Best practises of building blogs and marketing in social media

Metropolia Ammattikorkeakoulu

12.05.2014

Asta Lindström

Metropolia

Tekijä(t)	Asta Lindström
Otsikko	Best practises of building blogs and marketing in social media
Sivumäärä	65 sivua + 4 liitettä
Aika	12.05.2014
Tutkinto	Insinööri (AMK)
Koulutusohjelma	Tuotantotalous
Suuntautumisvaihtoehto	Kansainvälinen ICT-liiketoiminta
Ohjaaja(t)	Yliopettaja, Thomas Rohweder

Tämän opinnäytetyön tavoitteena oli luoda blogigalleria ammattivalokuvaajan kuville, sekä sosiaalisen median markkinointikampanja tavoitteena luoda näkyvyyttä kyseiselle gallerialle. Nämä maalit saavutettiin hyödyntäen tutkimustyön avulla tuotettuja viitekehyksiä.

Opinnäytetyön toimeksiantaja on ammattivalokuvaaja Stiina, jonka tarve ammattimaiselle valokuvablogigallerialle loi pohjan tälle hankkeelle. Blogigalleria kehitettiin yhdessä Stiinan kanssa käyttäen työkaluina haastatteluja ja tapaamisia, joissa toteutettiin käytännön kehitystyötä.

Tutkimusvaiheessa selvitettiin maailman top 10-eniten kävijöitä omaavaa blogia ja pureuduttiin niiden menestysominaisuuksiin. Lisäksi tehtiin kysely jolla selvitettiin aktiivisesti sosiaalista mediaa käyttävien asenteita blogeja ja sosiaalisessa mediassa tehtävää markkinointia kohtaan.

Opinnäytetyö eteni teoriapohjan rakentamisesta viitekehyksien luomiseen ja niitä hyväksikäyttäen käytännön rakentamiseen ja tuloksena oli asiakkaalle räätälöity blogigalleria ja markkinointikampanja.

Avainsanat	Blogigalleria, sosiaalinen media, markkinointikampanja

Metropolia

Author(s)	Asta Lindström
Title	Best practises of building blogs and marketing in social media
Number of Pages	65 pages + 4 appendices
Date	12.05.2014

| Degree | Bachelor of Engineering |

| Degree Programme | Industrial management |

| Specialisation option | Global ICT-business |

| Instructor(s) | Principal Lecturer, Thomas Rohweder |

The aim of this thesis was to create a blog gallery for the photos of a professional photographer, as well as a social media marketing campaign in order to create visibility for this gallery. These goals were achieved by utilizing the frameworks produced by research work with different references.

The need for a professional photo blog gallery for the photographer Stiina, laid the foundation for this thesis project. The blog gallery was developed in conjunction with Stiina using interviews and meetings as tools of the practical development.

In the research phase of his thesis the world's top 10 blogs with most visitors were examined and their success properties were studied. In addition, a survey was conducted in order to clarify the attitudes of active social media users towards blogs and marketing in social media.

The thesis proceeded from building a strong theoretical basis into the construction of the reference framework and by utilizing these frameworks, into doing hands-on construction that ultimately resulted in the customized blog gallery and the social media marketing campaign for the blog.

| Keywords | Blog gallery, social media marketing |

Metropolia

Contents

Attachments

1 Introduction

1.1 The context of the thesis

Blogs can combine the written word and pictures into one publication. A picture says a thousand words, but combined together, text and pictures can tell even a more powerful story. This is why it was great news when a photographer friend of mine finally decided she is ready to start building her professional blog gallery and she asked for help in creating it. She is a talented photographer and great with words, but she needed help in building the blog and directing visitors there trough different social media channels. Since the subjects of blogs, different social media channels and marketing in them were already in my field of interest and the plan was to write the thesis around them, this was a perfect opportunity for both of us. It is like combining pictures and words, combining the strengths of two persons also result into something stronger than something that just one person could achieve.

Besides the personal interest in the blog world and of course the motivation in helping out a talented young photographer, also researching how marketing is developing nowadays into more and more utilizing the Internet and it's social medias is very interesting. As a very active social media user and follower with all the usual apps in use: Facebook, Twitter, Instagram, Pinterest, LinkedIn, Foursquare, Google+ and now also getting more involved into the world of blogs, it is very interesting to see the development of marketing in them. When using almost all of these channels daily, one can clearly see how marketing is pushing its way into the everyday life of people trough them. One sees advertisements everywhere in the social media channels that most of us are using everyday, and the ads and marketing tools might be even so cleverly hidden that one doesn't even realize them. The social media, alongside with marketing, nowadays strides a lot of our decisions without us really even realizing it.

The attitudes of young adults with active use of social media channels, towards blogs and marketing in social media channels, will be researched in this thesis by doing a survey for this target group. Hopefully the survey will provide some good results that can be utilized in creating the marketing campaign for the blog gallery.

The idea of this blog gallery is to showcase the pictures of the young photographer, who is trying to get a bigger visibility to her professional photographer career trough it. She already has an Instagram account with many followers, and this is where she first got the idea of starting to build this gallery in a blog site. The purpose is to get as much visibility for the gallery as possible so that her pictures will also get visibility and people, companies or magazines will want to use and buy them. In order to get that kind of visibility she needs to start with getting her pictures and her name out there for people to see and spread the word. This is where the blog gallery site and a strong marketing campaign for it will be crucial.

The focus is in doing a very throughout groundwork by researching the world of social media and the most relevant channels of it as well as the world of blogs. By doing this, the best practises of building a blog site as well as a social media marketing campaign, will be revealed. These results can then be utilized in the process of building the blog gallery and creating the social media marketing campaign for it. In this thesis, the information will be distracted from the personal experience of an active social media user, professional articles, books and websites, blogs, different researches, as well as the customized research made for the blogs target group about their attitudes towards social media marketing and blogs. By utilizing many different sources of information, the thesis will have a strong theory base from which it is easier to start building the case end result, in other words the blog gallery.

1.2   Objective of the thesis

The main objectives of this thesis are:

1. Building a blog gallery for a professional photography business.

2. Creating a social media marketing campaign for the above blog gallery in order to create interest to it.

1.3 Research approach

Identifying the creation process and setting objective of the thesis project:

1. Building a blog gallery for a professional photography business.

2. Creating a social media marketing campaign for the above blog gallery in order to create interest to it.

Theory on best practices of blog building

Theory on best practices of social media marketing campaigns

Features of top 10 blogs of the world

Survey about attitudes of active social media users towards social media marketing and blogs

Framework of building a successful blog

Framework of a social media marketing campaign for the target group

Interaction with customer

End result: customized blog gallery and a social media marketing campaign for it

2   Framework for a good blog

2.1   Blogs

The word "blog" is the combination of words "we**b log".** Blogs are discussions or informal sites published in the Internet consisting of discrete posts typically displayed in reverse chronological order. (Wikipedia 2013.)

Mybloggertricks.com summarizes 5 main features of blogs:

1. Blogs provide commenting system

2. Updated almost daily

3. Articles appearing in reverse-chronological order

4. Frequently crawled by Search Engines

5. Often covers a wide variety of articles

(Awan 2011.)

The term "weblog" was first introduced in 1997 by Jorn Barger and has developed since then into the word "blog" that has been used since 2000. The world of Internet has quickly developed and faced many changes, and so has the world of blogs, nowadays called, "the blogosphere".

There are so many different kinds of blogs in the blogosphere, because blogging is fairly easy and anyone can do it even for free. So the blog's success is nowadays dependent of so much more than what it used to be. The bloggers personality, social media skills, good quality pictures and good writing are not always even enough anymore. The blogger should also have skills in search engine optimization, maybe some coding or html skills to create personal and beautiful layouts, picture editing skills and a very wide social network in all the different social medias and maybe even some money to set up a personalized domain. But good news is if one has even just some of these

qualities and can really work with them well enough, succeeding is also possible. So there is no need to be a coder, a photographer, graphic designer, super social person and even a millionaire all in once. Just some of these skills combined plus some clever marketing and harnessing the power of social media should be enough for a blog to succeed. This is, at least, what this thesis will try to conclude by creating a strong social media marketing campaign for the case blog gallery. (Gardner; Birley 2010.)

2.2 Blog versus website

The difference between a website and a blog is their appearance in the web. While websites are static with their pages arranged by their topic, alphabetical order or however the designer desires, blogs are dynamic with posts that get arranged by their publication date. This difference is the crucial one that determines which one a user should use. In a situation where the user has a lot of static information that stays that way, website is obviously a good choice.

In blogs on the other hand the users can post fresh information, for example if they want to share news, recipes or for example create discussion about a certain topic. The discussion board, that is to say, is also something that distinguishes blogs from traditional websites. In the discussion boards all the blogs readers can comment the posts, share their own thoughts and create discussion, which is a big trend in nowadays world. Everyone wants to share their thoughts and also learn the thoughts of other normal people, and this is where the Internet and the discussion boards come in need.

When comparing websites and blogs, the question of which one to use actually comes down to whether the user wants to:

1. Put static information out there for people to find –for example information about a company: what, why, where, how to get in contact with them, the business portfolio etc.

2. Share fresh information –for example news about the company's actions, new recipes, music, videos, events, pictures, depending on the company's field.

(Irby 2012.)

2.3 Blog building best practices

When starting to build a blog, there are many different points that come along the blog building process that need to be thought trough. Building the blog site is pretty much the same thing as building a house; before starting the building process one has to prepare the ground underneath it and make sure it is steady and firm. Before starting to build a blog it is also important to make sure one has enough information about blogs in general and the whole blogosphere, how things evolve there and how different social media channels and tools can affect your blog either positively or negatively. After this groundwork is done, it is easier to make decisions throughout the building process. In the process of building up the blog there are some key points that need to be decided and these points will be introduced next.

2.3.1 Setting up the focus of the blog

This is the first step that needs to be taken into consideration in order to set up the blog. The focus of the blog is what determines the whole blog, its building process and possible marketing actions or target groups. The focus of the blog is the main question one needs to ask, and that one can come back to if there's for example a block in writing or the whole existence of the blog for some reason becomes under questioning. The question to be asked is:

- Why is this blog built?

The question can basically be answered in so many different ways, but 2 main focuses usually arise: a business aspiration or a personal passion towards a certain subject. In other words, the blog is set up either purely from personal inspiration to write the blog, or then the main goal with the blog is to eventually make profit. But even inside these two main categories there are different focuses.

Focus: personal

- A subject that the person has a huge passion for, for example a blog about cats and the life of the bloggers own cats or a blog about gardening

- A personal project, for example a blog about a fitness project of 6 months to get into a certain shape or to prepare for a competition, for example preparing to a marathon

- A hobby, for example a blog about baking or knitting

Focus: business

- A blog created around a coffee place, a restaurant or a bar, where customers can see their daily specials or weekly lunch lists and happenings etc.

- A fashion blog created to gain visibility for the clothes of a certain clothing designer or brand

- A consulting blog where the writer lets the reader into some business "secrets" but just reveals a part of them, the reader will find out the rest only if he/she buys an e-book or joins a mailing list etc.

- The blogger lifestyle blogs, where the bloggers have built brands out of themselves and their lives. People get obsessed with the bloggers like celebrities and these bloggers get money from pretty much anything they do. (For example writing about something in their blog, modelling, going to events, speaking in radio shows, etc. the possibilities are pretty much endless.)

Sometimes might happen so that a blogger starts blogging just for fun, for example for the passion towards fashion. All the sudden she has a huge base of readers and she starts getting business inquiries from companies wanting to give their products to the blogger in order to get visibility trough her blog, and just like that the blog actually becomes a business to the blogger. This case is not an uncommon one in the world of blogs nowadays. So actually in many cases the focus of the blog can start out as purely hobby based, but then later evolve into a business based one. (Schaefer 2010.)

Then there are the blogs that already have the mixed focus since the beginning, like the case blog of this thesis. The photographer has a passion for photography, and she has started posting her photos in Instagram just for fun already some time ago. After receiving so many comments and encouragement to build a professional photo gallery,

she is finally doing it. And so this blog gallery is based both on the personal passion in photography, but also the business focus. These mixed focus blogs are in a way the most challenging ones to predict or work with since there are so many factors involved. Every time emotions and business are combined, the result can be anything from amazing to a catastrophe. But that is also the exciting thing about them; the possibilities are endless. (Holtz; Demopoulos 2010.)

2.3.2   Choosing the subject / brand and the name of the blog

After figuring out why one would want to start keeping a blog in the first place, usually they have the subject ready. That is, at least, if the blog is started out of a passion towards some subject. One can start blogging about anything really. It can be some very specific subject like dogs or football, or it can be a wider one like nature photography or fitness lifestyle. While obviously a person with a strong passion towards a certain subject will most probably keep posting about and around that subject, some blogs built around making money with something might easily spin out of control when the bloggers will start posting about anything they will get paid or rewarded for. This might not necessarily be a bad thing after the blog has got its base of loyal readers, and if the posts will continue to be of good taste, but usually posting about something else than what the blog is primarily about is a good way to scare off some of the readers that want to see posts around that certain subject.

One way to get around this dilemma of choosing a subject and sticking to it is to brand the blog. This is to say, choose a certain brand image to the blog that includes many subjects. For example lifestyle blogs are great examples of well-built blog brands. A lifestyle blog can be for example about the lifestyle of a fitness blogger. Then the reader will easily know that the posts the blogger makes will be most likely about training routines, fitness foods, gym ratings, workout music, sport clothes etc. But sometimes even in the life of a fitness person there might be included different subjects like traveling, movies, animals, or whatever one would not immediately connect to the fitness lifestyle, but that are normal parts of a persons life.

Photo gallery blogs are usually also good examples of branded blogs. Sometimes it is hard to just take photos of some certain subjects, so a lot of photographers brand their galleries to be for example about black and white photos, nature photos, city photos,

macro photos, or like this case blog gallery; photos of the little beautiful moments in life we sometimes are too busy to notice.

The only important thing in choosing the subject, actually, is to make sure it is something you would want to continue posting about and will have enough material in doing so. The flow of the posts is a very important factor of a good blog, and therefore it needs to be kept up constantly since the beginning. If the subject chosen is not wide enough for continuous posts, it can be widened as long as it fits in the focus of the blog. The important thing is to have something to post regularly and about the same subject, even if it was just one photo or phrase. Not every post can, or even have to be, very long or full of meaning. Sometimes posts can be short ones as long as they follow the flow of the blog.

After the subject or the brand of the blog is clear, the name should be easier to choose. The name should represent the brand or subject area of the blog so that the reader can see what kind of blog they are entering already from the name. Some bloggers, however, choose to use a name totally irrelevant to the subject of the blog in order to create some kind of mystery and maybe add a really artistic touch. In whatever way the name is chosen, it should be somehow easy to remember and something that will stick to people's minds easily. This is the basic principle of building a brand image: the name of the brand needs to be easy, catchy and most of all unique, in order for people to remember it and link it to the brand. (Holtz; Demopoulos 2010.)

2.3.3 The flow of the blog, e.g. regularity of posts

As we have already seen from before, blogs are like living creatures, constantly evolving and growing. This is because of the posts; every post is making the blog always a bit bigger and adding a new layer to it. The flow of the posts is a very important part of the blog; it is like giving water to plants, it keeps the blog alive. When the flow stops the blog dies and it is very hard to revive it even if, unlike with plants, it is possible. The flow affects in many factors of the blog:

1. Keeping the readers interest in the blog: people want to see fresh and new things and by keeping the flow constant, people will come back to the blog time after time to see the new posts.

2. The search engine visibility: every time in a new post there are also new key-words in it that the search engines can grasp to and link to people searching with these specific words.

3. Keeping the bloggers own inspiration flowing: the blogger needs to post things in order to create new things, the basic principle of inspiration.

4. Keeping the commenting system of the blog alive: with every new post there is also a new commenting possibility. People love to discuss about things with like-minded people and what better way to do it than a blogs commenting system when you can, for example, share the ideas of an inspiring photo.

Needles to say, if the flow is constantly breaking and is not constant, the blog will slowly die. Nobody wants to keep following something irregular. Therefore it is important to decide the flow, in other words decide how often one will post something. This will also be a huge help for the blogger in order to remember to post something for example each week. The regularity of the posts can be anything from 1 post per day to 1 post per a month, just as long as it is regular.

The most common flow of posts is 1 post per day or 1 post per week on a certain weekday. Some bloggers have even defined the postings to happen for example every morning, or every Wednesday at 8pm. This is a very good way of firstly setting deadlines to know exactly when to post, and secondly for the readers to know when to tune into the blog page to see the newest post. It is, however, also possible to write blog posts beforehand and then save them for later. One can make a scheduled posting, when the blog base will post the ready-made post at a certain time. This is very useful when the blogger is for example on a holiday or if there is a total block in the creativity. (Gardner; Birley 2010.)

2.3.4   The blog base

When choosing the blog base it is important to consider many things. The first and most important one would probably be money; is one willing to pay for the blog platform or not. After this is decided, one can go trough only, for example as what we are doing in this case, the platforms that offer free services. In this phase it is important to make a throughout research, since some platforms may advertise their services to be free, but

actually they will offer just a small fraction of the services for free and to get additional features, one needs to pay. Here is a list of different features one should remember to compare, and that really can vary depending on the platform:

- Layout themes: the number of the free layouts can vary greatly between different platforms. Also the themes vary greatly and therefore it is wise to look into them in order to find the right one.

- Provided hosting: the most popular and biggest blog platforms always offer hosting from their side, but some platforms might not do that. It is important to always check this.

- Updates: it depends from the platform whether the updates are automatic or manual, this is also good to check.

- Custom plugins: the custom plugins can also vary greatly depending on the platform. To some bloggers the plugins might not be that important as to others.

- Availability for own domain: some bloggers really want their own domain so this can be an important criterion in choosing the platform. For example in Blogger, which is along with Wordpress the most popular blog platform, in order to get own domain one would need some technical knowledge.

- Storage: the storage size can vary a lot between the platforms, for example Wordpress offers 3 times more storage than Blogger. The amount of storage needed depends greatly on the nature of the blog; for example photo blogs obviously need more storage space than plain text blogs.

- Level of CSS/HTML coding required: this is an important one especially if the blogger does not have any coding skills. Some advanced editing might need coding skills even if in principle in most of the platforms the basic features can be done without any advanced coding involved.

There are so many different kinds of blog platforms in the Internet nowadays, and new ones are arising constantly. These blog platforms that I will go trough next, are the

most popular ones at the moment and they all offer free services to some extend. (Wallagher 2013.)

2.3.4.1 Blogger

Blogger is one of the most popular blog platforms since it is hosted by the world's most popular search engine and service provider, Google. Originally it was developed by Pyra Labs, but then bought by Google in 2003. In blogger, a user can have up to 100 blogs per account and they are easy to access and manage since the user has a general Google account where all the blogs plus email and other services can be centrally managed from one page. Generally, the blogs are hosted at a subdomain of blogspot.com. Google only allows domains other than blogspot.com via custom URLs that need to be redirected using DNS facilities, which requires some more advanced computer skills. Also Blogger cannot be installed in a web server. This is the biggest difference in Blogger comparison to WordPress. (Blogger 2014.)

2.3.4.2 Wordpress

WordPress is nowadays the most popular blogging system with more than 60 million websites hosted. It is a free and open source blogging tool, which offers plug-ins and a template system. It was founded by Matt Mullenweg and Mike Little and first released in May 27, 2003. In WordPress there are two different versions:

1. WordPress.com

   WordPress.com is the more popular one since it is totally free of charge and it offers provided web hosting alongside with various support services like spam-protection and automatic updates. In WordPress.com one can choose from over 200 different themes for the layout but the offered plugins are very limited. There are also no possibilities to do custom-designing for free, and one also needs to pay for various details that might become important at some point along the creation process. One can purchase different packages, like a custom-design one, or pay for the third-party advertisements to be

removed, or buy own domain name. But all of these are for an extra charge.

2. WordPress.org

In WordPress.org, custom designing and a huge variation of different plugins come for free. This allows the blogger to create exactly the kind of blog site wanted; the sky is the limit for creativity. But then again, one does not get provided web hosting, so it needs to be bought from somewhere else.

When choosing the WordPress platform between .com and .org, one needs to decide which one is more important: the freedom of creativity or the easiness of the creation process. WordPress.com is the more popular one, since a lot of bloggers start blogs without much previous computer skills. WordPress.org, on the other hand, is very popular among creative people and for example graphic designers. (Wordpress.com & Wordpress.org 2014.)

2.3.4.3 Tumblr

Tumblr is a microblogging platform and social networking website where users can post multimedia and other content to a short-form blog. Microblogs differ from normal blogs in their size; the posts are smaller and can be for example just one sentence or picture compared to the long writing and pictures-combining blog posts. Tumblr was founded by David Karp in 2007 and nowadays owned by Yahoo! Inc. It is constantly growing with more than 180 million blogs in the service at the moment. (Tumblr 2014.)

2.3.4.4 Medium

Medium is the newest arrival in the blog publishing platforms and it has raised great interest especially among the active Twitter users since it was founded by Twitter co-founders Evan Williams and Biz Stone in August 2012. Medium was, in fact, created foremost for the Twitter users to have another channel to create longer posts than the ones in Twitter that only allow 140 characters. For now Medium has still remained quite small but it adds a nice difference to the blogging field with its unique idea of sorting all

the different posts in the main page by topic rather than the writer and giving users the opportunity to suggest posts with just one click. The idea of Medium is much similar to Twitter; to create a more social community vibe among all the users. (Medium 2014.)

2.3.5   The overall design and layout of the blog

The overall design and layout of the blog depends a bit on what is the subject of the blog is and what is the desired brand image of the blog. If the blog is purely based on posting really meaningful texts then maybe the blogger doesn't want to have a showy layout so it wouldn't steal the attention from the message in the texts. On the other hand there are the visual blogs that focus on providing visual content to the visitors. In these kind of blogs the layout can play a huge role. Then again, some photo blogs might have very simple layouts in order to really focus on highlighting the pictures. The design of the layout, in the end, really comes down to what kind of brand image the blogger wants the blog to show.

When thinking about the layout and overall design, there are many different elements to consider. Also the chosen blog platform and the mode of it play a big role (free version with limited amount of layouts and design opportunities versus a paid version that could have really many layout and design options). If there are many design options and layouts to choose from yourself, obviously it is easier to design exactly the kind of layout desired. In some of the platforms the layout options in the free versions are very limited or could require some coding skills in order to get the layout as desired. Therefore when thinking about the layout and design, it is really important to consider it while choosing the platform. (Gardner; Birley 2010.)
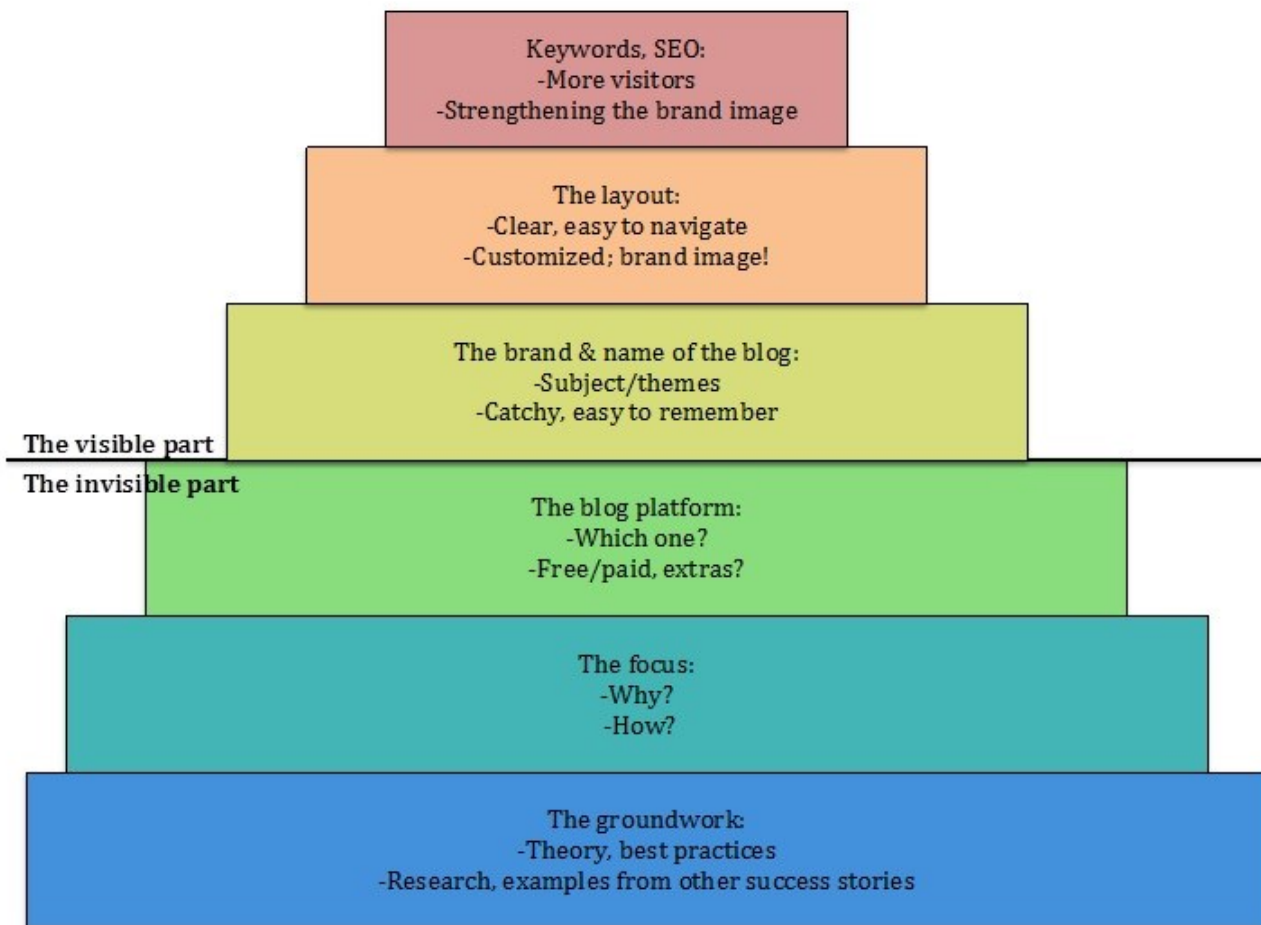
2.3.6   Keywords

What was already concluded in the chapter about SEO, keywords are very important in guiding the right kind of visitors to the blog. The chosen target groups also affect the kind of keywords that need to be chosen to describe the blog. For example for a blog about the life of an industrial management student if the chosen target group would be just other industrial management students, the keywords would need to be something more specific about industrial management studies like "supply chain management

course" or "ITIL project". Then again, if the chosen target group would be wider and include for example also other engineering students, the keywords could include also things in a more wide range like "engineer student" or "engineer maths". Yet again the target group can be widened with adding more and wider keywords. (Coombs; DeLeon 2007.)

Keywords are something one can consider after the blog is already set up, and they are actually also something it could be good to change and add every once in a while. Because the search engines are constantly changing their search algorithms, it is good to change the keywords or at least add new ones so that the new algorithms can grab to these ones. This can be thought trough every once in a while, and obviously the keywords also increase with every new post.

There are also many different kinds of tactics of how and where to use the keywords, like using them primarily in the blog post titles and links. One should also be careful of not to overdo the use of them in order for the posts to not look like spam and actually be readable. The best way of using the keywords would be to use just a few of them in each post and focus on using them in the title of the post and adding one link to each post. But also using different kinds of keyword placement tactics and different kinds of keywords in every post is a good tactic. (Gardner; Birley 2010.)

2.4 The framework for a good blog

Keywords, SEO:
-More visitors
-Strengthening the brand image

The layout:
-Clear, easy to navigate
-Customized; brand image!

The brand & name of the blog:
-Subject/themes
-Catchy, easy to remember

The visible part

The invisible part

The blog platform:
-Which one?
-Free/paid, extras?

The focus:
-Why?
-How?

The groundwork:
-Theory, best practices
-Research, examples from other success stories

3   Framework for a social media marketing campaign

If one wants to create a successful blog, the key pieces are the visitors. (Gardner; Birley 2010.) The main point of a blog is to get ones ideas, texts or photos to be seen by as many as possible, and obviously the more visitors the more visibility the blog has reached. Visitors also bring the blog more visibility in search engines, and trough regular visitors that thereby become readers, the blog might get more visitors and readers as the readers share the blog to their friends and in their social networks. Especially in blog galleries that showcase the work of the artist, like in this case the photos of the photographer, even visitors are very important. Because even though the visitors might only visit the blog once, maybe they will like one of the pictures and use or share it somewhere and in that way the picture gets more visibility. And as all the pictures are watermarked, the name of the artist will get visibility too.

In the world of Internet shares and visibility are everything, because they are the tools to get the product or brand name into the minds of people. There are many ways to do sharing and getting more visibility in the Internet thanks to different social media channels, search engines and search engine optimization. These different tools will be introduced in the next chapters, and from the information distracted from this research in these different tools, as well as own personal social media experience, the social media marketing campaign for the blog will be created. (Agresta; Bough 2010.)

Picture 1.Social effect
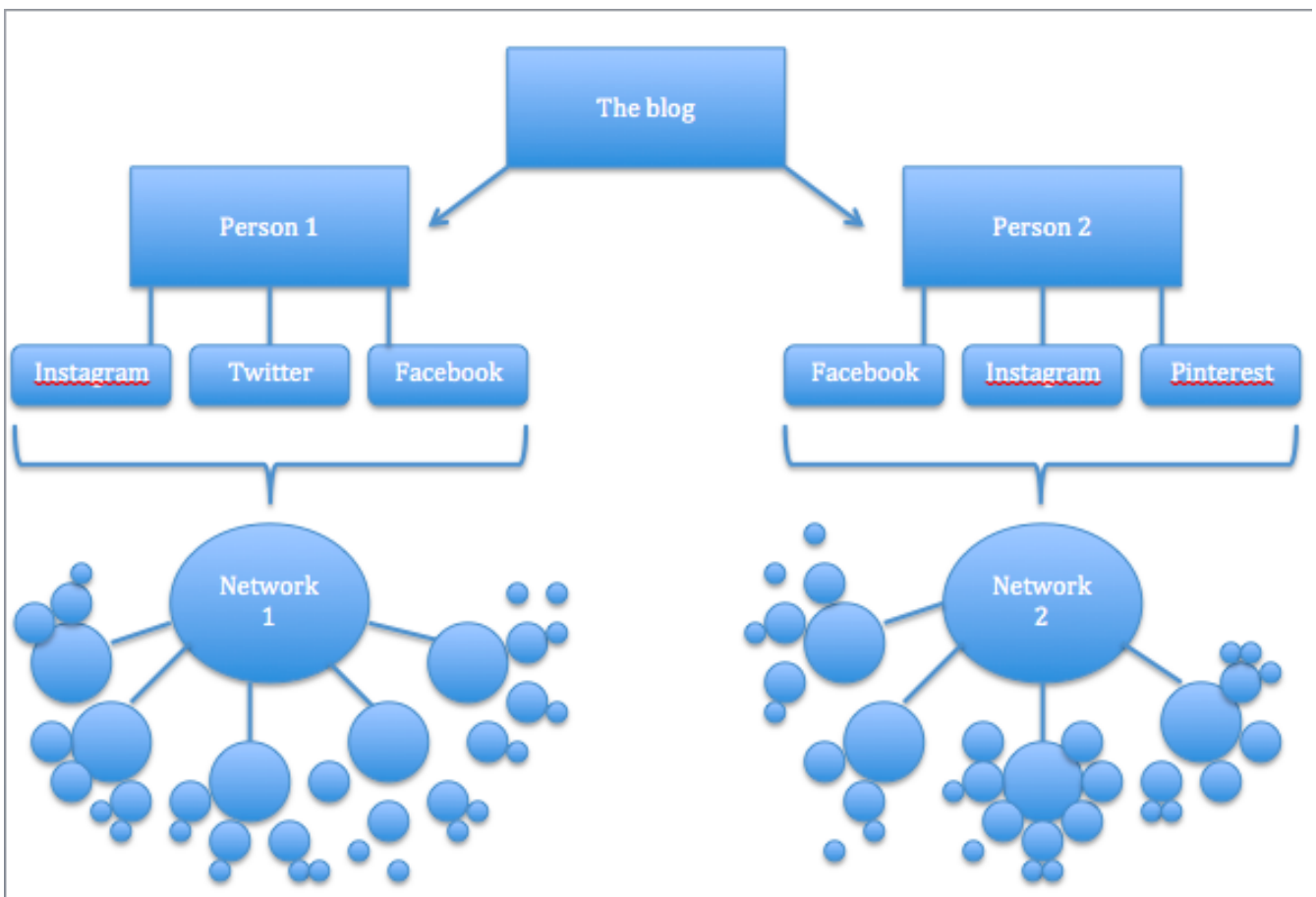
3.1 Branding

When creating a social media marketing campaign, many things need to be taken into consideration. The first thing that needs to be considered is the brand of the product, service or company that is being advertised. The brand image needs to be clear before starting to do any marketing actions with it. This is a very important factor, since all the marketing material needs to be designed around the brand and it will affect in many of the decisions that need to be made along the way of a marketing campaign.

In todays business world branding is a huge thing. Businesses need to have an interesting brand in order to get faithful customers. Especially in the world of social media this is very important, since the brand is the thing that will separate the company from others. In order for the customers to share the brand forward, the brand image needs to be clear. This basically means that the basic features of the brand, like the name, logos, website/blog etc., are and have been the same since the beginning. (Blossom 2009.)

Also harnessing the different social media tools, like Facebook pages and usernames in Twitter and Instagram, as well as hashtags, is very important in building the brand image. When users share content in social media they add this kind of information in their postings, and this is exactly what will give the brand more visibility. These tools are very powerful in reaching big numbers of people, but using them also requires a lot of accuracy. When creating the usernames, pages or hashtags, the company needs to really think about the naming and it needs to stay consistent. This also depends a lot of the company; it's size, name and general brand elements.

3.2 Search engines and SEO

Search engines are nowadays the main source of information to people, because they answer to questions about pretty much anything. They provide an easy yet effective channel of finding information, since they usually provide different kinds of links and content depending on what the person is looking for. If one types in the search just one word, for example restaurants, the search engine will give a huge list of information about anything regarding restaurants in general, and around the world. Then the person can adjust the search by adding for example a certain type of restaurant, for ex-

ample Thai-restaurants, or maybe an area in where they would want to search for res-taurants, or maybe even a combination of all these 3. One can add really as many search terms as desired. One can even search entire sentences or paragraphs. The world of search engines and how to find information from them is full off possibilities. And this is why so many people nowadays are using them, and also trusting them in a lot of things. For example in most cases when someone searches for a Thai-restaurant in Helsinki and the search engine gives them 4 different options, they will compare be-tween these 4 and choose one of them even if there might be more Thai-restaurants out there that are just not visible in the search results of the search engine. This really shows the influence search engines and the provided search results have.

The popularity and influence of search engines are big reasons for companies to direct their interest in them and how to get visibility in their search results. For companies, appearing in the search results of the search engines is a huge possibility to get more visibility and customers. As the search engines have many different criteria in how to divide the search results, it is important for the company to pay attention in how they would like to appear in them. For example the search engines do a lot of indexing activ-ities, like crawl web pages for keywords and search terms and therefore it is important to choose exactly the right kind of words in order to appear in the right search results. This is where the search engine optimization comes in, and if done well it can really boost the visibility of the company in the search results. (Coombs; DeLeon 2007.)

SEO is short for search engine optimization, which is the process of affecting the visi-bility of a website or a blog page in a search engine's natural or in other words un-paid search results. As an example we can take anyone of us searching for something in Google; we tend to click on the pages that are highest in the search results either be-cause we think that they are the most relevant ones or maybe we are just being lazy in scrolling down the list. Well actually the order of the results can be affected by exactly search engine optimization. This is done by considering how the search engines work, what people might search for, the search terms and keywords they use, and also which search engines the targeted audience is preferring. The actual optimization done with the help of the collected data may involve editing the content of the site, HTML and other coding to increase the relevance of specific keywords and to remove barriers to the indexing activities of search engines. The different SEO tactics can also be used to prevent people from finding certain information from a site or to find some information easier than other. (Google 2014.)

Even though SEO can be a good way to direct traffic into the desired page with fairly little effort, it is not seen as a very good option for a marketing strategy alone. SEO is totally dependent on the actions of the search engines and since they are changing their algorithms on a regular basis, it might be that one day the search engine will not return any results from the certain page anymore. If done constantly, SEO can be too resource consuming. However, the return on investment has been noticed to be very good with it especially on the launching of the new website or blog, as it attracts lots of new visitors into the site. Therefore SEO is very good as a part of a company's marketing strategy among all the other elements. (Odden 2012.)

3.3   Facebook

Facebook is the biggest social media application today. With over one billion active users all over the world, it provides people with a chance to connect with other people. An individual can create their personal profile in Facebook and connect with people they know by asking them to become friends. If a person wants to have some public visibility, one can also enable "following" that allows other people to start following the person in order to see all of the public posts that person makes. When a person makes a post from their Facebook profile, they need to choose to who they want to share it with: their friends only, the friends of their friends, of publicly. Therefore in Facebook one can stay totally on a personal level and only have people they know well as friends, or they can widen their social circles by sharing posts to a wider scope of people and they might even let strangers follow their lives. In Facebook anything is really possible. Therefore, it also provides a huge opportunity for companies to reach people around the world. In Facebook a company can choose from different ways of connecting and advertising:

- A profile/timeline

The profile, or so-called timeline, is primarily for individuals to create a personal profile in order to connect with friends. Facebook has defined profile/timeline to be for non-commercial use only, but nowadays even some small companies might use it because actually it is very hard to control which of the profiles are actual real persons and which ones companies or something else. According to Wikipedia, nowadays as many as 9% from all the Facebook users -in other words profiles- are fake. A portion of these fake

profiles is most probably created by companies that use Facebook as a big part of their marketing strategy. A company can for example create a profile of a fake person and advertise things trough this profile. It is not generally a very accepted way of marketing, but if done right, nobody might even notice this. The company needs to be very careful with the profile though, because Facebook is monitoring the behaviour of each profile. If one profile is spamming too much, Facebook can block the user from posting for some amount of time or in severe cases, even remove the user from Facebook. Therefore many companies turn to pages instead. The only problem with pages is that they can only be managed trough a profile, and in some companies maybe none of the employees want to manage the page trough their own personal profile. This is why the company can create a profile with the name of the company to seem as a "person" but actually is just some abbreviation of the company name, for example the company "Vitamin well" could be simply named in Facebook with the first name "Vita" and the surname "Well". The company could choose any name, really, as long as Facebook approves of it. The general profile can also be an open and active one, or it can be a closed one with pretty much no activity and is used only to manage the company page. The combination the general company profile and the public page that is managed trough the profile is usual nowadays.

- A page

A page is the most common way for companies to join Facebook. It offers unique tools for connecting people to a topic they care about. Pages can be made for example for a business, brand, organization, an athlete or a celebrity and they are managed from personal timelines (e.g. profiles), as we already know from the previous chapter. The company can choose to either create a fake or company profile for their company, or they can manage the page from one of the employee's own personal profiles. The marketing or social media manager of the company, depending of course greatly from the size of the company, usually does this. The pages managed trough a company profile are nowadays on the rise.

Nowadays, as social media is so huge and almost everyone is in Facebook, Facebook pages are a huge thing if not a "must" for companies. They also provide a fairly cheap and effortless way of marketing, especially after getting the fan base built. The key is to get as many people possible to like the page. In this, obviously branding and wide social media networks help greatly. People tend to respond better to Facebook pages

that are created by a brand, product or a company they like or feel that will raise their social rank, or pages that are suggested or liked by their Facebook friends. The same way some people buy expensive luxury products to show others they have money, some people like certain pages in Facebook to seem cool in the eyes of their friends. Getting someone to like a page is much easier though, because the like doesn't cost the person anything. For the company, however, the like can bring a lot of visibility depending on the social network of the person liking. Therefore, getting the right people to like their page is crucial. It can affect their visibility and traffic to the site greatly. Facebook pages are really a great opportunity for companies to increase their visibility and build the brand image with fairly small effort.

- A group

Facebook groups are a very good way to do marketing if it is done in a regular basis. In general groups gather together people who are interested in the same subject or for example study in the same school, work in the same workplace or do sports in the same team. Groups can be really anything from as small as 2 people to as big as millions of people, and they can be either closed ones when only the members of the group will see the content and if someone wants to join the group they need to request it, or open ones that anyone can join. From the open ones there's also two different types; the ones that one doesn't necessarily have to join in order to see the content, and the ones that one has to join in order to see the content. In groups there can be many administrators who can invite people to join, or if the groups are closed, accept the joining requests from people.

When talking about groups in a business point of view, it is extremely important to think the name and usage of the group trough and think if it is actually beneficial to create it. Basically the idea of the group is brilliant; when the company posts something in the group, all the members will see it for sure. The challenge in groups is, however, getting the right kind people to become members (because members can post in the groups too and if someone will start spamming the group it will not be good for the company image), and keeping the flow in posts regular. If nothing is happening in the group, members will easily get bored and leave it. But also too much spamming is annoying so a certain golden midway of posting needs to be found.

- Ads

Facebook offers paid advertisements for companies. This is a great way to get the ads seen by the right people, because the company can tell Facebook the target customer group and Facebook will show it to exactly this group. For example if a new pizzeria opens in a certain neighbourhood, the pizzeria can get Facebook to show the ad to people living in and near that certain area and people that like pizza or food in general. The parameters can be very flexibly adjusted to meet exactly the target group desired. The paid ads are a great way for companies to get targeted visibility so they can build the brand image to the right direction and build a good regular customer base. (Facebook 2014.)

3.4   Instagram

Instagram is a photo-and video sharing service, where the users can connect with other users, and share and browse photos and videos. The user creates an account into the service, with a chosen username, that can be either a personal one or a professional one. In the account settings one can choose to have a closed profile, when the only ones able to see and comment on your photos or videos are your friends, in other words, the other users you have chosen to connect with. One can also choose to have an open profile that anyone can start following, see the posts and comment or like them. The user can also follow on other users and thereby receive posts from them into the home stream.

In the Instagram profile page one can see the username of the user, the number of posts the user has made, the number of users that are following this user and the number of users this user is following. The followers are what affect the popularity of an account; if the account has a lot of followers, it is more likely to get more because people like to follow popular things. The user can go trough the Facebook- and email contacts in order to find all their friends and social contacts to follow, or there's also a possibility to search for other users trough a "search" option. The tricky part in Instagram is to know the username of the certain user. Usually individuals, who want to create a personal profile to share things with only their friends, will choose a username close to their own name. Some people, however, choose totally different names. These usernames also provide a good way for artists for example to share their art trough their artist name. This is what my friend, for example, has done. She has a personal account close to her own name just for her closest friends to share the normal every-

day life moments, and then she has the professional photography account that is open for anyone to follow with her artist name. And trough this account, she has received many followers, likes to pictures and praising comments, that encouraged her to open her own gallery blog site. This same has happened to many other artists in Instagram, and this is the reason why Instagram is constantly gaining popularity, and also in the business world.

Instagram is really a great tool for companies to get visibility to their products and brand. The rapid growth of the service can be seen from the numbers; Instagram was launched in 2010 and in 2013, only 3 years after the launch, the service reported a total of more than 150 million monthly active users. This is a huge number of people, and therefore also a huge possibility for companies to reach potential customers.

The basic tools to connect in Instagram are the usernames and hashtags. The username should be chosen wisely, it should be something that users will easily find and connect to the company. For example Red Bull uses the username redbull for its general worldwide account, but it also has different country specific users like redbull-finland and redbullsweden. Usernames are referred to with a @. This is what links the username straight to the account page, and this is also how a user can tag another user in their post. This tagging quality is greatly used between brands and their opinion leaders or brand advocates, for example some athletes or celebrities that work with a company can tag the company's Instagram account in their posts and therefore get a lot of visibility. Celebrities can have a lot of followers in their Instagram account and usually people who see their idol using some product from a certain brand, they will start using it too.

The hashtags are tags that gather together different posts under the same subject. When users post pictures or videos, they can put hashtags into them in order for other users to find their posts. Hashtags are referred to with a #. For example #nature will take the user into a page full of nature posts, or any posts that a user has used this hashtag in. Some hashtags are general ones that are used to generate more visibility to the post, because these hashtags are the kinds many people search for. For example there are many general hashtags, like #instadaily or #igersdaily, that some people use on a daily basis because other users go check the pages of these hashtags regularly. Basically hashtags and adding them into the posts are much similar to SEO and finding the right keywords people would most search for. Instagram therefore also of-

fers a great way for companies to generate visibility with a fairly small effort, in other words, a great return on investment. (Instagram 2014.)

3.5   LinkedIn

LinkedIn is a business-oriented social networking service. In LinkedIn, the user creates a personal profile with a business focus; in other words, it is a professional profile with all the professional information but also with personal data. In the profile page the person needs to have their full name, their academic information, their working history, and a picture. They can also add any additional courses taken, skills like languages, computer skills, social skills etc. LinkedIn is created for professional networking, so it helps people connect with other people with similar business orientation and for example find new job opportunities or possible business partners. In LinkedIn the user can also like pages of different companies, and sometimes these different companies might post job offers.

Nowadays also increasing amount of people join LinkedIn just to keep up with their friends professional life and because it is a great way to have a sort of live CV just in case for the future. In LinkedIn one can connect with their Facebook- and email contacts and also find people with the find-tool. The contacts of one person can also suggest other users to them. The contacts of the user can also endorse the user for their skills if they've added any. This is a great feature and is the perfect example of how social contacts nowadays more and more can affect even the job opportunities. This is the reason LinkedIn is also a great tool for individual entrepreneurs, like Stiina as a photographer, to join and harness their social contacts for help. By having a professional photographer profile there, all of her social contacts will also know that she is a professional photographer and they can suggest her to anyone in need of a photographer. LinkedIn will also provide a professional platform to discuss more about the details of the desired work, so it is much easier to keep a professional approach to everything, even if the contact would be for example a friend of a friend. (Linkedin 2014.)

3.6   Twitter

Twitter is nowadays one of the most popular social media channels for young adults. It is also one of the ten most visited websites in the world with 500 million registered users and 1.6 billion search queries per day. Twitter is a microblogging service, where registered users can post short, maximum 140-character texts called "tweets". Unregistered readers can see the tweets and search for tweets from users, but only registered users can comment on other tweets, write their own, or "re-tweet" which is in other words sharing a tweet from another user.

Twitter is constantly gaining popularity and it is extremely popular in the US hugely due to all the Hollywood stars using it. Twitter is one of the social media platforms where one can really see the influence of sharing and the power of strong voices. In Twitter one tweet can be shared around the world even to complete strangers because in Twitter anyone can follow anyone and it's not like in Facebook where one needs to ask another person to become their friend in order to see their posts. In twitter everyone is on a fairly public basis, and therefore it is a great channel to widen social circles and get visibility for posts. Some people have become famous by their Twitter posts, and obviously if one has wise things to write about, other people will notice it.

For companies Twitter offers a great platform to share things that will raise the interest of people. Twitter is great for both starting companies to get visibility for themselves, as well as already big brands to build their brand image and deepen the customer engagement. For starting companies to gain visibility it is vital for their posts to be very inspiring or somehow exceptional in order for people to share them. One example could be to get some celebrity or an opinion leader to pose on a picture in the freshly opened shop, or maybe some inspirational quotes to brighten the day alongside with the link to the new page, anything that will catch people's attention and make them want to share it forward. Usually things that shake people's emotion in some way, or give them a promise of something (a giveaway product or a glimpse of their favourite celeb at the shop etc.), are the most effective ways. For big brands gaining followers in Twitter is not a hard task, because as in liking cool pages in Facebook, also following cool brands or companies in Twitter is a way of building a persons social "brand". So people will easily start to follow brands they like or that are cool or popular, even if they wouldn't be that active or shocking on actually tweeting things.

For big brands with a lot of followers the shock effect of their posts is not that important since they already have their loyal fans who will share just about anything their favourite brand will post. What is important for established brands, though, is to keep the quality and regularity of their posts. They really need to think trough the guidelines of their posts so that they fit into the brand image frames. In conclusion, Twitter can be an effective tool for companies to build their customer base and deepen the brand image, but it is also important to really think what to tweet. (Twitter 2014.)

3.7 Watermarking pictures

When working with photographs, one thing that always needs to be taken into consideration is watermarking the pictures. This is done to prevent intellectual property theft, in other words, to protect the work of the artist. When a picture is shared on the Internet, it is impossible to control who will use it. Therefore if a picture is not watermarked, anyone can claim that picture to be their property.

Watermarking is done by adding a logo or the name of the artist somewhere into the picture. The watermark can be as small or as big as the artist wants it to be, but basic principle is that the bigger or more visible the watermark is, the harder it will be to remove from the picture making it therefore safer. Some professional photography pages also stamp their logos all over the picture so that one sees the picture but cannot use it without removing the top layer. Removing the logos to get the whole clear picture can only be done by purchasing the picture from the company, which is a very clever way of making money out of the photographs. (Chastain 2014.)

3.8   Framework for the social media marketing campaign
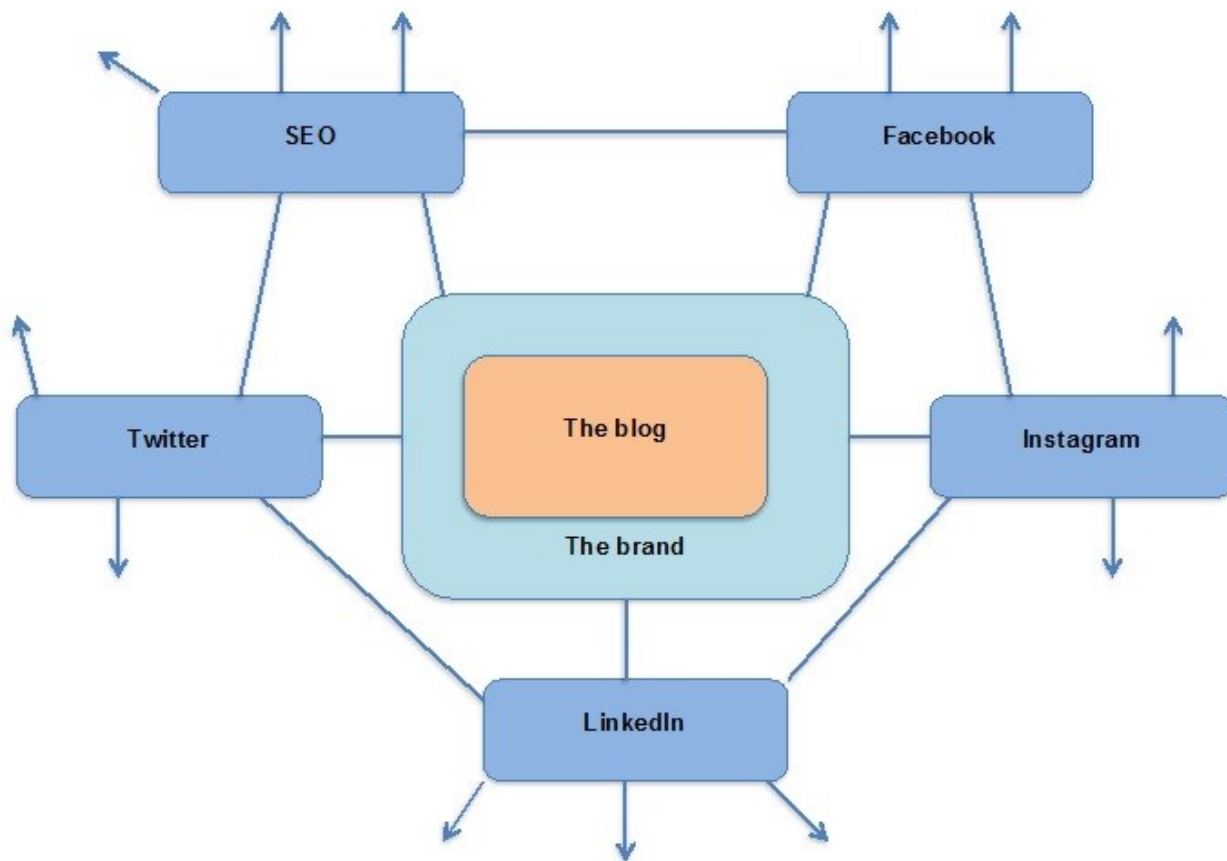
4 Top 10 blogs of the world and a survey from the attitudes of active social media users towards blogs and marketing in social media

In order to have some data as a base of the blog building process, the goal was to do some research in what are actually the most popular blog sites in the world and why are they so popular. In other words, basically trying to distract the main features from the world's best blogs and bring these into the building process of the case blog gallery site. Obviously these top 10 blogs are doing something very right, since they have so many visitors and readers. It is always wise to take influence from the ones who managed to do something successfully.

The idea was also to create a survey in order to know more about the attitudes of active social media users towards blogs and marketing in social media. Since the people who answered this survey are the ones who will be in the front line in seeing the marketing actions done, with this information it is easier to plan the social media marketing campaign for the blog gallery.

4.1 Top 10 blog lists from different sources

There are so many different blogs in the world with different topics. Some blogs focus purely on one subject, for example fashion, food, travel, home decor, or a certain field of business or technology. Then there are more wide lifestyle blogs that deal among other things with all of the 4 topics mentioned, or business & technology blogs that are not specified into a certain field but rather have a wider approach to all that's going on in the business or technology world. Because there are so many different blogs, there are also many different top lists made from them. While searching the Internet one can find so many top lists –there are different top list according to blogs topics (for example top 100 technology blogs), by the country (top 100 Australian blogs), even by the blogs audience (top 100 Mom food blogs). The goal in this research was to concentrate on finding lists that are based on the blogs popularity. No matter what topic the blog is about, the goal was to find the most popular blogs in the Internet, in other words the blogs that have the most visitors and readers.

There are millions of list made by just one blogger or by different associations, some of them reliable, others not so much. The first criterion in selecting the resources was

obviously the reliability of the source, therefore only sources that have many readers and are recognized as reliable sources of information were chosen. Secondly the lists needed to be as fresh as possible, since the blog world is constantly changing. So the most recent lists made were chosen to review. Here are the sources:

1. **eBizMBA | The eBusiness Knowledgebase [December 2013]**

   According to the website: "eBizMBA Inc. publishes eBizMBA.com, an eBusiness knowledgebase that helps you find the web's best answers to your online business questions on topics ranging from online marketing and analytics to website development and venture capital." They publish a great variety of different kinds of lists, from the top 15 funny websites to the most popular design websites.

2. **Metro.co.uk top 10 [February 2013]**

   Metro.co.uk is the website of the world's largest free newspaper and Britain's third largest newspaper, that was first published in 1999. Metro is focusing on both on national and international information, also with different kinds of listings. Quoting their words from the website "Metro is a publishing phenomenon."

3. **Technorati top [updated daily, this list on 13th Decemeber 2013]**

   In their "about Technorati" section they describe the website like this: "Technorati was founded to help bloggers succeed by collecting, highlighting, and distributing the global online conversation. Founded as the first blog search engine, Technorati has expanded to a full service media company providing services to the blogs and social media sites and connecting them with advertisers who want to join the conversation, and whose online properties introduce blog content to millions of consumers." The website is the leading blog search engine and directory with over a million indexed blogs.

4. **Timestips.com [April 2013]**

   TimesTips.com is a growing Internet news and tech blog with articles and blog posts for example about applications, games, solutions and technology. Accord-

ing to their about us section: "Times Tips is a tech blog where you can get latest and best news about gadgets and technology."

Table 1.   TOP 10 blogs of the world

	The worlds TOP 10 Blogs lists from the most recent sources			
	eBizMBA	**Metro.co.uk**	**Timestips**	**Technorati**
1.	HuffingtonPost	HuffingtonPost	Mashable	HuffingtonPost
2.	TMZ	Mashable	HuffingtonPost	Buzzfeed
3.	Gawker	Engadget	TechCrunch	BusinessInsider
4.	BusinessInsider	Perez Hilton	Gawker	The Verge
5.	LifeHacker	Gizmodo	Lifehacker	Mashable
6.	Gizmodo	Joystiq	Fail Blog	Gawker
7.	Mashable	Retire at 21	Smashing magazine	Gizmodo
8.	The daily beast	Lifehacker	BusinessInsider	TechCrunch
9.	Perez Hilton	Andrew Sullivan	Engadget	Deadspin
10.	TechCrunch	Kotaku	The daily beast	TMZ

So from this table we can make a summary to get a very accurate top 10 list. For the summary each blog was given points, so that the blog will get 1 point from each time it's mentioned in the table and from number 1 place it will get 10 points, number 2 place 9 points, etc. Then you multiply these numbers with each other. So we get:

HuffingtonPost (4x1)x(3x10+1x9) =156

TMZ (2x1)x(1x9+1x1)=20

Gawker (3x1)x(1x8+1x7+1x5)=60

BusinessInsider (3x1)x(1x7+1x3+1x8)=135

LifeHacker (3x1)x(1x6+1x3+1x6)=45 (Because the same result as Gizmodo, the 2 more upper rankings get emphasis)

Gizmodo (3x1)x(1x5+1x6+1x4)=45

Mashable (4x1)x(1x4+1x9+1x10+1x6)=116

The daily beast (2x1)x(1x3+1x1)=8

Perez Hilton (2x1)x(1x2+1x7)=18

TechCrunch (3x1)x(1x1+1x8+1x3)=36

From this calculation we can draw a conclusion summary of the TOP 10 blogs of the world at the moment:

1. **HuffingtonPost**

2. **BusinessInsider**

3. **Mashable**

4. **Gawker**

5. **LifeHacker**

6. **Gizmodo**

7. **TechCrunch**

8. **TMZ**

9. **Perez Hilton**

10. **The daily beast**

This is obviously just a summary of certain sources, and the world of blogs is constantly evolving as new blogs are born and old ones die. However, with these results we can now look into the most recent top 10 blogs with most visitors and search for the main features that make these blogs so successful. Hopefully we will be able to add some of these features into the case blog too.

4.2   The main success features of the worlds best blogs

In the next list there are the main success features found from each of the worlds top 10 blogs:

1. HuffingtonPost

    a. A very active commenting system with over one million comments made on the site each month

    b. Building up the strong brand image in every step:

        i. Real-time posting, so people know when something big happens they will find information about it in HuffPost

        ii. Keeping the creativity and edge in everything they do

    c. Posting a lot of content; a bigger possibility to get visibility

2. BusinessInsider

    a. Providing the reader with something useful in a post

    b. Keeping the edge in the posts, catchy and edgy headlines, and keeping the posts interesting with varying topics

    c. Strong brand image

3. Mashable

    a. Consistence in posting

    b. Innovativeness; staying original and providing fresh posts

    c. Strong brand image

4. Gawker

    a. Posting about things that are trendy, but not forgetting about the original content; things that visitors expect to see

    b. Not being afraid to shock people

    c. User commenting system

5. LifeHacker

    a. Quality pictures

    b. Easy navigation and clear layout

    c. Scroll down system, gets visitors hooked

    d. Image and text content combined

6. Gizmodo

    a. Easy navigation

    b. Strong brand image; a design and technology blog

    c. Alliances and being a part of Gawker media

7. TechCrunch

    a. Good writing

    b. Posting about popular things

    c. A basic, clear layout; focusing on the content

8. TMZ

a. Strong brand image

b. Scandalous, shocking

c. Posting about the popular and most trendy things

9. Perez Hilton

   a. Strong brand image and expanding of it from just one "product" to different brand elements

   b. Scandalous, shocking

   c. Showing the personality of the blogger

   d. Creating content on a constant base

10. The daily beast

    a. Scandalous, shocking posts

    b. Posting about popular and fresh topics

In this list some of the same elements are repeating in each site. One thing that is a success element in every site is a strong brand image; it is the factor that makes people remember the site and grow a loyalty towards it. Another element that can be seen from many sites in this list is posting about fresh and popular content, things that are trendy at the moment. Also an active commenting system seems to be a success factor in many of the sites. Depending on the sites brand, as in if the site is more of a news and writing based site or if it focuses on posts that combine pictures and content, posts that seem to appeal to people have either shocking content or quality pictures and in both cases people appreciate good writing. Also one thing that can be learned from these successful sites is to publish content on a constant basis, this is the basic principle to keep people interested in the site. This review of the world's top 10 blogs provides this thesis with great information about the success factors that can now be implemented into the case blog gallery.

4.3   Survey: blogs and marketing in social media

As the blog gallery for Stiina's photography business is created for the first time, and she doesn't have a customer base yet, the social media marketing process will be started within our own social media networks. The people we both have in our social media circles can then share it to their social media networks and the gallery will hopefully get visibility trough that. Because the primarily target group in the marketing campaign is, therefore, the people in our social circles, we wanted to know a bit about their attitudes towards marketing in social media and what kind of adverts/posts they are more likely to share onwards. So a survey was made and the power of Facebook was harnessed for assistance. By sharing the survey form in one single Facebook profile, 78 answers in already 2 days was submitted. This was a fairly easy, but yet a lot of good information providing action. This is the power of social media at its best, and with these results got from the survey the power can be used in this thesis too. There was some really good information that can be used for help in the design of the marketing campaign.

So all in all there were 78 answers to the survey in just 2 days. The idea was to just share the link on the profile once and see what was the effect. This was one part of the research, to see how many of all together 1000 Facebook friends would actually answer the survey. Out of 1000, 78 is not a lot. But then again the effect could easily be seen of the posting time and day. The link was posted on a Monday afternoon around 1pm, so obviously at this time people are at work or school, and most probably not very available to be filling out surveys. Had the link been shared on a Friday evening, most likely it would have received much more answers. Also out of the 78 replies, only 27 likes to the link and only 13 comments were received. The rest just filled in the survey but maybe didn't want that activity to be seen on their Facebook profile, which is understandable if they're filling it out at work or school. This is the tricky part about sharing something on Facebook and expecting people to like or comment it; in Facebook anything a person does, can be seen as an activity by that persons friends. So some people rather not like or comment anything, because they don't want their friends to see everything they do.

From the people who answered the survey only 54 filled the requirements for the target group to be looked into: active social media users. The rest of the people who answered didn't use social media actively. In this case active use was determined as us-

ing social media channels on a monthly basis. From these active users we could see that actually only 6.5% of the respondents shared some kind of outside content daily. Most of the respondents, 51.6%, shared outside content on a weekly basis, and the rest 41.9% shared it monthly. A fun fact about these 54 respondents is, that there are people from all together 14 different countries that are: Finland, Portugal, France, Canada, Hungary, Slovakia, Spain, Italy, Senegal, Denmark, Estonia, Nepal, Netherlands and Belgium. 59% of them are female and the rest 41% male.

The survey will be reviewed trough with the next charts distracted from the results about the social media behaviour and attitudes of these 54 respondents:

**Chart 1.   Which social media networks do you use actively?**
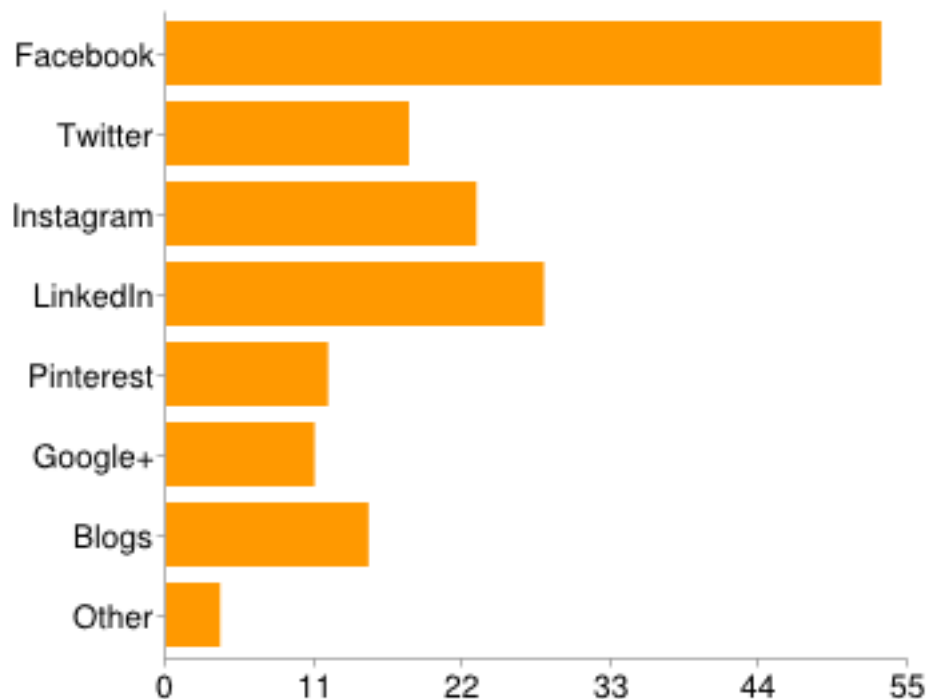
In this question the active use of the channels was defined to be sharing any content at least once a week. From this chart we can see that Facebook is clearly the most popular social media channel for young adults, since all of the 54 respondents use it actively. In a way this was actually a foregone conclusion since the link was shared in Facebook only in one profile and during one day. So this tells that all of these people most probably use Facebook daily or at least weekly. But now we also have solid data prov-

ing that Facebook is an active part in the lives of young adults, and people actually use it actively to share things, rather than just use it passively to browse trough.

LinkedIn seems to be very popular too. As many as 28 of all the respondents, which makes just over a half of all of them, are using it actively. This reinforces the fact that it would be wise to create a professional photographer profile for Stiina there. Also Instagram seems to be popular coming just a bit behind of LinkedIn, getting 23 replies. As Stiina already has her professional account there that is doing great, this result is just very good news for us and actually an opportunity for myself to do marketing of Stiina's profile in my own so that all of my Instagram friends would see her pictures too, if they already haven't.

Twitter was also surprisingly popular with a third of all the respondents using it actively. This is something we have to consider a lot, since neither of us is active on Twitter and it might be a big effort to get into it. However, these results give at least hope in knowing that also our target customers are active in there. Also surprisingly many of the respondents, 15 all together, use blogs actively. I know only a few of my Facebook friends who share their blog links in Facebook actively so this result was a bit surprising, but it could be that some people are blogging just for themselves and don't want to share it to everyone. Pinterest and Google+ both got 12 respondents. These social channels, however, are not relevant to my research for this thesis case study since the nature of these 2 channels is not a desired one for our marketing campaign. Also the replies to the "other" section are irrelevant to our case research. As a conclusion to these results, we can be confident about using Facebook, Instagram and LinkedIn in our marketing campaign since we can be sure that we will reach our target group customers trough them.

**Chart 2.   How often do you read blogs?**
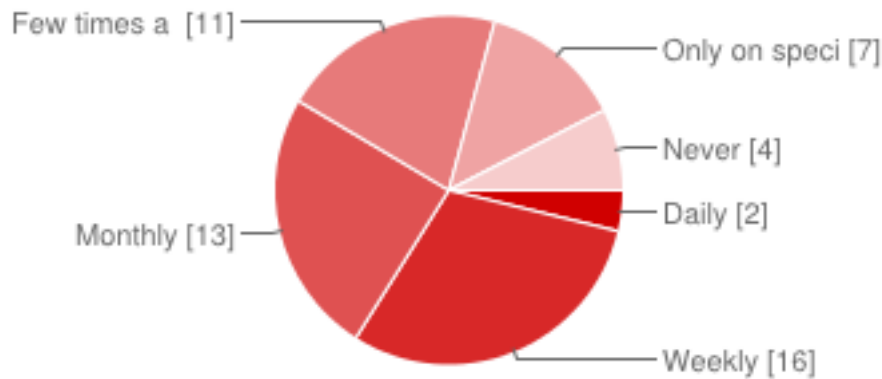
This question was to measure the respondent's blog behaviour; just to get some refer-ence in how many of the active social media users also read blogs and how often they do. As we can see from the chart above, only 4 people never read blogs and rest of them read quite regularly. There are only 2 very active users that read blogs on a daily basis; the most part of the respondents read them weekly or monthly. Some respond-ents only read blogs a few times a year and 7 responded to "only on specific occasions like holidays". This shows that a lot of the respondents find blogs to be just amusement since they only read them basically when they have time. These results, however, give us some useful data to work with in the marketing campaign. Using these results we can plan the sharing regularity to be in a profitable level; there is no point in sharing the blog link on a daily basis if people most probably won't read it. However, targeting the sharing times into some holiday periods like the weekends or for example Easter holi-day or the first of may, might be wise.

Chart 3.   **What kinds of blogs do you read/visit?**
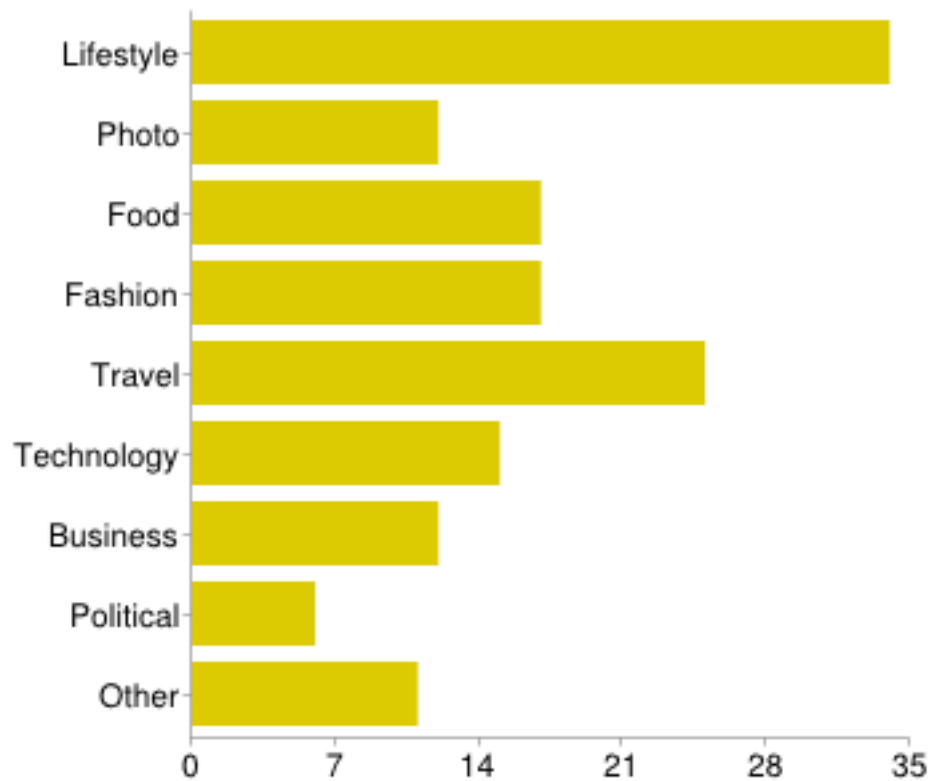
From this chart we can clearly see the popularity of lifestyle blogs. As we already discussed in the chapter 2, lifestyle blogs can have a very wide range of subjects as they basically usually are about the bloggers whole life. Lifestyle blogs, however, are usually very strongly branded. And brands clearly are what appeal to young adults. From these results, as we can see the photo blogs being only the 5th most popular ones, we can clearly conclude that it would be wiser to brand the case blog gallery more into the direction of a lifestyle gallery one, rather than advertising it as a pure photo blog. These results we can take into consideration when deciding on the branding of the blog and the marketing campaign of it.

Chart 4. **What are the key elements you focus on in a good blog?**
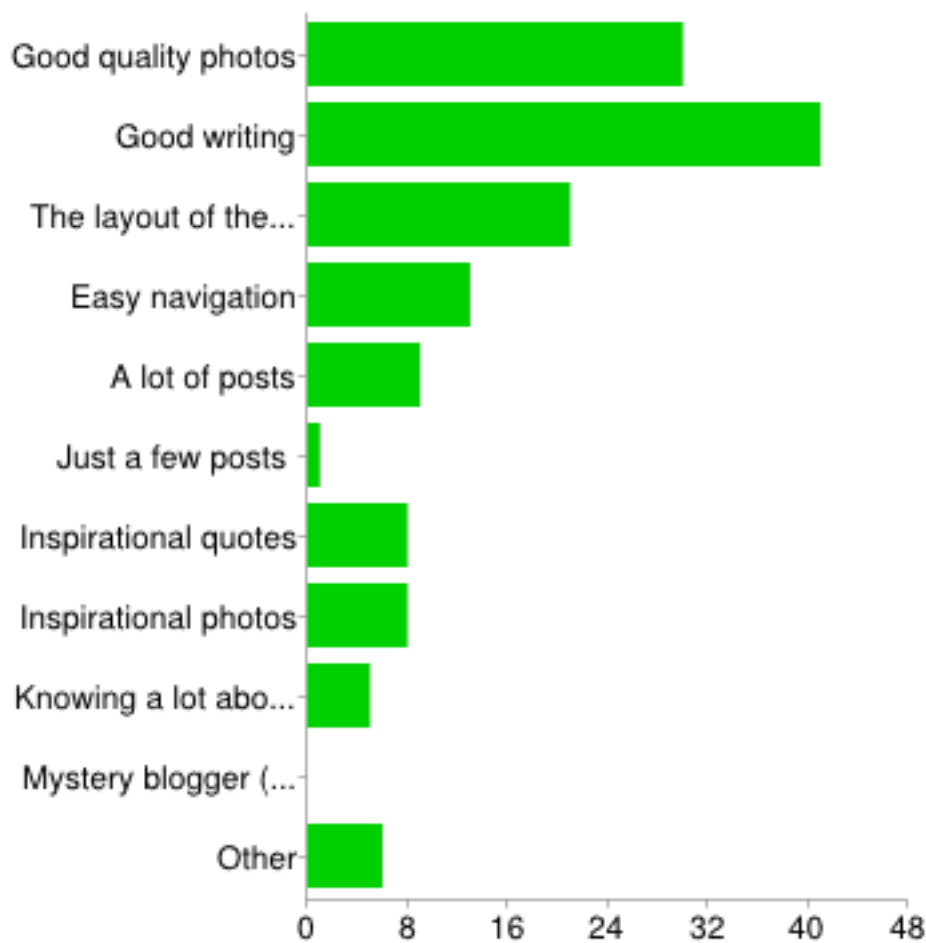
The results of this chart make a good follow-up for the results of the last chart. As we already saw from there, the lifestyle blogs are the most popular ones. In lifestyle blogs there is always photos and writing combined. From the results of this chart we can see that good writing is seen as the most important key element of a good blog, followed straight after by good quality photos. From these results it is safe to conclude that a blog including both these elements would be a very successful one. Therefore we can take this result also into consideration in our planning of the blog and make the blog into one that combines both beautiful photos but also some inspirational writing.

Also from these results we can see that the layout and the easy navigation in the blog are very important to people so we have to take this into consideration in the designing of the blog layout.

Chart 5. **In which platforms do you read blogs?**
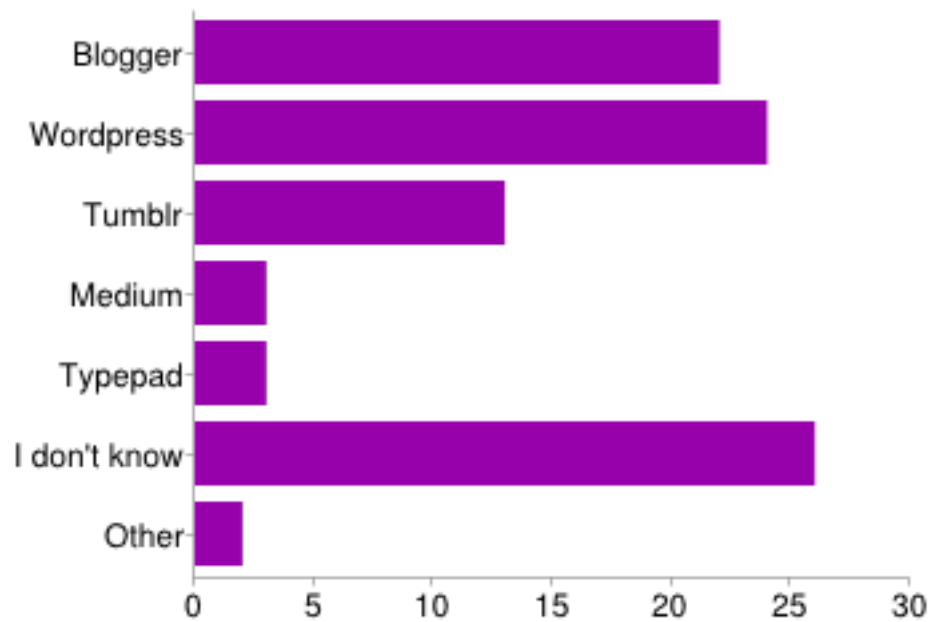
From this chart we can see that most of the respondents, even if they read blogs, are not vey familiar with them. Having some kind of knowledge in blogs would also mean that one would recognize the blog platform one is reading the blog in. However, from our respondents, most of them didn't know which platform they are reading in. This shows us that most of the people are not very familiar with using blog platforms; therefore we need to make sure we design the layout and the navigation of the blog as easy as possible. Also these results make the decision of choosing between Blogger or Wordpress easier, as just a bit more of the respondents prefer Wordpress.

Chart 6.   Sharing content in Facebook
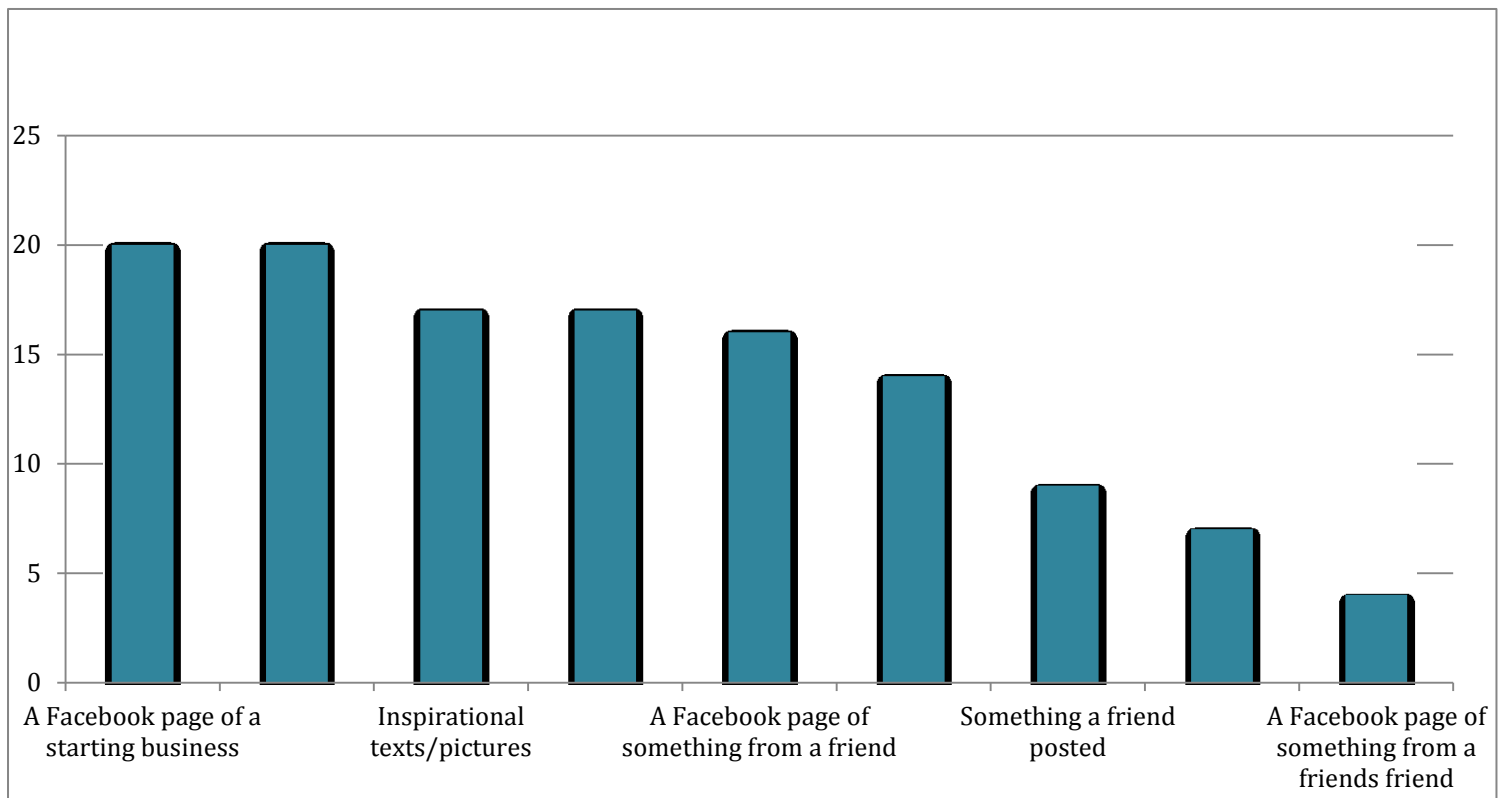
In this question the respondents were asked how likely they would share certain contents in Facebook and the results were quite what already expected. The generation of the active social media users have mostly also very entrepreneurial spirits. So whenever there is a starting business coming up, they most likely are very supportive of it. This can be also seen in these results. The respondents would most likely share a Facebook page of a starting business. This is good news for the case blog gallery, obviously. As the plan was already to create a Facebook page to the business, now we have some concrete prove that people would actually like it and share it forward.

Also funny texts or pictures appeal to people. As we can see from these results, people also love to share inspirational things, as well as beautiful pictures. The thing about sharing funny or inspirational things is that people love to get their emotions moved and also move other people's emotions. Also the thing about pictures is, they really tell a thousand words. Therefore people love to share them. So in the light of these results we can safely plan a Facebook page and marketing campaign for the blog. We have to focus in creating very shareable content to the page in order to get as many shares as possible. Luckily we can use these results as help in creating them.

5 Building the blog gallery

After finding out about the best practises of building a successful blog, and getting information about the attitudes of our target group towards different blogs, we now had a good amount of beneficial information to use in the building process.

5.1 Setting up the focus of the blog

So the first thing in the whole building process was to answer this question:

- Why is this blog built?

This was an easy one for Stiina to answer: for the passion for photographing and showcasing her photos to the world in order to make profit as a professional photographer.

Stiina has always had a passion for photographing and she has been doing it for many years now. She started her Instagram account 2 years ago and at first she was just posting pictures there for fun. Then she started to get more and more followers to her account and likes and comments to her pictures from strangers. She got really good feedback from other professional photographers from around the world and so after many questions about her own gallery page in the Internet, she finally decided to create one.

So the focus of this photo gallery blog is actually to build up business for the photographer, as for now she has only got professional enquiries trough Instagram since she didn't have any professional gallery page in the Internet. The focus will therefore be a strong mix of both the personal passion of the photographer towards photography, as well as the intention to turn that passion into a business and actually get profit out of the photographs.

5.2 Choosing the subject / brand and the name of the blog

The subject in this case was clearly already there since the beginning: photographs. But as we've seen from the research, blogs that market themselves as only photo gallery blogs don't seem to raise so much interest among young adults. Therefore we decided to build a strong brand around the blog and shift it more towards a lifestyle blog. This was done by introducing inspirational texts among the photos.

The photos that Stiina takes are photos of different moments in everyday life. These moments are the little moments of happiness or realizations of things, moments that we are sometimes too busy to notice. She wants to tell a story with every picture. Therefore the inspirational quotes also add to the whole package. Because maybe some people might not be able to find the story or meaning behind the picture; with the texts beside every photo it will be easier.

The name of the blog is "life with all its wonders". This name describes the focus of the gallery well, as it is focusing on showcasing the wonders in life trough pictures.

5.3 The flow of the blog, e.g. regularity of posts

Stiina herself had the idea of providing a daily coffee break inspiration to people. Therefore the flow of the posts is set to daily. The time of the day is not clearly decided yet and it depends a bit on Stiina's other work patterns. The posting will happen some time during the morning/afternoon, however. The idea is for people to stop for a little while in the middle of their busy workdays to remember the little beautiful miracles this world has to offer.

5.4 The blog platform

The blog platform Wordpress.com was chosen, because it has a stronger profile with photo blogs than Blogger and these 2 were the options. Stiina already had Blogger and Wordpress.com in mind since the beginning and it was clear that her wishes had to be followed.

Wordpress.com is a good option; this also could be seen from the research done in the different platforms. Even though Wordpress.org would have provided more customizing options, the fact that it would not have offered hosting, was the crucial fact that made the decision to go with Wordpress.com.

5.5 The overall design and layout of the blog

Stiina wanted to keep the layout and the design of the blog pretty simple with just a main picture banner and some few gadgets on the side. She wanted the colour world to be in silver and grey scales. We already spoke about having pictures and maybe some writing together in a post, and as also the results of the survey showed this is something people find nice, we decided to make the layout support this.

As we were working with Wordpress that offers just a limited amount of layouts in the free version, we had to keep searching for the perfect one and we didn't find exactly the perfect one. But this was already expected since in the free version the own design is not really possible. However, we discussed to go with this layout and get the business going. Once the business is starting to really provide profit for Stiina, she was thinking of buying into the pro version of Wordpress when she can then design the blog layout exactly as she desires.

5.6 Keywords

This blog is not really that specific with the target group, therefore the keywords played a huge role in how people would find their way to the site. Some brainstorming was made about with what kind of keywords people would search in search engines if they wanted to find some daily inspiration. Here are some of the keywords that came up and that are to be used in the search engine optimization for now: nature, nature photography, daily inspiration, little things in life, inspiration, motivation, professional photography, inspirational writing, feel good, inspiration to the day, daily motivation.

The list of the keywords will obviously change and update, since new and fresh words need to be found and taken into use firstly for the indexing of the search engines and secondly just to keep up with the trends.

6   Creating the social media marketing campaign

6.1   Branding the blog

When creating the social media marketing campaign for this case blog gallery, the first thing that needed some thinking was the subject and branding of the site. Even if the decision was to include some inspirational quotes or texts alongside every picture, the focus of the blog was still in the pictures. The fact that active social media users are more interested in blogs with text or pictures and text combined than pure photo galleries, got confirmation in the results of the survey that was made for the research of this thesis. This was already a fact that had been noticed as a potential thread since the beginning of the planning process. However, with the results of the survey in mind, the focus could be directed towards actively branding the blog as an inspirational blog gallery rather than just a pure photo gallery.

6.2   SEO

The SEO tactics that were decided to be used in the marketing campaign of the case blog include careful thinking of the posting times and keywords used in the titles of the posts. With the results of the survey, the posting times could be considered carefully taking into consideration the activity of people in social media channels during different times. Also using different kinds of keywords in postings and especially concentrating them in the title of the posts was decided to be a big part of the SEO tactics. Otherwise the more advanced SEO tactics would not be considered at this point of building the blog.

6.3   Facebook

In the marketing campaign of the case blog, Facebook is a huge part as it is the most powerful social media channels today and sharing content there could result to a huge amount of visibility. Therefore a Facebook page was an obvious choice to build the campaign around to. The page would be created with the blogs name, "Life with all its wonders" and the idea was to share links to the blog every second day. The page would be a source of daily inspiration to people and the focus would be in highlighting

the beautiful photos that would appear in people's Facebook news feed and cheer up their day.

Besides the Facebook page, also concentrating on sharing content in different groups was seen a good option. Searching different groups that would include potential customers or job opportunities and sharing the page and blog link there, could be a very successful way of getting visibility. In this part it is, however, important to pay attention what kinds of groups to post into. They need to be very carefully thought so that people in there would be receiving and not get offended of this kind of marketing tools.

6.4 Instagram

In Instagram Stiina already has the account that is going strong so this part was something that didn't need so much consideration. The actions taken in this account would continue the same with just the addition of adding the blog link into every new post.

6.5 LinkedIn

It was decided that Stiina would create her professional account in LinkedIn, as this would provide her with many job and networking opportunities, as well as providing a channel for her to communicate with people in a professional way. The profile would focus purely on her photographer side and highlight her skills in photographing and picture editing.
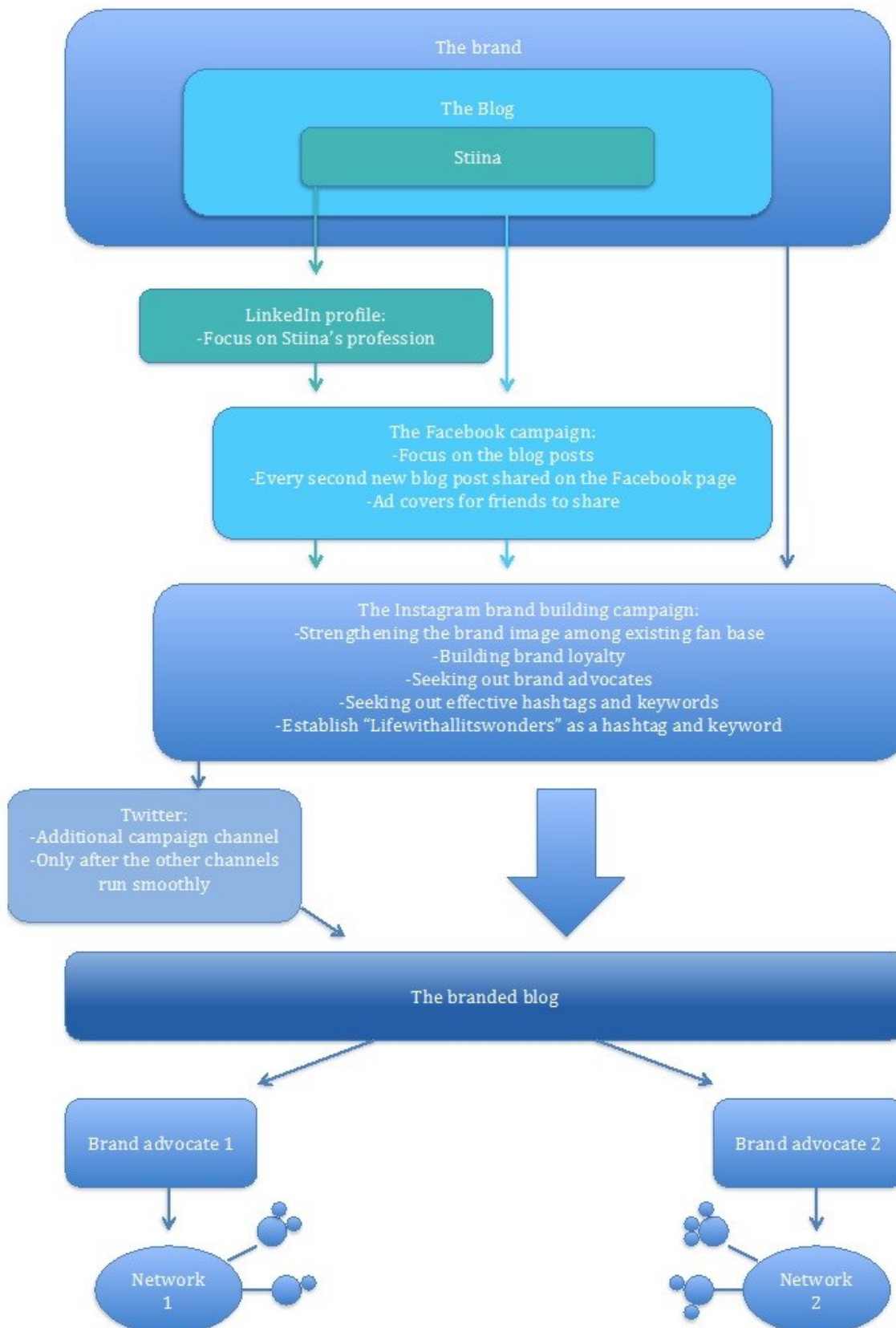
6.6 Twitter

For now the decision about Twitter was to leave it out of the marketing campaign since it is too unfamiliar for Stiina. Twitter would also demand a very active paste in writing and for now the focus is in the pictures and word combined.

6.7   Watermarking pictures

Stiina's pictures are all watermarked with a fairly light stamp that is placed on central parts of the pictures so that it will be hard to remove from them.

6.5 The framework for the social media marketing gallery for the blog

The brand

The Blog

Stiina

LinkedIn profile:
-Focus on Stiina's profession

The Facebook campaign:
-Focus on the blog posts
-Every second new blog post shared on the Facebook page
-Ad covers for friends to share

The Instagram brand building campaign:
-Strengthening the brand image among existing fan base
-Building brand loyalty
-Seeking out brand advocates
-Seeking out effective hashtags and keywords
-Establish "Lifewithallitswonders" as a hashtag and keyword

Twitter:
-Additional campaign channel
-Only after the other channels run smoothly

The branded blog

Brand advocate 1

Brand advocate 2

Network 1

Network 2

7   Conclusions

7.1   Summary

The aim of this thesis was to create a blog gallery for the photos of a professional photographer Stiina, as well as a social media marketing campaign in order to create visibility for this gallery. The aims were achieved by utilizing the frameworks distracted from theory and research with different sources.

In the research phase of the thesis the world's top 10 blogs with most visitors were examined and their success properties were studied. In addition, a survey was conducted in order to clarify the attitudes of active social media users towards blogs and marketing in social media.

The thesis proceeded from building a strong theoretical basis into the construction of the reference framework and by utilizing these frameworks, into doing hands-on construction that ultimately resulted in the customized blog gallery and the social media marketing campaign for the blog. The blog was built in cooperation with Stiina and so the end result is a very customized result.

7.2   Next steps

Next step for this project is to launch the marketing campaign with the help of the framework created. However, the first thing would be for Stiina to create her LinkedIn profile, because she needs channels for people to contact her when the campaign is launched and people hopefully will see her work. Stiina already has her professional Instagram account, so next step in that channel would be to share her professional account in a big way trough the personal accounts and getting the word spread trough friends that have an interest in photography. Also the Facebook campaign design is already thoroughly discussed and next the words just need to be put into action. The launch of the Facebook page needs to be well planned and otherwise everything needs to be ready, because Facebook will be the channel from where it's expected to get most visibility.

After the campaign is launched, the blog link will be shared trough all these different channels. When the campaign materials of these channels are running smooth, maybe adding in Twitter one day. For now it is just too unfamiliar terrain and there is also a lot to manage in these three channels already in use. Pinterest was also one possibility to add into the used channels, but for now the copyright issues there seem to be too little discovered.

7.3 Self evaluation

I learned a great deal during this thesis process. It was a long process due to the lack of a motivating subject in the beginning. After this opportunity to build the thesis around a specific case study arrived, the work began to flow very fast. So I definitely learned that I am a very hands-on person, who needs concrete challenges with creating new things.

I also learned that the innovative and creative atmosphere is the kind I feel the most natural and motivated. Seeing and listening to a talented and driven person chasing her dreams made me also want to be a part of it and create something that would help her achieve them. It definitely was a great process to be able to build this whole brand and marketing campaign around one small idea, and see how it can grow into something big with the help of social media that is nowadays, in my opinion, the greatest marketing tool.

References

Agresta, Stephanie; Bough, B. Bonin, Miletsky, Jason I. Course Technology / Cengage Learning, Boston, MA, USA. 2010. Perspectives on Social Media Marketing. Web document. <http://www.oeconomica.uab.ro/upload/lucrari/1220102/29.pdf>. Read 03.01.2014.

Awan, Ahmad Hassam. 2011. 5 major differences between a blog and a website. Website document.<http://www.mybloggertricks.com/2011/11/5-major-differences-between-blog-and.html>. Read 20.11.2013.

Blossom, John. 2009. Content Nation. USA: Wiley Publishing, Inc.

Burnside, Anna. 2012. Sleazy success story of gossip site TMZ. <http://www.scotsman.com/lifestyle/sleazy-success-story-of-gossip-site-tmz-1-2489434>. Read 03.04.2014.

Chafkin, Max. 2010. The Secret to TechCrunch's Success. Web document. <http://www.inc.com/max-chafkin/the-secret-to-techcrunchs-success.html>. Read 03.04.2014.

Chastain, Sue. 2014. What is a Watermark? How Do I Watermark my Digital Images? Web document. <http://graphicssoft.about.com/od/glossary/f/watermark.htm>. Read 24.03.2014.

Coombs, Ted; DeLeon Roderico. 2007. Google Power Tools Bible. USA: Wiley Publishing, Inc.

Estrada, Jeff. 2013. LifeHacker's Web Site Design | Logo And Design Ideas. Web document. <http://logoanddesignideas.com/websites-design/lifehackers-web-site-design/> Read 03.04.2014.

Facebook. 2014. Web document. <https://www.facebook.com/facebook/info>. Read 23.02.2014.

Gardner, Susannah; Birley, Shane. 2010. Blogging For Dummies. USA: Wiley Publishing, Inc.

Gizmodo. 2014. Web document. <www.gizmodo.com>. Read 03.04.2014.

Google. Search Engine Optimization Starter Guide. 2010. <http://static.googleusercontent.com/media/www.google.com/en//webmasters/docs/search-engine-optimization-starter-guide.pdf>. Read 20.02.2014

Holtz, Shel; Demopoulos, Ted. 2006. Blogging for Business: Everything You Need to Know and Why You Should Care. Chicago: Dearborn Trade, A Kaplan Professional Company. eBook. <Blogging for Business : Everything You Need to Know and Why You Should Care>

Hy, Stiina. 2013 & 2014. http://lifewithallitswonders.com/. Haastattelut 18/03/2014, 20/03/2014 ja 04/04/2014.

Irby, Lisa. Www.planawebsite.com. 2012. Blog or website?. Web document. <http://www.2planawebsite.com/basics/blog-or-website.html>. Read 20.11.2013

Klapholz, Andrew. Contently.com. 2012. The secrets of Business Insinder's Success. <http://contently.com/strategist/2012/05/04/business-insiders-success/>   Read 13.01.2014

Lin, Li. Hua Zhong Normal University, Wuhan China. 2010. An empirical study of blog marketing. Web document.
<http://ieeexplore.ieee.org.ezproxy.metropolia.fi/stamp/stamp.jsp?tp=&arnumber=5694695>. Read 20.11.2013

McKee, Dan. Sparkplugdigital.com. 2010. Learning from the Success of Mashable. Web document. <http://www.sparkplugdigital.com/blog/learning-from-the-success-of-mashable/> Read 13.01.2014

Odden, Lee. 2012. Optimize: How to attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing. Somerset, NJ, USA: Wiley. eBook.

<Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing >

Schaefer, Mark W. 2010. B2B BLOGGING eBOOK: Basics, Best Practices... and Blunders. USA: MLT Creative, Atlanta. eBook. <http://www.businessesgrow.com/wp-content/uploads/2010/11/10.12_MLT_EBook_Compilation1.pdf>

Shontel, Alyson. 2011. Seven Secrets That Led To Huffington Post's $315,000,000 Success. Website document. < http://www.businessinsider.com/seven-secrets-that-led-to-huffington-posts-315000000-success-2011-2#how-do-you-make-content-go-viral-1>. Read 03.04.2014.

TechCrunch. 2014. Web document. <www.techcrunch.com>. Read 03.04.2014.

The Daily Beast. 2014. Web document. <www.thedailybeast.com>. Read 03.04.2014.

Twitter. 2014. Web document. <https://about.twitter.com/>. Read 23.02.2014.

Wakefield, Kylie Jane. http://contently.com. 2012. 3 Lessons Bloggers Can Learn from Gawker's Bold Moves. Web document. <http://contently.com/strategist/2012/07/25/3-lessons-bloggers-can-learn-from-gawkers-bold-moves/>. Read 03.04.2014.

Wakefield, Kylie Jane. http://contently.com. 2012. Lessons from Perez Hilton's Blogging Prowess. Web document. <http://contently.com/strategist/2012/05/07/perez-hiltons-blogging-prowess/>. Read 03.04.2014.

Wallagher, Mike. www.startbloggingonline.com. 2013. Blog platform comparison chart. Web document. <http://startbloggingonline.com/blog-platform-comparison-chart/>. Read 13.01.2014

Attachments

Memo First meeting with Stiina 18/03/2014

Stiina:
- "The objective is to create a gallery for images – to which I can connect short texts for inspiration / reference to the picture."
- "Make a change today - appreciate the small things in life."

- She would like the pictures to be visible in the main page as a continuous series
        -> Selecting a layout design that supports this!
- Visual blog gallery + writings
- Inspiration to people, when they are in doubt

-For style reference some styles of blogs in WordPress were gone trough
        - the closest ones regarding the style we want to achieve:

        1. natureofphotography.wordpress.com
                -A curiously refreshing WordPress.com site
        2. noisypilgrims.com
                -Incredible Photography from India
-header image:
        -tells you the message of the blog gallery
        -width of 3 pictures

-page layout design:
        -could be a neutral gray silver
        -not too dark but not white

-Watermarks to the pics:
        -Artist name or the name of the blog?
        -still to be thought trough
        -big enough of at a place in the pic that is hard to cut off!!

-Name of the blog:
        -something to do with little things in life, wonders of life etc.
        -Stiina will come up with it.

-Stiina has the Wordpress.com account with no paid extras:
        -> problem with the design, no exact silver/grey layouts and the kind of order for pics she wanted
                -> will be thought trough if she will spend some money on the customized design or then I will work with what I have

Memo second meeting, 22/03/2014

- Problem with the customizing of the layout, no option to do so with this version of WordPress.
    -> decision to be made: custom design or regular?

- the ready made layouts for now ok with Stiina, no budget so sticking with the available layouts only.
    o Maybe later when more budget, upgrading to the Wordpress.org one

- From 2 different layout options other was chosen and next testing how it will behave with pictures and texts.

-Watermarking the pictures with a semi-transparent black done, colour and style approved by Stiina.

-Problem with the sizes of the images and how they show up on the front page – need to work on fixing that!

- next steps:
    - test posting. ME
    -fixing the errors that occurred! ME

    - texts to post alongside the ready watermarked pictures: Stiina

    - Need to start thinking on the marketing steps to be taken -> next meeting together

Blogs and marketing in social media

Please take few minutes to answer these questions about your attitudes towards blogs and marketing in social media, it will be a big help to my research. Thank you!:)

*Required

Basic information

1. **Sex** *
   Mark only one oval.

   ◯ Male

   ◯ Female

2. **Age** *
   Mark only one oval.

   ◯ <20

   ◯ 20-25

   ◯ 25-30

   ◯ 30-40

   ◯ >40

3. **Home country**

   ....

Social media activity

4. **How often do you use social media channels?**
   Mark only one oval.

   ◯ Daily

   ◯ Weekly

   ◯ Monthly

   ◯ Few times a year   *Stop filling out this form.*

   ◯ Never   *Stop filling out this form.*

Blogs

5. **Do you read blogs?**
   Mark only one oval.

   ◯ Yes, regularly

Sometimes

No, never   *Skip to question 10.*

Blogs

6. **How often do you read blogs?**
   Mark only one oval.

   Daily

   Weekly

   Monthly

   Few times a year

   Only on special occasions (e.g. Christmas, Easter, Holidays)

   Never

Blogs

7. **What kind of blogs do you read/visit?**
   Tick all that apply.

   Lifestyle

   Photo

   Food

   Fashion

   Travel

   Technology

   Business

   Political

   Other: ....

8. **What are the key elements you focus on in a good blog?**
   Select 3 most important ones
   Tick all that apply.

   Good quality photos

   Good writing

   The layout of the blog

   Easy navigation

   A lot of posts

   Just a few posts

   Inspirational quotes

   Inspirational photos

   Knowing a lot about the bloggers life

☐ Mystery blogger ("alias")

☐ Other: ....

9. **In which blog platforms do you read blogs?**
Tick all that apply.

☐ Blogger

☐ Wordpress

☐ Tumblr

☐ Medium

☐ Typepad

☐ I don't know

☐ Other: ....

Skip to question 11.

If you never read/visit blogs, why not?

10. **You can select more than 1 option**
Tick all that apply.

☐ I'm not interested

☐ I'm unfamiliar with them

☐ I don't like the idea of blogs

☐ I rather read newspapers

☐ Other: ....

Social media

11. **Which social media networks do you use?**
Tick all that apply.

☐ Facebook

☐ Twitter

☐ Instagram

☐ LinkedIn

☐ Pinterest

☐ Google+

☐ Blogs

☐ Other: ....

12. **How often do you share other than your own creations in social media?**
(Other than your own meaning any content that is not created by you)
Mark only one oval.

( ) Daily

( ) Weekly

( ) Monthly

( ) Few times a year

( ) Only on special occasions (e.g. birthday, Christmas)

( ) Never   *After the last question in this section, stop filling in this form.*

13. **How do you find these marketing tools in social media channels?**
    Mark only one oval per row.

	I like them, they will catch my attention	I don't mind, I might glance trough	I don't care, I will just ignore them	Hate them, will report them as spam
Straight honest ads	( )	( )	( )	( )
Shares/Reposts	( )	( )	( )	( )
Invitations to like pages	( )	( )	( )	( )
Invitations to use a certain app or game	( )	( )	( )	( )
Shoutouts	( )	( )	( )	( )
Hidden ads (for example a promo video)	( )	( )	( )	( )

Sharing

14. **Which of these networks would you share content in most likely?**
    (1 being the least, 5 the most likely)
    Mark only one oval per row.

	1	2	3	4	5
Facebook	( )	( )	( )	( )	( )
Twitter	( )	( )	( )	( )	( )
Instagram	( )	( )	( )	( )	( )
Pinterest	( )	( )	( )	( )	( )
Blog	( )	( )	( )	( )	( )

15. **How likely would you share the following in your social media networks**
    Mark only one oval per row.

	Never	Not likely	Maybe	Likely	Always
An inspiring blog	( )	( )	( )	( )	( )
A Facebook page of a starting business	( )	( )	( )	( )	( )
Dramatic texts/pictures	( )	( )	( )	( )	( )
A Facebook page of something from a friend	( )	( )	( )	( )	( )

Liite

Beautiful pictures	⬭	⬭	⬭	⬭	⬭
Something a friend posted	⬭	⬭	⬭	⬭	⬭
Inspirational texts/pictures	⬭	⬭	⬭	⬭	⬭
Funny texts/pictures	⬭	⬭	⬭	⬭	⬭
A Facebook page of something from a friend's friend	⬭	⬭	⬭	⬭	⬭

Powered by

Google Drive