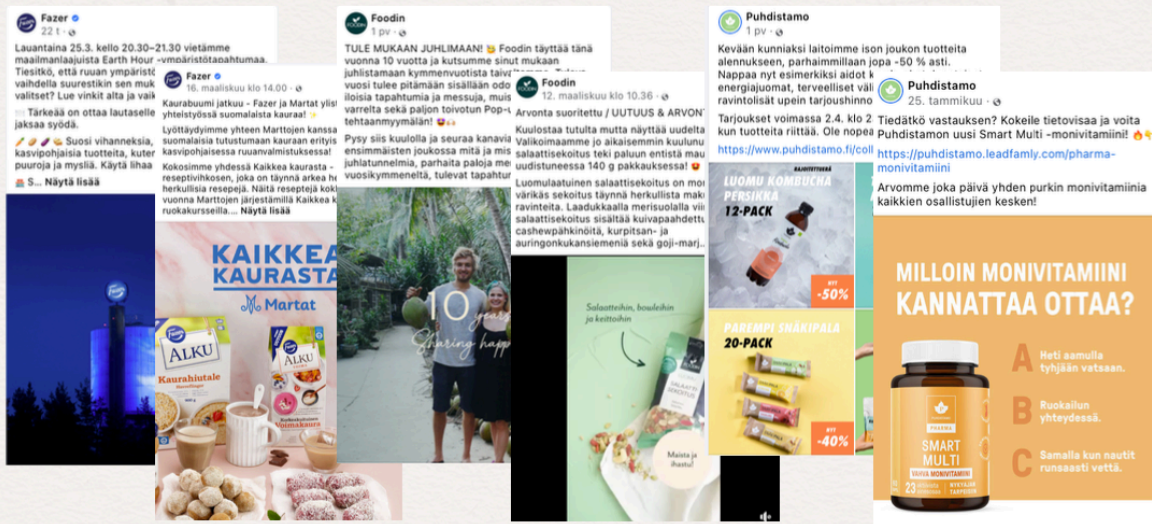
Stories and Instagram live that increases engagement:

- Asking feedback regularly regarding the products, brand, and mundane things, such as, "your favourite breakfast?", or "Which one is your favourite?" using Instagram stickers with questions, quizzes etc
- Influencer collaboration -posts and live sessions with the current sponsored influencer and new ones as Vilma Peltonen, Kriselda Mustonen. Live session examples: yoga live, meditation, podcast-type discussions, Q&A etc

Wild card:

Traveling video blogs in Finland or abroad, daily vlogs, or Reels that are not advertising focused (no Puroa Goods related material)

FACEBOOK INSPIRATION



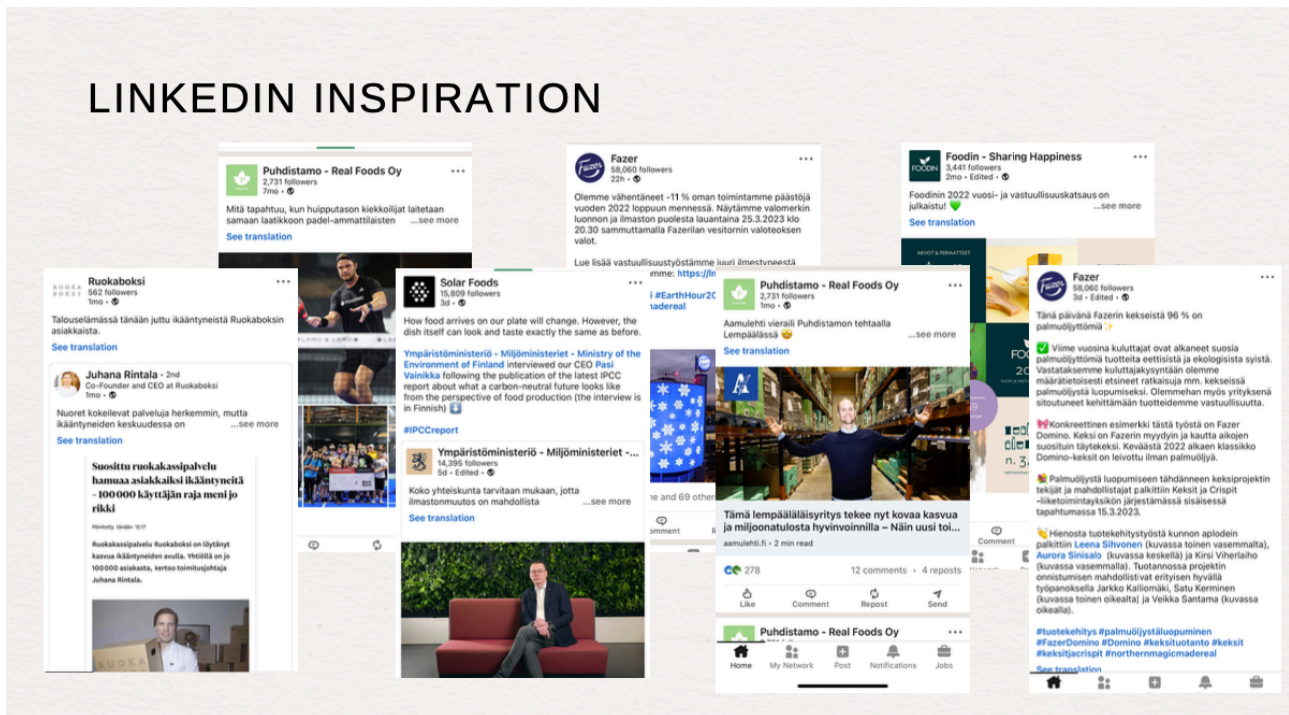
6 CONTENT RECOMMENDATIONS - FACEBOOK

- B2C marketing -channel, **Facebook works as an information channel for customers**, and therefore the content should be more educative and information based than on Instagram
- I suggest that the company starts creating exclusive content for the platform, and not just share the content used also on Instagram
- Facebook can be updated less frequently than Instagram (quality over quantity), for example once in a week

Informative, educative and interactive content

- Promoting discounts and discount codes
- Promoting online surveys on products and links to them.
- Contests, competitions, and giveaways (not the same as on Instagram)
- The main channel for co-creation campaigns with links to the website
- Longer videos of the company than on Instagram that represent Puroa Goods mission, values, purpose and vision
- Posts regarding collaborations with K-retailers and business clients with Puroa Goods comments on it (not just sharing)
- Posts regarding how Puroa Goods takes into account special events, holidays, and environment

LINKEDIN INSPIRATION



6 CONTENT RECOMMENDATIONS - LINKEDIN

- As B2B marketing -channel, **LinkedIn works as an information channel for the business clients**, therefore the content should be exclusive, professional and formal in language, and corporate in style.
- I also recommend the company to publish **images with text and links instead of videos**

Recommendations:

Posts that include information about:

- The latest events of the company
- Company announcements
- Introductions of new hires
- Collaborations with retailers and other companies with Puroa Goods' comments
- Donations
- Media interviews
- News from the food industry, or food tech industry with Puroa Goods' comments
- Production method of the smoothies and the factory
- Environmental impact and locality

7 CONTENT CALENDAR - MONTHLY VIEW

Frequency of posting:

- Main channel: Instagram: four times a week
- Facebook & LinkedIn once in a week (quality over quantity)
- Because of the scarce resources and time, I propose that the CEO delegates content creation to their employees in some extent

The image displays three overlapping content calendar grids for June, July, and August 2023. Each grid is a weekly layout with columns for days of the week (Monday to Sunday) and rows for content slots. A legend on the right of each grid lists content types with corresponding colors: Video (orange), Campaign (yellow), Program (green), Podcast (blue), Webinar (purple), Product Launch (red), and Strategic Post (pink).

8 MEASURING RESULTS

- I recommend that the company measures the social media engagement rate and the total number of followers at the end of August and compares them to the figures at the end of May
- To calculate the rate the company can use this formula: $\text{total engagement} \div \text{total followers} \times 100\%$
- What is counted as interaction depends on the platform used, but usually it means likes, reactions, shares, and comments
- The company can also ask for feedback from the customers by making short online surveys and including a link to company's Facebook-page
- The easiest way to measure the results is by checking the data provided by the social media platforms