

How Much Can Social Media Increase Brand Awareness in Three Months?

Case Study: Blossius Oy



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Opinnäytetyön tarkoituksena oli selvittää voiko yrityksen bränditietoisuutta kasvattaa kolmessa kuukaudessa sosiaalisen median avulla. Tutkimuksessa suunniteltiin ja toteutettiin sosiaalisen median kampanja Blosius Oy:lle, joka tekee kylpyhuoneremontteja pääkaupunkiseudulla. Kampanjassa käytettiin useita sosiaalisen median alustoja, jotka olivat Instagram, Facebook, LinkedIn ja TikTok, julkaisut olivat kuva-, sekä videomuodossa. Hyödyt yritykselle olivat tärkeitä tutkimuksen kannalta, sillä yrityksen toimitusjohtaja oli kiinnostunut sosiaalisesta mediasta ja sen positiivisista vaikutuksista. Kirjoittajalla oli aikaisempaa kokemusta sosiaalisen median markkinoinnista ennen tätä tutkimusta.

Digitaalisen markkinoinnin tärkeys on kasvanut viime vuosien aikana. On erittäin tärkeää, että yritykset ovat läsnä myös verkossa, sillä useimmat ihmiset käyttävät töissä ja vapaa-ajallaan valtaosan päivästäan internetissä. Yritykset, jotka eivät siirry internetiin eivät ole enää kilpailukykyisiä omilla markkina-alueillaan. Digitaalinen markkinointi kattaa useita eri tapoja mainostaa kuten elektroniset mainostaulut, televisiomainokset, radiomainokset ja julkaisut sosiaalisessa mediassa, sekä orgaaniset, että maksetut julkaisut. Tämä tutkimus keskittyi orgaanisiin julkaisuihin, joille ei ollut maksettu mainostilaa sosiaalisessa mediassa. Avainsanat ja hashtagit toimivat tärkeässä roolissa julkaisujen näyttämässä sosiaalisen median käyttäjille, joiden mielenkiinnon kohteet liittyivät yrityksen myymiin palveluihin.

Tutkimuksen tulos perustui yrityksen sosiaalisten median kanavoiden seuraajamääriin, sekä yksittäisten julkaisujen tykkäysten ja kommenttien määriin ennen tutkimusta ja sen jälkeen. Huomattavimmat tulokset nähtiin TikTokissa, jossa yksi video saavutti jopa 389 katselukertaa. Tämä oli merkittävä kasvu bränditietoisuudessa, vaikka se ei tuottanutkaan yritykselle uusia asiakkaita. Kaikilla sosiaalisen median alustoilla nähtiin kasvua bränditietoisuudessa seuraajamäärien sekä tykkäyksien perusteella tutkimuksen aikana, bränditietoisuus parani keskimäärin noin 176 prosenttia.

Bränditietoisuutta voi siis kasvattaa lyhyessäkin ajassa sosiaalisen median avulla. Tämä vaatii paljon vaivannäköä ja työtunteja yritykseltä sillä ne ovat suorassa yhteydessä siihen, kuinka hyviä tuloksia julkaisuilla voi saada aikaan. Mitä enemmän julkaisuja, sitä parempi bränditietoisuus.

Avainsanat markkinointi, sosiaalinen media, bränditietoisuus
Sivut 36 sivua ja liitteitä 4 sivua

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This research aims to discover whether brand awareness of a single company can be increased through a social media campaign within a time span of three months. The author planned and executed a social media campaign for a bathroom renovation company using different social media platforms. These platforms included Instagram, Facebook, LinkedIn and TikTok and posts were made both in video and picture form. The benefit to the commissioning company was important for the research since the chief executive officer has become interested in social media marketing recently. The author had experience in social media marketing prior to conducting the research.

The importance of digital marketing has increased for businesses in the recent years. With everything moving to the online world and people spending most of their day online either at work or during leisure it is vital for a business to have an online presence in order to be able to keep competing in their respective market. A variety of things fall under the umbrella of digital marketing, including electronic billboards, television commercials, radio advertisements and social media posts, both paid and organic ones. This research uses only organic social media posts, meaning they are not paid for to be shown by the social media platforms to people in a similar area or with similar interests. The key words and hashtags in each post will be the main factor in trying to push that post to the views of social media users with similar interests.

The success of the research was determined by the number of engagements and follows on the bathroom renovation company's social media profiles before the social media campaign and during it. The most significant results were gained from TikTok where the company did not have any presence prior to the research and gained up to 389 views on a single video. This was a significant increase in brand awareness, even though it did not generate the company more sales. On all platforms the research shows an increase in brand awareness, due to the increase in engagements and page follows.

Brand awareness therefore can be increased even in a short period of time through social media. This requires a lot of effort from the company, with the effort being directly correlated to the increase in brand awareness. More posts published means a better brand awareness and vice versa.

Keywords Marketing, social media, brand awareness

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Appendix 1 Social media posts

1 Introduction

Marketing is all around us, at all times, affecting our everyday lives without most people even realizing its existence. With the increased use of electronic devices, as well as the rapidly growing rate of different companies offering millions of different goods and services, most people are the “victims” of marketing multiple hours of the day. Marketing can be many different things from seeing an advertisement on social media to one doing marketing unbeknownst to themselves, through word-of-mouth. Whether it is a recommendation or a bad experience, it is always advertisement and attention to the company that the subject of the discussion. Sometimes one does not even realize they are the target of marketing since, in most cases, marketing has become so subtle.

Digital marketing has grown in importance within the marketing field throughout recent years with the development of different digital platforms as well as electronic devices being available for anyone and everyone with extreme ease. Digital marketing means for example: television, radio, podcasts, and electric billboards as well as any marketing that happens on social media or elsewhere online. Social media marketing can mean advertisements that pop up on social media, influencers recommending different products and showing what they recently purchased or just regular posts from companies which are often if not always meant for attracting new customers. (Barone, 2022)

On average a person spends 147 minutes of their day on social media, which is nearly three hours. (Dixon, 2022) People rarely go on social media to find different companies to purchase from but it is very easy to make things attractive on social media, especially if someone relatable is linked to and recommending it. The reason why social media is such a great platform for marketing is because people do not often even realize they are being marketed to while scrolling on social media. A company can post a pretty picture of a coffee cup in a beautiful kitchen setting and all of a sudden one feels the urge to have that same coffee cup in their home. To have that same feeling they got when looking at that picture, into their own kitchen. (Oetting, 2021)

Social media can be an easy way for a company not only to market their products and services but also to grow their audience, due to the number of people online at all times. It is relatively easy to learn about the different algorithms of social media and to work them to one's advantage. If a company gets the algorithm on their side their online audience can grow exponentially, simultaneously growing their brand awareness, customer base and later their sales.

1.1 Research Question

The goal of this research is to attempt to answer the following question: *How Much Can Social Media Increase Brand Awareness in Three Months?* The author has chosen this topic since they have extensive experience in social media marketing and wanted to research further and learn more on how big of an effect it can have on a company's visibility. Especially when that visibility is small before the beginning of the research. Conducting research like this to one company will help the author determine more effective ways to increase brand awareness for other companies that they will be working with. It will also have great benefits for the commissioning company. In the best-case scenario, it will increase their customer base and sales, as well as increase their audience online. If the campaign the author designs for them is effective, they can use similar methods to keep growing their number of engagements in the future and keep increasing their brand awareness even after the research has been completed. The company is also interested in more modern ways of advertising, and the research will show the company that with the increased brand awareness online, they can gain more customers.

1.1.1 Type of Research

The different social media platforms which the author will be using in this study include LinkedIn, Instagram, Facebook, Google Business and in a more limited quantity TikTok. All the accounts on these different platforms are owned by a bathroom renovating company called *Blosius*. The company has not been active on social media before this research, but the chief executive officer (CEO) has recently become interested in the ease of advertising on social media. This is why it was the perfect moment to give the company's social medias more

attention to gain more awareness which will in the best-case scenario lead to an increase in sales.

The author will be using an online tool called *Semrush*, which allows for the planning and posting on different social media platforms simultaneously. It is “the only software which enables marketing professionals to build, manage and measure campaign across all channels to improve their online visibility.” (Semrush, 2008). It can be used to schedule several different social media posts, days or weeks in advance and the programme shows its user what is the best day and time of day to post on each platform. This is calculated and based on when people interacting with each account are usually online and when are they most likely to “engage” with a post. Engaging means either commenting or liking a post or starting to follow an account through a post, so the time of day plays a huge importance in trying to increase the engagements of any social media account.

The research will last for three months and in the beginning of those three months, prior to starting the social media campaign, data will be collected on the amount of interactions Blossius’ social media channels have. Specifically, the amount of likes and comments on each channel per week, as well as the number of users following their profile on each site. Then the author will execute a planned social media marketing campaign which will be changed and adapted biweekly to be more effective in regards of brand awareness. At the end of the three months, the same data will be collected as before starting the campaign and these two data sets will be compared and analysed to see the change that occurred, if any.

1.1.2 Limitations

There were some limitations related to this research. One of them was that the author started the three-month long campaign right in the beginning of summer, in April of 2022, which affected the amount of people online per day. With sunnier and warmer weather people were more likely enjoying the outdoors rather than inside spending time on social media. On the other hand, a lot of people had time off from work during the summer, and when people spend more time at home, they will be more likely to want to change something there, including their bathroom. This means doing research online for bathroom

renovating companies, and the ones with a bigger online presence at this time would be more likely to pop up at the top of their page.

Another limiting factor with research like this comes with the type of the campaign. When trying to increase brand awareness, it is beneficial to try different things to see what the most effective message for the customer that *Blosius* will be trying to reach. This means risking putting a message out there that will upset the very people they would want to reach and losing some possible customers on the way.

The third limitation related to this research is that the author created the social media campaign alone with very limited time allocated for the research daily. With a full-time job as well as multiple other projects it was a challenge to make sure a post was published three times per week as well as to have kept monitoring the results as often as possible.

1.2 Commissioning company

Blosius is a bathroom renovation company founded in Finland 25 years ago. They mainly operate in the capital city area, in Helsinki, Espoo and Vantaa and occasionally further in the surrounding areas, within a 60-kilometer radius. *Blosius* serves both individual homes as well as housing companies that own apartment buildings. The exclusivity that *Blosius* offers is that they offer a “full service” bathroom renovation. Everything from planning and designing to the finishing touches goes through them so their customers do not have to worry about anything after the design has been agreed upon. Even though *Blosius* does not have employees for all the steps of the renovation they work closely with independent contractors who implement the designs created by *Blosius*’ creative team. All of these contractors are carefully selected, and most have partnered with *Blosius* for several years to ensure their trustworthiness and that the quality of their work is up to *Blosius*’ standards. (Rosti, 2022)

Blosius does each renovation in four steps. The first one being a home visit and an offer. The employees will visit the customer’s home to take the needed measurement as well as to have a conversation with the customer about the style and budget. After this *Blosius* will give the customer a timeline, plan, design, and budget as fast as within the same day so that

the project can get started as soon as possible. The second step is completely in the customer's hands. This is when they will visit one of *Blosius'* two showrooms, which are located in Espoo and Vantaa, to pick out the color of the tiles and the style of the furniture and other items. Third step is for *Blosius* to prepare the renovation by talking with the suitable vendors and contractors and to create a solid timeline for the renovation. This allows *Blosius* to also help the customer to acquire accommodation for the time that their home will not have running water. The fourth and final step is to do the renovation and make sure it happens within the agreed time limit and budget. Each customer will have their own personal project manager who will keep them up to date on what is happening and to make sure if there are any mishaps that they get dealt with accordingly and communicated as fast as possible to the customer. (Blosius, n.d.)

Blosius' slogan and promise to their customers is to be Finland's most trustworthy bathroom renovation company. This trust is created by listening to the customer's needs and creating a bathroom that not just reflects their style and wants and needs but also that stays in the agreed budget without exceeding it even a little bit. They work in around 300 homes a year which makes it extremely important to get positive reviews and experiences under their wing. They have created valuable relationships with vendors, operators and contractors which means they can give 100% of their attention to their customers. (Blosius, n.d.)

With the high-quality services that *Blosius* offers as well as the trust that they have created with their customers *Blosius* is able to turnover around three million euros per year. Their main goals for the future are to keep a high level of quality as well as keep all of their renovations running as smooth as possible. With these goals in mind, and the good reviews that *Blosius* gets they are able to keep their revenue as high as this as well as focus on gaining more customers through other channels. (Rosti, 2022)

2 Theoretical Framework

2.1 Marketing

Marketing is often categorized as typical advertisements and commercials seen on television or on billboards on the side of the road or telemarketers calling one's phone weekly. In reality, marketing is so much more, it is the whole image that is perceived by a company's audience as well as the relationship between a customer and a company. Nothing any given company does matters if it is not reaching the correct audience and giving them the right image of that firm. Every single company needs to have customers to survive, but more importantly an effective way to reach those customers. (Kotler & Burton, 2013)

A person working in marketing not only has to imagine what is the feeling they must portray with an advertisement campaign but also what is the relationship the company wants to establish with their customers moving forward. A marketer has to figure out the needs of the customer and use that to their advantage in finding out the selling point. Every little detail counts. Every, single small snippet of information a customer sees about a company shapes their idea of that company. Most companies' main goal is to have good revenue and keep increasing their sales thus it is important for potential customers to see the company in a positive light. This not only means advertisements and commercials that are "controlled" by the marketing team but also reviews from other customers as well as word-of-mouth marketing, which are affected also by other departments of the company, like sales. If a customer has a bad experience and leaves a negative review online, it can very easily drive away new customers as well. So, marketing does not end with the marketing team, the sales team and others working in customer service must do their part as well. Although, all publicity is good publicity and having one's company name in people's mouths is only a good thing, negative experiences can be harmful especially for a start-up company. It is also not enough to reach the most amount of people with advertisements but also to reach the right kind of people. Defining a target customer is extremely important since it does not matter if 5000 people see an advertisement if only one of those is a type of person that would buy from that company, compared to a hundred people seeing an advertisement and fifty of them are in the target audience. (Kotler & Burton, 2013)

The variety of goods and services being offered has in recent years and still is rapidly increasing. This is why it is even more important for companies to find a way to firstly let their target audience know that they exist but also secondly and more importantly to convince them that they are somehow better than their competitors. Especially a company that is only starting out needs to use marketing to build their customer base, and later they might want to focus on creating and maintaining those good relationships with customers for them to come back and refer the company to their friends. Sometimes, with bigger companies, marketing almost happens on its own with people talking to each other and sharing their experiences. (Carmicheal, 2022)

2.2 Marketing Strategy

A marketing strategy is a plan created by a company which outlines the structure in which they will conduct their promotional efforts. It gives a company's marketing efforts specific goals and further aligns them with the company's business objectives. Most commonly a marketing strategy will include the target audience, main objectives as well as the specific steps that need to be taken in order to achieve the objectives. (Carmicheal, 2022)

The Pearson's book for Marketing (2013) defines the marketing strategy in five parts, which are as follows:

Firstly, the marketing team must introduce and familiarize themselves with the market as well as the target customers wants and needs. A market is defined as the place of buying and selling, which usually happens in competitive conditions as well as the group of potential buyers for the product. A market's size is determined by the size of the target audience. Simply put the people who are not just interested in the product but are ready and able to put their time and financial assets into acquiring it. The bigger a business's sales the better position they hold in the marketplace. For example, if the technology giant Apple sold the most smartphones last year compared to their competitors, they would hold the best position in the marketplace for cell phones. Humans have basic needs that they need to survive like food and shelter, but hand-in-hand with needs come wants, which are endless. The only thing between a customer's wants and them getting it is usually their financial situation. So, a

marketer's task is to make sure their products look so desirable that the customer will want to use their money to purchase it. (Kotler & Burton, 2013, p. 6)

The second part is to design a plan for marketing which meets the customer's demands and is driven by them. Two of the biggest things to consider when designing a marketing strategy is what is the company's target market, who do they want to or need to sell to and how can they make that happen. It is often believed that companies wish to go after as many customers as possible, but in reality, this is not the best way to increase sales and create relationships with customers. Figuring out the target market and furthermore studying it and the ideal customer's habit and behaviour is one of the marketing team's most important tasks. If the company does not know who it is selling for, it might not reach the right kind of people who will be interested in the product. One would not advertise the newest BMW model for someone making the minimum wage, because the chances of that someone who would be interested in or could afford a BMW are zero to none. (Kotler & Burton, 2013, pp. 6-7)

Thirdly is to put together and execute a marketing plan that serves some value to the customer. It is important to consider the marketing mix in question. What different outlets are going to be used and which one of them will be the most effective. Within the marketing mix the four P's must be taken into consideration. These four P's are product, price, promotion and place. Firstly, the marketing team has to figure out what it is they are trying to sell, the actual good or service that is being offered to the customer. After that comes the value of said product, how much would a customer be willing to pay for such thing. This is also closely related to the target audience question. Is the company selling something high end for more affluent people or are they trying to reach the middle class. Promotion defines how the information of the product is going to be delivered to the customer. What is the message that will capture the customers attention enough to find out more and close a sale. Finally, the place determines the where the customer will see the product. What is the best place to promote in, in order to gain the attention of a target customer. All four P's need to be considered to be successful. Leaving even one of them out of the mix would not be beneficial for a marketing team aiming for success. (Kotler & Burton, 2013, p. 7)

After gaining the attention of the target audience and successfully completing sales transactions comes the fourth part. It is extremely important to keep those valuable customer

relationships and furthermore build them to become strong and reliable ones. This goes both ways. Returning customers are just as if not more important than new ones because those returning, satisfied customers are a company's best marketing strategy. The satisfied customers will be the ones who go out and tell their friends, write good reviews for other people to see and to recommend one's company. Currently when everything is so easily accessible online it is even more important to only end up with satisfied and happy customers. Any company with more bad reviews than good ones for example on a platform like Google has to work twice as hard in the future to gain their customer's trust and to convince new ones to try their goods or services. (Kotler & Burton, 2013, pp. 12-13)

The fifth and final part is capturing the value from those customers. This value can mean satisfied customers recommending a company to their acquaintances and leaving positive reviews online. However, the value can also be existing customers returning to one's business for more. Customers who are satisfied and happy enough to come back mean more revenue for the business in the long run. (Kotler & Burton, 2013, p. 13)

2.3 Digital Marketing

With the increasing growth of online content as well as the ease at which people can own electronic devices digital marketing has grown in importance exponentially. So many people are tied to their mobile phones 24 hours a day and around 60% of the world's population are internet users, according to research done in 2020, with this percentage increasing every year. (The World Bank, 2020) This alongside what people are calling the fourth industrial revolution as well as inventions such as industry of things (IoT) and artificial intelligence (AI). The drift from more traditional marketing for example in print media towards marketing online has only happened in the past twenty years. Therefore, a lot of companies who are focusing more on their business within instead of putting more of their efforts into launching digital platforms have been left behind and need to catch up to stay as a relevant competition on the market. (Lin, 2022)

The fourth industrial revolution refers to the development of digital technologies for example 3D printing, artificial intelligence, and robotics and how humans can use these to their advantage. These developments will change how humans as a species perform many different

things and human's decisions now will determine what the world will have shaped into fifty to a hundred years from now. (Schwab, 2018) So why is this one the fourth industrial revolution, what happened in the previous revolutions? The first one is considered to be when the steam engine was created, mechanics took over production and societies became more urban than ever before. The second industrial revolution came with the development of electricity. Whereas the third industrial revolution brought humans into the digital world with computers and other digital technologies. All of these revolutions have in their turn increased mass production and the quality of life for humans. (McGinnis, 2020)

There are specific technologies that are considered to be "driving" the fourth industrial revolution forward. The most important one of them being artificial intelligence and how it is used to change the way humans live their everyday lives as well as the way it is changing production everywhere. 3D printing is not only making production of items faster and more affordable for companies, but also it is used to develop prototypes and spare parts for machinery for example in architecture and engineering. Internet of things is a term used to describe the ever-increasing relationship between the digital and the physical worlds. As well as the connection between digital things and how they are learning more information as they work in order to operate more efficiently. Robotics is developing to be more efficient almost daily, with the industry 4.0 robots working collaboratively with humans are starting to appear at workplaces. These "cobots" ensure humans can give up tasks that are tedious or dangerous but do not have to give up their job. (Iberdrola, n.d.)

Digital marketing is a way for companies to reach their audiences through digital platforms such as electronic devices or through the internet. It may include social media, television, radio, electronic billboards, advertisements on webpages etc. Digital marketing is an ever-growing industry due to the increase in use of electronic devices in our society. No one leaves their homes without their cell phones anymore which then allows companies to advertise their brand and products around the clock. (Bala, 2020)

The shift to digital marketing is a good thing for many companies since it can be a much less costly way to promote products for one's target market. It also allows companies to have better and easier methods of communication with their customers as well as creating more personable relationships with them. Any complaint or message the customer wants the

company to hear can be delivered within seconds and vice versa. It creates more jobs for people but also can create more stress for companies who do not have an online presence yet. (Bala, 2020)

As shopping experiences are done more online it becomes harder for companies who cannot or do not want to create an online store to build relationships with customers. If another company can offer the same product with a simple press of a button from one's couch, many customers likely are not going to leave the comforts of their homes to find other options, because it requires more effort from them.

With digital development moving forward rapidly it can be beneficial to use techniques from artificial intelligence (AI) and machine learning (ML) in one's marketing campaigning. To put it simply artificial intelligence is the science of teaching machines human intelligence. So the information that would normally be processed and analysed by a human is now done by a machine, which will do it faster than any human ever could. Machine learning is directly linked to AI, since it means the machine learning new information on its own without a human having to teach it again. It is based on large sets of data that the AI analyses which allows it to make more and more accurate predictions. (Kaput, 2022) So essentially the programme used in this research: Semrush, being an AI programme, it means also AI is used in this research. Because this programme calculates accurately which times of day are the best to publish posts as well as what are the most effective key words to use. The AI has analysed the information of the people who are interacting with *Blosius'* social media channels and turns that information into usable data for a marketing associate. (Semrush, n.d.) AI and ML can also find unsuspected patterns of a social media user. For example, a human is able to single out three attributes of characteristic, features, or variables of an item. With the help of digital sciences thousands of attributes can be identified simultaneously.

2.4 Social Media Marketing

Social media platforms have become our everyday. For most people, it is their only method of communication with friends and family as well as the main source of their entertainment. The best part about social media being one's entertainment is that it is not tied to any certain time. It is accessible all hours of the day, seven days a week.

Due to the ease of communication and reach of social media platforms they are an extremely easy way for companies to interact with their customers better. It is easy to announce new products or any other information a company needs to let their customers know and it can be out there for them in mere seconds if needed. The other positive side about social media is the interaction that a company can have with their audience on their different platforms. For example, using polls on social media is an extremely easy way to help a company scope out what their customers are expecting from them next like choosing between two designs for a product etc. Commenting and live chats on the other hand gives customers an effortless channel to give their feedback to companies and for companies to receive, react and respond with ease. All in all, communication between the two parties is easier than ever and can happen around the clock. (Dwivedi, 2021)

Social media also allows companies to reduce their budget on marketing since anyone can learn how to post on social media. However, it does take time to learn what to post and to post favourably to the algorithm of each platform. With active social media accounts, the algorithm on different platforms pushes an account “further up” meaning a bigger possibility of more people seeing it. Additionally, with as little as ten euros a month a company can pay platforms like Google or Facebook to show their posts as advertisements for people who have interests related to what the company has to offer or people who are looking for similar things that a given company is selling. (Emnace, 2022)

Even though social media brings many advantages to different companies it can also be a disadvantage. Since social media is so easy to navigate for many, the number of companies that advertise themselves on different platforms is immensely high. Meaning customers have hundreds and thousands of options to choose from. Even more than before companies must consider what is their unique selling point and how can they communicate that across to their audience so effectively that they significantly stand out from their competition. Standing out enough for a customer to choose them over others can be done with a unique style of social media posts. For example, with a bathroom renovation company a lot of them focus on showing finished bathrooms or before and after pictures. A different approach could be only posting images of the small details that can make a bathroom feel more luxurious. (Samanta, 2021)

Social media can also be a negative thing when it comes to customer reviews. Reviews are easy not just to write but to read online which makes it easier for people to compare companies and choose the one that not just stand out to them but also has the best reviews. This means not just reviews on pages meant for it, for example Google but also reviews and comments that are made on people's personal social media platforms. People with a large following online have a lot of influence on others, hence the title "influencer". People tend to follow others online who they can relate to which means they will most likely be interested in similar things. Thus, they put a lot of trust in the social media influencer's recommendations. Reviews of a product shared on a real person's Instagram account seem more real than a few sentences of text found on the company's website without even a picture of the person who wrote it. Word-of-mouth has really increased in importance on social media and people look for stranger's advice and recommendations sometimes more than their friends and acquaintances. Since information on products is available everywhere online it has become increasingly easier for people to look for information before committing to a purchase. (X, R 2022)

The chance of a social media post going viral can have extremely positive effects on someone's visibility on social media. The Merriam-Webster dictionary (2022) defines viral as "quickly and widely spread or popularized especially by means of social media". So, if people start sharing a specific post on social media it can go viral if enough people around the world also decide that post is worthy of a share. Timing plays an extremely important role in a video or a picture going viral. The more engagements and shares a post gets within the first couple of days the more likely it is to keep on growing. So again, a marketer has to carefully consider and calculate the best day and time for their posts for maximum engagements. (Harvard Business Review, 2015)

2.4.1 Instagram

Instagram is an application available for all mobile devices and it is used to share different media types, but mainly pictures and videos. The application was developed by Mike Krieger and Kevin Systrom with the idea of having a social media platform where people could share the pictures taken on their mobile devices immediately, hence the origin of the name from

the words “instant” and “telegram”. The application was launched in October of 2010 and was immediately greeted with great success, reaching 100,000 downloads by the end of the same year. Later in 2012 another social media company Facebook acquired Instagram for 1 billion dollars, which speaks for the application’s enormous success. Instagram is free to use for anyone and its’ basic functions include uploading pictures and videos to one’s profile and being able to like and comment on other posts published by other people or companies. The application also offers the opportunity to edit the pictures before publishing them with several different filters and choosing whether one wants their profile public so that anyone registered on the application can see their posts or private so that they can select who sees them based on who follows their profile. Instagram can also be used to find specific posts based on their location or hashtags. (Blystone, 2022) Hashtags are used to find more specific content on different social media channels. They are tag words written on social media posts with the hashtag “#” sign in front of a word so that people can find posts based on their interests and key words. For example, a bridal gown boutique could insert the hashtags #wedding, #weddingdress and #bride to their posts so when a woman who is going to get married and is looking for a dress could only write one of these words into their search bar and they could find this boutiques posts. (Taylor, 2015)

2.4.2 Facebook

When talking about social media platforms the first one that comes to many people’s minds is Facebook, understandably since it is the largest social media platform in the world. (Robinson, 2021) Facebook is a website created for social networking in the beginning of 2004. It was created by students attending Harvard University with the idea of making a platform for the students at that university to be able to connect and network within the school. It later expanded to all universities and furthermore to anyone all across the world. Unlike to the followers that are a feature on Instagram, on Facebook one can connect and have “friends”. People or companies who are on one’s friends list will appear on their Facebook timeline. Which acts as a front page to the website, where one can scroll to view the posts published by their friends. Along with having connections as “friends” Facebook also offers other options to connect with people. These include pages, groups, marketplace, messenger, and events. Pages are mainly meant for businesses; it is kind of like a website under the Facebook platform. It can provide information about where the business is

located at, it's opening hours and contact information as well as any other pictures, videos and text posts of information the business may want to share with its already existing and potential customers. Groups are specific pages on Facebook dedicated for a limited group of people, and they can be created by anyone who already has a profile on the website. A group can be used for example by the residents of one building in order to inform one another about anything related to the building. Posts published within a group can only be seen by members of that group and therefore groups can be used as private channels of communication within a larger group of people. Facebook marketplace is used to sell items. Again, people who already have a profile on Facebook can use it to post about an item they would want to sell and others can message that person regarding purchasing the item. Which leads us to Facebook Messenger which is a private messaging application that can be used between two or more Facebook users. It works in a similar way as regular text message except that it uses the internet to send and receive messages, all conversations there are private and cannot be viewed by anyone other than the people in a specific chat room. (Kerner, 2021)

2.4.3 LinkedIn

The major difference LinkedIn has with Facebook and Instagram is that it is not mainly used for entertainment and recreation. LinkedIn is more focused on one's career and professionalism. A profile on LinkedIn is viewed similarly to a resume and often an employer wishes to see the LinkedIn profile of the person they are hiring. A profile on the website can include one's employment history, education information, details about any additional skills, like what languages that person is able to use in a professional setting as well as a summary of one's career. Additionally, to these personal profiles, companies can post jobs that people can apply for as well as look for new employees on the site. Companies can also advertise their products and services on LinkedIn, since a lot of people use the website to stay up to date on what is going on in their acquaintance's professional lives. In order to connect with someone on LinkedIn, one can add other people to their "network" similarly to the function of requesting friends on Facebook. Having people in one's network means that one will see all updates and posts made by those people on their front page, making it easy to stay up to date. LinkedIn, the company, was founded in 2002, by Reid Hoffman, Allen Blue, Konstantin Guericke, Eric Ly and Jean-Luc Vaillant and later in 2003 the website was launched with the

main idea of making social networking easier. In 2007 the web site had 15 million members, but only a few years later in 2011, with increasing growth and popularity it had more than a 100 million members. After being acquired by Microsoft in 2016 LinkedIn's user base grew even more to 500 million members worldwide. (Gregersen, n.a.)

2.4.4 TikTok

TikTok is a social media platform meant for sharing short videos on mobile devices. These videos can range between as short as just one second all the way up to three minutes. The application itself was created in 2014 carrying the name Musical.ly, which had success on its own. However, in November of 2017 a Chinese company acquired Musical.ly and integrated it with their own application "TikTok" which both had the same idea of sharing short videos. At this time, all Musical.ly users were automatically moved over to this new application while Musical.ly was deleted. (Lee, 2018)

TikTok's users can shoot, edit, and post their videos all in one place. The application allows its users to add voices, songs, colored filters, and stickers to their videos. Unlike on other social media applications it is more common to see a large variety of videos from strangers rather than just seeing content from accounts one follows. The algorithm of TikTok shows its users videos they have been interested in before rather than just showing videos from accounts that they follow. This is one of the reasons why it is relatively easy to go viral with the help of TikTok and how the application can help companies gain more awareness to their brand. (Janes, 2019)

2.4.5 Google Business

A social media profile that is beneficial to all companies, no matter the field is a Google Business Profile. Google is an online search engine, which also offers other services just as an email and an online drive where to store documents and have access to them on multiple devices at once. (Nunns, 2017) Google holds the largest market share out of search engines and is the most visited website, which makes it the perfect place to have accurate information about one's company. Having a Google Business Profile is free for anyone and with it one can include valuable information about one's company including its location,

opening hours, contact information like phone numbers and emails, as well as a link to one's website and some pictures of the company and its products. With a profile on Google, it is ensured that the profile might be visible to someone's Google Search, on Maps or in Google Shopping. It is extremely important to have a Google Business Profile since the majority of people use Google when trying to find information about different products and services. When one does so looking for similar goods offered by one's company in one's business' local area it is likely that the people will stumble across one's business profile. Another very important aspect of a Google Business Profile are the reviews that people can write on the profile. In order for a company to have credibility and gain the trust of possible new customers rapidly it is vital to have reviews available for people to see. Of course, especially good reviews help convince a possible customer to purchase from any company but with a balance of good and bad reviews one's company might seem more trustworthy. As a company one can also reply to the reviews left on Google which helps build the communication and trust between a company and its customers. (Newberry, 2022)

2.5 Search Engine Optimization

Search engine optimization or "SEO" is a way for companies to drive more organic flow and traffic to their web pages. On a basic level the goal of search engine optimization is to increase a company's search engine placement; how far down the list it appears when a possible customer is searching with keywords related to that company. To use the most popular search engine Google as an example it is crucial for a company to be on the first page (Forsey, 2022). Over 90 percent of Google's traffic happens on the first page, meaning that the majority of people searching for products or services never click past the first page (DiAntonio, 2015). Since getting the best results regarding search engine optimization is a difficult and long process some companies choose to take the faster route and "pay their way up". Companies can pay search engines like Google to position their websites and their advertisements, at the very top of the first page, being the first company in possible customer's eyesight. (LaFleur, 2022)

Semrush

Semrush is the main tool used for publishing social media posts as well as to track their statistics for the research. It is a website that any company can buy a subscription for and will receive all the necessary tools to grow their business' online presence through marketing. Semrush is the only online tool which allows its users to manage all their output channels at once, for example all of a company's social media platforms. The tools that Semrush offers its users are for search engine optimization, social media management, market research such as competitor analysis, content optimization and domain analytics. (Dahiya et al., 2021)

The social media management tools are the ones used for the research. These tools offer a calendar view of all the future and past scheduled posts made through Semrush. The user can upload an image or a video as well as add a caption to it and with only one click one can schedule said image and caption to multiple social media platforms at once. This fully eliminates having to open all different social media platforms separately to post. After posts have been published one can view the number of engagements and views on each post through Semrush, again eliminating having to check on each separately on their respective social media platforms. Additionally to offering statistics on single posts Semrush also offers statistics on how many users are viewing a company's profile daily, and how many are following their accounts. These statistics are especially important when wanting to study the changes in brand awareness. Semrush also offers helpful charts and graphs to help picture the increase or decrease in engagements, followers, or views. (Semrush, n.d.)

2.6 What is a Brand?

All the things that differentiate one company from any other and the specific characteristics tied to that company make up a company's brand. The brand is made up of numerous different things from more obvious right-in-the face ones like a company's logo or their slogan, to more discreet details like how the company packages their products or what kind of smell one is introduced to when entering their store. It also gives a company their identity so to speak, it is kind of their personality traits that no one else can have and can easily make one's company stand out compared to others. (Decker, 2022)

Branding can help customers remember a business and notice it in a “crowd” of organizations. It is also a valuable asset in marketing, since when a company has a clear brand the marketing team knows what kind of image and style their marketing campaigns must portray. When considering what kind of image, one wants to give away from one’s company it is important to consider a few basic factors like the target audience, mission statement and what makes the company stand out. The brand itself must cater all of these aspects otherwise it would not reach the correct audience and customers who need the company’s products might never be introduced to it. (Edelman, 2010)

2.6.1 Brand Awareness

At its simplest brand awareness means how well people recognize a company’s characteristics like its name, logo, or slogan. For example, the company name Coca-Cola is so known globally that it is the second most known term in the world right after “ok” (Verma, 2018). In fact, one of the main goals that most companies are trying to reach with social media marketing is brand awareness. Having a great brand awareness is extremely important to any company since it can directly affect a potential customer’s decision on whether to do business with that company or not. It also helps with customers comfortability with the brand as well as their ability to remember it in the future. Familiarity with one’s brand ensures more sales since customers already know the name when starting to do their research and are more likely to trust a company, they already know instead of one they have never heard of. (Walgrove, 2022)

The internet is a good place to get started when a company wants to increase their brand awareness. Any company with this goal should want to be where the people are, which in today’s world is majorly online. All social media channels offer paid advertisements as an option for companies. Companies can pay an agreed price for those social media channels and the channels will show their regular posts to people who have interests related to what the company has to offer. Even though it is pricey hiring social media influencers can help a company tremendously especially in the beginning when they do not have a high brand awareness yet. (Waller, 2020)

When measuring brand awareness, it depends on what strategy the company is using to know which method to measure it with. When marketing on social media the analytics on each social media channel can easily be tracked. The analytics include things like the number of likes and comments, so the number of engagements. These numbers of comments and likes not only tell the owner of the social media page directly how their posts are doing but also the higher the likes and comments it boosts their posts automatically on social media platforms. Boosting means that the platform moves their post further up on the page as well as shows it to people with similar interests as presented on the post so the likelihood of people seeing it is higher than with a post with a low number of likes and comments. Another feature included in social media analytics is “clicks”. Clicks measures the number of people who literally clicked on a link attached to a social media post. This is just as important number to follow to a company along the engagements since it tells directly how many people have visited a website. The thing with following clicks instead of just the number of visitors on one’s website is that it also tells the user how well the company’s posts are attracting people. How many people were so convinced by the posts and were interested enough to learn more to visit the website or whichever page a company has linked to their post. (Rossiter, 2014)

2.6.2 Brand Loyalty

Some people are loyal customers to one specific company in a given field. This means that these customers prefer that company’s products over others, possibly preferring for example their design, type, or interface. When this preference goes so far that the customer does not compare products from other companies anymore, rather than always choosing the same one no matter the cost it is called brand loyalty. It is a dedication and commitment a customer feels towards a brand, which makes them go back to that product without thinking about their competition or price tag. (Chaudhuri & Holbrook, 2018)

Brand loyalty most commonly is based solely on trust, and it is built by positive experiences, a good pricing point and exceptional customer service. There are three steps to brand loyalty starting with recognition. A consumer must be introduced to one’s brand somehow and then keep hearing from that brand in some way, for example through social media. The second step is brand preference meaning a customer will choose one’s brand when all things are equal

considering between two different brands. However, in this stage the customer can still change their mind and move over to another brand in case the other offer is better than the initial one. The final and highest level of brand loyalty is brand insistence. This step ensures the customer will not even be interested anymore in other brands no matter how their offer could be compared to the initial. At this stage, they do not have to be convinced anymore, that has already been done. (Bretous, 2022)

Brand loyalty has many positive sides to it. When a company has loyal customers, it does not make a difference if they value their goods or services at a higher price point the loyal customers will stay. Those customers are also free advertisement to the company. The people that they are around will notice their loyalty and will more likely do business with that company based on their acquaintance's trust. A brand loyal customer is also highly likely to talk about that brand and their products which is great form of marketing. (Chaudhuri & Holbrook, 2018)

2.7 Market

A marketplace is commonly known as a place where customers and merchandisers meet to make exchanges of goods for money. Dating back hundreds of years all villages had a market square where people could do trade. Today, a market is becoming less of a physical place and more a term used for the total of buyers and sellers in a certain area or region. This region can be however big one wishes it to be depending on what one is considering. Taking it a step further, commonly in the business world the term market is now used to describe the number of potential customers a company can have. Market potential outlines hypothetically how big a market could be, so how much the company can increase their sales and number of customers in each area, realistically. (Kenton, 2021)

2.8 Competitor Analysis

For a company to be successful in their field it is important to be aware of one's competitors and conduct a thorough competitor analysis. One of the first steps to take for an analysis is identifying one's competitors. These can be businesses offering the same exact products or businesses who are in the same field despite not selling the same thing, for example a

company selling skin care products and a company selling hair care products. Along with similar products a competitor can also be in a completely different field but have the same target market. (Lyons, 2022)

After all of the most important competitors have been identified it is important to find out as much information of them as possible. An efficient way to track this information is to use the “4 P’s” method, figuring out the competitor’s product, place, price and promotion. Along with the 4 P’s it is crucial to study one’s competitors’ strengths and weaknesses, to know why or why not a customer would choose that company. The final step of competitor analysis is to compare the competitor’s company’s information to one’s own business and identify what are the factors that one’s company can do better than their competitor to attract more customers. (Kotler & Burton, 2013)

3 Methodology

3.1 Blosius’ Market

The market in which the company *Blosius*, is operating in is quite straightforward. The physical market that they are in is within the capital city area of Finland, more specifically in Helsinki, Espoo, and Vantaa, which is roughly a fifty-kilometre radius. Within this area there are a lot of different companies and competition, so let us narrow it down further to the kind of business that *Blosius* is in: renovation. With a quick Googling one can find out that there are tens of different renovation companies in the capital city area, which means that the competition is tough. *Blosius* must really stand out and prove to their audience that their company is worth investing money in, instead of the other companies. Luckily for *Blosius* they have a further quality to narrow down their marketplace, they only do bathroom renovations. This decreases their number of competitors significantly, or does it? If one was looking for someone to renovate one’s bathroom or other wash facilities, would they solely look for companies that do bathroom renovation? Different people look for different qualities in a company they are looking to do business with. Some people look for excellent quality and value which is when they would probably turn towards a company that does solely bathroom renovations since those are the companies that will have the most experience in the area that the customer

needs renovated. However, someone who is looking for a renovation with a lower budget might want to hire a company that does all sorts of renovations since those companies' demand is higher their prices might be lower.

3.2 Blosius' Competition

Blosius has numerous competitors, from companies who do all different kinds of renovations, to individuals who specialize in a tiny area of the renovation. For the research the author needed to study Blosius' biggest competitors based on their social media traffic and area of operation and compare their social media strategies to the one conducted for this research.

Nemo bathroom renovation company operates in the capital city area as well as around the city of Tampere, so their physical area of operation is a little bit bigger than the area of Blosius. They are extremely vocal on their website about favouring Finnish products as well as employing a Finnish workforce. They are open about the time and budget that it takes to make a bathroom renovation possible and emphasise to their audience that they are not here to make miracles and rather to create a realistic repair project. They also want their customers to know that sustainability is important to their company and that they have years of experience when it comes to bathroom renovations. A major thing one can also observe that differentiates Blosius from Nemo is that Nemo advertises that there is one single person who works on a given bathroom renovation from start to finish. With Blosius there are multiple people working on a project, but each project has an assigned project manager who makes sure that everything runs smoothly and manages the employees assigned for each step of the renovation. (Manninen, n.a.)

The biggest difference one can observe between the websites of Blosius and Nemo is that Blosius also talks about being realistic but not so bluntly as Nemo. On a marketing point of view you want to create a good feeling in your customers while delivering the facts. Nemo posts on their social media channels on average once a month, which compared to Blosius' three times a week is a significant difference. It is more likely for social media channel's algorithms to pick up posts if there is high activity on the platform. Nemo also posts very long descriptive texts along with pictures to explain the renovation they have completed, whereas Blosius tends to stay with shorter texts that can be read even with limited time. Nemo gets

around twenty to thirty likes on their posts which is a lot higher compared to Blosius' two to ten likes. Overall Nemo's social media strategy is lacking compared to Blosius', but the engagement on their platforms is higher.

Laattabest is another company that has high social media activity alongside with Blosius and Nemo. The immediate difference one notices when hopping on to their website is that Laattabest has only been around since 2008, whereas Blosius has 25 years of experience. Thankfully experience is always a good thing, and this is a huge advantage for Blosius. They also operate in the capital city area. The major difference of Laattabest compared to Blosius and Nemo is that they also offer their services in helping independent people renovate their bathroom themselves. Laattabest also offers a service where the whole renovation is done as much online as possible. So, the customers can do all planning, budgeting and designing as well as following how the renovation is moving along. This is a great advantage to have over competitors in a culture like Finland where some people prefer not to talk to others face to face and take the easy route of doing everything from the comforts of their living rooms. (Laattabest, n.d.)

The social media platforms of Laattabest are by far the least busy compared to Blosius and Nemo. They post very rarely and most of the images on their posts are blurry and low quality. The posts are accompanied with similar explanations as with Blosius' posts about specific renovations, explaining them thoroughly and with some explanation on the materials used. Despite the lower quality of these social media posts Laattabest has managed to get some engagement on them and have an average of 23 likes on each post on different social media platforms. (Laattabest, n.d.)

Based on these observations made from Blosius' biggest competitors on social media some aspects could be improved, and some should stay the same. Keeping up with posting several times a week Blosius will after some time have an advantage with algorithm over their competitors who both post only around once a month. With the algorithm favouring Blosius' posts people who are looking for information about bathroom renovation will be shown their posts on social media even if they did not look for their company specifically. It is also important for Blosius to keep their level of exceptional picture quality as well as to include thorough but short explanations on their renovations. However, it also seems to work to have

other bathroom renovation related posts than just commentary on previous completed projects. Blosius' search engine optimization is on a better level than their competitors.

3.3 Blosius' Brand

The biggest, most noticeable part of Blosius' brand is a dark blue color that is used in their logo and marketing material, it is also the prominent color on their website. Despite this blue not being a noticeably unique color it is used cleverly in their logo so that when a potential customer has seen their logo once it is likely that they will recognize it in the future.

A big part of Blosius' brand is their promise to be the most trustworthy bathroom renovation in Finland. This term is mentioned on their website's front page alone three different times in big, bold font to really drill it into the website's visitor's mind. Despite their significant color blue not being a noticeably unique color once a potential customer has seen their logo once it is memorable in the future. Their logo includes the word Blosius in big, bold, blue letters and under it the word "kylpyhuoneremontit", the Finnish word for bathroom renovations. This combination of big bold letters underlined with smaller text makes their logo stand out from others and means it can be recognized from a distance without having to actually see what the letters spell out.



Figure 1; Blosius' logo (Blosius. (n.d.))

3.4 Social Media Campaign

For the start of the three months, the author created a simple social media campaign with basic posts that portray *Blosius'* image and message. Twice a week there was a post with a picture of an already completed project by Blosius with a caption related to their brand or a short snippet of information from that pictured project bathroom. Once a week a post was created that would be linked to one of the blog posts already existing on their website,

which then would require more attention and time from the person viewing that post. The goal was to post at least three times a week which allowed the algorithm to pick their posts up more than if posted more rarely, like once a week. After creating the initial campaign, the author reviewed the results of how well the posts performed biweekly and made the necessary adjustments to focus more on posts that people were more interested in. This included posting less time-consuming posts of the blog on their website and focusing on keywords and short slogans that would catch people's attention but require less time from their day in that moment. During the last week of the three months, the author posted on TikTok, Instagram and Facebook three times a day and only short videos with viral audio. This was a final attempt to see the potential of the algorithm with posting extremely often.

In total for the social media campaign, the author ended up publishing 24 different posts on most of the platforms. These platforms included Instagram, Facebook, LinkedIn, Google Business and Pinterest. On TikTok the posts were published at the end of the campaign for three of the last days, two to three times a day, resulting in 7 posts in total, these TikTok posts were also published on Instagram and Facebook. In the end LinkedIn, Google Business, and Pinterest ended up with 24 published posts, Facebook and Instagram with 31 and TikTok with seven. These seven videos posted on TikTok were the first posts on the platform for Blosius so the process had to be started by creating a profile picture and caption for that account as well.

4 Results

In order to get the most accurate results and due to the lack of activity on Blosius' social media the engagements on different social media platforms from January first to December thirty-first in 2021 were compared with the number of engagements gained during the three-month period of this social media campaign. This is directly correlated to how many people have seen the company's name on social media which in turn increases their brand awareness. All of these social media posts were also made organically, meaning the results could not have been altered by a paid campaign that lets the social media platforms show the company's posts to people interested in similar topics. The results from Facebook, Instagram, and LinkedIn will be discussed since these are the most relevant and active social

media platforms for Blosius, as well as the results from TikTok, since this was the first time Blosius posted content there.

4.1 Facebook

The number of engagements on Blosius’ Facebook page during the year 2021 was nine in total and it consisted only of reactions to the posts. From the graph below one can see that there were three peaks during the year, twice in September and once in November when these engagements occurred. These different peaks represent three different posts made during that year so one cannot assume that these reactions were made by nine different people, it could consist of three users who all reacted to each of Blosius’ Facebook posts. This graph also represents the lack of activity of how often Blosius would post on their Facebook page, since during a twelve-month period there were only three posts in total compared to the social media campaign made for this research which resulted in 24 different posts.

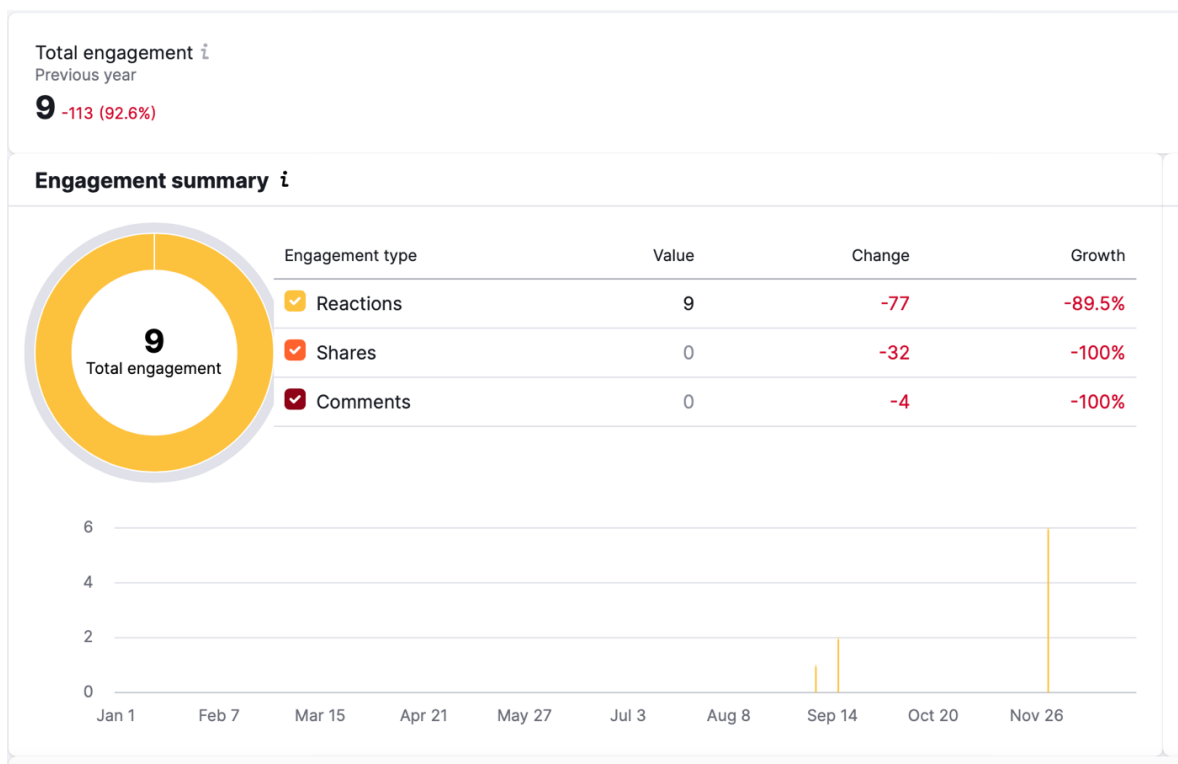


Figure 2; Total engagements of Blosius’ Facebook page January 2021-December 2021 (Semrush (n.d.))

The increase in engagements compared to the year 2021 and the three-month period of this social media study is drastic. Figure 2 shows the number of total engagements in the year 2021. It can be calculated that if three posts have nine reactions the best-case scenario brand awareness wise is that nine people saw one post and all reacted to it. However, from Figure 2 one can see that all three posts were engaged with. The first, orange, vertical line around the "Sep 14" mark represents one reaction, the second one two reactions and the third and longest vertical line at the "Nov 26" mark represents three reactions. With the assessment of this information one can conclude that during the year 2021 a total of three people reacted to Blossius' posts.

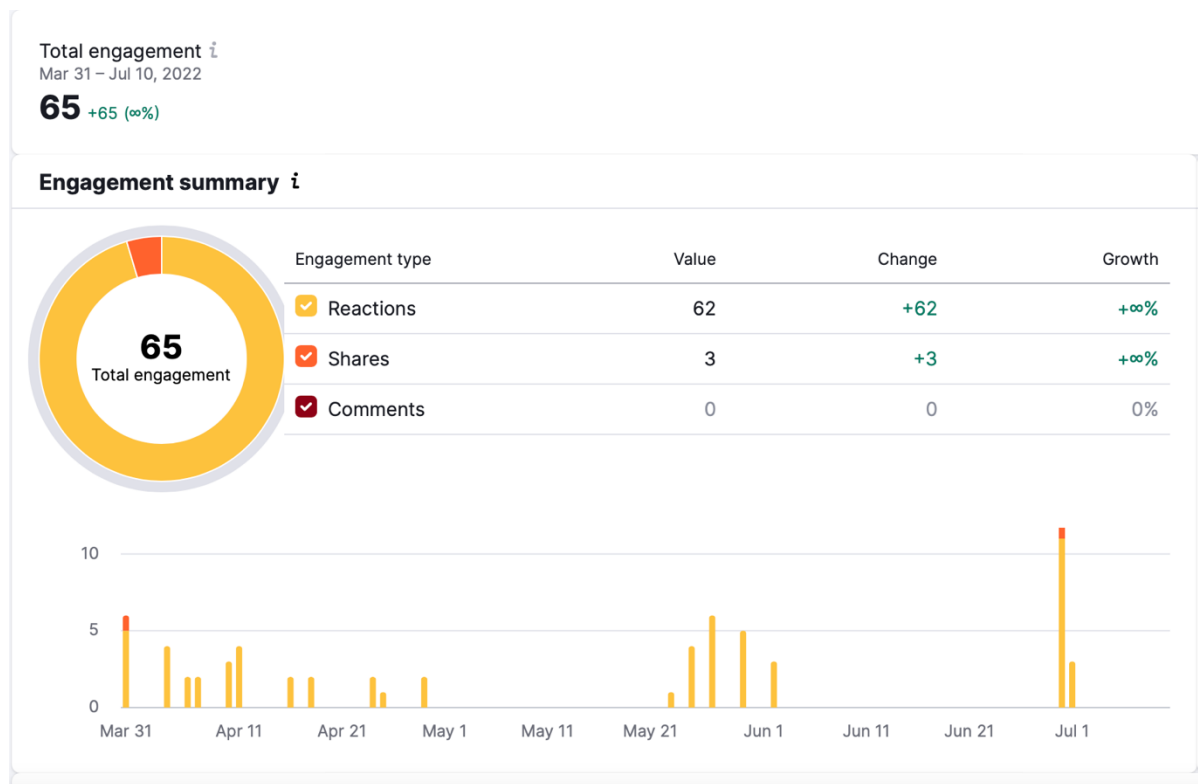


Figure 3; Total engagements of Blossius' Facebook April 2022-July 2022 (Semrush (n.d.))

The number of engagements rose roughly 600 percent from the nine engagements in 2021 to the 65 engagements during this three-month study shown in Figure 3. This is mainly due to the number of posts published, but the activity on the account helped the algorithm push Blossius' account further up on consumers pages as well. Three of these 65 engagements during this study were shares of a post meaning someone shared Blossius' post on their personal page which guarantees more views for said post. Again, the best-case scenario considering brand awareness would be if 65 different Facebook users each reacted to one

post, but one can assess from the graph in Figure 3 that this was not the case. In the worst case the number of users who saw each post was 65 divided by 24 so roughly two. However, the second to last vertical line on the “Jul 1” mark represents fourteen engagements in total: twelve reactions and two shares. This means that at least twelve people saw this single post, compared to the maximum total of three from the year 2021, which is a 300% increase.

There was also a clear difference between Facebook posts that had long explanatory texts on them compared to a post where there would be a single image and possibly a link to their website for more information. It clearly interested users more to see a small snippet of information of the firm rather than to have to read a long text before finding a picture related to the topic. Pictures are clearly the ones that gain social media user’s attention, that bring “clicks” to Blosius’ website and gather the most amount of engagements.

4.2 Instagram

Figure 4 shows the engagements on the social media platform Instagram for the whole year of 2021. From the figure it can be assessed that a total of twelve engagements were made during the previous year. Since there is only one vertical line on the horizontal axis it can be determined all these engagements were made on one singular post, meaning that twelve different Instagram users saw Blosius’ post.

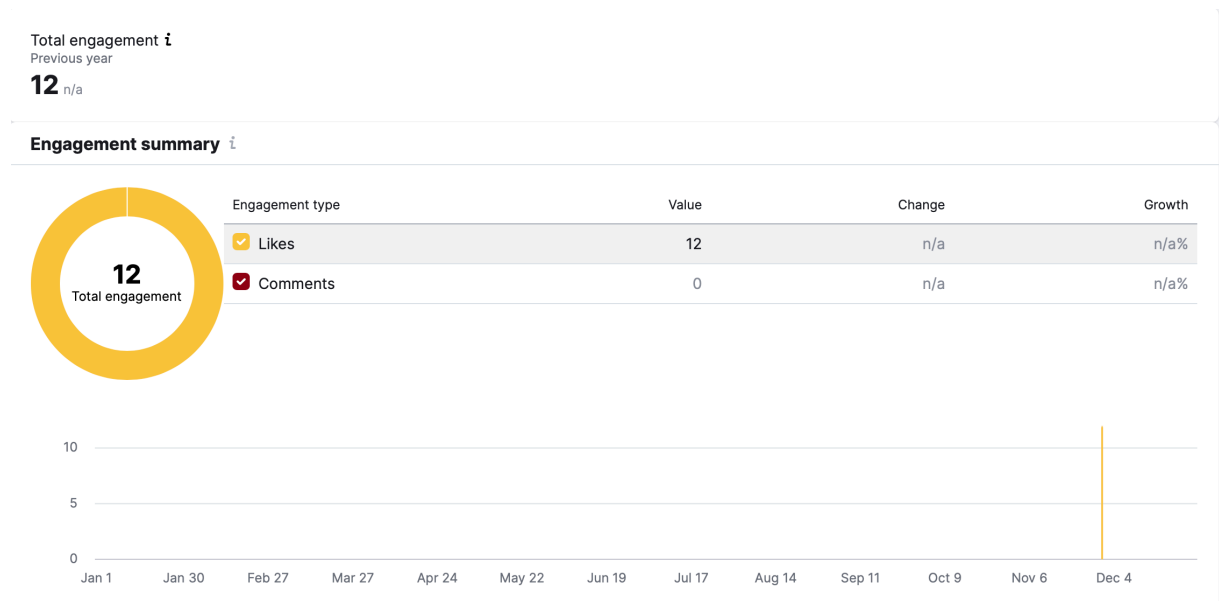


Figure 4; Total engagements of Blosius’ Instagram account January 2021 to December 2021 (Semrush (n.d.))

From Figure 5 it can be deduced that 88 engagements in total were made during this three-month long study, 87 reactions as well as a comment. This seems like a significant increase from 2021's 12 engagements however with a closer look at the statistics it is noticeable that there was not a difference at all. The longest vertical line between the markings "Jun 27" and "Jul 5" on the horizontal axis represents the post with the most reactions. The total number of these reactions on said post is twelve, which then is the most probable maximum amount of different Instagram users who saw Blossius' posts. With more posts during this study the algorithm could have shown Blossius' account to more people who have not seen it before than in the year 2021. However, the total number of people who engaged with the posts did not change leaving the results with no change between the time frames being compared.

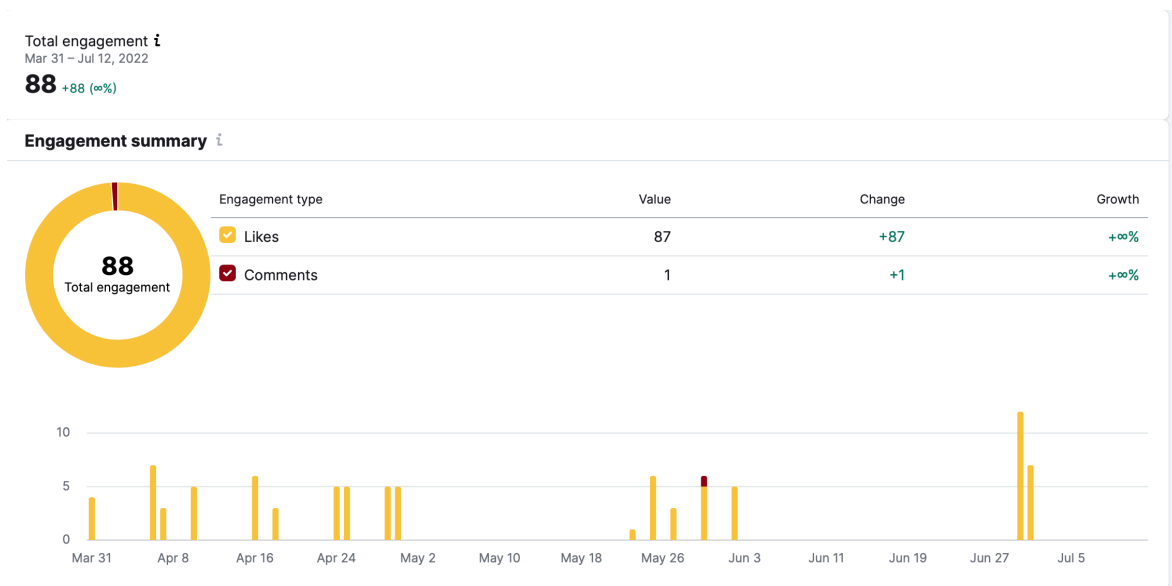


Figure 5; Total engagements of Blossius' Instagram account April 2022 to July 2022 (Semrush (n.d.))

4.3 LinkedIn

LinkedIn's statistics can be viewed slightly differently than the statistics for Instagram and Facebook. On LinkedIn one cannot view the engagements for each post and how they have changed between last year and during this study, rather one must compare the number of

followers on Blosius' profile on the platform. Figure 6 depicts the change in the number of followers on LinkedIn between January 2021 and December 2021.



Figure 6, Change of followers on Blosius' LinkedIn account January 2021 to December 2021 (Semrush (n.d.))

There is one change around the "December 4th" mark which shows an increase of one follower, taking Blosius' following from 72 to 73 followers. This cannot directly be linked to any individual posts they published during this time period, but from this information it can be concluded that at least 72 different users of Blosius have seen all of their posts in 2021. This number increasing to 73 users viewing their posts after the beginning of December.



Figure 7; Change of followers on Blosius' LinkedIn account April 2022 to July 2022 (Semrush (n.d.))

Figure 7 shows the changes in Blosius' following on LinkedIn during this three-month study from the end of March 2022 until the beginning of July 2022. Two positive changes are visible on the graph. One at the very beginning of this social media campaign at the end of March and one around the midsection at approximately May tenth. The first change represents an increase of one follower from 73 to 74 followers and the second one again from 74 to 75 followers. Meaning that after May 10th 75 different LinkedIn users saw all of the remaining posts until the beginning of July that were left in this campaign. Based on LinkedIn followers Blosius' brand awareness increased by 2,7% between April and July of 2022. It can be concluded that looking only at LinkedIn's results this study did increase Blosius' brand awareness.

4.4 TikTok

TikTok was a completely new conquest for Blosius which the company wanted to try specifically for this social media campaign. They did not have data to compare to before starting the study but naturally one can assume the firm's brand awareness was not being affected by TikTok at all before this time. One can see from Figure 8 all the uploaded short videos on Blosius' profile. The first one to be uploaded gained the greatest number of views with almost 400 different users seeing it, after the first one all the videos posted after that got over a hundred views each. Although none of these videos went viral as the company had hoped, or even gained thousands of views instead of hundreds it is still a major improvement on Blosius' brand awareness. TikTok allows such a variety of audience to see one's content and none of the users that viewed these videos were previous followers of the bathroom company's account which makes these posts very successful. Some of the reported views on these videos could be users that follow Blosius on another social media platform and because of the link between them they have been shown these videos as well. However, since the number of different followers on other social media platforms is relatively small, one can assume that the number of people that have never seen Blosius' content before this is at least a hundred people.

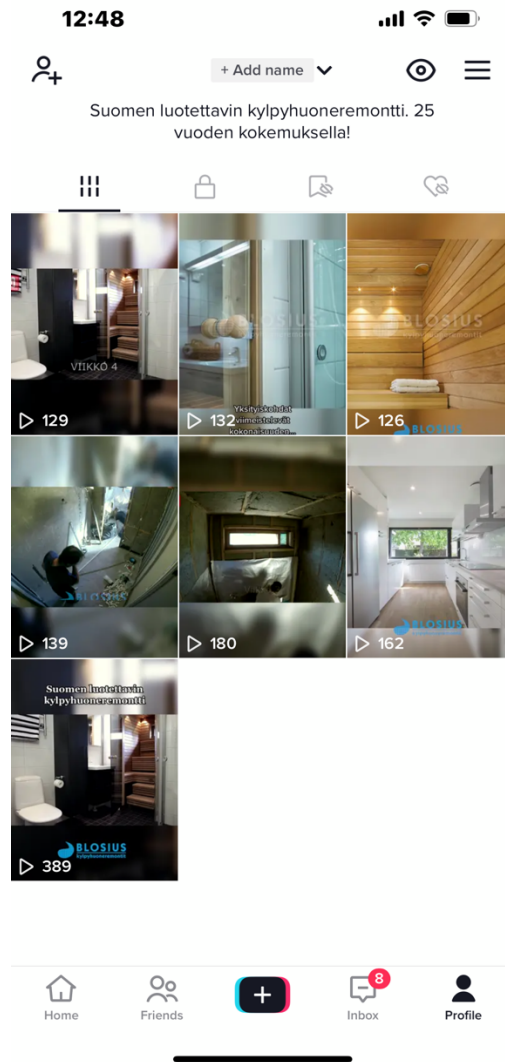


Figure 8 Figure 9; TikTok profile of Blosius (Semrush (n.d.))

5 Recommendations

There are some changes recommended for Blosius to implement based on this social media study. Since the most significant change out of all the platforms was seen on TikTok, it would benefit the company immensely to start publishing videos more frequently on the platform. With the algorithm favoring accounts that post most often, the chances of the account gaining up to thousands of views on each video is not very far-fetched. It also does not require a lot of extra hours from the company since they can use videos and pictures, they already take of their different renovation projects, upload them on the application and let the application's tools do the creating of the videos to a sound that is already going viral. These videos made for TikTok could then also be posted on Instagram Reels section, since it

would widen their audience even more with no extra work, and furthermore give more views for their other posts on Instagram. Slowly this would lead to a larger following on the social media platform, increasing their brand awareness even more.

It is also recommended for Blosius to start posting more frequently on Facebook and Instagram, posts that are “fast” for other users to see and engage with. These platforms are ideal for picture centered posts which get people’s attention for a short period of time, that will then leave a memory for them about Blosius as a company. Blosius is already taking pictures of a lot of their projects, even sometimes with a professional photographer and these photos could easily be published on Facebook and Instagram without someone having to use time to edit them. They could be accompanied with a short and sweet caption like “book your renovation now” or “visit our website to see more”. These posts whether they would be organic or not would attract people’s attention and eventually grow Blosius’ following.

For LinkedIn the recommendation for Blosius is to start focusing on longer, explanatory posts where potential customers could learn more information before making any decisions about their renovation needs. The behavior of most users of social media shows that Facebook and Instagram are mostly used for recreational purposes while LinkedIn is used more for information. The author recommends to not publish on LinkedIn so regularly and to focus the small everyday efforts to the other social medias. However, to focus on longer informational posts for LinkedIn and to really put effort into creating meaningful posts, but not as often.

Blosius would benefit greatly from an employee hired for social media marketing, this would allow for their sales representatives to focus on what they do best and have a separate person to take pictures and create posts for them. However, this does not need to be a full-time position, it would already make a huge difference if this person worked for fifteen hours per week focusing their time solely on social media. This would take Blosius’ social media presence to a higher level, increase their engagements as well as codependently increase their brand awareness. This would later benefit the company as a whole by increasing their revenue as well.

6 Conclusion

The aim of the research was to find out whether brand awareness of a bathroom renovation company could be increased in a time span of three months through social media. Based on the qualitative statistics gathered from an online marketing tool called *Semrush* it can be concluded that with persistent and regular posting brand awareness can be increased through social media within three months. This research increased brand awareness on average around 173 percent.

The most effective strategy for increasing brand awareness through social media is to hire a social media marketer who makes sure posts are published often enough, which based on this research is four times per week. The social media marketing specialist will also make sure the correct hashtags and captions are used to attract the target audience of said company. Different plans for different social media platforms should be conducted for best results.

24 posts in total were published on a bathroom renovation company's social media platforms. These included Instagram, LinkedIn, Facebook and TikTok. The posts were published on average twice a week during the twelve-week period, however this turned out to be a schedule that was too sparse to obtain the best results.

For rapid growth in overall viewers, TikTok is the most effective social media platform since it is a high probability to gain hundreds of views on each individual, posted video. However, it is not the best platform for reaching one's target audience since the users are not meticulously picked to view specific videos. Especially as a bathroom renovation company TikTok is not the place to target an audience since TikTok's userbase is a lot younger than the average customer of a renovation company.

Facebook, Instagram, and LinkedIn are the best platforms to practice organic growth in engagements and awareness. With the correct hashtags and right times to post brand awareness will be increased organically through these platforms. The average age of users on Facebook and LinkedIn is more suitable for the target audience of a renovation company, with Instagram's average user age being slightly younger. Both the best times to publish

posts as well as the correct hashtags will affect significantly who sees the posts published by any company and how often they are seen. These times and hashtags can be carefully selected with the help of the tools provided by *Semrush*.

Semrush offers tremendous help to any company wanting to increase their social media presence if it is financially available to a company to purchase their services. The tools provided by *Semrush* are easy to use and can be accessible to an employee in any position. This makes it easy for a company to hire anyone, even without a degree to add the best hashtags and caption to their posts as well as to schedule them to be published at the best time, assuring increase in views.

Even though it requires a relatively large amount of a company's hours to create and upkeep a working plan and system for one's social media it would be extremely helpful with growing one's brand awareness.

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Appendix 1: Social Media Posts

Blosius kylpyhuoneremontit
4. huhtikuu 2022 · 🌐

Miten kylpyhuoneen remointi ja kotitalousvähennys liittyvä toisiinsa? Lue lisää nettisivuiltamme!
<https://www.blosius.fi/.../279-aelae-ohita-tuhansien-eurojen...>
[#kylpyhuone](#) [#remontti](#) [#luottamus](#) [#kokemus](#) [#blogi](#)




BLOSIUS.FI
Kotitalousvähennys | Kokemuksia ja näkökulmia | Blosius kylpyhuoneremontit Oy

👍 4

Blosius kylpyhuoneremontit
31. maaliskuu 2022 · 🌐

Unelmiesi kylpyhuone voi toteutua nopeammin kuin arvaatkaan. Olethan jo kysynyt peruutusaikojamme?
[#kylpyhuone](#) [#remontti](#) [#luottamus](#) [#kokemus](#)



👍 5

1 jako

Blosius kylpyhuoneremontit
6. huhtikuu 2022 · 🌐

Luomme asiakkaidemme kanssa ja heidän toiveitaan kuunnellen toimivia, kestäviä ja turvallisia ratkaisuja vuosiksi eteenpäin. Tutustu aikaisempiin projekteihimme nettisivuillamme!

<https://www.blosius.fi/ideoita-ja-toteutuksia>

#kylpyhuone #remontti #luottamus #kokemus #blosius



Blosius kylpyhuoneremontit
7. huhtikuu 2022 · 🌐

Tutustu meihin torstai!

Tiimimme puhalttaa yhteen hiileen saadaksemme kylpyhuoneesi remontin oikeassa aikataulussa ja budjetissa sekä yhteistä suunnitelmaamme toteuttaen valmiiksi. Haluamme, että sinäkin tiedät kuka työskentelee kylpyhuoneesi parissa. Ensi torstaista alkaen tutustumme viikottain yhteen työntekijöistämme paremmin ja selvitämme mitkä ovat hänen vastualueitaan.

#kylpyhuone #remontti #luottamus #kokemus #blosius #tutustumeihintorstai



Blosius kylpyhuoneremontit
10. huhtikuu 2022 · 🌐

Haaveiletko stressittömästä kylpyhuoneremontista? Kerro meille budjettisi ja sovitaan yhdessä kylpyhuoneesi uusi ilme, tämän jälkeen tehtäväksesi jää nauttia työn lopputuloksesta.

[#kylpyhuone](#) [#remontti](#) [#kylpyhuonenremontti](#) [#luottamus](#) [#kokemus](#) [#blosius](#)



Blosius kylpyhuoneremontit
11. huhtikuu 2022 · 🌐

Remontti voi parhaimmillaan edetä arjen pyöriessä sen ympärillä ja sujuvoittaa päivittäisiä askareita valmistuttuaan.

<https://www.blosius.fi/kokemuksia-ja.../285-ajaton-ja-toimiva>

[#kylpyhuone](#) [#remontti](#) [#luottamus](#) [#kokemus](#) [#blogi](#)

BLOSIUS.FI
Kylpyhuoneremontti Vantaa - Kokemuksia Blosiuksesta | Kokemuksia ja näkökulmia | Blosius...
Kylpyhuoneremontti voidaan toteuttaa myös niin, että perhe asuu kotona koko rupeaman ajan. Vantaalaiset Karviset saivat lapsiperheen arjen pyörimään, vaikka kylpyhuone oli...

4

Tykkää Kommentti Jaa

Kirjoita kommentti...

Blosius kylpyhuoneremontit
16. huhtikuu 2022 · 🌐

Blosius hoitaa kylpyhuoneremonttisi alusta loppuun 25 vuoden kokemuksella. Tutustu nettisivuihimme ja asiakkaidemme kokemuksiin!

<https://www.blosius.fi>

#kylpyhuone #remontti #kylpyhuoneremontti #luottamus #kokemus #blosius


A photograph of a modern bathroom. It features a white sink on a light wood vanity, a round mirror with a glowing ring light, and a white toilet. The walls are covered in white tiles, and there is a glass shower door on the left.

Blosius kylpyhuoneremontit
18. huhtikuu 2022 · 🌐

Haaveiletko saunaremontista? Tiesitkö, että ammattilainen kannattaa ottaa mukaan ajoissa, jotta tila voidaan suunnitella käytännölliseksi, toimivaksi ja tyylikkääksi. Lue lisää asiantuntijan vinkeistä saunaremonttiin!

<https://www.blosius.fi/.../351-viihtyisae-sauna-on-harkittu...>

#kylpyhuone #remontti #kylpyhuoneremontti #luottamus #kokemus #blosius

A photograph of a wooden sauna interior. The walls and benches are made of light-colored wood. There is a metal bucket on the floor and a log holder in the corner. The lighting is warm and focused on the benches.



Blosius kylpyhuoneremontit

24. huhtikuu 2022 · 🌐



Kylpyhuoneremontti voi olla pitkä ja rasittava prosessi tai anna se meidän huoleksemme!

<https://www.blosius.fi>

#kylpyhuone #remontti #kylpyhuoneremontti #luottamus #kokemus #blosius



Blosius kylpyhuoneremontit

25. huhtikuu 2022 · 🌐



Näitä seitsemää merkkiä enteilevästä kylpyhuoneremontista et halua jättää huomaamatta!

<https://www.blosius.fi/.../278-7-merkkiae-joista-tiedaet...>

#kylpyhuone #remontti #kylpyhuoneremontti #luottamus #kokemus #blosius #vaaranmerkit





Blosius kylpyhuoneremontit

30. toukokuu 2022 · 🌐



Tiesithän, että remonttisi voi alkaa nopeammin kuin arvaatkaan. Onko aikataulusi joustava ja voisimme aloittaa vaikka heti? Kysy peruutusaikojamme!

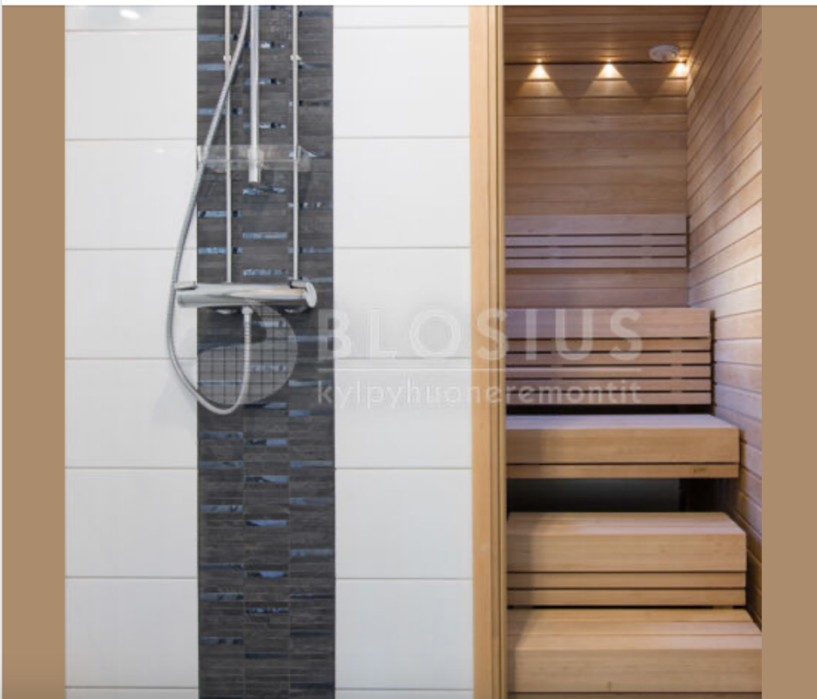
[#kylpyhuone](#) [#remontti](#) [#kylpyhuoneremontti](#) [#luottamus](#) [#kokemus](#) [#blosius](#)



Teemme projekteja myös taloyhtiöille. Lue mitä sinun kannattaa tietää ennen märkätilojen saneeraustöitä ja kysy lisää!

<https://www.blosius.fi/taloyhtiolle>

[#kylpyhuone](#) [#remontti](#) [#kylpyhuoneremontti](#) [#luottamus](#) [#kokemus](#) [#blosius](#)



Blosius kylpyhuoneremontit
29. huhtikuu 2022 · 🌐

Meidän kanssamme sinun ei ainakaan tarvitse pohtia mistä maksat! Lue lisää mistä kylpyhuoneremontin hinta koostuu: <https://www.blosius.fi/.../340-kylpyhuoneremontin-hinta...>

#kylpyhuone #remontti #kylpyhuoneremontti #luottamus #kokemus #blosius




👍 2

Blosius kylpyhuoneremontit
30. huhtikuu 2022 · 🌐

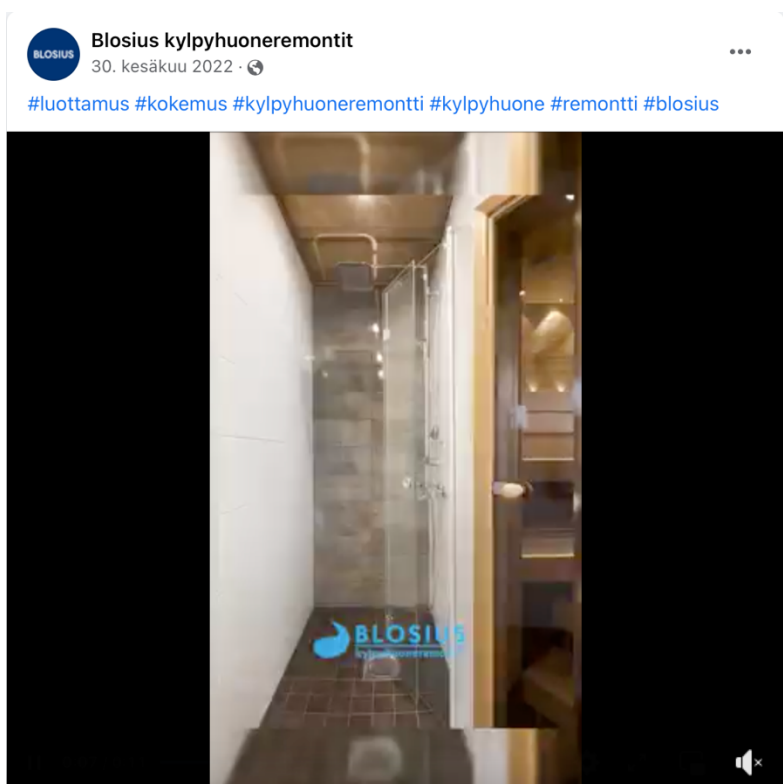
Suomen Luotettavin kylpyhuoneremontti, 25 vuoden kokemuksella!
<https://www.blosius.fi>

#kylpyhuone #remontti #kylpyhuoneremontti #luottamus #kokemus #blosius

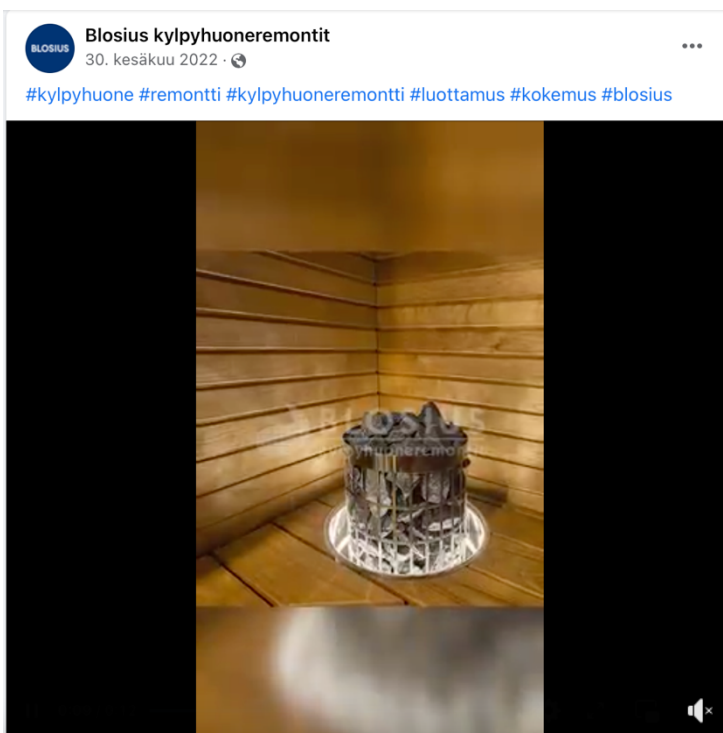
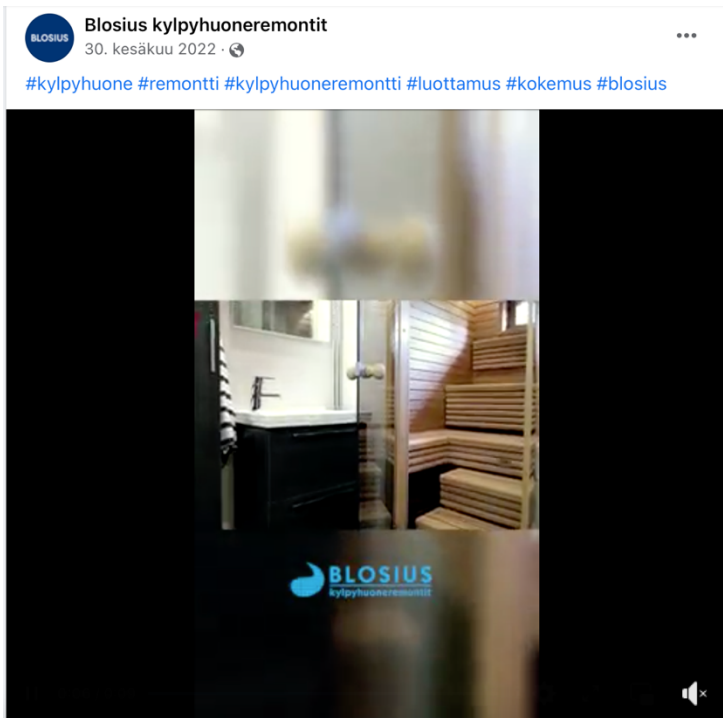


BLOSIUS
kylpyhuoneremontit

👍 Tykkää 💬 Kommentti ➦ Jaa 👤









Blosius kylpyhuoneremontit

27. toukokuu 2022 · 🌐



Toteutamme remontin sinun ehdoillasi. Projekti ei voi alkaa ennen, kuin olemme sopineet yhteisen budjetin ja aikataulun. Olemme luottamuksesi arvoinen remonttikumppani!

[#kylpyhuonen](#) [#remontti](#) [#kylpyhuoneremontti](#) [#luottamus](#) [#kokemus](#) [#blosius](#)



Blosius kylpyhuoneremontit

1. heinäkuu 2022 · 🌐



[#kylpyhuone](#) [#remontti](#) [#kylpyhuoneremontti](#) [#luottamus](#) [#kokemus](#) [#blosius](#)



