



# Developing a social media campaign for a new brand and evaluating the preliminary results

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This subject was chosen due of the writers' interest in the marketing industry, particularly social media marketing. Since they had a new brand that would soon be introduced to the Finnish market, brand manager Maria Laitala offered to work with the author on writing a thesis while the author was completing an internship with Schwarzkopf Professionals.

The aim of this thesis is to create a social media campaign for the upcoming new brand Indola from Schwarzkopf Professionals. The goal of the social media strategy is to increase brand awareness within the target market and advertise the new product to that market. The brands primary target audience are hairdressers. There are two research questions that this research needs to answer:

- “What kind of social media plan would be feasible for launching Indola to professional hairdressers?”
- “How can the effect or results of the social media promotion or campaign be evaluated?”

The research approach applied in this thesis is a case study. This case study shows the process of making a social media campaign from the goals and objectives of the case company.

This thesis concluded with the creation of the social media campaign and the analysis of the preliminary results of traffic data. The author found that a clever and effective social media campaign with four distinct stages, each of which focuses on a different goal while still achieving the campaign's core aims was achievable and the effectiveness of the social media campaign could be evaluated by the traffic data.

Keywords: Social media marketing, Digital marketing, Brand awareness, social media campaign

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## 1 Introduction

This chapter contains the background of the thesis and the purpose of it. It also introduces the research questions that the thesis will answer.

### 1.1 Background

Many consumers now regularly use social networks such as Facebook, Instagram, LinkedIn, Snapchat, and Twitter as part of their daily lives with the majority of access via smartphone (Chaffey and Ellis-Chadwick, 2019). Social media has become even more established part of marketing for many companies since the invention of smartphones. Since the use of smartphones and social media is so common, it makes it easier for marketers to reach their target audience if they utilize social media as a marketing tool.

The topic for this thesis was received from the company Schwarzkopf Professionals and the brand manager Maria Laitala. The author has studied and written this research for them. This topic was chosen because of the authors interest in the marketing field specifically social media marketing. While the author was doing an internship for Schwarzkopf Professionals the topic of thesis was discussed and the brand manager Maria Laitala offered to collaborate on writing a thesis since they had a new brand that would be introduced to the Finnish market.

### 1.2 Purpose of the study

The purpose of this thesis is to build a social media campaign for the new brand Indola that Schwarzkopf Professionals is launching. The target audience for the brand Indola is hairdressers. The social media campaign is being made to raise awareness of a new brand for the target group and to market the new product to its intended target audience. This thesis will demonstrate how to build a marketing campaign according to the objectives and goals of the case company and additionally to analyze the preliminary results of the social media campaign.

### 1.3 Research questions

There are two research questions that this research aims to answer. The research questions are the following:

- “What kind of social media plan would be feasible for launching Indola to professional hairdressers?”
- “How can the effect or results of the social media promotion or campaign be evaluated?”

## 1.4 Structure of the thesis

This research is divided into five different chapters: the introduction, the literary review, the empirical study, the analysis of the preliminary results and lastly the conclusion. The empirical study consists of the making of the social media campaign based on the research that was done in the theory review part. The first chapter is dedicated to the introduction and background of the topic. Also included in the introduction chapter is the research questions and the structure of the thesis.

The second chapter introduces the theory review where the author presents the theoretical basis of the primary subject. It begins by introducing the fundamental ideas, providing broad definitions, and explaining various digital marketing techniques, particularly social media marketing. It will also include an outline on how to make a social media strategy.

The third chapter presents the research method that was used for this thesis. This chapter includes the methods used to gather the data and the research issues and the solutions to the issues that the author encountered. while writing this thesis.

The fourth chapter presents the empirical study will focus on utilizing the theory review and developing a social media campaign from the gathered information. Included in this chapter is the case company and brand introduction the campaign strategy & priorities, the campaign overview, objectives, and focus. Also presented is the target audience, the social media marketing plan & timeline and additionally the social media strategy and content plan for the social media marketing plan, the main channel chosen for the social media plan and lastly the budget.

The fifth chapter is dedicated on analyzing the preliminary results of the implemented social media campaign. The preliminary results were received from the brand manager Maria Laitala and included two months' worth of visitor data. The sixth chapter is the final chapter is the conclusion and answers the main research questions that the author presented in first chapter.

## 2 Literature review

### 2.1 Digital marketing

Chaffey and Ellis-Chadwick (2019, 5) state that digital marketing is achieving marketing objectives through applying digital media, data, and technology. Digital marketing is a method used by most companies to reach their customers through online platforms or as Wymbys (2011, 95) pointed out that digital marketing provides the critical bridge between

customer digital touch points and digital conversation interfaces that firms use to provide relevant content to the customer. In Wymbs (2011, 95) words “Digital marketing is about how best to communicate with customers, how to meet their changing needs, and how to build sustainable relationships and loyalty.”

The primary applications of digital marketing to date have been digital advertising, particularly banner advertisements, and internet-based search marketing. Digital advertising has been so effective because it is relevant to consumer inquiries, whereas internet-based search marketing is seen as a necessary irritant, because it interrupts consumer conversations. The consumers themselves will simply determine where the future of digital marketing goes. According to current patterns, consumers are becoming more mobile and social. Considering this, the secret to future marketing success is deceptively straightforward to state but extremely challenging to put into practice: give the customer what they want, when they want it, and where they need it, while avoiding giving unnecessary information clutter and infringing on their privacy concerns. (Wymbs 2011, 95.)

According to Chaffey and Ellis-Chadwick (2019, 13) the implementation of a digital marketing strategy involves the interaction and integration of conventional and digital channels.

Marketers must evaluate a wide range of online communication tools as part of their communications strategy or while organizing an online marketing campaign. Chaffey and Ellis-Chadwick (2019, 27) suggest categorizing these online marketing tools into six major areas to aid in planning as followed:

**Search engine marketing (SEM):** Increase a website's visibility on a search engines results page when a user types in a relevant keyword. This increases website traffic and visitors as a result. Also included in SEM is advertising on a third-party website that are a part of search display networks to raise awareness and for remarketing.

There are two ways to implement search engine marketing: obtaining higher rankings by paying for pay-per-click (PPC) advertisements and employing free search engine optimization (SEO) to improve one's organic position in results pages. (Chaffey and Ellis-Chadwick 2019, 28.)

**Online PR:** Increasing a company or brands profile by being mentioned on a third-party site. This allows potential customers a first glimpse of the company or brand and could lead them to visit their website. For example, an influencer promoting a company or a brand positively on their Instagram. (Chaffey and Ellis-Chadwick 2019, 28.)

**Ways to implement:** Contacting bloggers and influencer outreach to collaborate on content creation. The use of owned media including blogs, company social media and press releases

to secure favourable statements, and maintaining a strong online reputation, particularly on forums and social media. (Chaffey and Ellis-Chadwick 2019, 28.)

**Online partnership:** Establishing and maintaining a long-lasting relationship with a third-party website to market online services for a company. Additionally, email communication can be used for this. (Chaffey and Ellis-Chadwick 2019, 28.)

**Display advertising:** The use of online advertisements on popular websites to promote awareness and increase traffic to the target site. For example, they can be video commercials on YouTube or Instagram or banner and display ads on the side of popular websites. (Chaffey and Ellis-Chadwick 2019, 28.)

**Opt-in email marketing:** The method of where customers are asked to sign up for an e-newsletter by providing their email addresses or by placing advertisements in third-party e-newsletters sent to their clients as part of email marketing. (Chaffey and Ellis-Chadwick 2019, 28.)

**Social media marketing:** Businesses increase consumer engagement and brand exposure by running commercials and actively engaging customers on several social media channels on various platforms. Viral marketing or online word-of-mouth advertising are also examples of social media marketing. (Chaffey and Ellis-Chadwick 2019, 28.)

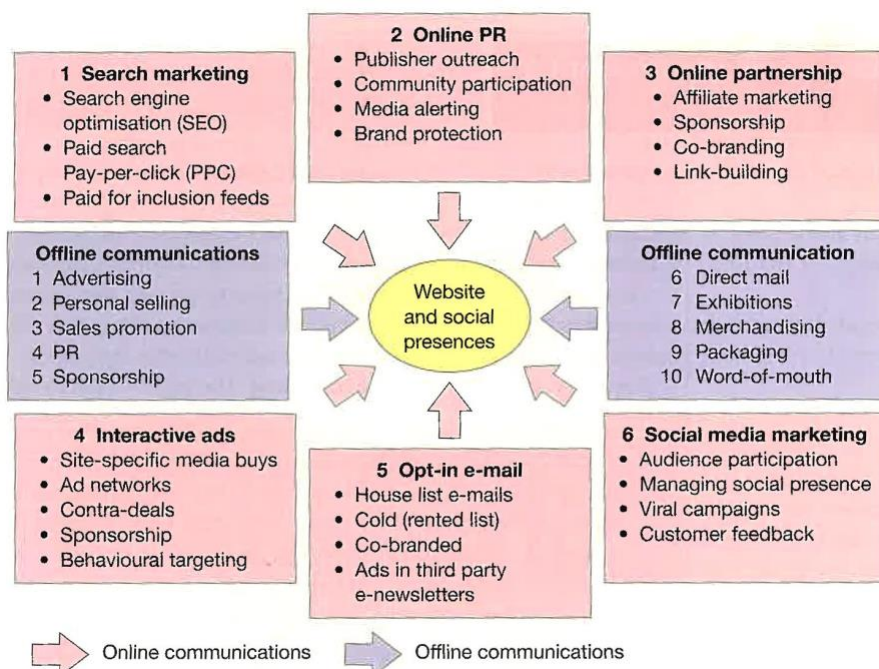


Figure 1. The six areas of marketing. (Chaffey and Ellis-Chadwick 2019, 28.)

In addition to the previously six mentioned Patel (2021, 442) has a few more tools that have become more common to add to this list. These marketing tools are affiliate marketing, mobile marketing, and influencer marketing. (Patel 2021,442-443.)

**Affiliate marketing:** is comparable to commission-based transactions, member advertising is a relationship where the organization provides unique links (like a web address) to the associates, and whenever a customer uses the associate's link to visit the organization website or make a purchase, the organization pays the associate a set amount of commission. (Patel 2021, 443.)

**Mobile marketing:** Brands have begun to communicate with their customers on mobile phones using mobile applications, mobile-optimized websites, and social media to capitalize on the growing global smartphone market. (Patel 2021, 443.)

**Influencer marketing:** It is one of the newest tools for digital marketing strategies, where corporations leverage social media influencers like YouTube stars, Tik Tok stars et cetera to advertise their products on their own platforms. (Patel 2021, 443.)

To create a successful marketing strategy to reach and influence customers through online, marketers need to consider the following three main types of media channels. The three main types of media according to Chaffey and Ellis-Chadwick (2019, 10) are paid, owned, and earned media.

**Paid media** describes outside marketing initiatives that include a paid placement. Branded content, display adverts, and pay-per-click advertising are examples of paid media. (Chaffey and Ellis-Chadwick 2019, 10.)

For internet firms, paid advertising is a crucial part of revenue development and brand recognition. Paid media is more comparable to conventional marketing in the sense that a third party is paid to spread a company's message to other people. (Chaffey and Ellis-Chadwick 2019, 10.)

**Owned media** is any online property that is controlled by a company like websites, blogs, emails or social presence like Instagram and Facebook. It is easier to understand when you think of a company's own presence as media in the sense that it's an alternative investment to other media and provides opportunity to promote items using similar ad or editorial formats to other media. Owned media means no extra marketing fees and that a company would have complete control of their social media channels. (Chaffey and Ellis-Chadwick 2019, 10.)

**Earned**, otherwise known as organic media is information that spreads naturally throughout the internet based on its appeal and intrinsic worth, such as reviews and comments on social media. Earned media can be thought of as the distribution of interesting content that is

created with the help of various partners, such as bloggers, publishers, influencers, and supportive customers. Earned media can also be thought of as many online and offline discussions that take place between customers and businesses. (Chaffey and Ellis-Chadwick 2019, 10.)

Paid, owned, and earned media can be used separately but in modern marketing they have started to overlap, and this overlapping has created new essential modern marketing approaches like content marketing. The figure 2 below shows well the overlay of the three main media types and what their crossing signifies. (Chaffey and Ellis-Chadwick 2019, 11.)

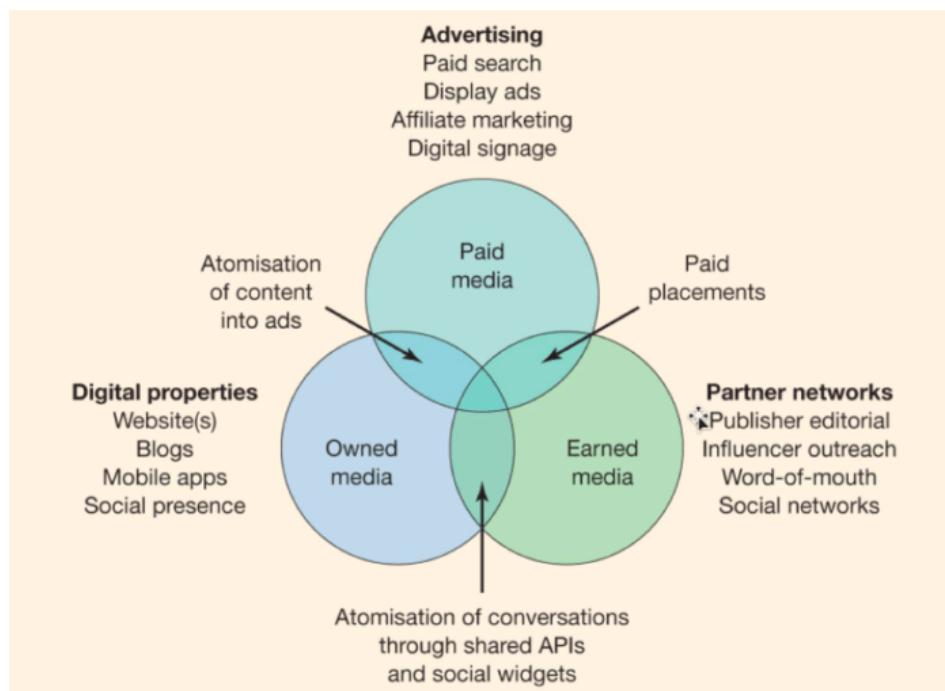


Figure 2. The intersection of the three key online media types. (Chaffey and Ellis-Chadwick 2019, 11.)

Patel (2021, 443) writes that Covid-19 had a severe impact on digital marketing, primarily due to lockdown. These are the following ways digital marketing was affected by Covid-19 according to Patel (2021, 443):

Social media marketing increased due to increase in social media engagement. The outbreak of Covid-19 resulted in lockdown which led to consumers having to work from home. This led to consumers having more energy and using that energy which was then spent consuming online media. As a result, this provides an opportunity for advertisers to profit from and strengthen their relationships with their consumer through various social media platforms, like Facebook, Twitter, Instagram, and others. (Patel 2021, 443.)

Change from Key Performance Indicators (K.P.I) expectations to Lifetime Value: The foundation of advanced marketing often consists of analysis and Key Performance Indicators (K.P.I's) for determining the effectiveness and possibility of advanced advertising activities. Despite this, the Covid-19 outbreak has increased the value of client lifetime value and decreased the importance of KPIs. (Patel 2021, 443.)

Artificial intelligence based chatbots have become more important: When most of the workforce was working from home and people's online activities had increased, businesses adopted artificial intelligence based chatbots that could provide crucial assistance to customers in a predefined chat room. Because more people are using these types of chat bots, their popularity has unexpectedly increased. Consequently, the talk bots have now evolved into the customers' virtual partners. (Patel 2021, 443-444.)

Emphasis on Experiential Marketing: Given that people are spending more time online during this time of censorship, advertisers need to focus on creating a positive online experience for their customers. Otherwise, it's likely that they'll lose their customers quickly if the page, point of arrival, or virtual environment doesn't provide a positive user experience. In this way, the advertisers are strongly emphasizing the need of giving customers an excellent online experience when they visit the website. (Patel 2021, 443-444.)

Consumers are now spending more time researching products: Since the lockdown, people have been spending more time online researching products and services. This motivates brands and advertisers to effectively manage their online reputation, to respond to customer feedback and needs, and to avoid any potential blowback. (Patel 2021, 443-444.)

There is no doubt that Covid-19 has had a beneficial impact on modern marketing for the most part. Nevertheless, moving forward, post-Covid, advertisers will need to stay up with or possibly improve their current marketing strategies and tools to keep the customers that they have already attracted. (Patel 2021, 444.)

To keep the customers companies attracted during Covid-19 Patel (2021, 444) suggest the following ways to do that:

Being Socially Responsible in social media: Even though businesses have amassed a lot of client loyalty on various online media platforms, moving forward, the businesses must maintain this loyalty while making sure they behave responsibly. (Patel 2021, 444.)

Managing online reputation: Since customers spend more time online and as online marketing activities increase, any mistakes made by businesses or organizations could result in the quick spread of negative information and severe backlash. Considering this, maintaining online reputation will be both difficult and important. (Patel 2021, 444.)

Managing Web traffic: Even after Covid-19, advertisers must continue to connect with their consumers with digital content and a virtual environment to manage and maintain online traffic, since the consumers will eventually go back to their old routines which means the decrease of web traffic. (Patel 2021, 444.)

Investing in the use of artificial intelligence-based Chat-bots: The use of chat-bots has increased during the lockdown period, and customers are finding it to be a helpful service. As a result, going forward, advertisers will be required to contribute more to such artificial intelligence-based innovation. (Patel 2021, 444.)

## 2.2 Social media marketing

In the words of Agresta, Bough and Miletsky (2010, 2): “Social media is a verb. It’s the act of creating and posting content in all the following hosted environments: online, mobile, virtual, or as yet to be named.”

As Atherton (2019, 5) says:” Across the world, in every culture social media has, for many, become a part of everyday life. It enables over 3.8 billion people, over 45 percent of the global population to stay connected with loved ones and work colleagues, to share important memories or information, to tell stories and unleash the creativity, to run and manage businesses, to follow brands and celebrities and capture not only what they have done, but how they feel. It is the natural extension of digitalization. Initially digital replication of off-line human social interactions. It has evolved to create its own social behaviors and ecosystems that are only possible online.” (Atherton 2019, 5.)

As a result, social media cannot be used by brands and businesses as a side experiment any longer, while other channels focus on generating revenue and establishing their reputation. Digital and social media are now intimately linked in marketing and branding, and any creation of a business or marketing plan must take this into account. Like digital marketers, social media marketers are simply marketers, and everyone involved in the business world needs to be aware of the importance of social media in marketing. (Atherton 2019, 5-6.)

The main distinction that sets social marketing apart from commercial marketing is its objective, or the fact that the advantages flow to the consumer or society rather than the marketer’s company. Also, the area is kept active by the cross-pollination of several academic fields with marketing, such as anthropology, social psychology, design, public health, behavioral economics, and persuasive technology, which also brings the greatest ideas on behavior change together in a seamless process. (Weinreich 2011, 4-5.)

A social media marketing campaign has a very low entry fee. In social media marketing’s key to success is creating long-lasting relationships with the customers that you can nurture over

time. But the authors, believe that changing the mindset of communicators, marketers, and businesses in general is the fundamental obstacle to entry that businesses need to concentrate on. Social media is essentially about interacting with people and having conversations with them. For communicators and marketers, who frequently concentrate on campaigns or discrete activations with set beginning and ending dates, that requires a significant change. (Agresta et al. 2010, 6.)

According to Agresta et al. (2010) this kind of change will acquire some long-term costs and utilizing this kind of change involves these following methods:

**Listening and monitoring:** The most crucial component is listening to and keeping track of the internet discussion regarding a company, brand, industry, or area of interest. (Agresta et al. 2010, 74.)

**Community management:** This requires resources, even if the community is made up of users of a social network like Facebook, readers of a blog, or they are just a group of individuals you regularly post to. But this is a cost that should be incurred because of the enormous lifetime worth of a community that is engaged and the enormous potential for action that community has. (Agresta et al. 2010, 74.)

**Community participation:** Is another cost that should be incurred since resources are needed to encourage participation and ensure that social media platforms remain active. (Agresta et al. 2010, 74.)

**Value exchange:** All effective social media campaigns revolve around strengthening the relationship between a company and its community. This can be done in several ways, such as by offering the community a special experience, showcasing user contributions on a website, running promotions, or just sharing a link that is pertinent to the current debate. (Agresta et al. 2010, 75.)

**Advocate identification:** Those who are passionate about a company, product, or a brand are called advocates. Advocates are an important tool in a company's toolbox because the point is less about broadcasting your message and more about getting people to share it with in their own personal networks. As a result, they need to be recognized and helped. Which is why taking care of the relationships with supporters is so important. (Agresta et al. 2010, 75.)

From a strategic point of view, the total cost of social media is lower than the typical cost of traditional marketing initiatives like TV and print, and social media has a significant potential value in terms of its capacity to help you build intimate relationships with their customers. The widespread efforts of companies are what encourage widespread engagement on their social media channels. Because of that, social media and TV/print are not mutually exclusive.

Ideally, a situation should be set up where all these channels would be working in harmony. (Agresta et al. 2010, 75.)

Social media has grown in importance as a tool for online marketing campaigns due to the widespread use of the Internet. Both individuals and businesses construct fan pages on online platforms and use social media to improve business opportunities. (Chen & Lin 2019.)

The standard human communication of the past has changed as the Internet has created numerous types of media and apps over time and as a result has also built new communication bridges. Sharing customer experiences and brand knowledge on social media has emerged as a new area of brand marketing due to the growing use of Internet and mobile technologies as well as the dependence on online social media for brand preferences. (Chen & Lin 2019.)

To use social media as marketing tool businesses must plan their marketing strategies in accordance with the needs of various user groups; they must identify the products that the consumers require and comprehend their wants and needs before the consumers themselves. The consumers' continuous participation is most significantly impacted by the position that marketing methods hold in their hearts and thoughts. Many brands and companies now have their own Facebook pages, Instagram profiles and Twitter accounts, allowing for unlimited time, place, and media for customer communications. As a result, the one-way information transmission of traditional mass media has evolved into a sort of interactive two-way direct contact. Several businesses looking to expand their online exposure have been drawn to social media because of its increased transfer efficiency. As a result, more sectors have tried to make money from social media, leading to the development of guidelines for managing users and businesses. Businesses have also created equivalent social media marketing strategies. (Chen & Lin 2019.)

### 2.3 Social media marketing strategy

Every social media plan must be in line with the overall business strategy. Businesses confront growing and major problems in the digital era as new companies service long-established brands and change the rules of the game while simultaneously being more developed and inventive. Not only have these new businesses altered the environment in which they operate, but they have also grown quickly to become powerful and significant brands. (Atherton 2020, 35.)

A company's business model will have an influence on how they use social media, especially in terms of how they interact with their consumers and meet their demands. Determining a business model for a company is crucial before pursuing social media objectives. (Chen & Lin 2019.)

Atherton (2020, 37) suggests that using the value driver mapping approach that was created in 2017 by Peter Fisk, is an easy method to comprehend various company models in the digital era. His model examines the primary driver in each organization. A company's success is its most powerful weapon, and it is used to challenge any business model.

Social media marketing includes engaging the customers by digital means. This Businesses have developed their marketing tactics for decades on the premise that customers initiate the buying process and have a wide range of prospective purchases in mind. This selection is gradually narrowed as options, and the buyer ultimately chooses which brand to purchase. To increase sales and guarantee a conversion, brands that hold this viewpoint frequently employ the Aida model to their marketing activities. Elias Saint Elmo Louis, an American businessman, developed the AIDA model in 1989, and it has influenced advertising and marketing strategy for more than a century. The model explains the sales process and focuses on awareness, interest, desire, and action. Each stage contributes to persuading a potential consumer to make a purchase. (Atherton 2020, 13-15.)

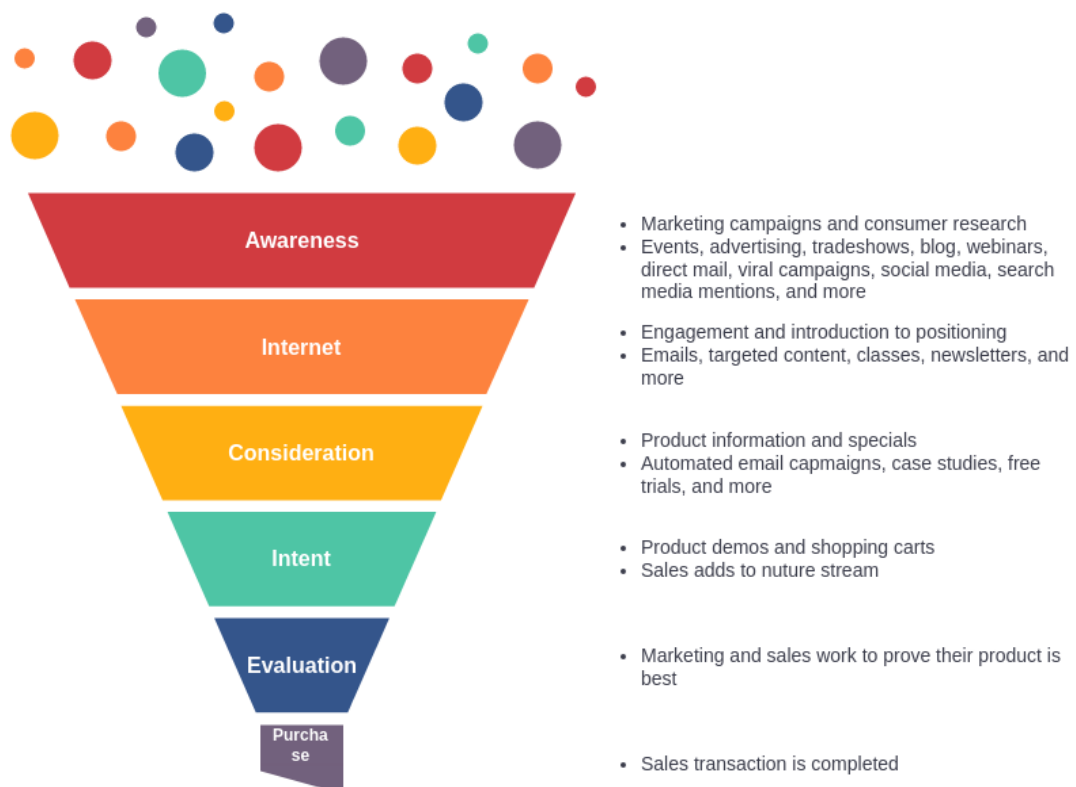


Figure 3. The AIDA model

**Awareness:** Each marketing campaign's initial task is to make sure consumers are made aware of a brand and the goods and services it provides. Social media posts, word of mouth or recommendations, may be used to spread awareness. To persuade customers to notice them,

awareness advertisements are frequently disruptive, very creative, and audience specific. (Atherton 2020, 13-15.)

**Interest:** Following customer awareness, the following stage aims to spark interest in a certain good or service. At this point, either an advertisement or the firm website provides additional in-depth information. Providing consumers with intriguing or practical information might attract their attention, especially if it's specific to a product or is intended for a certain population. (Atherton 2020, 13-15.)

**Desire:** As a consumer converts from interest to want, that's when a brand needs to differentiate itself from the competition and build an emotional bond. What makes them stand out from the competition? Is their brand the most coveted on the market or do they offer the greatest value? The consumer should ideally be convinced to want the product itself or the initial advertisement, but frequently and especially for business-to-business (B2B) companies, this stage will take time to complete and involve several informational and persuasion components. (Atherton 2020, 13-15.)

**Action:** Depending on the marketing objectives, this phase is the point at which a consumer will sign up as a customer or a transaction will occur. The marketing needs to be clear about the next steps to take, like book now or register. The action will then happen on the online store, but it may also happen on the website, over the phone, in person, or through social media depending on the company. (Atherton 2020, 13-15.)

Another thing to consider when making a social media strategy is using social media listening to profile the audience and to generate customer insights for a global social media strategy. To enable a thorough understanding of the various audiences and client groups, social media listening offers a wealth of data and insights. Customers do not necessarily make up the complete social media audiences. Understanding the distinction between consumer and follower will help companies adjust their social media plan. The final users of the goods or services are the consumers, who are frequently also the customers. A social media plan must understand both customers and the needs of the consumer to be effective. The followers are unique. These are the individuals or businesses who are intrigued by the brand but never purchase or use their goods. They might include rivals as well as followers, and they are highly helpful in enhancing your brand's visibility and enhancing your reputation. They are important because they might become future clients or significant reach and engagement producers. Understanding whether you are speaking to consumers, customers, or followers is a crucial initial step of internal development when creating your audience segmentation. (Atherton 2020, 50-51.)

Establishing a strong and distinctive brand presence on social media is equally important because it will make a business more accessible to customers and larger consumer audiences.

Social media provides a singular space for customers to connect with brands in a more personal way unlike traditional advertising, since it is an intimate conversational environment. As a result, it may have a big impact on developing and sustaining a brand's personality, increasing customer trust, and creating a strong brand-consumer relationship. In other words, social media gives businesses the ability to convey real, sincere stories about their beliefs and values, and when their consumers hold similar views, as a result a stronger, more enduring relationship can begin. Understanding a brand's goal and being able to articulate it in a unique way are crucial first steps in establishing a brand's presence. A company's vision is not the same as the purpose of their brand's existence. The passion included in your vision is what describes why a company exists; it differs from a brand's mission. To ascertain a brand's mission, consider the company's beliefs and the reasons they have for existing. The objective of a company should be central to how they convey their brand's story on social media since this will assist consumers to understand why the company exists in the first place. (Atherton 2020, 84-86.)

When a relationship develops into a bond that benefits both parties, loyalty to the brand occurs. Every interaction must provide value and result in a win-win situation for the customer for this to happen. A brand has the chance to provide stronger and more emotionally engaging experiences across their social media activity by understanding the purpose of the brand in the context of meeting the demands of its customers. Since many social media interactions are brand-focused rather than sales-focused, they provide customers with insider information about the company as well as platforms where they may share honest stories to grow trust. Another tool to support consumer and brand relationship is communities that are formed in social media. Social media communities may be found for both consumers and customers, and they are a powerful tool for fostering deep, enduring bonds. Several of the most significant social media communities can really be made up of only admirers rather than actual clients. (Atherton 2020, 102-103.)

The use of social media channels varies by market, geography, and audience. Choosing which social media platforms to utilize for your business might be intimidating. If too many are chosen, there might not be time or money to manage them well, which would be bad for the brand. Pick too few, and there is a risk of missing vital chances to engage clients and boost revenue. By selecting the wrong channels, time and money are lost on pointless endeavors. It takes a disciplined analytical strategy that prioritizes a brand's and their customers' best interests to make the best choice. The proper channel is chosen by making sure they're the greatest ones for reaching the business goals and that they're the right ones for their customers. Social media may be used for every aspect of a marketing strategy, including generating leads, sales, advocacy, and brand and product development. The selection of channels may seem more difficult because of the wide range of social media channels that

exist but using the ABC method would help in choosing the right channels. (Atherton 2020, 108-110.)

According to Riccaboni and Leone (2010) a straightforward and efficient method for creating a social media strategy is by using the “Objectives, Goals, Strategies, Measures” method or in other words the OGSM framework. The OGSM framework states that a precise description of Objectives serves as the foundation for the planning process, which then identifies corporate Objectives. They are then converted into suitable Strategies, which are then changed into Measures.



Figure 4. The OGSM Framework (Anon, n.d.)

**Objective:** What you ultimately hope to accomplish. Typically, it is long-term. (Riccaboni & Leone 2010.)

**Goals:** The Steps required to complete the Goal. The steps include minor objectives that bring the marketers closer to their main goal. (Riccaboni & Leone 2010.)

**Strategy:** The plan of action to accomplish those goals. This is different from tactics. (Riccaboni & Leone 2010.)

**Measures:** What measurements will be employed to confirm that the objectives are being met? Progress-tracking indicators, like KPIs, are one example. (Riccaboni & Leone 2010.)

The company mission and the Objective intersect. The initial component of OGSM is quite consistent and does not have a set duration. The Goals, on the other hand, are reevaluated every year in terms of their amount but their contents remain stable. These are largely related to the increases in net sales, earnings per share (EPS), and total shareholder return and coincide with the objectives stated to shareholders. Brand and country plans reflect the strategies. They are grouped into two primary categories: "Where to play," which refers to choices about the regions, markets, and businesses in which competitors engage, and "How to

win," which refers to choices about how to gain a competitive edge, establish yourself as a leader, and more broadly, to produce positive financial results. (Riccaboni & Leone 2010.)

Lastly, specific Measurements are developed for each method. Since numerous aspects of organizational activity are acknowledged and taken into consideration, these measures—which are both quantitative and qualitative—are not solely focused on financial performance. (Riccaboni & Leone 2010.)

#### 2.4 Social media campaign

A social media campaign is a planned marketing activity that uses one or more social media channels to support or further a company objective. Because they are more focused, targeted, and measurable, campaigns are different from regular social media actions. Making a social media campaign is a complex procedure that demands a thorough grasp of the target market, brand, goods, and rivals. It's critical to maintain the attention on the needs of the target audience and the objectives of the company and brand throughout the entire process. The campaign doesn't finish when the marketer clicks "Publish. It is also essential for the campaign to track, monitor, listen to, and analyze campaign results in order to improve your social media campaign strategy and demonstrate the substantial impact the campaign had. Planning for the use of digital media includes both short-term campaigns to support specific goals, like launching a new product, promoting a sale, or inviting potential customers to attend an event, and longer-term continuously running digital communications activities, which analyze the best mix of communications to use to drive consumers to a website and achieve the website's main outcomes, like product deals (for a retailer), generating leads (for a business-to-business business), and involvement with a brand, subscriptions, or advertising revenue (for an online publisher or consumer brand). While some marketers may see traffic building as an ongoing process, others may see it as a certain campaign, maybe to introduce a new website or significant product. While some techniques are more effective over time, others are more effective temporarily. (Chaffey and Ellis-Chadwick 2019, 353-354.)

Digital marketers set annual marketing communications objectives and campaign-specific communications objectives with different deadlines. (Chaffey and Ellis-Chadwick 2019, 361.)

Annual marketing communications objectives: Because this will be a continuous activity focused on visitor growth through search engines and other campaigns, achieving new site visitors or gaining suitable leads might be measured over the course of a complete year. To aid with achieving these goals, annual budgets are established. (Chaffey and Ellis-Chadwick 2019, 361.)

Campaign-specific communications objectives: Digital marketing campaigns, such as those that use viral marketing and internet advertising to support a product launch. Each of them

has specific goals that can be defined in terms of attracting new visitors, turning those visitors into customers, and attracting repeat business. The goals of a campaign should be based on conventional marketing objectives and have a specific target audience as well as measurable outcomes that can be connected to that campaign. (Chaffey and Ellis-Chadwick 2019, 361.)

Without a hashtag, no major social media campaign would be complete. Since 2013, hashtags have made it easier to link a social media campaign to a concept. The most interesting development in the use of hashtags in marketing campaigns is the range of applications that create a “competitive spirit” like the ice bucket challenge did. (Chaffey and Ellis-Chadwick 2019, 369.)

Essentially, according to Chaffey and Ellis-Chadwick (2019, 391) there are six steps to building a social media campaign.

Step 1. Goal setting and tracking: These usually focus on growing sales, increasing engagement with customers, improving the customer experience, and positioning the business as an expert in its field. (Chaffey and Ellis-Chadwick 2019, 391.)

Step 2. Campaign insight: Businesses can learn about their customers and gather social insights by monitoring and analyzing their online social interactions. To develop successful digital marketing campaign, businesses must analyze human behavior in terms of consumer habits, interests, and demands. (Chaffey and Ellis-Chadwick 2019, 391.)

Step 3. Segmentation and targeting: Social media segmentation is a separation of the target audience's demographics among several social media channels. It offers data on various social media user categories like age, income, country and so on. (Chaffey and Ellis-Chadwick 2019, 391.)

Step 4. Offer and message development: using literary skill and editorial judgment to strategically create messages for different audiences and delivering them by determining the most suitable media channel for the demands of the target audience. (Chaffey and Ellis-Chadwick 2019, 391.)

Step 5. Budgeting and selecting the digital media mix. A social media budget is a plan for calculating the amount of money that is put aside to pay the expenses related to a company's social media activity like advertisement costs, such as those for sponsored posts and pay-per-click advertising. A media mix includes all potential channels a product may use to reach its target market, including traditional advertising, word-of-mouth marketing, digital advertising, social media, email, and landing sites. (Chaffey and Ellis-Chadwick 2019, 391.)

Step 6. Integration into overall media schedule or plan. The principles of integration include coherence, consistency, continuity, and complementarity. For the best possible market response, companies should carefully consider the timing of social media releases. (Chaffey and Ellis-Chadwick 2019, 391.)

## 2.5 Measuring the results of social media campaign

To know how and when a social media campaign is working you need the ways to measure the results. Social media measurements are a method of determining what is and is not effective on social media channels and gathering data to demonstrate to decision-makers that a certain social media strategy produces tangible results. Many businesses still only measure a small portion of social media campaigns, but with enough preparation, it is possible to fully recognize all the advantages social media has for a company. (Atherton 2020, 136.)

Some of the most important metrics in order of importance are impressions, reach, engagement, click-through rate, and conversions.

Impressions are the number of times the content is shown whether or not anyone clicks on it.

Reach shows the amount of people that have seen the content.

Engagement is the amount of people who have interacted with the content. Examples of engagements are video views, shares, likes or other activities that demonstrate some form of interaction.

Click-through rate is a comparison between the number of people who clicked on a link to the company website or other content and the number of people it was displayed to.

Conversion shows the amount of people finished the desired action. For example, signing up for the newsletter or buying the products or services.

Even if the number of impressions can be significant and impressive, it could not be a reliable indicator of whether anyone in the intended audience has really seen the content. In contrast, the conversion rate is a reliable indicator of the social media activity's success in terms of its impact on business because it compares the number of people who took an action—for example, purchased the product—to those who only viewed the content. (Atherton 2020, 138-139-)

Understanding how much social media activity costs for a business is crucial in addition to these volume measures. Understanding the relationship between the amount of activity and its cost requires knowledge of the following indicators. They are:

**Cost per click (CPC):** The cost of a social media post divided by the amount of readers that clicked on the post's link. (Atherton 2020, 141.)

**Cost per lead (CPL):** the cost of the social media efforts divided by the amount of leads it provided. (Atherton 2020, 141.)

Cost per thousand impressions (Cost per mille, CPM): the cost of the social media engagement divided by a thousandth of the impressions it produced. (Atherton 2020, 141.)

Cost per view (CPV): The cost of the social media activity divided by the amount of views that activity produced. (Atherton 2020, 141.)

There is another level of measurement that is significant in social media since it shows the influence social media is having on the target audience. These measures are frequency and relevancy score. (Atherton 2020, 141.)

Frequency: This shows how many times a single person has seen a post. People may become irritated by excessive frequency and hide the posts or unfollow the company pages. (Atherton 2020, 141.)

Relevancy score: This score given to social ads by Facebook reflects how relevant the ads are to the intended audience. Scores vary from 1 to 10, with 1 being insignificant and 8-10 being extremely relevant. The likelihood that Facebook will show the advertisement to that audience increases with the score. The effectiveness of a company's posts can be successfully improved, and the price of its advertisements can be decreased, by raising its relevancy score. (Atherton 2020, 141.)

### 3 Research method

Writing this research as a case study was the research methodology used to address the research issues. This case study describes the development of a social media campaign for a new brand.

To write this thesis, the author needed to collect relevant data. The data that was used to write this thesis was collected from multiple books, articles and journals that are all related to the thesis topic. The author also collected data from the case company and the brand manager, Maria Laitala by asking questions and seeing how the previous campaigns were created and used. Seeing the previous campaign helped the author and gave her direction with the development of her own campaign. All the collected data was used when writing the theory review and after the data can be seen in use throughout the empirical study.

To analyze the gathered data, the author wrote this thesis as a case study. This case study mainly uses a qualitative methodology but occasionally incorporates a quantitative methodology. Writing the thesis as a case study helped the author in identifying the research questions and using research to answer them.

Like all research, the author encountered some research issues when writing the thesis. The issues the author encountered were choosing the right channel to run the social media campaign on. Choosing the wrong social media channel can drain the company's social media budget. The solution to this issue is knowing the target audience. What social media platform is the target audience active on? Analyze the target audience demographic and then use the social media platform they are most active on. Another issue the author encountered is making the new brand stand out against the growing competition. The solution to this would be to make the content engaging, educational and creative to capture the attention of the target audience.

## 4 Empirical Study

### 4.1 Case company

Henkel Oy is a German chemical industry company that produces cosmetics, detergents, and adhesives. Henkel Oy was founded in 1876. With a balanced and diverse portfolio, Henkel does business all over the world. Due to its two business segments' strong brands, technological advancements, and inventions, the corporation dominates both the industrial and consumer markets. The global headquarters of Henkel are in Düsseldorf, Germany. Around 50,000 people are employed by Henkel globally, with over 85% of those individuals residing outside of Germany. Henkel consistently ranks in the top spots in several worldwide evaluations and rankings as a recognized leader in sustainability. (Henkel AG & Co 2023)

Henkel has been operating in the Nordic countries for more than 90 years, and its brands, which are known for quality and innovation, are popular with both consumers and professionals. Henkel operates in the Nordic countries in all three business areas. Henkel Norden's head office is located in Stockholm, and it has local offices in Denmark and Finland as well as two factories that produce adhesive products representing the latest technologies. Henkel has a leading position in both industrial and consumer business: Their portfolio includes well-known hair care products, detergents, rinse agents, but also adhesives, sealants, and coatings. (Henkel AG & Co 2023)

For more than 120 years, the hair cosmetics brand Schwarzkopf Professionals has stood for excellence, knowledge, and innovation. Customers have complete faith in Schwarzkopf. Schwarzkopf Professionals is a brand that is one of the three most well-known hair brands in the world, and it stands for quality, professionalism, and innovation. This brand is owned by Henkel Oy and is part of Henkel Norden. The values on which Schwarzkopf's business is built—innovation, dependability, quality, trust, and competence—serve as its hallmarks. Each of

their products reflects their enthusiasm for creating beautiful hair, which fuels their business. (Henkel AG & Co Schwarzkopf 2023)

With product lines including Keratin Color and got2b, Schwarzkopf's umbrella brand spans the three categories of hair care, hair style, and hair colouring. Every product container bears the recognizable Schwarzkopf silhouette trademark, which also stands out in every television commercial. Every new product innovation introduced under the Schwarzkopf brand benefits from this. (Henkel AG & Co Schwarzkopf 2023)

#### 4.2 The brand

Schwarzkopf Professionals is releasing a new brand into the Finnish market called Indola. Indola is an expert hair brand that draws inspiration from real life and genuine people. They concentrate on everything that hairdressers actually need, nothing else—providing excellent performance in a manageable and simple selection that enables hairdressers to provide more services with fewer products. (Indola 2023)

Indola has three core values. 1. They breathe colour: With the help of their colour professionals, they consistently provide consumers with designs that will be on-trend for tomorrow's streets. Street style DNA that appeals to all salon customers, ages 17 to 70, is real, authentic, commercial, and wearable. In addition to a series of educational videos and seminars to offer new services, their Street Style Collection is released twice yearly for more seasonal relevance. 2. They teach colour: They make their partners into colour experts by converting knowledge into skills. With the aim of encouraging growth, they support their customers both offline and online. By dividing it into fundamental, creative, and inspirational training, they can customize education to meet the demands of the consumer. They want to work with their clients as a team, provide solutions to problems, and serve as an inspiration. They think that education provides the groundwork for success and are available 24/7! and 3. They grow with colour: They are working with their associates to expand their company. Because colour is the foundation of a company's revenue, they developed profitable colour services and high-quality materials in order to increase their customer base and promote their brand. To keep their most valuable clients, they create loyalty programs and trendy freebies with purchases. They also collaborate with well-known beauty companies and frequently create limited-edition salon tools to help their customers stick out from the crowd. (Indola 2023)

Indola has a large selection of products that include hair color products, from permanent to semi-permanent, gentle colorations and blondes. The products called PCC are high-performing permanent color in a compact assortment of intermixable shades. Indola offers one place for all color services that won't empty the bank account or the shelves. They have a compact selection of the same effective and dependable formula completed with a variety of

fresh, innovative ingredients to increase service possibilities. The products can serve all customers, from ages 17 to 70 and the new assortment setup is more user-friendly and straightforward than before. As can be seen in the figure 5 below, the products packets are compact. The packaging is also sustainable since they are made of recyclable materials and recyclable vegan formulas. It is also intuitive and easy to use for the consumers. Indola Profession CREA-BOLD is a semi-permanent direct dye for when clients that demand extra-vibrant color results. What's more, each shade is intermixable so the consumers can create their own bespoke colors too. The 8 CREA-BOLD shades are ready to use direct from the tube, with a vegan formula containing shine-enhancing ingredients that's designed to make the color really pop. For pastel effects, Indola CREA-BOLD can be mixed with Indola Colour Treatment. (Indola 2023)

Indola has also created a project called #indolaselected for their community. The goal of #indolaselected project is to inform consumers about the most recent hair color and styling trends on social media. From blondes to brunets, and through pastels, they will divulge all of their #SmartTips' trade secrets. For the most recent news and ed(you)cation updates, follow @abigail\_jarrold, @miss\_sita\_zoroo, and @urbanstudio\_kumurov on Instagram. Instagram user @indola also posts some exclusive material there. (Indola 2023)



Figure 5. A tube of high-performing permanent color (PCC) from Indola

### 4.3 Campaign Strategy & Priorities

Since INDOLA is a new brand that is being introduced to the Finnish market, it has two priorities that it wants to reach which are 1. Gaining brand awareness and 2. to ultimately double the color footprint.

For the author to start planning the social media campaign, she needed to find out the brand's objectives, goals, strategic priorities, and the measures (OGSM). Maria Laitala, the brand manager, provided the author with the needed information. Knowing the OGSM is essential to building a successful social media campaign.

**Objective:** The objective for the brand INDOLA is to become the number 1 digital brand in the value for money segment with a focus on color, while accelerating business growth of their hairdressers, distributors, and their end consumers.

**Goals:** Schwarzkopf Professionals has five goals for the brand INDOLA. The first goal is to grow the #indola digital community. The second goal is to increase brand awareness for the target audience. The third goal is to increase brand awareness for the Gen Z hairdressers. The fourth goal is to create awareness for the new products PCC restage including CREA-BOLD. Lastly the fifth goal is to increase the brand awareness via effective media investment.

**Strategic Priorities:** There are five strategic priorities that the company has for INDOLA. The first one is to create strong content with a focus on performance drivers for all digital touchpoints. The second priority is to strategically leverage the global TikTok channel for the new target groups (EC & Gen Z Hairdressers). The third priority is to leverage the community via hairdresser influencers and targeted campaigns (for example, #indolaselected & PCC Restage). The fourth priority is to leverage all social media channels for the PCC range as well as the new CREA-BOLD line via dedicated content and targeted advertising. The last priority is to leverage social media advertising opportunities and support countries with strong media plans for priority 1 activities.

**Measures:** The measures that will be used to see if the objectives are hit are as follows. The first measurement is to grow the worldwide community to 850k+ followers. The second measurement is to create monthly TikTok content plan & leverage TikTok advertising. The third measurement is to leverage #INDOLASELECTED to support the PCC restage 2023. The fourth measurement is to launch 1 UGC campaign for CREA-BOLD. The final measurement is to establish activation budget of ideally 15-25% L17.

To help visualize the OGSM, the company has created an easily read figure that can be found below.

|                             |  |  |  |  |   |
|-----------------------------|--|--|--|--|---|
| <b>Objective</b>            | Become No1 digital brand in the value for money segment with a focus on colour, while accelerating business growth of our hairdressers, distributor partners and <b>their</b> end consumers.   |  |  |  |   |
| <b>Goals</b>                | Grow #indola digital community   | Increase brand awareness for EC target group                     | Increase brand awareness for Gen Z HDs               | Create awareness for the PCC restage incl. CREA BOLD | Increase brand awareness via effective media investment |
| <b>Strategic Priorities</b> | <ul style="list-style-type: none"> <li>▪ Create strong content with a focus on performance drivers for all digital touchpoints</li> <li>▪ Strategically leverage global TikTok channel for new target groups (EC, Gen Z HD)</li> <li>▪ Leverage community via HD influencers &amp; targeted campaigns [e.g. #indolaselected; PCC Restage]</li> <li>▪ Leverage all SoMe channels for the the PCC range as well as the new CREA BOLD line via dedicated content and targeted advertising (also reaching NCA)</li> <li>▪ Leverage social media advertising opportunities and support countries with strong media plans for prio 1 activities</li> </ul> |  |  |  |   |
| <b>Measures [2023]</b>      | Grow Worldwide community to 850k+ followers  | Create monthly TikTok content plan & leverage TikTok advertising | Leverage #INDOLASELECTED to support PCC restage 2023 | Launch 1 UGC campaign for CREA BOLD                  | Establish activation budget of ideally 15-25% L17       |

Figure 6. The OGSM for Indola (source: Maria Laitala, brand manager)

The OGSM for Indola will be adapted by the author to fit the Finnish market. The brand Indola has three priority topics for this year. These three priority topics are the year of color, UGC contest and paid social advertising.

Indola has declared the year 2023 to be the year of color. The year of color is about building on the PCC restage and its successful digital implementation within a digital campaign to grow brand awareness. This will be supported by paid social media content.

The second topic, the UGC contest was created to support the launch of CREA-BOLD within the PCC restage with an engaging UGC contest. This will also be supported with paid social media content.

The last topic is paid social advertising. This topic is the key driver for the brand awareness. This will increase in L17 spending compared to 2022 needed on global and local level.

#### 4.4 Campaign overview

To help the reader understand the campaign the author has created a campaign overview with the help of the brand manager Maria Laitala.

The campaign will span over four phases. Phase 1 is the teaser phase. Phase 2 is the awareness phase. Phase 3 is the education phase and phase 4 is going to be a UGC Contest. The target group is already established. The target group is 100% hairdressers consisting of 70% is new clients and 30 % already existing clients.

The campaign will be run on one platform. The chosen platform is Instagram.

The campaign is named Indola Color lovers and all the posts should include the hashtag #SimplySmarterColour.

The aims of the campaign are firstly to grow brand awareness, secondly to engage customers and potential new customers and lastly to inspire and create excitement for the brand.

#### 4.5 Objectives & Focus

As mentioned in the earlier chapters, to create a social media strategy, the marketers must be aware of the objectives and goals of the campaign.

For the author to start to build a social media campaign, the author had a meeting with the Indola brand manager and company liaison to find out the campaign objectives of the company. The campaign objectives are first to focus fully on creating brand awareness and the holistic color portfolio. Second, creating awareness and understanding for the PCC portfolio. Third, to introduce the new CREA-BOLD portfolio and leverage channels that reach new generation of hairdressers to generate awareness.

The social media campaign has been divided into four phases, which makes it easier for the author to make each phase focus on a different purpose.

The focus of phase 1 the teaser phase is to reveal the product imagery little by little and deep dive into the new high-performing permanent color selection.

The focus of phase 2 the awareness phase is to empower the fast-growing community of hairdresser influencers by using social media best-performing video first approach.

The focus of phase 3 the education phase is to reach a new generation of hairdressers by releasing dedicated educational entertainment vertical video content formats for each of the digital touchpoints.

The focus of phase 4 the UGC contest phase is to use attention grabbing UGC-driven contest to celebrate the community and gain awareness and credibility for the products and services that Indola offers.

Dividing the campaign into different phases helps in hitting the overall objectives and goals of the social media campaign.

#### 4.6 Target audience

The target group is already established. The target group is 100% hairdressers consisting of 70% is new clients and 30% already existing clients. Some of the Indola products like PCC and CREA-BOLD were created to specifically attract the 70 % of the new clients. For the 30% of existing clients products like Holistic color portfolio incl. PCC, BLONDE EXPERT, COLOR STYLE MOUSSE and PCC and CREA-BOLD were created. Even the end consumers will be reached as well due to over-the-counter products (ACTNOW! And Care & Styling range) featured in the shared services center and #indolaselected.

The target audience can be separated into three different groups. These groups are entrepreneurial salon, freelancer, and the next generation. For entrepreneurial salon and freelancer groups the focus is on the street style color looks (SSC) and their digital upskilling. The channel that will be used to reach them is Instagram for the inspiration. The content that

is targeted to them are the how to videos and #smartTips, the UGC, the product innovations and services. The last group, the next generation the focus is on the #indolaselected project and the key Indola campaigns. The next generation is referring to Gen Z hairdressers and they can be reached via strong social media content (meaning fewer key visuals, more DIY). The best way to reach them is by leveraging TikTok for inspirational content, but also for digital education. To reach the next generation there will be a strong focus on trending formats (for example, Instagram reels).

#### 4.6.1 Target group profiles

To really understand the target audience, the author has created three short character profiles for the target groups that were previously mentioned to understand their needs. The profiles were created with the help of the brand manager Maria Laitala.

Entrepreneurial salon profile: multi-tasking hairdressers and entrepreneur's juggling between servicing clients and managing their business. Looking for a brand that makes their double role easier.

Freelancer profile: Independent hairdresser visiting clients' home and purchasing products mostly at wholesalers. Looking for a brand that finally meets their specific needs.

Next generation profile: young talents that are digital natives and very active on social media, searching for their first hairdressing opportunity after school. Looking for nonconformist brand that allows them to be creative and on-trend.

#### 4.7 Key Performance Indicators (KPI'S)

The key performance indicators otherwise known as KPI's will be measured differently depending on what is measured. The KPI's that the company liaison offered will give the author a measurable target to meet.

There are three different KPI's that will be measured for this campaign that are: Brand awareness, website clicks and engagement.

| BRAND AWARENESS |  | WEBSITE CLICKS           |   |
|-----------------|--|--------------------------|---|
| CPM             | Average cost per 1,000 impressions   | Link Click               | The number of clicks on a link in your ads.                                       |
| Reach           | The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people. | CPC                      | The average cost for each link click.   |
| Impressions     | The number of times your ads were on screen.   | ENGAGEMENT               |   |
| Frequency       | The average number of times each person saw your ad.   | ER                       | The total number of actions that people take involving your ads.                  |
|                 |  | CPE                      | The average cost for each post engagement.  |
|                 |  | Comments, Saves & Shares | The total number of times that people have commented on an ad or saved/shared it. |

Figure 7. KPI'S

For brand awareness KPI the measures are CPM which stands for cost per mile otherwise known as cost per thousand impressions it is the average cost per 1,000 impressions, reach which is the number of people who saw the ads at least once. Another measure is impressions which measures the number of times the advertisements for the brand were on screen. Reach is different from impressions, which may include multiple views of the ads by the same people. The last measure for the KPI brand awareness is frequency which measures the average number of times each person saw the advertisement.

Another KPI is the website clicks, its measures include link clicks and cost per clicks (CPC). Link click measures the number of clicks on a link in the ads and CPC on the other hand measures the average cost for each link click.

The last KPI engagement is measured by engagement rate (ER), cost per engagement (CPE) and comments, saves and shares. Each of these measures different things, the engagement rate measures the total number of actions that people take involving the brands ads. The cost per engagement measures the average cost for each post engagement. Lastly the comments, saves and shares measure the total number of times people have commented on and ad or saved/shared it.

To help the author, the company liaison Maria Laitala gave her a benchmark KPI's. The benchmark KPI's for the Indola social media campaign can be seen in the figure 6 below.

| BRAND AWARENESS |                                 | WEBSITE CLICKS |                                 |
|-----------------|---------------------------------|----------------|---------------------------------|
| CPM             | IG: 0.25€                       | Link Clicks    | Depending on chosen budget path |
| Reach           | Depending on chosen budget path | CPC            | IG: 0.30€                       |
| Impressions     | Depending on chosen budget path |                |                                 |
| Frequency       | 1.5 – 2                         |                |                                 |

| ENGAGEMENT               |                                 |
|--------------------------|---------------------------------|
| ER                       | IG: ~ 2%                        |
| CPE                      | IG: 0.10€                       |
| Comments, Saves & Shares | Depending on chosen budget path |

Figure 8. KPI Benchmarks

As can be seen in the figure 6 above to succeed in hitting the goal for brand awareness the cost per thousand impressions (CPM) for Instagram is 0,25€. The success of reach and impression will depend on the chosen budget path and to for frequency it is a success if the ads have been seen by 1,5-2 times by each person.

For website click KPI, it is a success if the average cost for each link click would costs for Instagram 0,30€ . The link clicks on the other hand will depend on the chosen budget path.

Lastly for the engagement KPI's success will be achieved if the engagement rate (ER) for Instagram will approximately be 2 %. Success for cost per engagement (CPE) is seen when the average cost for each post for Instagram is 0,10. The success for the measurement comments, saves and shares will depend on the chosen budget path.

#### 4.8 Social media marketing plan and timeline

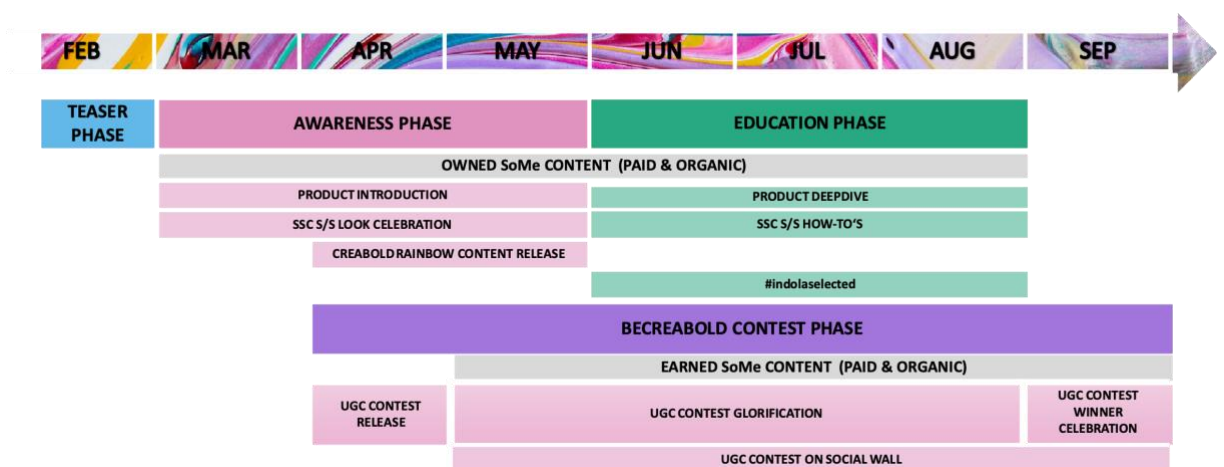


Figure 9. Digital campaign timeline for Indola

The social media campaign for the brand Indola will be 8 months long, which according to Maria Laitala the brand manager is the normal length for a campaign in the company. The timeline for the Indola social media campaign is from February 2023 ending on September 2023.

As can be seen from the figure 7 above the teaser phase which is phase 1 started on mid-February. This phase will only consist of releasing pieces of the Indola logo or the theme until the pieces create a full picture which will lead into the second phase of the campaign.

The second phase which is the awareness phase will last from March to May and the release will include the use of Indola's owned both paid and organic social media content. Also, during the awareness phase, the product introduction, SSC S/S (3 summer looks) celebration will be released. During April the UGC contest will be released, and the CREA-BOLD rainbow content will be released.

Phase 3 will officially start from June and end in August. The education phase is centered on showing the target audience how to use and style the new brands products and services. The content that will be released during this phase is how to videos and having the professionals style the different looks. During this phase there is some overlap with phase 4 which is the UGC contest content that will be released to really make the target audience aware and publicly the ongoing contest to get them to participate in it.

The final phase is the UGC contest which will be mentioned the first-time during April and will be more featured from May to August on social media. From May to August is all about glorifying the contest and publicizing it to get the target audience excited for the products and services and to excite them to participate in the contest. By the end of August, the contest winner will be released and in September the winner of the contest will be celebrated, and the highlights of the contest will be published on social media.

#### 4.9 Social media content plan for the phases

For the teaser phase the objective is to build excitement for the new brand and the products and services that offers. The content for the teaser phase is a mix of vertical videos, Instagram stories and feed assets. The plan is to first post pieces of a picture until it takes a whole picture. The figure 10 below shows some examples of the kind of pictures and videos that will be posted during the teaser phase.

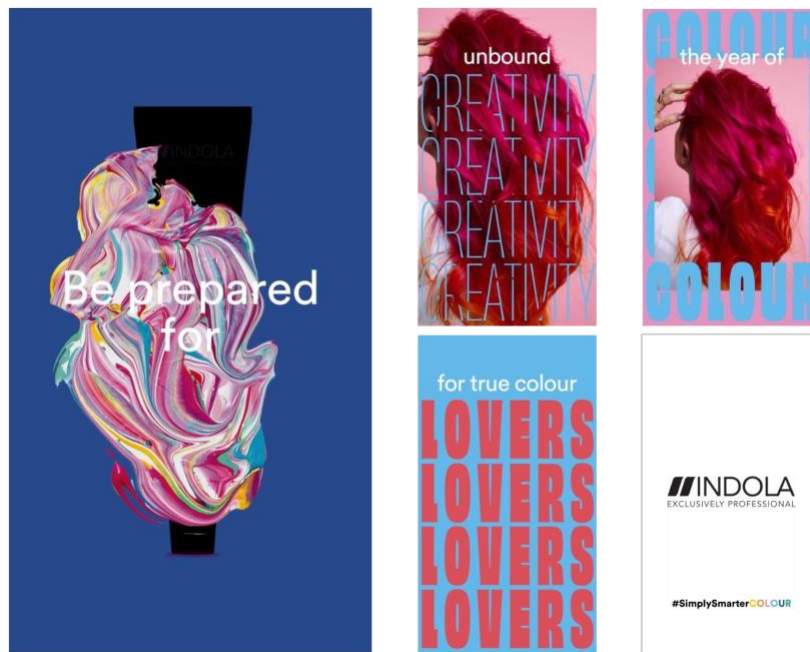


Figure 10. Example content photos to accompany the teaser phase.

Since the awareness phase is three months long it will include a mix of different content depending on the platform that it will be released in. The social media content for the awareness phase will include a product introduction reel which showcases the new product range. It will also include the additional looks that were created with the new PCC colors including the final looks, texture, color, and boldness that will give a deeper insight into the new range and all the possibilities it has.

The content will also include at least one product introduction story that will promote the product and the outcome in a short and colorful story. It should also include three product benefit stories for the following products: PCC, CREA-MIX and CREA-BOLD. Further product benefit stories about the COLOR TRANSFORMER, DEVELOPER and the SERVICE ESSENTIALS will follow in next phase. To end the awareness phase will be the introduction for the street style collection (SSC). Showing the SSC Looks from the Ode to color trend in a bold and colorful way which fits into the campaign design. The first footage will be used in March which combines several looks in one clip to cut 2 reels that will make the audience want more. Five more reels will follow this in April and May, one for each look. When all the content relating to the SSC collection the content will be made into an Instagram highlight to make it more accessible for the audience. In figure 11 below are some examples of the kind of pictures and videos that will be posted during the awareness phase. Like in the picture below for PCC the other products CREA-MIX and CREA-Bold will also have a similar type of content that will be released to present the product benefits.



Figure 11. Example content photos to accompany the awareness phase.

To start the education phase will be one education reel and following that one sustainability story. Thanks to a lot of features provided by Instagram, it is possible to interact with their community and engage them with polls etc. Another content to release during the education phase is three product benefit stories for the following products: Color transformer, developer, and service essentials. Additionally, this phase should include five stories of behind the scenes/process creating looks and dyeing hair including five before and after stories relating to the SSC looks.

For the final phase, the UGC contest phase the plan is to only use Instagram and the website to promote the contest. To accompany the posts relating to the UGC contest the hashtag #BeCreaBold was created. The ways that the content will be delivered for the final phase are the microsite within the INDOLA website environment, featuring the contest mechanics and

social wall, the announcement posts will be posted to the Instagram feed and as Instagram stories. The overview for the contest can be seen in the Figure 8 below.

- **Mechanism:** Post your #BeCreaBold hairstyle using PCC products and tag @indola + #indola #BeCreBold
- **Creator CTA:** Are you a true colour lover? Show us your Indola #BeCreaBold & win an amazing prize! (Become our 2024 Indola Hairdresser + WOM)
- **Trigger:** Raffle
- **Channel & content:** Instagram
- **Prize:** Three winners will be invited in autumn for a shooting to co-create our 2024 content.
- **Jury:** Indola team
- **Timeline & content:** Release (April), UGC glorification + in-house content (May-August), winner glorification (September)

Figure 12. The UGC contest overview

The contest phase is split into three different sections: 1. The teaser 2. The glorification and 3. The winner. The three sections are marked in green in the figure 9 below.

**The teaser:** The contest is launched with a teaser, presenting the prize, and calling for the target audience to share their looks. This phase aims for reach, in order to get as many people interested as possible by using the companies owned rainbow content. During this phase three Instagram reels and a story about the contest will be published.

**Glorification:** Once the UGC is shared, the aim is to reshare as part of the competition, incorporating a call to action and thereby multiplying the contestant's reach. During this phase the plan is to publish one reminder Instagram reel and a story weekly from May to the end of August. Accompanying the Instagram reel and story will be four contest glorification posts which will also be released weekly until the end of August.

**Winner:** Once a winner has been chosen, the aim is to portray he/she/they as well as their winning content piece. Furthermore, to create a "reaction" video, in which the winner is shown reacting to becoming the new face of Indola for 2024. This positive communication ensures a further tie-in of the brand. During this phase the contest winner celebration video will be published on Instagram and with it a story.

| APRIL  | MAY   | JUNE  | JULY  | AUGUST  | SEPTEMBER   |
|--|---|---|---|---|---|
| <b>RELEASE</b>   | <b>CONTEST GLORIFICATION</b>  |   |   |   | <b>WINNER GLORIFICATION</b>   |
| <ul style="list-style-type: none"> <li>• 3 release contest reel + story</li> </ul> | <ul style="list-style-type: none"> <li>• 1 reminder reel + story (weekly until CW35)</li> <li>• 4 contest glorification (weekly)</li> </ul> | <ul style="list-style-type: none"> <li>• 1 reminder reel + story (weekly until CW35)</li> <li>• 4 contest glorification (weekly)</li> </ul> | <ul style="list-style-type: none"> <li>• 1 reminder reel + story (weekly until CW35)</li> <li>• 4 contest glorification (weekly)</li> </ul> | <ul style="list-style-type: none"> <li>• 1 reminder reel + story (weekly until CW35)</li> <li>• 4 contest glorification (weekly)</li> </ul> | <ul style="list-style-type: none"> <li>• 1x contest winner celebration video + story</li> </ul> |

Figure 13. Content overview for the UGC contest phase

#### 4.10 Social media strategy

Everything the author needs to build a social media strategy has been mentioned in the previous chapters. The goals of the strategy are:

- To build a strong and sustainable follower growth
- To have a healthy engagement rate secured.
- The systematic use of new formats and channels (for example, YouTube Shorts and TikTok)
- To have the highest engagement on UGC, SSC, #indolaselected and vertical video
- To have a strong social media activation with a focus on boosting the campaign.

To reach the previously mentioned goals is:

- Implementing a targeted channel strategy
- Keeping the reach high by focusing on performance driving content
- Increasing advertising efforts on the local level and targeting Gen Z via dedicated channels and content formats
- Focusing on the UGC contest and vertical video formats for advertising locally
- Review the local channels.

The measures and KPI's for the strategy are:

- For Instagram: to get greater than 100 followers and the engagement rate on Instagram to be 2 % or more.
- The exposure
- Likes, reactions, comments, and shares.

#### 4.10.1 Implementing the social media strategy

To implement the social media strategy that was previously mentioned the author suggests continuing to increase the brand awareness building via social media. To reaffirm the brand perception the author, suggests using the year of color communication. To reach new generations of hairdressers the focus should strongly be on education content formats for each digital touchpoint. Having dedicated content formats helping hairdressers on how to fully embrace the color services in salon and grow their business with color. Interact with the digitally savvy hairdressers and present Indola as a young, digital brand while still serving the need of the older target groups and already existing customers. Reach Gen Z hairdressers via dedicated channels and content formats. Utilize and grow the Indola community and the reach of digital spokespersons such as the #indolaselected squad. The use if dedicated content for mobile hairdressers and solo stylists. Continuing to systematically leverage UGC(-like) content to celebrate the community and gain awareness and credibility for the Indola products and services.

#### 4.11 Budget

With the help of the brand manager, Maria Laitala the author has come up with two budget option for implementing the social media campaign.

Option 1 is the smaller budget at 2,500€ and option 2 is the medium budget at 5,000€.

Just to summarize the focus of the social media campaign is brand awareness and the audience is hairdressers. For both budget suggestions the minimum budget per asset is 100€ but their uses are different.

For the smaller budget that was referred to as option 1 previously, to maximize this budget by sticking to Instagram advertising basics and make sure that the targeting is solid. By using this budget, the marketers stay focused on informing and exciting the hairdressers. The campaign duration is lengthy and will feature numerous different types of content and assets. The focus should be in finding the right balance and using their already existing knowledge of what the target audience typically respond to positively.

The medium budget will allow for more options and help the marketers to better take advantage of the full advertising package that was planned for the PCC campaign. The focus should be on building the PCC brand awareness and the secondary focus should be getting hairdressers engaged, motivating them to try the products and take part in the UGC contest.

Both budgets are viable for the social media campaign the author is building but since the author thought that the primary focus should be on building brand awareness and getting the target audience engaged and get them to try the products, she feels like the smaller budget

would suit the social media campaign better. The author prefers the smaller budget since it really helps in reaching the main goal of the overall brand campaign.

#### 4.12 Instagram

The channel that will be used to publish the social media campaign for the Finnish market is primarily Instagram. These channels were chosen because they are the most effective ways to reach the target audience, they have also been successfully used by Schwarzkopf Professionals in the past.

Since Indola was a new brand, the brand manager Maria Laitala created an Instagram account. The account that was created is called indola.fi and can be found on social media. The account was created to increase brand awareness, so it is important to get followers and make the target audience aware of the new brand and the account.

The main objectives of using Instagram as the main channel is to grow the digital brand awareness, increase community engagement and growth. To reach the main objectives, the author suggests leveraging the Instagram stories more systematically and to have a stronger vertical video focus and establish the best practices.

The priorities for both channels are to grow them through channel advertising or posts boosting and gain further insight on the best performing content while testing the new Instagram features. To advertise the new channels the author suggests using the main Schwarzkopf Professionals profiles on each channel to promote the new brands profile.

Another priority is to leverage the community by using hairdresser influencers. Since Schwarzkopf Professionals many different haircare brands they have an already established and trusted hair care professionals and influencers to send products to review and post about. Using the hairdresser influencer is a great way to raise the brand awareness and get new followers.

Social media channels have their own unique features that are helpful for the brands content promotion. For Instagram it would be smart to integrate the Instagram Reels and Instagram stories in the content release.

The main role for using Instagram is for it to be an inspiration hub for the target audience. To help communicate with them and to offer trendy, inspirational, and educational content. They are the key channels for community growth and to reach the target audience.

The content focus for these channels should be short, sweet, and easy to recreate (for example look posts, #SmartTips). 50 % of the published content should be about UGC. Most of the content should be presented through Reels and Stories. To really make best use of these

channels the focus should be on strong performance drivers like smart tips now with focus on video, the use of catchy and trendy hashtags like #processporn and the use of UGC style imagery.

The author has created an OGSM for Instagram to help structure the social media campaign. As can be seen in the figure 14 below the objective for Instagram is to grow the digital brand awareness for their products PCC restage and CREA BOLD while continue to test and learn mentality to establish the best practice content formats. The goals for Instagram are to increase community engagement and growth, to leverage Instagram stories systematically, using stronger vertical video focus and establish best practices and lastly leverage UGC content more. The main strategic priority is the same as the overall social media campaigns which is to grow the channel by using the new Instagram features. Also included in the strategic priorities are leveraging the community by using hairdresser influencers and targeted campaigns, integrate Instagram reels and stories into the content creation and release, leveraging hairdresser content based on content that caters for the target groups and to launch a digital campaign with a successful contest integration.

To measure the success of the campaign the author gave four measures. The four measures are to grow the channel followers, include minimum of ten Instagram stories and five reels per month and lastly to launch the UGC contest for CREA-BOLD. By looking at these four measures, the success of the social media campaign will be analyzed.

|                             |  |                                      |  |                                    |
|-----------------------------|--|--------------------------------------|--|------------------------------------|
| <b>Objective</b>            | Grow digital brand awareness for the PCC restage incl. CREA BOLD while continue test & learn mentality to establish best practice content formats.   |                                      |  |                                    |
| <b>Goals</b>                | Increase community engagement & growth   | Leverage stories more systematically | Stronger vertical video focus & established best practices | Leverage UGC even more             |
| <b>Strategic Priorities</b> | <ul style="list-style-type: none"> <li>▪ Grow channel through advertising/post boosting and gain further insights on best performing content while testing new Instagram features and establishing best practices</li> <li>▪ Leverage community via HD influencers &amp; targeted campaigns [e.g. #indolaselected; PCC Restage]</li> <li>▪ Integrate Reels and Instagram stories content creation into brand shoots and establish a content plan routine</li> <li>▪ Leverage HD content based on content catering for target group</li> <li>▪ Launch digital campaign with successful contest integration</li> </ul> |                                      |  |                                    |
| <b>Measures [2023]</b>      | Grow channel followers   | Include min. 10 IG stories/month     | Include 5 Reels/ month                                     | Launch 1 UGC contest for CREA BOLD |

Figure 14. Instagram OGSM

To really raise brand awareness and reach the target audience, it would be smart to leverage all content formats that Instagram offers. These formats would be the Feed, Stories, Reels, Guides and the Live.

The author also suggested to the brand manager on utilizing TikTok to reach the Generation Z hairdressers. TikTok is very popular now and a great way to promote the brand to the new generations.

To reach the goals and objectives that were mentioned previously in figure 14 the author suggests posting one main post at four o'clock and to accompany the post with reels and/or a story. The author suggests first posting a story or a reel before the main post and after and to also use the main Schwarzkopf Professionals account to promote and introducing the new Indola account and share links to the new account. Also using reels to present the new brand and its products is a great way to raise brand awareness. Also sharing posts from followers to make them feel included is great idea to grow the channel. The author also suggests sending products to their influencers and partners that the company has used before and get them to post short videos of them using and reviewing the products and then share these videos on the Indola account as stories.

## 5 Analyzing the preliminary results of the campaign

The author made the social media strategy in conjunction with the brand manager Maria Laitala. The social media strategy that was created was published on Instagram on February 10<sup>th</sup>. To measure the success of the social media campaign and if it hit the goals and objectives that were mentioned before in figure 14, the brand manager sent the author visitor data on the content that was posted on Instagram. The aforementioned data show the type of the post, the reach of the posts, likes and reactions of the posts, comments, shares and lastly link clicks on the published content. The link clicks are irrelevant to this since there were no links that were shared in the posts.

The main objective and goal were to raise brand awareness and the measurement for this is the follower count and the amount of people the posts have reached. Since the creation of the indola.fi Instagram account in February 2023 it has 40 posts, and the follower count is over 350. In two months, the follower count has grown steadily which is exactly the point of the social media strategy. Another measurement for the brand awareness is the reach of the posts. The data of the reach can be seen in the figure 15 below. The data that the author received was in Finnish but in the figure 15 below the translation is written in red. Unfortunately, the provided data doesn't include the any information about the stories that were posted to accompany the posts and the reels. This data only includes the visitor data on the posts and reels that were posted on the Instagram account, and it includes two months' worth of data.

**ALL CONTENT**  
Kaikki sisältö

|   | TYPE          | REACH            | LIKES AND REACTIONS           | COMMENTS         | SHARES      | LINK CLICKS               |
|---|---------------|------------------|-------------------------------|------------------|-------------|---------------------------|
| <b>Viimeaikainen sisältö</b>            | <b>Tyyppi</b> | <b>Kattavuus</b> | <b>Tykkäykset ja reaktiot</b> | <b>Kommentit</b> | <b>Jaot</b> | <b>Linkin klikkaukset</b> |
| Dazzling Expression ilmentää rohke...   | Julkaisu      | post             | 69                            | 9                | 0           | 0                         |
| Illoista pääsiäistä! Ammenna in...      | Kelat         | reel             | 218                           | 8                | 0           | 1                         |
| Uusi urohtamattomia väräjä CREA...      | Julkaisu      | post             | 103                           | 7                | 0           | 1                         |
| It's time to get #BeCreaBOLD!           | Kelat         | reel             | 174                           | 7                | 0           | 1                         |
| Vapautta luovuuteesi ja toteuta rohk... | Julkaisu      | post             | 188                           | 8                | 1           | 0                         |
| Toivota upeat PCC-värit tervetul...     | Kelat         | reel             | 66                            | 5                | 0           | 0                         |
| Oletko jo tutustunut PCC COOL...        | Julkaisu      | post             | 66                            | 9                | 0           | 0                         |
| Päästä luovuutesi valloilleen ja luo... | Julkaisu      | post             | 122                           | 7                | 0           | 0                         |
| Kevät tuo tullessaan useasti vai...     | Julkaisu      | post             | 73                            | 10               | 1           | 0                         |
| Rakasta väräihin meidän kanssa...       | Kelat         | reel             | 63                            | 4                | 0           | 0                         |

**ALL CONTENT**  
Kaikki sisältö

|  | TYPE          | REACH            | LIKES AND REACTIONS           | COMMENTS         | SHARES      | LINK CLICKS               |
|--|---------------|------------------|-------------------------------|------------------|-------------|---------------------------|
| <b>Viimeaikainen sisältö</b>           | <b>Tyyppi</b> | <b>Kattavuus</b> | <b>Tykkäykset ja reaktiot</b> | <b>Kommentit</b> | <b>Jaot</b> | <b>Linkin klikkaukset</b> |
| Oletko jo tutustunut PCC-väri...       | Julkaisu      | post             | 76                            | 7                | 0           | 0                         |
| Hyppää kanssamme inspiraatioon!        | Julkaisu      | reel             | 72                            | 6                | 0           | 0                         |
| Itsevarmuus ja väri kulkevat käs...    | Kelat         | reel             | 196                           | 9                | 0           | 1                         |
| Löydä uudet CREA-BOLD -suor...         | Julkaisu      | post             | 94                            | 10               | 0           | 0                         |
| Ota värijäspalveluidesi tueksi moni... | Julkaisu      | post             | 95                            | 9                | 0           | 0                         |
| Löydä uusi PCC-värisärijamme...        | Julkaisu      | post             | 86                            | 10               | 0           | 0                         |
| Väriä, väriä, väriä! Oletko jo...      | Kelat         | reel             | 73                            | 6                | 2           | 0                         |
| Tässä se on... UUSI PCC-värisäri...    | Kelat         | reel             | 188                           | 10               | 1           | 0                         |
| Odotus on pian ohi! #indola #...       | Kelat         | reel             | 69                            | 9                | 0           | 0                         |
| Oletko valmis värin joku antaa ma...   | Julkaisu      | post             | 84                            | 7                | 0           | 0                         |

**ALL CONTENT**  
Kaikki sisältö

|  | TYPE          | REACH            | LIKES AND REACTIONS           | COMMENTS         | SHARES      | LINK CLICKS               |
|--|---------------|------------------|-------------------------------|------------------|-------------|---------------------------|
| <b>Viimeaikainen sisältö</b>               | <b>Tyyppi</b> | <b>Kattavuus</b> | <b>Tykkäykset ja reaktiot</b> | <b>Kommentit</b> | <b>Jaot</b> | <b>Linkin klikkaukset</b> |
| Pian esittelyssä tuote, joka on tark...    | Julkaisu      | post             | 77                            | 9                | 0           | 0                         |
| Tämä on värin vuosi! #indola...            | Julkaisu      | post             | 73                            | 5                | 0           | 0                         |
| 🌈🌈🌈🌈🌈🌈🌈🌈 #indola #indol...                 | Julkaisu      | post             | 65                            | 8                | 0           | 0                         |
| Päästä luovuutesi valloilleen täällä pi... | Julkaisu      | post             | 91                            | 11               | 2           | 0                         |
| Odotus on pian ohi! #indola ...            | Julkaisu      | post             | 56                            | 12               | 0           | 0                         |
| Uusi tuote todellisille värin ystävil...   | Julkaisu      | post             | 59                            | 10               | 0           | 0                         |
| Kompakti, helppokäyttöinen ja luo...       | Julkaisu      | post             | 91                            | 14               | 1           | 0                         |
| Olemme omistaneet osaamisemme...           | Julkaisu      | post             | 62                            | 8                | 1           | 0                         |
| Me elämme väristä, aivan kuten sin...      | Julkaisu      | post             | 55                            | 9                | 1           | 0                         |
| Olemme sinun kanssasi, innovoima...        | Julkaisu      | post             | 66                            | 11               | 0           | 0                         |
| Vuosi 2023 on värin vuosi! Jota...         | Julkaisu      | post             | 91                            | 21               | 0           | 0                         |

Figure 15. Visitor data of the Instagram posts

The data in figure 15 above is from February 10<sup>th</sup> to April 9<sup>th</sup>, the most recent post being at the top. The data is seen in figure 15 above in order starting with the newest post which was on April 9<sup>th</sup> to the oldest and first post which was on February 10<sup>th</sup>.

According to the data above the posts or reels had hardly any comments and shares. The only content that was shared were three reels and one post. The first shared reel was about confidence and asking the target audience about their street styles. The second shared reel was introducing the CREA-BOLD international contest and the last shared reel was the fun and creative easter reel that was focused on a specific product. The only post that was shared was published on April 5<sup>th</sup> and it was about the product line CREA-MIX. It was only shared one time. Since the mentioned posts and reels are the only ones that were shared, the author deduced that the contest and creative and sun posts are what the target audience prefer, more specifically posts and reels that asks the target audience their opinion or to be a part of something.

There were one or two comments maximum on several of the posted content. The few posts that had two comments were a teaser post and a post about the new PCC-color range products. The rest of the comments are in the teaser photos and introducing the new line of permanent hair colors, both PCC and CREA-BOLD product lines. From that the author deduced that what gets the target audience to comment are the content about the new product lines. The number of comments stayed consistent during these two months, sometimes there were comments and sometimes there weren't.

Unlike the comments, there was a significant decrease in the number of likes and reactions. The first post had a whole 21 reactions and already by the next post it had decreased by half. After that the numbers stayed steadily between five and eleven. There is no significant difference between the numbers for both the feed posts and reels. After the first teaser post, the feed post that got 14 likes and reactions was another teaser post about the upcoming new product launch. It seems like the teaser phase got the target audience to like and react and during the awareness phase the likes and reactions decreased. During the awareness phase the posts that got the most likes and reactions were the product introduction posts. During the awareness phase the most likes and reactions were only from 10 people. From this we can deduce that the teaser phase was a success and that the target audience enjoyed the posts that introduced the new products that Indola has to offer the most.

The greatest number in the provided data is seen in the second column which depicts the amount of people that the feed posts and reels have reached. From the first post to the latest one in the data that was posted on April 9<sup>th</sup>, the number of people the posts have reached continued to rise. There were some ups and downs in the numbers but there are clear spikes in the numbers that tells the kind of content that reached the most people. There were six times that the numbers spiked most of which were during the awareness phase. The type of

content that reached the most people were the reels that described the products Indola has to offer, that suggested on how to use their products and the ones that encouraged the target audience to interact with the brand by asking a question. The reel that reached the most people was a very creative reel showcasing a mousse and wishing the target audience happy easter. This reel reached 218 people.

In a previous chapter the author gave some measures to measure the success of the social media strategy, one of the measures was posting five reels a month which the brand manager did. The other three measures of success for the social media strategy were growing the channels followers, including minimum of ten Instagram stories per month and launching one post about the UGC contest for the CREA-BOLD product line. Unfortunately, the provided data didn't include any material relating to all the posted stories, but the other three measures were met. The overall analysis of the preliminary results show that the social media campaign is moderately successful according to the data that was received, but the author believes that the social media strategy will continue to be successful until completion.

## 6 Conclusion

Social media marketing has become a powerful tool in this digital age. The primary objective of this project was to create a solid and effective social media strategy to grow brand awareness for the new brand Indola that Schwarzkopf Professionals launched on February.

The brand manager provided the author with the company's objectives and goals, which helped the author construct a social media strategy. Knowing the objectives and goals that the company enabled the author to use the OGSM framework. to build an effective social media campaign that can be adapted to different social media channels. The author created this social media campaign to implement on Instagram and the brand manager has implemented it.

The author was faced with a problem when analyzing the preliminary results of the campaign. The provided data was limited to only two months of posts and didn't include the numbers for all the posted content types like Instagram stories.

Regardless the results of this study have successfully addressed the main research questions as well as their main purpose. To sum up, a theoretical outline and the information and data that was received from the case company has been gathered and analyzed to serve as the foundation for a social media campaign. The two main research questions are answered as follow:

- “What kind of social media strategy would be feasible for launching Indola to professional hairdressers?”

A creative and engaging social media campaign that is divided into four clear phases, each of them focusing on a different purpose and overall hitting the main goals and objectives of the campaign.

The content should be inspiring and creative and should showcase the new product lines and how to use them and additionally a call-to-action posts to engage the target audience. The content should be posted regularly and communicating with the target audience by answering their comments and questions should be a priority. Even reposting the target audiences' posts on Instagram stories should be a great way to raise the brand awareness.

- “How can the effect or results of the social media promotion or campaign be evaluated?”

Since this social media campaign was implemented on Instagram, the effectiveness of the social media campaign can be evaluated from the traffic data. The gathered traffic data included the visitor data for the Instagram channel and the measures of engagement. In this case the measures of engagement were reach, likes and reactions, comments, shares, and the overall number of followers on the Instagram profile.

In conclusion using social media to promote the new brand helps in attracting the target customers, increase the market reach and building customer loyalty. This thesis was written as a case study on how to develop a social media campaign for a new brand and analyzing the preliminary results of the campaign and to achieve the aim of this thesis research questions were created. The social media campaign was released online through social media.

The research questions were answered, and the findings of this thesis revealed that the social media campaign was moderately successful so far. The author hopes that the social media campaign will continue to be even more successful and grow the brand awareness.

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