

Online Marketing Handbook for Emerging Jewelry Importer: Case Divina Katalina

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ABSTRACT

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This thesis was commissioned by South American Business Solutions Ltd, regarding the enhancement of online marketing practices for their primary brand; Divina Katalina. Under the brand the case company imports handmade, eco-friendly jewelry from South America mainly to Finland. The company being relatively young with limited personnel, the time invested in planning and implementing an effective online marketing strategy had been minimal. The purpose of the thesis was to tailor an online marketing manual for the case company that would strengthen their online presence. The secondary data was collected from topical literature and Internet sources. Benchmarking was used as well to map out current trends prevalent in other businesses in the field.

The secondary data was first used to define online marketing in general and tell briefly about its benefits. The main theoretical chapter examined the ever-increasing role of content, five major social media and their online marketing practices, the basics of search engine optimization, and current trends in email marketing.

The outcome of the thesis revealed a rapidly evolving world of online marketing. The role of content today, whether on a website or on different social media channels, is ever more important. With more and more traffic in the market companies and organizations have to be able to better distinguish themselves from the grey bulk and tailor more personalized messages to consumers. The five major social media - Facebook, Pinterest, Twitter, YouTube, LinkedIn – that were explored each offered plenty of means for an effective online strategy, however, not all of them were deemed suitable for the case company. Search engine optimization for the case company essentially included fine-tuning small segments of the company's website within the framework of the HTML5 website builder that was used. As for email marketing, the case company's past newsletters and other promotional emails were examined and some flaws pointed out. Improvement suggestions were then stated based on the information in the theoretical part.

Key words: online marketing, online marketing strategy, eco-jewelry, content marketing, social media, search engine optimization, email marketing

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GLOSSARY

Ltd	Private limited company
SEO	Search engine optimization
SMS	Short Message Service
B2B	Business-to-business
HTML	HyperText Markup Language
PPC	Pay-per-click
CPC	Cost Per Click
CEO	Chief executive officer
IT	Information technology

1 INTRODUCTION

This introductory chapter demonstrates basic information on the case company South America Business Solutions Ltd, focusing merely on its brand Divina Katalina. The chapter presents Divina Katalina's brief history, core values and main operating principles.

Research issues, the purpose of the thesis and research methods are also discussed, finally ending the chapter with the structure of the thesis.

1.1 Introduction of the Case Company South America Business Solutions Ltd and Its Brand Divina Katalina

The company that commissioned the thesis is called South America Business Solutions Ltd. I had previously completed the latter part of my practical training working for them, so it was a logical transition for me to take on the thesis task, especially when there was a genuine need for it.

South America Business Solutions Ltd was founded in January 2013, making it a relatively young company. They are currently based in Oulu, Finland. The company owns a brand called Divina Katalina, which is its main line of business. Divina Katalina's products consist of four main product lines; bracelets, necklaces, earrings and rings. All the products are imported from South America, more accurately from Colombia and Ecuador.

Divina Katalina operates mainly in wholesale, business to business. They have managed to assemble nearly 70 retailers all over Finland, and also few in Sweden. Sweden is to be the first foreign country they have serious intentions on expanding to. According to the management, they are aiming for solid growth both in Finland and abroad. The outlets selling Divina Katalina's products comprise mostly women's fashion stores that sell jewelry as a side business, although its products can be found in a few hotels as well. Divina Katalina works in retail, too, but it covers only a fraction of its operations. However, anyone can order jewelry via its online store. They have been present in various fairs and trade shows, selling directly to end customers.

Divina Katalina puts a lot of emphasis on green values and environmental sustainability in its operations. All the raw materials used in making jewelry - such as seeds, seed-cases and dried leaves – are collected in South American jungles in a way that does not harm the ecosystem. For instance, collecting seeds does not damage trees, in fact, some of them are collected only after they have fallen to the ground. Using nature's own raw materials ensures that every piece of Divina Katalina's jewelry is unique.

All the jewelry is crafted in South America by skillful artisans who get a fair compensation of their work. Collecting the raw materials gives the local people a valid alternative source of income, benefiting the whole community.

1.2 Research Issues and the Purpose of the Thesis

Divina Katalina still being a relatively young brand the effort put on online marketing strategies has been fairly minimal. They have had a semi-active presence on social media, merely on Facebook, but overall the means have been few. Direct marketing has taken place via customer emails and newsletters, both of which will be discussed in chapter five.

In modern societies the Internet has integrated itself everywhere in the past decade or so. Needless to say, its importance in today's marketing has grown vital, and new practices are introduced all the time. Predicting future trends can be easier said than done, which is also what makes the whole phenomenon ever more interesting. The main research issues are listed in the following:

- How is online marketing defined and understood in today's world?
- What are the major trends in online marketing in 2014?
- What is the role of content?
- How can social media be best utilized in forming an effective marketing package?
- Why should SEO not be forgotten?
 - How to interpret and integrate the theoretical results in a way that best supports Divina Katalina's online marketing means?

Overall, this research aims to bind together a valid online marketing handbook for Divina Katalina. It should help the company to utilize the Internet better and introduce it to current trends in that field. The thesis should give Divina Katalina means to both enhance existing and build new customer relations.

1.3 Research Methods

Online marketing practices undergo changes every year, therefore it is important to stick with up-to-date sources. In this research a great variety of marketing-related literature and reliable Internet articles were used as a form of secondary research. Benchmarking was conducted as well in order to find out how some of the bigger businesses had implemented their online marketing techniques and social media presence.

Interviews and questionnaires, both means of primary research, were purposefully omitted because they were not deemed necessary or beneficial. However, there was an ongoing dialogue, mostly with emails, with a couple of key people in the case company every time clarifications and more accurate information on various matters were needed.

Writing the handbook is associated with action research, as it aims to improve the case company's online marketing practices and point out the central issues.

1.4 Structure of the Thesis

Below there is a summary of all the chapters and their contents.

Chapter 1 is an introduction to the thesis. It briefly presents the case company and its brand, on which I will be solely focusing. The chapter pinpoints the main research questions, the purpose of the thesis and the planned research methods.

Chapter 2 first defines the Internet, followed by a brief history of online marketing. Finally, a few basic principles of online marketing strategy are discussed.

Chapter 3 focuses on online marketing benefits first through the standard 5 Ss model, ending with a few additional benefits.

Chapter 4 is the most important part of the theoretical section of the thesis. It starts off by discussing content and its ever increasing role in today's online marketing. The most important forms of social media are also studied. Search engine optimization has its own subchapter because of its growing importance. The chapter ends with email marketing, focusing on customer emails and newsletters.

Chapter 5 is all about combining the theoretical results with Divina Katalina, and finding the best working practices with each entity discussed in chapter 4.

Chapter 6 is the conclusion chapter that summarizes all the essential findings and deductions. It briefly depicts the working process, and its ups and downs along the way.

2 ONLINE MARKETING

In this section the first steps towards online marketing itself are taken. Before defining online marketing and briefly analysing its history this chapter starts off by defining the Internet itself. The major occurrences in its development history are also listed.

Finally, there is a brief overview on online marketing strategy. The chapter discusses the foundation of a successful strategy and its implementation. The section paves the way for chapter 4 and gives some insight on what will be discussed there.

2.1 Definition and Brief History of the Internet

In a simple form the Internet can be understood as a massive worldwide computer network providing vast amounts of information. It has many interconnected networks that use standardized communication protocols. (Oxford Dictionaries, 2014.) Rapid development of early inventions such as the telephone, radio and computer eventually resulted in an integrated communications network known as the Internet (Internet Society, 2013).

The Internet's early roots date all the way back to the late fifties. Some of the major events in its development history are listed in the following.

- 1958: United States ARPA (Advanced Research Projects Agency) is founded to set the guidelines in science and military technological advancements
- 1969: ARPANET goes live and some of the American universities connect to it for the first time
- 1971: Ray Tomlinson comes up with the very first email application (seven years later in 1978 the first spam email is recorded)
- 1973: The first international connections to ARPANET are made
- 1985: A company named Symbolics gets the honor to receive the first dot.com domain
- 1991: Tim Berners-Lee, considered to be the Web Father by many, launches the World Wide Web with CERN scientists
- 1993: The Internet starts getting mainstream media attention
- 1998: Google is founded by Larry Page and Sergey Brin

- 2003: eBay is the most visited website in United Kingdom
- 2006: Facebook membership opens up to anyone
- 2010: The Internet has just shy of two billion users (Stokes 2011, 4-6.)

The Internet has shaped the world almost like no other phenomenon. Like the invention of telephone it has blurred national borders and made the world a smaller place. Distances do not matter anymore as one can connect to pretty much everywhere in the world by just a few simple clicks. The Internet holds a tremendous amount of information, in fact, it can feel overwhelming to many. According to The Verge (2014), the Internet has become a utility, making it comparable to such necessities as water and electricity. Access to the Internet in modern societies has not been a luxury in a long time, it has become a requirement (The Verge, 2014).

2.2 Definition and Brief History of Online Marketing

Online marketing, alternatively known as Internet marketing, online advertising or Internet advertising refers to means of marketing done merely on the Internet. Regardless of means of online marketing its main goal is to increase traffic to an advertiser's website. (BusinessDictionary, 2014.) Ultimately, online marketing is the conjunctive use of Internet technologies and traditional communications to meet certain marketing objectives (Chaffey, Ellis-Chadwick, Mayer & Johnston 2009, 9).

Today, there are a number of various online marketing means, and new practices are introduced all the time. Some means are more prominent and valuable than others, and some of the earliest forms of online marketing are still considered valid up to this day. Current trends and various forms of online marketing communications are discussed in detail later in chapter four.

Online marketing works for the benefit of both the advertiser and the consumer. The advertiser usually gains time, attention and support from the consumer. The user, in turn, can be entertained or gain value in the form of actual benefit. (Stokes 2011, 21-22.)

The Internet has dramatically transformed the usual selling process and the way both the buyer and seller interact with each other. Customers have plenty of more options, influ-

ence and actual power via Internet. Brands are provided with a number of new means to sell and also new markets in which to sell. Traditional marketing agencies have had to adapt new practices and expand their operations in the field of digital marketing as well. (Stokes 2011, 22.)

The most essential mission for brands is to build loyalty with their customers. More and more consumers want services that are specifically tailored to their needs. (Stokes 2011, 22.) Today, people are overly saturated under the immense surge of advertisements. Life in general has also become more hectic and fast-paced. That means new challenges to marketers, who now more than ever have to be able to affect consumers on a personal level. Marketers with the ability to produce interesting content and tell intriguing stories remain strong in the competition.

Some of the main events in the history of online marketing are listed in the following.

- 1993: The first ever Internet advertisement is sold by a Silicon Valley firm Global Network Navigator
- 1994: AT&T purchases the world's first banner ad on Wired magazine's website
- 1994: A company called WebCrawler releases a search engine that is able to index titles and headers on web pages
- 1998: GoTo.com holds the first search advertising keyword auction
- 2000: Google launches AdWords with 350 customers
- 2005: Google Analytics is introduced
- 2006: Facebook launches advertising
- 2008: ExitExchange.com receives a patent for pop-up adverts
- 2009: Internet advertising topples TV for the first time
- 2012: Facebook starts showing adverts in newsfeeds (Marketing Tech 2013; Prager 2013.)

2.3 Online Marketing Strategy

According to BusinessDictionary (2014), online marketing strategy is a process where a business takes an Internet-based approach to its marketing practices and connects with its customers via website. Internet marketing strategies adapt the common principles of traditional marketing and utilize technology and digital medium to create new opportu-

nities (Stokes 2011, 22). Some recognizable similarities the Internet strategies normally have to the traditional ones are listed in the following.

- Guiding future direction of online marketing practices
- Indicating online marketing objectives that support marketing objectives
- Implementing strategic options to in order to create competitive advantage
- Picking out the strategies not to pursue
- Utilizing common marketing strategy options such as the marketing mix (Chaffey 2011, 201.)

Stokes (2011, 22) urges to use customer-centric thinking when building a successful online marketing strategy. It means that the customer should be at the core of all the decisions. Today, online marketing strategists not only have plenty of new means to build effective strategies but also measure them effectively. For instance, consumer's behaviour, actions, action paths and results can be effectively measured and analysed. (Stokes 2011, 22.) The experts who have the ability to measure these different components effectively are placed in high demand.

Creating an effective online strategy equals to making choices. It is rarely beneficial for brands to try to cover the needs of all the people. In a situation like that the risk of biting off more than one can chew increases and the goal can become blurry. To be able to make rational choices a strategist has to be able to determine the factors affecting the business. (Stokes 2011, 24.)

2.3.1 The Marketing Mix

The four Ps, often called the marketing mix, is one of the fundamentals when talking about marketing strategies. It was introduced by Jerome McCarthy in the sixties and consists of Product, Price, Placement and Promotion.

Stokes (2011, 24) highlights that the traditional four Ps need to be studied from a different standpoint, and puts the emphasis on consumer's perspective. Additional 3Ps also belong to the mix, and they were introduced after the original four to stress the importance of customer service; People, Process and Physical evidence (Smart Insights,

2013). In addition to the original four Ps, the fifth one, People, will be added to the brief introduction of each of them.

The first P, Product, is essentially what a company sells. It can be a concrete, physical product or a service. According to Stokes (2011, 24), the Internet has greatly increased the variety of products. New technological advances have made it possible to take the product customization process further, in fact, consumers are more frequently than ever able to customize products online before they are even created (Stokes 2011, 24). As mentioned earlier in the research, today's consumers demand more tailored solutions to their needs. According to Chaffey (2011, 280), decisions made online about the product can be divided between the core product and the extended product. Branding is also a thing of great importance when examining the product section of the mix. Consumers have virtually no physical cues about the company online, like they would have in an actual store. If a brand is built effectively it can help reduce perceived risk, reduce information search costs and create a reliable perception of the company. (Chaffey 2011, 289.)

The second P of the mix refers to Price. If pricing is implemented correctly it can give a company competitive advantage. The Internet has dramatically changed the way consumers can access pricing information from different suppliers; it is all just a couple of clicks away. Many companies have learned to differentiate themselves on price, and this has led to an increased output of relatively cheap products and services. (Stokes 2011, 25.) For instance, Ryanair, Europe's leading low-cost airline, has gained a steady competitive advantage due to its low fares. The cheapest flights can go as low as under 10 euros, which is sure to attract a lot of people. Naturally, the other side of the coin is that everything else costs, for example in-flight meals. Chaffey (2011, 295) recognizes two main approaches that companies generally use for their pricing on the Internet: newly founded companies tend to use low prices in building their customer base, whereas many already existing companies are just transferring their prices online as such. It is also possible for a company to use lower prices only for certain products (Chaffey 2011, 295).

The Place element indicates the means of effectively distributing the product to customers with minimal costs. In an online environment its foundation is altered because Place and Promotion should also be considered in the same mix. (Chaffey 2011, 306). The

Internet enables companies to operate globally. Distribution has not been dependent on physical location for a long time. Even non-digital products gain advantage from bigger markets, where distance does not play that big of a role anymore. Today, flashy, presentable online catalogues can be created even without being familiar with coding languages. Maintaining and updating an online catalogue can essentially be done without any major costs. (Stokes 2011, 26.)

The final P of the original four stands for Promotion. According to Chaffey (2011, 314) it is the process of utilizing marketing communication tools in order to inform customers about a company and its products. Stokes (2011, 27) highlights that online promotion can be tracked and measured in an accurate way. As mentioned earlier in the research, the Internet has provided a number of new marketing communications tools, and new means are emerging all the time. Since options are plenty, today's companies have to be able to tailor the most suitable package for their use. Chapter four will delve further into these issues and discuss various communications channels.

The fifth P, People, was added to the mix because it underlines the importance of personalization and storytelling (Stokes 2011, 27). It is often associated closely with the remaining two Ps; Process and Physical evidence. Together they are generally called 'the service elements'. (Chaffey 2011, 315.) Communities that enable people to participate in the brand's story somehow are considered beneficial for companies (Stokes 2011, 27). The role of the People element is likely to become even greater in the future because customers will undoubtedly require even more personalization and close-knit communities. Companies wanting to be successful in their online marketing have to invest in fascinating storytelling to build even stronger customer loyalty.

3 ONLINE MARKETING BENEFITS

This chapter will briefly discuss the benefits companies will gain by building a functional online marketing strategy. The 5Ss of Internet marketing, a model originally developed by Paul Smith in the early 2000s, is utilized here to examine the possible benefits in terms of Selling, Serving, Speaking, Saving and Sizzling.

The model studies three different aspects in each of the Ss.

- The benefit of online marketing
- How the benefit is delivered
- Desired outcome (Chaffey 2011, 17.)

3.1 The 5 Ss of Online Marketing

The first S stands for selling. It is essentially about increasing the volume of company's total sales. Both the direct online sales and offline sales influenced by online means are included. The growth in sales can be achieved by reaching new customers who would not act in an offline environment. The Internet can also provide a more extensive product range as well as lower prices. (Chaffey 2011, 17.)

Operating online provides companies with various means of adding value, i.e. serving the customer. A business can give customers additional benefits online, or generate dialogue and feedback in form of informing product development. It is essential that the website's content arouses interaction and discussion. (Chaffey 2011, 17.) The customer should be able to sense the evident benefits of being online, and get the feeling of being taken care of. Therefore, it is vital the website's layout is intriguing and overall functionality at a desired level.

The speaking element of the mix is all about getting closer to and interacting with customers. It is about creating an ongoing mutual dialogue by utilizing forums, surveys and chat rooms (Chaffey 2011, 18.) The more the company gets information about its customers and learns about their behavioural patterns online the easier it is to target new campaigns, for example. Naturally, the information gathering should be done within

sensible limits; the customers should not feel pried on or their privacy broken in any way.

Correctly implemented online marketing strategy can also save costs. One of the basic examples is the use of email newsletter instead of paper ones, naturally generating savings from diminished postage expenses. Today, it is easy for companies to store important documents and other relevant information in online libraries that are easily accessible anywhere. Savings also generate from building a functional self-service platform that gives consumers independence and power to search, compare and purchase on their own. (Chaffey 2011, 18; NetXtra 2014.) Search engine optimization is closely related to the saving element and it will be discussed further in chapter four.

Sizzling refers to extending the brand image online. This is commonly achieved by presenting new offers and experiences while maintaining the familiar look of the website. Companies should focus on highlighting the real benefits and concrete value of being their customers in order to ensure future interaction. (Chaffey 2011, 18; NetXtra 2014.)

3.2 Additional Benefits

Some of the apparent additional benefits of online marketing will be briefly listed in the following.

- **Interactivity:** by using modern online marketing means such as video and Flash companies are able to form stronger bonds with their customers and make the user experience more memorable
- **Traceability:** the ability to effectively measure e.g. pay-per-click campaigns and click-through rates
- **Round the Clock Availability:** once an effective online marketing package is up and running it will advertise and add value 24/7
- **Discovering New Markets:** a functional online marketing strategy will drive new traffic to a company's website and helps to convert them into clients (Stokes 2011, 214-215; Quote Bean 2012.)

4 INTRODUCTION TO ONLINE MARKETING COMMUNICATIONS

In this chapter several different online marketing communication channels are introduced and discussed. The chapter starts off with an analysis of the importance of content, continues to cover various forms of social media, explains the possibilities of an effective search engine optimization, finally ending with a section of direct marketing. It is only logical to address content marketing first because it is such an essential part of each of the other online communications channels to be studied later.

Since online marketing is known to be a very volatile industry where new trends come and go, the sources used in this chapter are selected to be as up-to-date as possible to ensure credibility.

4.1 Content Is the Key

Content itself is a very broad term that in its most basic form refers to anything uploaded on a website, be it words, pictures, videos, podcasts et cetera. It means every single page on a website is considered content. Moreover, everything published off website, at services like Facebook, Twitter or LinkedIn, are forms of content. (Handley, Chapman 2011, 6-7.)

Content marketing is a technique of creating intriguing content and then distributing it to a carefully defined audience. Its goal is to result in a profitable customer contact. The main purpose of content marketing is to create a consistent, ongoing cycle between a business and customer, where relevant content is continuously produced in order to either change or enhance customer behaviour. Content marketing is not about selling anything. Above all, it is about communicating with customers and delivering them information in a fascinating way that promotes alternative ways of thinking. (Content Marketing Institute, 2014.)

Talking directly to customers, especially the ones who have already purchased products or services, can benefit companies greatly. They are a vital resource because the whole buying process is likely to be still fresh on their minds. The customers can provide valuable feedback on their overall user experience and shed some light on the issues that need fixing. The interviewing can be done in form of surveys, for example. (Content

Marketing Institute, 2011.) Companies should also acknowledge that best results are often achieved by writing content as if creating it for an imaginative ideal user, rather than for a vague group of people who represent certain averages (Quick Sprout, 2014).

For the past few years content marketing experts have stressed the importance of both visuality and simplicity in creating significant content. According to Forbes (2013) it is important to create easily digestible content. A number of social media sites rely primarily on images, Pinterest is an excellent example, and it seems to be working well given the recent growth figures. Today, the similar trend can also be seen in blogging where more and more pictures are placed in between text (Forbes, 2013). Pictures have the power to structure the text and make it breathe properly. They will help the reader, who may have grown wary of the endless stream of plain text, to stick around longer.

Content today should be crafted in a simple form. In the era of endless stream of advertising around the clock, people have gradually started to appreciate more simplistic messages that do not necessarily scream for attention but offer toned-down, instructive messages with the sole intention of making the customer's life easier. (Forbes, 2013.)

General consensus about content's role in today's marketing is fairly unanimous; it weighs plenty. The Internet has enabled a number of new content marketing means to appear, meaning that companies today have a lot of resources, with minimal or no costs, to build the best tailored content package for their use. Advertisements continuously bomb people both in real world and online. Under today's immense surge of commercials plenty of people have become numb and overly saturated with them, which poses challenges for content creators. In order for them to succeed and catch people's attention even more fascinating stories have to be told. Today's content has to be able to touch people on their personal levels and encourage dialogue.

As a conclusion, there is a brief list of the apparent benefits successful content marketing can give companies.

- Enhances existing customer relations and attracts more potential ones
- Provides concrete information of products
- Promotes companies' credibility and trust
- Builds buzz in social networks

- Encourages impulse buys (Handley 2011, 8.)

4.2 Social Media

According to Merriam-Webster (2014), social media is a form of electronic communication that people use to create online communities, where information, ideas, personal messages and a number of other content are shared.

General consensus is that the first modern social networking site to appear was Friendster that was launched back in 2002. Originally it was meant to be an online dating site, but in the end it was not to be its main function. Friendster enabled people to create profiles and share different content such as messages, photos and videos with each other. In just a few months the site managed to accumulate over three million users. It was not long after the initial Friendster buzz that Myspace came into being. The developers shamelessly cloned the best features of Friendster and put them into a more customized package. In its prime Myspace had circa 90 million users. In 2004, Harvard student Mark Zuckerberg developed the first version of Facebook with the intention of connecting America's college students. Two years later the site became public, and already in 2008 it was recognized as the biggest social networking site, shadowing both Friendster and Myspace. At the beginning of 2014 Facebook had a whopping 1,3 billion users. (Statistic Brain 2014; 1stWebDesigner 2014.)

Social media has dramatically changed the way we communicate with each other. It has defined the true nature of the Internet to be collaboration and sharing content. It has connected people in ways we did not deem possible a decade ago. It is thanks to social media that the amount of content on the Internet has grown exponentially over the past years, with little signs of ceasing. Today's businesses simply cannot underestimate the role of social media; not only is it an essential part of marketing and public relations departments, but it should be adopted in overall strategies as well. (Stokes 2011, 334; Qualman 2013, Foreword.)

In the following chapters five forms of social media are briefly presented. The five were picked based on their current popularity and relevance in the online marketing field. The goal is to examine the key features that help companies in building their online marketing strategy.

4.2.1 Facebook

Facebook is the undisputable behemoth of social media. As mentioned in the previous chapter, it was launched in 2004 to connect US college students. In 2014, 10 years later, Facebook has amassed incomprehensible 1,3 billion users. Therefore, it is only natural to think of it as a crucial Internet marketing venue.

Creating a profile on Facebook has been made very simple. There is a form on the front page that allows people to fill in some basic information about themselves and sign up. Facebook's registration procedure is effortless; it should not take more than a minute to add all the necessary information. Effortless registration is surely one of the reasons Facebook still manages to attract new users.

After logging in Facebook the dominating view is the News Feed, which is constantly updated. New stories from friends, followed people and liked pages are shown in the feed. The feed can be viewed through two filters: top stories or most recent ones. The News Feed includes different types of content, ranging from plain text to photos and videos.

Plenty of organizations and businesses have their own Facebook page that they use on promotional purposes. When creating a page the user has several categories to choose from:

- Local Business or Place
- Company, Organization or Institution
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community (Facebook, 2014.)

Naturally, the main purpose of a Facebook page is to gain visibility and coverage for a business or an organization. Pages have a counter for likes that indicate the number of people following the page. Common practice for small businesses is that the admin first

suggests the page to his or her current customers, friends and co-workers, who then continue to invite their own contacts to like the page, creating a snowball effect.

Company pages are a great channel to stimulate discussion and spread the word of both existing and upcoming products. Well established pages enable companies to reach vast crowds quite effortlessly. Posting frequency is an important factor, as a company posting updates once a month is unlikely to be able to gather a steady following. Although it is important to put the emphasis on product visibility, the updates should not always be self-promotional. Content published in company pages should also be carefully tailored to target audience's needs. Facebook offers businesses and organizations a possibility to request a web address that makes them as easy to find as possible. The address is in the format of 'facebook.com/companyx'. The company address being in such simple form makes it easy to share and link it with other marketing channels. (Facebook, 2014.)

Albeit operating online, authenticity should not be forgotten. A business with a Facebook page should only share content that they are genuinely excited about. An authentic approach on company's behalf is likely to arouse excitement among customers as well. However, intriguing content is not enough if reciprocal communication is forgotten: a business should always be responsive to customer's comments and possible questions. If the customer feels listened to he or she will most likely come back next time, while spreading the good word about the service. (Facebook, 2014.)

Some businesses and organizations decide to utilize Facebook's Ads. The advertisements can be carefully targeted to a certain group of people and their cost is easily adjusted to different needs. Facebook has its own Ads Manager that is a tool for tracking the success of campaigns and advertisements. It is also possible to alter ad budgets with the Ads Manager. (Facebook, 2014.)

Possibilities with Ads, and other abovementioned Internet marketing channels Facebook provides are discussed further in chapter five in case company's context.

4.2.2 Pinterest

Pinterest is a social media service that works as a visual discovery tool. It helps people to find things they love, and potentially do those things in real life. The service was co-founded by Ben Silbermann, Evan Sharp and Paul Sciarra in March 2010 and is based in San Francisco, California. Today, Pinterest has over 70 million registered users, most of whom live in the United States. However, majority of the new users come from outside of the United States, indicating that Pinterest takes global expansion seriously. Majority of Pinterest users are female. (Semiocast 2013; Pinterest 2014.)

Pinterest's growth has been remarkable. The service has established itself to be one of the major ways to share content online. In 2013, Pinterest grew a whopping 58 percent, making it the fastest growing sharing channel, topping even Facebook and LinkedIn. In the same year Pinterest surpassed email as the third biggest sharing channel online – there are only Facebook and Twitter before in line. The milestone should not be underestimated, given that email has been around decades and Pinterest only for a few years. (Marketing Land 2014; Wired 2014.)

Pinterest is like a giant bulletin board for different things people love. The name 'Pinterest' combines words 'pin' and 'interest', clearly reflecting what the service is all about. The main function and very foundation of Pinterest are Pins. Pins are convenient visual bookmarks that can be either photos or videos, even though the focus has been heavily on pictures. Each user has their own virtual bulletin board where new pins are stored after clicking the 'Pin it' button. The beauty of pins is that they can all be repinned and each pin traces back to their original source. (Pinterest, 2014.)

Since it would be unpractical and messy to fill bulletin boards with all kinds of random pins, it is possible to create boards to better organize the content. Same pin can be visible in multiple boards at the same time. Anyone on Pinterest can create a board and share it with other people. Interesting boards can be followed effortlessly by one single click, linking the user to a new feed that posts updates to his or her home feed (Pinterest, 2014.) The usual pin cycle goes as follows.

- User X stumbles upon an interesting image on a website and decides to pin it their board

- A follower notices the pin, finds it interesting and decides to pin it to their own board
- A third person comes across the same image and pins it further to other boards
- The snowball effect continues indefinitely, with more people pinning the image
 - Since the original source of the pin is always visible the initial pinner gets the credit
 - Huge opportunity for businesses and organizations (Pinterest, 2014.)

Pinterest opened the registration for business accounts in 2012. As of July 2013, Pinterest had over 500 000 registered business accounts, indicating rapid growth (Digital Marketing Ramblings, 2014). Quick expansion is no wonder because Pinterest is essentially a platform for people who crave and covet certain things. It means that lots of users are browsing through different boards with mind already in the purchasing mode; it takes no marketing expert to realize the potential.

The first step for businesses and organizations after registering in Pinterest is to verify their website. It is a necessary step in getting a credible image, and it also gives access to Pinterest Analytics, which is a nifty tool for tracking Pinterest activity. With Analytics, it is possible to find out the amount of people pinning from the company website. It also shows how many people have seen the pins related to the business, and how many of them actually clicked on the content. (Pinterest, 2014.)

Businesses operating in Pinterest should keep in mind that certain standards apply to pinnable pictures. In order to keep the images high-quality the width should be no less than 600 pixels. (Pinterest, 2014.) The need to use high-class pictures, whether on a company profile picture or business boards, is especially important on Pinterest that fundamentally recognizes itself as a visual service. High resolution images are likely to be repinned more frequently as well. However, the image quality alone does not yet determine success, but they also have to have certain edge – something that makes them stand out from the immense stream of millions of other pictures.

Companies should include Pin It buttons on their websites next to images and any other shareable content. Adding the buttons only requires copying and pasting a few lines of simple code. It is a very little effort considering possible outcome; strategically placed

Pin Its can significantly increase the website's traffic. Besides, it is all thanks to meticulous repinners for their hard work. Pinterest also offers a feature called Rich Pins that are a bit more flexible than the normal ones. Currently there are five different Rich Pins available: movie, recipe, article, product and place. With Product Pins, for instance, the user can include additional information in their product images such as real time pricing, availability and location. (Pinterest, 2014.)

Further, more detailed, use of Pinterest in Internet marketing will be studied in chapter five.

4.2.3 Twitter

Twitter is a popular social networking service and microblogging platform. Twitter was given birth in 2006 by Jack Dorsey, who first imagined Twitter purely as a SMS-based platform where people could follow each other's doings by reading status updates. Later Dorsey received brainstorming aid at a podcasting company called Odeo. Odeo's key players were co-founders Evan Williams and Biz Stone who advised Dorsey to pursue the service further. The three people, along with software developer Noah Glass, were to be the main force in driving Twitter to its current success. (About.com, 2013.)

Microblogging is a form of blogging that uses condensed or somehow limited file sizes when publishing content. In Twitter's case, the maximum amount of characters in one message is limited to 140. A message on Twitter is called a 'Tweet', and it can contain text, photos or videos, but also a link to any web content can be included. Tweets can be sent by using normal text messages, with a desktop client or simply posting at Twitter's website. Only registered members can both read and send Tweets, while unregistered users can only read them. (WhatIs 2010; Social Media Examiner 2013.) Tweets can be favorited and Retweeted. Retweeted Tweets appear to followers' feed, and they can be further favorited, Retweeted or commented on.

Twitter uses hashtags (#) to better distinguish keywords and themes in Tweets. The feature was originally created by Twitter users to categorize Tweets more efficiently. (Twitter, 2014.) Anyone can search Tweets based on certain hashtags. The results are shown in Twitter Search in chronological order, making it an effective way to find up-to-date information on current topics. However, it is easy to overdose with hashtags

when pursuing maximum coverage for Tweets. General rule is that Tweets should not include more than two hashtags and they all should be related to the actual topic. (Twitter, 2014.)

By default, Twitter is a public place. Anyone can follow anyone, whether an actual person or an organization, by simply clicking the 'Follow' button. After following someone the user gets all the updates from that profile to their own feed, which is the main view of Twitter. Posted tweets are permanent and they can be browsed chronologically, even by unregistered users (WhatIs, 2010). Even celebrities quickly adopted Twitter as their main voice online. Today, the most popular Twitter users have tens of millions of followers: pop star Katy Perry 52 million followers (ranked first) and teen idol Justin Bieber roughly 50 million followers (ranked second) (Twitaholic, 2014).

Plenty of businesses today include Twitter in their online marketing strategy. Businesses should pay extra attention in creating an attractive profile that reflects the brand's true nature to the Twitter community. The visual look on Twitter should comply with business' other online channels, creating a cohesive and recognizable entity. Naturally, an account name for business should have the closest possible resemblance to the actual name of the business. However, such close similarity is not always possible given Twitter's circa 650 million registered accounts. The name should be considered carefully because it is the cornerstone of Twitter presence, appearing next to all Tweets. The name defines the way people recognize the brand. (Social Media Examiner, 2013.)

Image-wise Twitter has two options on the profile page. The profile photo is a square-shaped picture on the top left corner. Businesses generally have two options here: either use a presentable headshot, which is usually the choice for small businesses, or a company logo. Regardless of the decision, plenty of thought should be put into the choosing process because the profile picture appears next to every Tweet. There is no reason to hinder attractiveness with a poor quality photo. (Social Media Examiner, 2013.)

In addition to the profile picture, the main profile view contains a profile header image, which has a somewhat similar function to Facebook's background photo. The header image is a dominating element in the profile, making it an ideal channel to instantly communicate all the essential information about the venture. This information includes

the username, Twitter account name, Twitter bio, location and a direct link to the company's website, for instance (Social Media Examiner, 2013).

Finally, in the following there are some noteworthy points companies should take into account when operating on Twitter.

- Learning the proper communication etiquette (the correct use of @'s and #'s)
 - Retweeting at favorable times can build new relationships
- Engaging the audience properly: businesses should promote their core values and principles
 - Inviting the customers closer, behind the scenes, will enhance transparency and credibility
- Business Tweets should always have a friendly, conversational tone
 - Overly formal Tweets can create distance between the customers and business
- Creating a regular Tweeting cycle
 - It may take a while for businesses to figure out the most suitable Tweeting frequency (Marketing Donut 2014; Twitter 2014.)

4.2.4 YouTube

YouTube is the world's most popular online video site. Today, it is estimated to have over a billion users, and already in 2011 it gathered more than a trillion views. YouTube was founded by former PayPal employees Chad Hurley, Steve Chen and Jawed Karim. They sparked the idea during a dinner party in early 2005, and the service was launched officially already in November 2005. Internet behemoth Google quickly saw YouTube's potential and acquired it in October 2006 for staggering 1,65 billion dollars. Since then YouTube has introduced multiple new features such as integrated ads in videos and YouTube Live. (Business Insider 2013; Digital Marketing Ramblings 2014.)

Due to YouTube's explosive success, plenty of businesses and organizations have integrated it to their online marketing strategy. YouTube should not be viewed merely as a platform for sharing videos, but also as a search engine. In fact, in addition to being the second most popular website in the world, YouTube has established a position as the second most popular search engine as well. With over 800 million unique visitors each

month, it has become an essential channel for businesses in their marketing endeavors. In the image-centric era, videos are the ultimate means to affect people and get their attention. Companies operating business to business should pay extra attention to YouTube's potential because studies show that circa 92 percent of B2B customers watch online videos, and 43 percent of those customers utilize online video in product research. (Inc. 2013; Kuno Creative 2013.)

Companies contemplating on creating a YouTube profile and uploading promotional videos on their channel should have a clear general view of the target audience. It is completely different to engineer videos for children and teenagers than for middle-aged women, for example. Videos should have a clearly defined message that hits the target audience on the spot. Videos with over five minutes duration should be avoided, since it is unlikely they will uphold the viewer's interest that long. (Online Marketing 101, 2014.)

As mentioned earlier in this research, today advertisements surround us everywhere, for many to an excess. Therefore, it is important for businesses to be able to distinguish themselves from the usual surge of tedious messages, and create something completely new – something that will have a genuine impact on people. Videos should always include a certain hook that makes customers curious about the product. To ensure that the message is recognized and communicated effectively, businesses should always include company name and logo in their videos. (Online Marketing 101, 2014.)

Businesses should realize the importance of linking different social media channels together. All the channels should supplement each other in spreading the business' desired message. Videos should be visible on business' website, as well as on other social media platforms such as Facebook, Pinterest and Twitter. Videos uploaded on YouTube should have easily searchable and logical titles. Video descriptions should be informative, always containing a direct link to company's website. (Kuno Creative, 2013.)

The case company's relation to YouTube and its suggested principles will be addressed in chapter five.

4.2.5 LinkedIn

LinkedIn is the world's largest business-oriented, professional network. It started out from the co-founder Reid Hoffmann's living room in 2002, and was already launched in May 2003, making it one of the oldest social networks today. LinkedIn has endured significant changes in technology and faced a number of competitors, yet it has survived. Today, the network has north of 250 millions users and attracts nearly 200 million unique visitors monthly. (Digital Marketing Ramblings 2014; LinkedIn 2014.)

The need to have a presentable and thorough profile on LinkedIn is essential. The profile is used to connect with other people, and it is also what companies see when they are searching for employee candidates. The key rule is that the LinkedIn profile should contain all the same information a CV normally does; education, work experience et cetera. Profile pictures on LinkedIn are generally formal because people register there as professionals. (About.com, 2014.)

In order to tailor a presentable profile it is necessary to understand the audience. A user should identify the audience whose attention is beneficial getting for and put all efforts to build the profile accordingly. Every profile contains a summary area that can be utilized in writing a brief narrative of the user's past and future professional endeavors. To facilitate the user's visibility and searchability the summary area should have a word count of at least 40 words. (LinkedIn Small Business, 2014.)

One of the fine features LinkedIn offers are groups. Groups are a great meeting place for like-minded people, usually operating in the same industry, to share different content, encourage conversation, find answers, browse jobs, and get visibility to businesses. Any registered member is eligible to join groups via LinkedIn's search feature or create a new one for a specific topic. Several organizations also utilize groups to gain visibility, ranging from non-profit to corporate ones. (LinkedIn, 2014.)

LinkedIn offers the possibility to create company pages for businesses and organizations. Company pages can be useful to businesses in spreading information, enhancing brands, and offering job opportunities. To be able to create a company page, however, a user must have a personal LinkedIn profile with real first and last name. (LinkedIn, 2014.) There are also a few more requirements for creating a company page.

- Profile strength must be Intermediate or All Star
- The user must have several connections
- The user is currently a company employee, with the position visible in the Experience section
- A company email address must be added and confirmed on the account
- The email domain must be unique to the company (LinkedIn, 2014.)

Company pages are the very foundation for businesses' presence on LinkedIn. Before creating one, it is important to find out some basic information about the desired audience. The company page administrator should search for people who would be typical customers for the business, and briefly investigate their profiles. Close attention should be paid to the topics they follow to build the company page around these certain themes. Setting up the page has been made easy: company logo, banner image and brief description is all that is needed. (LinkedIn Small Business, 2014.)

A company page administrator should ensure that the page is found by the right people. Therefore, the user should add company specialties, links, and a narrative describing company core values on the page. Like with Facebook, Pinterest, Twitter, and YouTube, LinkedIn should be interconnected to these platforms, as well as to the company website to maximize the visibility. (LinkedIn Small Business, 2014.)

LinkedIn also offers the possibility to invest in sponsored updates and LinkedIn ads that can help take the company coverage even further.

4.3 Search Engine Optimization (SEO)

Millions and millions of people use search engines every day to find content on the Internet. Today, there are four major globally operating search engines dominating the market. Google is by far the biggest, attracting more than 1,1 billion unique visitors per month. Microsoft's Bing comes second, followed by Yahoo! Search and Ask.com (eBizMBA, 2014).

Search engines are programs that utilize various indexes of words, and ultimately enable users to hopefully find what they are looking for. The common search pattern goes as

follows: A searcher types a word into a search engine, finds the desired page, and clicks on the link. It is entirely possible for a website to attract traffic without any search marketing means. However, to maximize the number of searchers entering the website, certain actions must be taken. That, in a nutshell, is search marketing. (Moran, Hunt 2009, 3.)

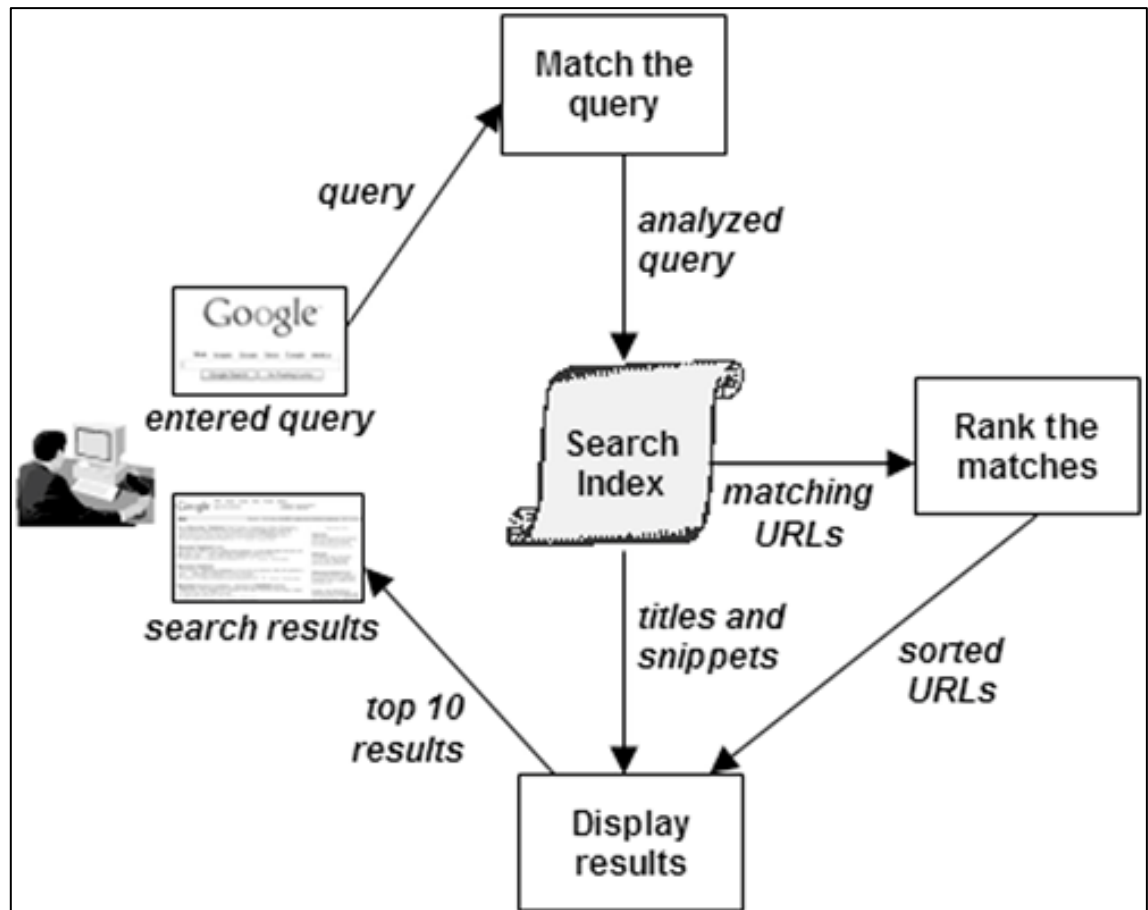


Figure 1. How search engines (organic) work. (Moran 2009, 32.)

Search engines produce two kinds of search results on the screen: organic and paid results. In this chapter the focus is on the former, which are also known as natural results. Organic search results are the ones that originally made Google popular. Organic search results are the ones the search engine provider, Google in most cases, sees as the best possible fit to the search words entered. The best match is listed first, the second best second et cetera. Normally when people discuss search engine optimization they specifically refer to organic search. Organic search results attract most attention and credibility among searchers: natural search results are clicked 60 to 80 percent of the time. (Moran 2009, 5).

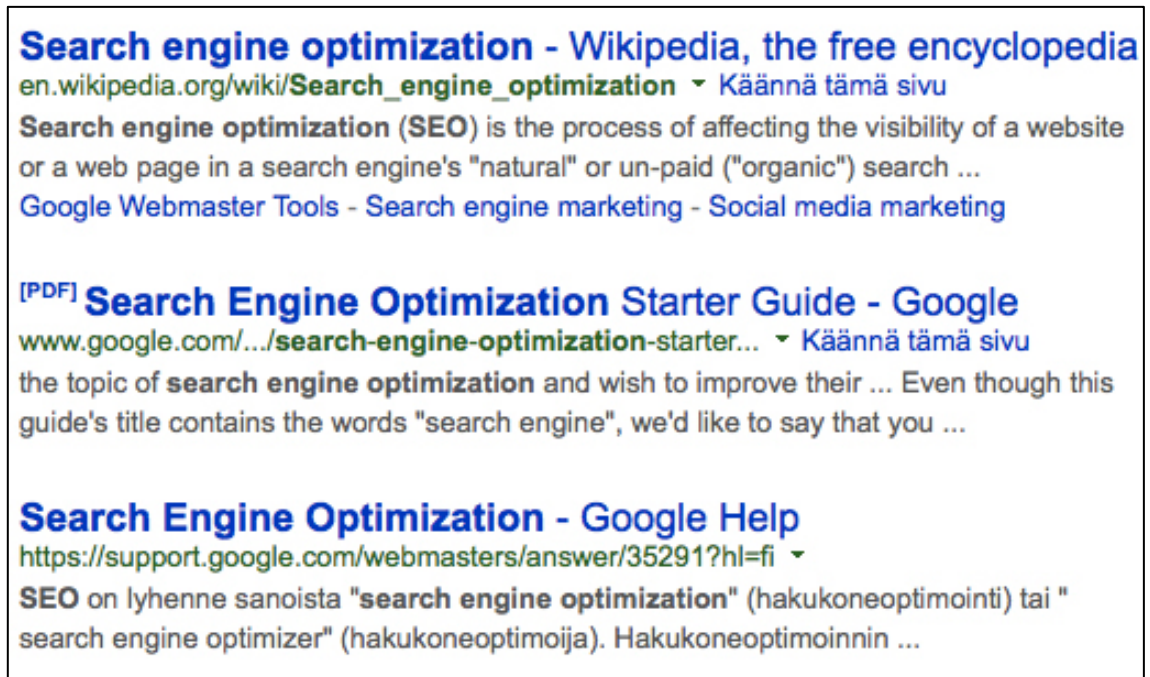


Figure 2. Google's organic search results listed based on words 'search engine optimization'.

Search engines' uniqueness derives from the fact that they provide targeted traffic to websites – people that are already in purchasing mode and actively looking what the market has to offer. Businesses and organizations have to ensure that their websites are visible in search results, otherwise massive opportunities are missed. Special attention should be paid on search queries, which refer to the words users type into the search box. If a business' search engine optimization has not been executed well, searchers will not find it listed in the results page even if the search query is directly related to the business' operation. Targeted visitors are essential to any business: in the best-case scenario they provide publicity and revenue like no other marketing channel. (Moz, 2013.)

Search engine optimization is usually a sum of multiple small modifications made to a website. When studied individually, these changes may seem petty improvements, but together they form a package that is sure to boost the website's overall user experience and performance in natural search results rankings. Businesses have to keep in mind that the Internet is expanding ever so rapidly, making competition fiercer every day. Therefore, companies with effectively implemented SEO strategies will gain definite advantage over others in driving traffic to their websites. However, businesses should keep in mind that search engines, despite all their intelligence, do not work wonders. With effectively implemented SEO companies do have the possibility to greatly inc-

rease traffic to their websites, but respectively poorly implemented SEO can bury companies deep into the unknown. (Google 2010; Moz 2013.)

The most relevant search engine, Google, promotes some basic guidelines for successful search engine optimization. The following guidelines are rather unspecific, but the issue will be discussed in more detail in chapter five.

- Pages should be made primarily for users, not for search engines
 - Cloaking, i.e. deceiving users in terms of content should be avoided
- Websites should always have a clear hierarchy
 - Navigation is supposed to be effortless, every page should be behind a static text link
- Sites should be rich with useful information and content
 - Both ALT attributes and <title> elements in code should be as descriptive as possible
- Keywords should be used to create descriptive and understandable URLs (Moz, 2013.)

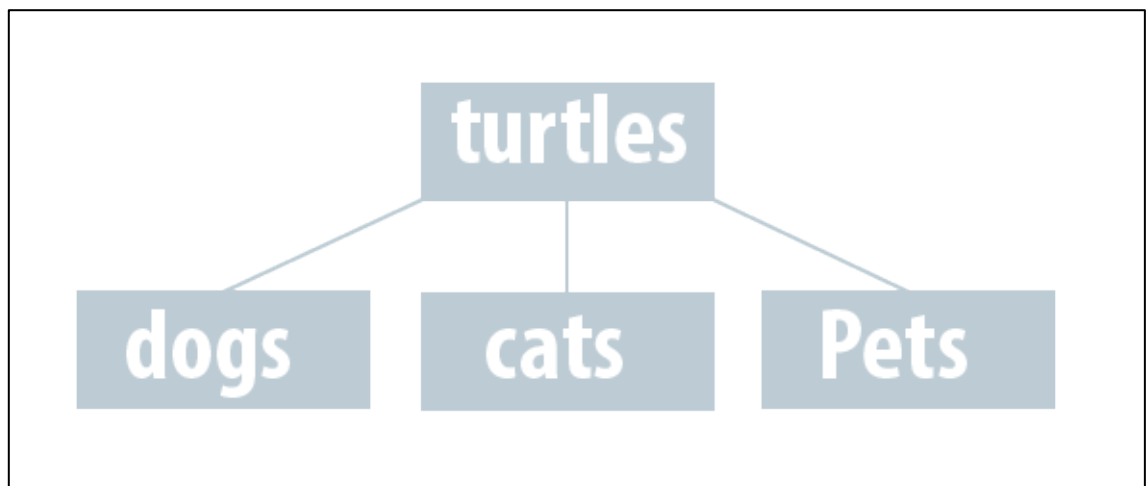


Figure 3. Example of an incoherent website hierarchy, if the site's central theme is 'pets'. (Feedthebot, 2014.)

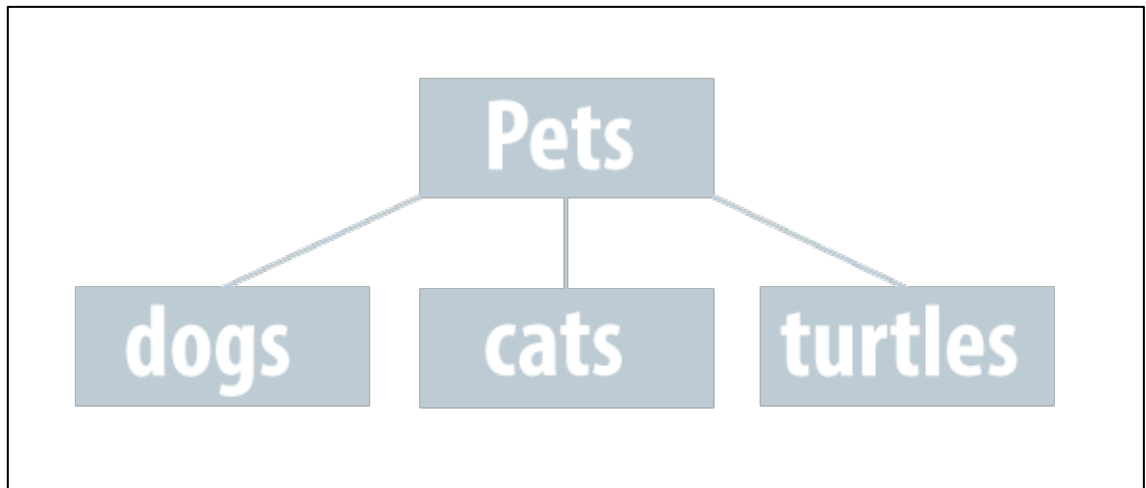


Figure 4. Example of a coherent website hierarchy, if the site's central theme is 'pet's'. (Feedthebot, 2014.)

Cloaking, according to Google, is creating different content or URLs to actual human users and search engines. Cloaking is prohibited by Google and against its official guidelines. Should a webmaster get caught for cloaking, there is a chance Google reacts and deletes the site from its index. Some examples of common cloaking practices are presented in the following.

- Presenting a page of HTML text to search engines, while showing an image-centric site to normal users
- Releasing lines of text and a bunch of keywords on a website only when the agent accessing the page is a search engine (Feedthebot, 2014.)

As mentioned above, webmasters should design their pages specifically for users, not for pleasing Google. In the following a few valid points are presented in order to achieve this.

- A webmaster should look at their site from the perspective of a user and think of ways to facilitate the overall experience
- Is the page's content clear? Does the site appear trustworthy?
- Is the purpose of the site clear?
- Contact information should be easily accessible
- Benchmarking other pages is rarely a bad idea (Feedthebot, 2014.)

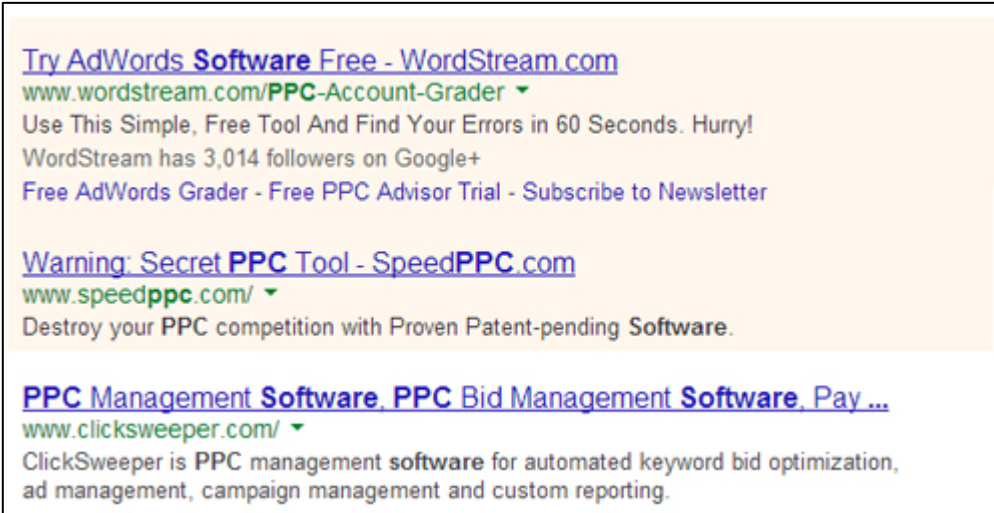
Even though we live in a time of strong visuality and the role of pictures is continuously emphasized, webmasters need to realize the important role of text links in search engine optimization. First of all, people with certain visual impairments will not benefit much from a website that is crammed with images. The exact same issue applies to search engine spiders, search engines' automated robots, which also do not recognize images, making the site's indexing difficult. Therefore, it is essential to have each page of the website accessible by at least one text link, otherwise search engines will not know about the page. The more approachable the site is for the sight-impaired the better it is designed for search engines. (Feedthebot, 2014.)

A website with clear hierarchy structure directly benefits users, for it is easier to navigate and find information on the site. Simultaneously, it displays a clear view for search engines about the site's central theme. A site map is one way to quickly map out any possible flaws and bottlenecks on the website. It gives a clear organizational outlook about the site's hierarchy. (Feedthebot, 2014.)

ALT attributes, mentioned in the bullet points above, are often used as descriptive elements on pictures. However, that should not be their essential function. An ALT attribute on an image should convey the exact same information the image itself would, not being a description or a label for the image. The essential goal of ALT attributes is to provide the same information a visual user would see. If a certain image on a website fails to load properly the ALT attribute, if done right, serves the same purpose. (SEO Workers, 2007.)

4.3.1 PPC

In addition to organic search results, search engines also generate paid results. PPC, pay-per-click, is a form of Internet advertising where an advertiser pays a certain fee every time one of their advertisements is clicked. Therefore, PPC is a method of literally buying visits to websites, as opposed to organic methods. (WordStream, 2014.) Since each click on paid advertisements costs money, it is advisable to build a website around keywords and phrases that are most likely to attract users ready to purchase products (Shopify, 2014). PPC is a great chance for small companies to gain visibility and traffic, if implemented properly.



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[PPC Management Software, PPC Bid Management Software, Pay ...](#)
www.clicksweeper.com/ ▼
 ClickSweeper is PPC management software for automated keyword bid optimization, ad management, campaign management and custom reporting.

Figure 5. Google's paid search results on the top. (WordStream, 2014.)

Search engine marketing is one of the most popular forms of PPC. Advertisers can bid for an ad placement in search engines sponsored links, in most cases Google's, when a potential customer searches with a proper keyword – one that is related to the website's offering. Every time the ad is clicked and the user ends up visiting the website, the webmaster has to pay a small fee. If PPC is executed correctly the total fee becomes insignificant because the user's visit is likely to more than return the investment. (WordStream, 2014.)

Planning and implementing a PPC campaign involves plenty of variables. The main challenge is to select the right keywords in place, organize those keywords into effective campaigns, and finally create a PPC landing page that converts potential customers into buying ones. Search engines commonly use a reward system to remunerate advertisers who are able to create ingenious pay-per-click campaigns by charging them less for their ad clicks. This directly leads to higher profits, highlighting the importance of an effective PPC campaign. (WordStream, 2014.)

Google AdWords is undisputedly the most popular PPC advertising system to date. The AdWords platform is for businesses who want their ads to appear on Google's search and other Google-related properties. The platform functions on a pay-per-click model, alternatively known as cost-per-click, which is explained in the paragraphs above. Google chooses the winners based on multiple factors such as quality and relevance of the keywords. More particularly, the final positioning on Google's search results is determined by the advertisers Ad Rank, which is calculated by multiplying CPC bid and

Quality Score. The former is the maximum amount money the advertiser is ready to spend on the campaign, whereas the latter refers to the combined qualities of the advertisers click-through rate, relevance, and landing page quality. PPC marketing through AdWords is considered extra valuable because of Google's evident predominance in the market. It is Google that attracts most traffic in the market, which means it has the most potential to generate a steady flow of clicks to the advertisements. (WordStream, 2014.)

Choosing the right keywords can take a lot of time. However, webmasters should realize the importance of a functional PPC campaign, and not feel overwhelmed in planning and implementing it. Keywords refer to search terms that users enter in search engines. Search terms can consist of a single word or multiple words, of which the latter is known as a key phrase or keyword phrase. Advertisers then target those keywords or key phrases they think have the best possibility of attracting traffic. Creating a successful, ongoing PPC campaign requires constant examination and renewal of the keyword list. (Stokes 2011, 253; Wordstream 2014.) Some qualities of an effective keyword list are presented in the following.

- The list should be relevant
 - There is little sense of using keywords that have nothing do with the website itself
 - Chosen keywords should always aim for a higher PPC click-through rate
- The list should be exhaustive
 - In addition to the most relevant and obvious keywords, the list should also include long-tail keywords
 - Long-tail keywords are are more specific and less common, but also less expensive
- The list should be recurring
 - Constant refining and reshaping of the list should be practiced (WordStream, 2014.)

Google's AdWords campaigns can be credited for flexibility. For each campaign the advertiser is eligible to set a daily budget, language and geographic targeting, start and end dates, and the types of sites the coverage is wanted on – for instance search engines or content sites only. In the following there is an illustrative picture on the basic structure of an AdWords account. (Google, 2011.)

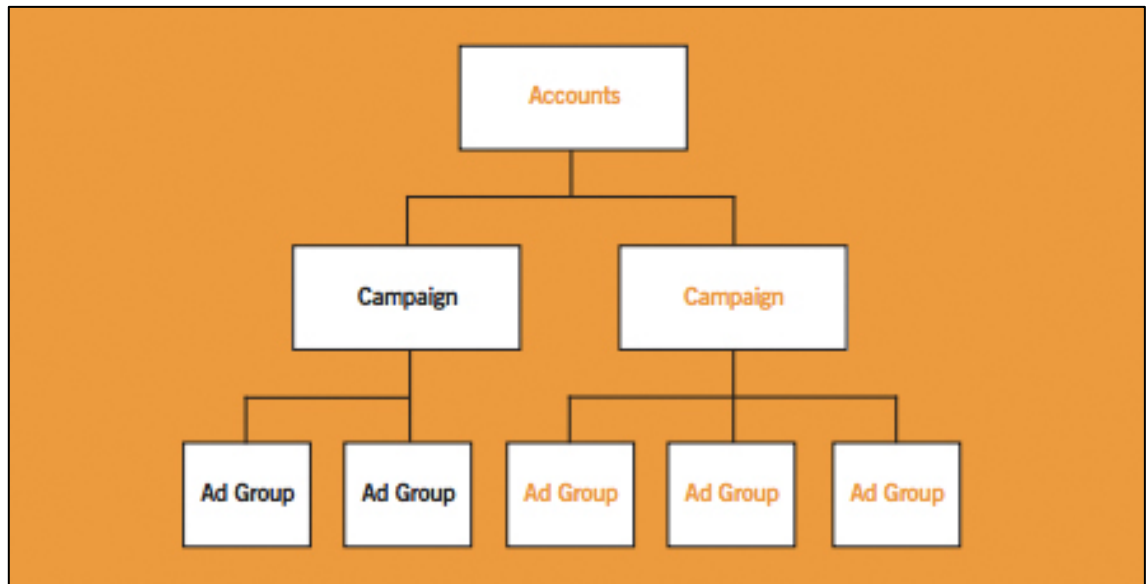


Figure 6. Google AdWords - basic account structure. (Google, 2011.)

4.4 Email Marketing

Email marketing is a type of direct marketing that uses electronic means, an email, to deliver commercial messages to a defined audience. Today, with new marketing tools introduced at a rapid pace, it is often forgotten that email marketing is one of the oldest and most effective digital marketing means. Essentially, email marketing is an effective tool for customer relationship management, abbreviated as CRM. Some of email's most evident benefits are listed as follows.

- Very low cost per contact
- Can be targeted accurately
- Highly customizable
- Measurable (Stokes 2011, 170.)

Stokes (2011) emphasizes the fact that every email sent from a company or an organization should be considered part of an email marketing plan. According to Stokes (2011), there are two types of commercial emails; promotional and retention based emails, which are also known as newsletters. Promotional emails are generally pretty direct, and they usually have a goal of persuading users to take an immediate action – to make a purchase or to request further information. Newsletters commonly focus on longer term goals. (Stokes 2011, 173.) Other email types include invitation, catalogue and transactional emails.

Similar to other online marketing channels, before actually designing and implementing an email marketing campaign, a clear definition and marking of the target audience should be executed. The better the company knows its target audience the easier it is to tailor content-rich, intriguing emails. Being a retailer, for instance, means that the target audience is most likely interested in novelties or discount products. (MailChimp, 2014.)

Business' first and foremost goal in email marketing should be the accumulation of an authentic email database. The database is a list of subscribers who have given their permission to the business to contact them with marketing messages via email. Should the business target customers outside the database, it is always compromising its reputation, and in worst-case scenario, it could even face some form of legal action. Naturally, the most important piece of information in the email database is the subscriber's email address, but additional information can also be gathered:

- Name, surname, and title
- Gender
- Country
- Date of birth
- Telephone number
- Update frequency – how often they would like to receive emails? (Stokes 2011, 174-175.)

Once a business has established an email database it is time to start thinking about the actual content. All the people and organizations in the database gave their information voluntarily, expecting something in return, so it is vital for the business to be able to deliver.

Subscribed readers should be treated almost like VIPs. They should be the first to know about business' new products or campaigns to make them feel attended and taken care of. They should be given some extra benefits for allowing their information to be used, for instance in the form of special discounts. The emails sent by the business should contain useful information that can concretely benefit customers - the content should be able to give customers something they did not have before. The design of the message

should be intriguing enough to eliminate the chance of the message getting deleted after the first glance. The message's content should always have a personal touch because very few people are interested in official jargon that drones on and on without really saying anything of importance. Humour, if implemented right, is generally a nice addition, although it is easy to overdo as well. The company emails should be kept relatively short because the risk of losing the customer's interest with long, rambling text is high. If there is a need for a longer, more elaborate piece, the majority of the text should be behind a separate link. That makes engaging with the piece optional, emphasizing the customer's personal freedom. (MailChimp, 2014.)

5 FINDINGS

In this chapter the theoretical groundwork addressed in chapter four is applied to case company Divina Katalina's context. The chapter starts off by studying Divina Katalina's current website, its execution of content, and how to improve it. The reason to examine content first is exactly the same as in the theoretical part; at some level it applies to all the following topics.

After the content analysis the case company's relation to various channels of social media is examined. Divina Katalina is already present in some of the social media platforms, but not all of them. The goal is to find the best principles in operating in these platforms, and make them all work together in synchronization to boost the case company's online marketing means.

Divina Katalina's search engine optimization efforts to date have been minimal. Therefore, in chapter 5.3, some basic practices are introduced and applied to the case company's needs. The goal is to enhance Divina Katalina's visibility in search results. The emphasis is on organic search.

Lastly, the case company's current level of email marketing is studied. In this subchapter certain practices are introduced to improve Divina Katalina email marketing means – to make the messages more informative, content-rich, and better suited for its customers' needs.

5.1 Divina Katalina & Content

As mentioned in chapter 4.1, content is a really broad term. Literally everything that is put on a website, be it text, pictures, or videos, is considered content. Therefore, every tab and section of the case company's website is examined in the following. The focus will be on design, positioning and meaningfulness of the content, and how to best modify it to serve customers more effectively. To start unraveling the issue, a close examination of Divina Katalina's front page is needed. The case company has built its website by using Wix, which is a cloud-based HTML5 website builder.



Figure 7. Divina Katalina's front page.

Divina Katalina's product range consists of plenty of colorful, distinctive jewelry, therefore it is only natural to trust visuality and include photos on the front page. Especially nowadays, the recurring trend in websites leans toward visuality and simplicity. The case company's current front page has some promising elements, but the execution is a little bit awry.

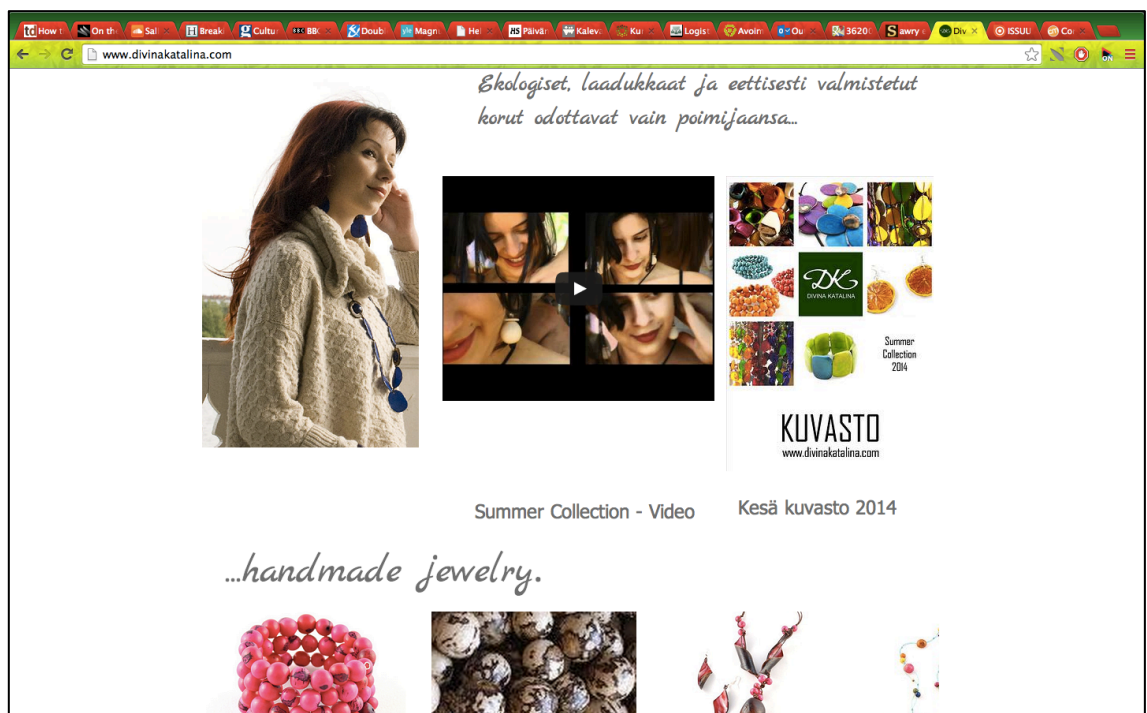


Figure 8. The rest of Divina Katalina's front page.

Divina Katalina's logo on the top left corner of the front page is half-successful. Its flowing form pleases aesthetically, and the green color is a suitable reflection on the case company's green values and environmentally conscious operations. However, to create a better contrast the logo's font color should be changed to white and placed against a green background.



Figure 9. Suggestion for Divina Katalina's new logo for the front page.

The logo's font converted to white against a green background creates a cohesion with the front page's footer, in which a similar logo is used – just in smaller scale.



Figure 10. Divina Katalina front page's footer.

The slogan 'Inspired by Nature...' in the header is appropriate: Divina Katalina's jewelry is manufactured in both Colombia and Ecuador, where local artisans reshape raw materials found in rainforests and jungles to create unique pieces of natural jewelry. The three dots after the slogan are useless, giving out a vague feeling of anticipation of something. The three dots should be eliminated and the font color changed to the same shade of green as used in the logo. This will give the header a more pleasant and uniform appearance.

The descriptive text right below the header is problematic at its current state. The text says: *Tervetuloa Divina Katalinan korumaailmaan, jossa hedelmän siemenet tai jopa lakastunut siemenkoti on saanut uuden elämän artesaanien taitavissa käsissä.* The text is not grammatically correct Finnish, and should instead say: *Tervetuloa Divina Katalinan korumaailmaan, jossa hedelmän siemenet tai jopa lakastuneet siemenkodat saavat uuden elämän artesaanien taitavissa käsissä.* The text's font goes hand in hand with the header's slogan, making it a coherent choice.

The text 'Ekologiset, laadukkaat ja eettisesti valmistetut korut odottavat vain poimijaansa...' is illogically placed in the middle of the front page, detached from the longer descriptive text mentioned above. These two bits of text should be merged together, and placed underneath the header to make the structure of the front page more clear.

Divina Katalina's website is supposed to be available both in Finnish and English. For now, translation to English only applies to the front page, and it is not done in a very professional way. The English text says: *Welcome to Divina Katalina's jewelry world where seeds of fruits or even berries have change to get a new life in the hands of the tallented artisans. Ecological, unique and ethically handcrafted jewelry are just waiting for you to pick them.* After modification the text should say the following: *Welcome to Divina Katalina's world of jewelry, where simple seeds of fruit, or even wilted seed-cases have been transformed into something beautiful by skillful artisans. Ecological, high-class and ethically handcrafted jewelry is waiting for you.* The Finnish section of the front page is currently a mixture of both Finnish and English, and therefore it should be corrected.

The current state of the front page's actual body is a bit of a mishmash, conveying an unprofessional look that is unlikely to build trust among potential customers. The core problem is that there is simply too much content cramped on one page, which is disrupting navigation and confusing users. The two vertical pictures used on the page are not very good choices for a couple of reasons: vertical pictures are almost without and exception harder to include on a page than horizontal ones, and those pictures in question do not currently serve any concrete purpose.

In an effort to create simplicity and coherence on the front page the two vertical pictures should be eliminated and replaced by a one dominant horizontal one, which would

ideally catch the viewer's attention immediately. The picture should be placed right underneath the header. The introductory text should be integrated with the picture wholly so that it does not overlap with its top left corner like it currently does.



Figure 11. Suggestion for the new main image on Divina Katalina's front page.

In order to make the picture more purposeful it should be made into a slider, which would display the product range of Divina Katalina. Each slide should contain a vivid description of each product, be it bracelets, necklaces, earrings or rings – with a clear and representative product image. By clicking on any of these product slides the user is taken straight to the respective section of the online store. There are small arrows on either side of the slider used for navigation. The slider can also be automated if needed. All these practices give the picture a concrete function and unify the overall appearance of the front page.

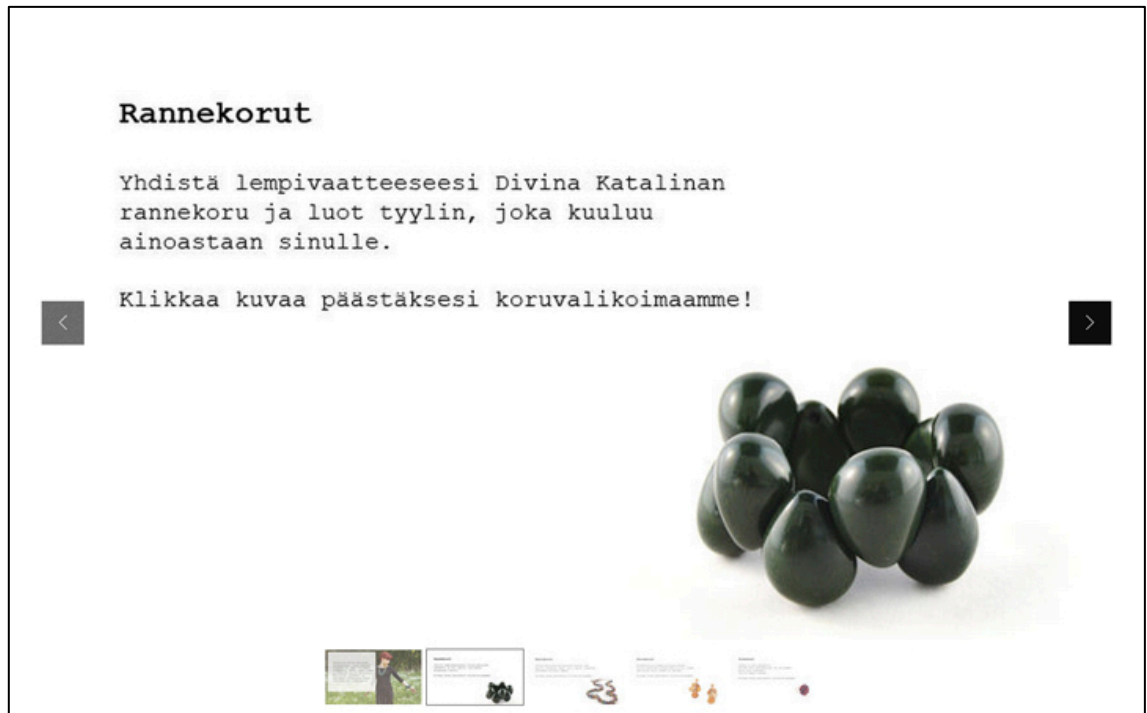


Figure 12. Suggestion for the bracelet slide.

Divina Katalina's front page already contains a slider, but it is placed at the bottom of the page and is not of much use. There are several different product images included, but the selection has been done indiscriminately. Only some of the images have a working link embedded, and some do not. Consequently, the slider should be eliminated from the page because it lacks a clear function and confuses visitors.

The four square boxes representing bracelets, necklaces, earrings and rings should be moved underneath the main image, to the bottom left corner of the page. To help the positioning the boxes should be made a little bit smaller. By clicking on each box the user is directed to the respective category in the online store. After placing the boxes to the bottom left there are still enough space to include both Divina Katalina's online catalogue and its summer collection video on the page. In the following, there is an illustrative picture of the possible structure of the front page.

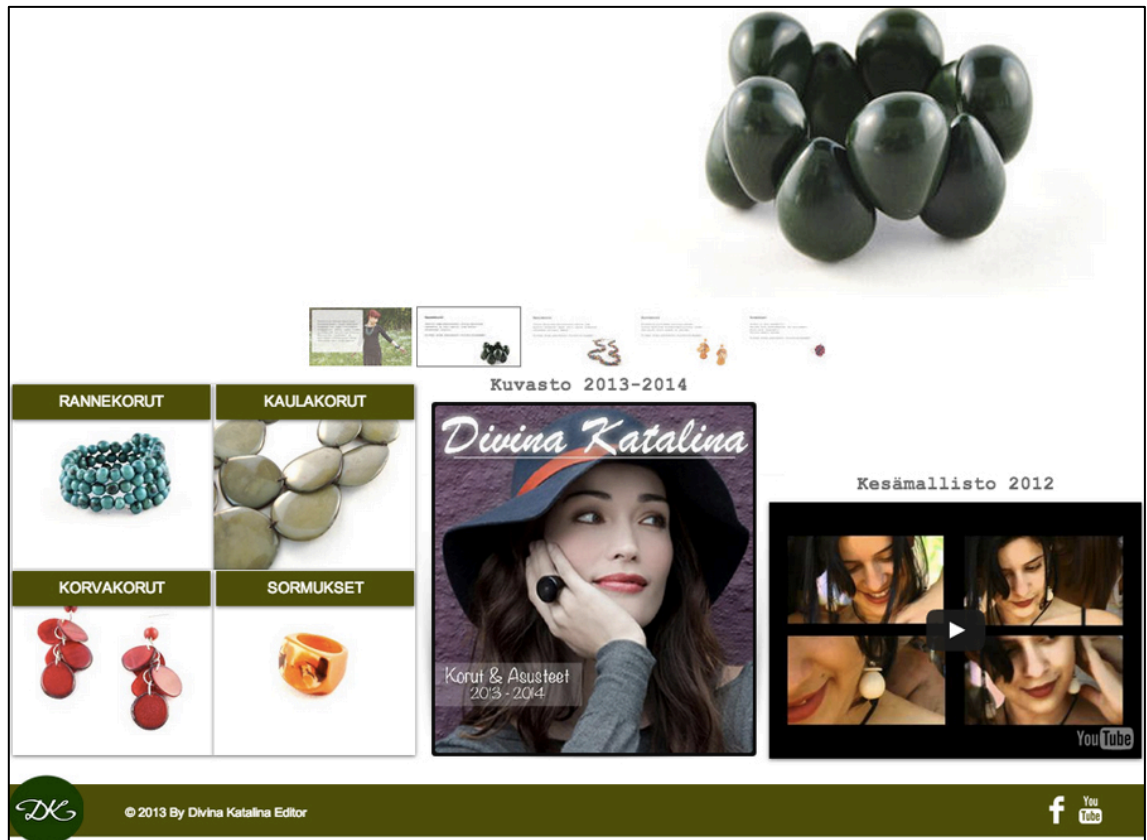


Figure 13. Suggestion for the overall look of Divina Katalina's front page.

The biggest bottleneck on Divina Katalina's website is its unorganized and messy front page. The remaining pages have been executed better, and only require some finetuning. On the current website the products tab in the header does not work properly. Clicking on the tab does not take the user anywhere, instead a menu for four main product categories is opened underneath. While this is also an important feature to have, clicking on the products tab should take the user to a general view of all the main product categories. In the general view, clicking on each product category image takes the user to their respective pages in the online store.


 <p>RANNEKORUT</p> <p>Yhdistä lempivaatteeseesi Divina Katalinan rannekoruun ja luot tyylin, joka kuuluu ainoastaan sinulle.</p>	 <p>KAULAKORUT</p> <p>Divina Katalinan kaulakorujen avulla ilme muuttuu hetkessä: upeat värit saavat olemuksen hehkumaan auringon lämpöä.</p>
 <p>KORVAKORUT</p> <p>Korvakorut piristävät pilvisen päivän. Divina Katalinan korvakorumallistosta löydät ekologiset korut arkeen ja juhlaan.</p>	 <p>SORMUKSET</p> <p>Sormus kuin karamelli! Värikäs kuin hedelmäkarkki vai mieluummin musta kuin salmiakki? Valitse makusi mukaan.</p>

Figure 14. Suggestion for the general view of the products tab.

The materials tab takes the user to a page dominated by a large four-step slider that briefly explains the origins and ethics behind the raw materials used in manufacturing Divina Katalina's jewelry. The slider itself has been implemented well, and only requires reselection of certain pictures to make it appear more presentable. Underneath the slider there are pictures and brief descriptions of each raw material used in manufacturing the jewelry. On the current website the pictures appear somewhat scattered and incoherent. By changing the pictures, using different positioning and adding some colors the layout becomes more professional looking. In the following there is an illustration for a better functioning layout for the page.



Figure 15. The current layout of Divina Katalina's materials page.



Figure 16. Suggestion for the new layout of the materials page.

The rest of Divina Katalina's website does not require any major fixes. The contact information page contains a brief narrative of the Divina Katalina brand and the company, South American Business Solutions Ltd, behind it. Naturally, both the CEO and co-founder's contact information is visible. The narrative is typed with Helvetica, and should be changed to Courier New because it is also used with rest of the site. The comparison between the current page and the new suggestion is illustrated in the following.

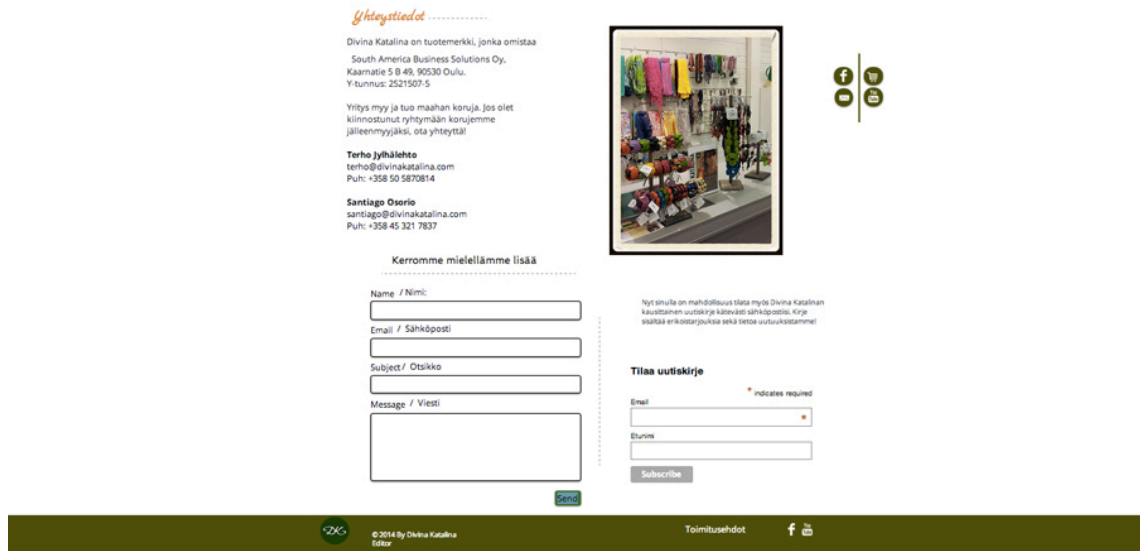


Figure 17. The current layout of the contact information page.

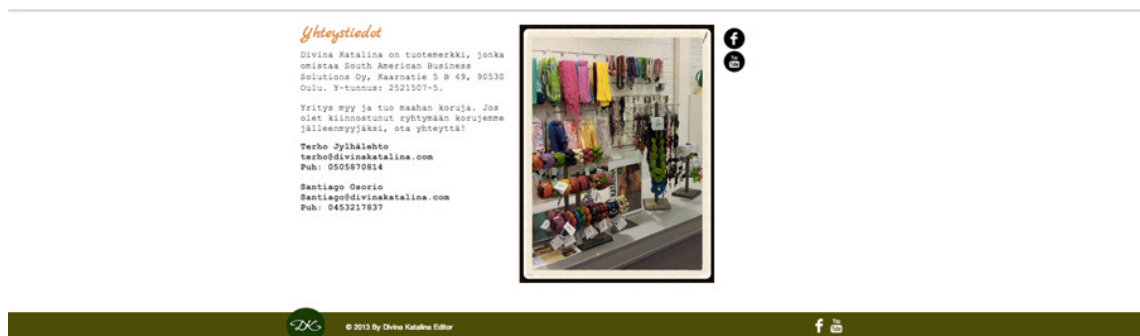


Figure 18. Suggestion for the new layout of the contact information page.

As seen from the images above, the changes are quite minimal. The text fields at the bottom left in figure 17 are used by customers to contact Divina Katalina if they have any questions. The two text fields on the right side are meant for users willing to subscribe to Divina Katalina's newsletter. Both of them are important and should also be included in the new layout. They can either be placed underneath the narrative and the picture, like in figure 17, or put on in level with them. Essentially it is the matter of one's personal opinion.

The retailers tab contains information of all the current retailers, and they are divided in groups by Finnish provinces. The retailers' information is scattered unevenly across in this tab.

The design in Divina Katalina's online store is clear and user-friendly and does not really require any alterations. The only minor flaw is that clicking on the online store tab on

the front page takes the user, unlogically, straight to the store's necklace page, not the store's general view as it should. Naturally, this can be fixed very easily.

5.2 Divina Katalina & Social Media

Divina Katalina has yet to establish a sustainable social media presence. The company has a Facebook page, with approximately 350 likes, but updates it quite irregularly. The other social media channel in use is YouTube, but it only contains two videos: one that is updated over two years ago, and the other half a year ago. Divina Katalina also has a Pinterest profile with not much activity. In this chapter five major social media channels – Facebook, Pinterest, Twitter, YouTube and LinkedIn – are briefly studied in the context of the case company. The goal is to figure out which of these channels are apt for the case company to use, which are the ones worth investing time and money in.

5.2.1 Divina Katalina & Facebook

Divina Katalina Facebook page's strongest element is no doubt the cover photo. It bears the characteristic livery of dark green that is also visible in the logo and the website's footer, for instance. The photo is divided in four sections with images of both the actual products and models wearing them. The overall look is professional and easy on the eyes. Some businesses tend to change their cover photos according to different seasons and holidays. This practice could also be applied to Divina Katalina.

The About section on the Facebook page does not score as high. The language used in the description is not very elaborate, containing more than a few grammatical errors. The English bit, under the subhead 'Description' also leaves plenty to improve. The About section in Finnish says: *Divina Katalinan korut ovat muotoilultaan, väreiltään ja materiaaleiltaan osa eksoottista Etelä-Amerikkaa. Kaikki korut ovat paikallisten artesaanien suunnittelemia ja omin käsin valmistamia.* The current Description in English goes as follows: *Divina Katalina offers you handmade jewellery from South America. Made by artisans from natural materials to offer you top fashion jewellery. Jewellery which are made of natural materials so you can find them made of melon seeds, tagua, bamboo, coconut, stones, among many others, bringing you a different option of exotic, authentic, and in every cases unique pieces. All our hanging earrings are nickel free with a silver bath.*

Needless to say, the level of English used in the Description cannot be considered very professional. Instead, the translation should say: *The shape, color and material of Divina Katalina's jewelry is part of exotic South America. Every piece of jewelry is designed and handmade by local artisans.* This is the only English bit needed in the About section. The Description subhead should be deleted and all of its content relocated under the Basic Info heading.

All content under the Basic Info heading should be formatted and rethought. Green values in Divina Katalina's operations is not highlighted enough. The Finnish bit should go as follows: *Korujen valmistuksessa käytetään ainoastaan luonnollisia materiaaleja, kuten siemeniä, siemenkotia ja hedelmiä. Jokainen lopputuote on uniikki monimuotoisten luonnonmateriaalinen ansiosta. Raaka-aineiden keräys ei vahingoita ekosysteemejä ja tarjoaa paikallisille ihmisille varteenotettavan vaihtoehtoisen tulonlähteen.* The English bit would say: *Only natural resources are used in manufacturing the jewelry, such as seeds, seedcases and fruit. Every single end product is unique thanks to diverse natural raw materials. Collecting the resources does not harm ecosystems, and also provides local people with a valid alternative source of income.* The Contact Info segment already contains Divina Katalina's web address, but adding both the CEO and co-founder's emails and phone numbers should be considered.

Divina Katalina's average posting frequency on Facebook, for the past year, has been approximately 2,6 updates a month. The number is quite low, and means the company has not been able to gain a steady following. Today's average customer is likely to have more than enough traffic in their newsfeed, therefore a company posting only a couple of times a month is in danger of falling into obscurity. With a posting rate like that it is difficult to generate dialogue, get feedback and form strong ties with customers. The suitable posting frequency naturally depends on a business, but the key rule is updates should occur at least a couple of times a week in order to keep the community active. Updating multiple times a day is reasonable only with special deals and events, and normally it is the bigger businesses and organizations that benefit from it on a regular basis.

The content on Divina Katalina's Facebook page is centered around promoting events and fairs the company is part of, as well as small-scale raffles with some jewelry prizes.

Plenty of pictures are used with the updates, which is reasonable because the products are all about color and uniqueness. Most social media marketing experts have a general consensus that updates with either pictures or videos have a higher level of customer engagement than just plain text. There are only a couple of video updates on the Facebook page, thus they should be used more frequently if possible. The raffles usually have a general script: the customer has to share a certain update on their timeline, and by doing so they are elected in the draw. Divina Katalina also offers discount codes on its Facebook page that can be claimed in the online store. These are all fine practices, generally used by many companies, but the low update frequency eats into the effectiveness of it all.

Divina Katalina can safely use more self-promotional posts on its page. Highlighting the newest product releases with eye-catching images, or perhaps with demonstrative videos, is likely to gain attraction. Promotional updates do not necessarily have to contain new products, but anything in the online store can be highlighted – for instance in accordance with topical seasons and holidays. Such updates should always include a straight link to the online store. Feedback-driven updates should not be forgotten. It is vital for any business to ask customers' opinion on matters regarding current or future products, improving usability in different platforms and basically anything that is related to the business. It is important for the business to increase its transparency and make customers feel they have a safe and reliable channel for communication. Feedback inquiries can be done in the form of surveys, for instance, and they can easily be combined with raffles or competitions in order to make them more alluring.

All the aforementioned means to boost the company's visibility are free of charge. However, Facebook also offers its own advertisement service called Facebook Ads that costs money, but budgets are adjustable. Ads in Facebook are shown under the 'Sponsored' column. According to Social Ads Tool (2012), ads in Facebook can be effectively targeted and filtered to specific groups of users. The filter system collects information such as the user's age, location, education, relationship status and all their likes in music, movies and literature, for example. In Divina Katalina's case the adverts should be naturally targeted to women because it is women's jewelry. Women from a wide age group are interested in the jewelry, from young adults to middle-aged ladies, thus the age filter should be set to cover ages from 20 to 50, for example. The location can be set to cover a whole country, specific city or province. Divina Katalina has retailers across

the nation, therefore it would be reasonable to start off covering the whole country. As for the likes and interests, keywords such as jewelry, bracelets, necklaces, earrings, rings, exoticness, handmade, ecology, sustainability and green values should be used. Both education and relationship status filters cannot be considered that important, at least not in the beginning. After adjusting the filters Facebook gives a rough estimate on the number of people the ad campaign has potential of reaching.

The cost of the Facebook Ads campaign depends on the company's willingness to spend. The budget manager includes a set of filters that help the business in tailoring a suitable campaign with reasonable cost. First, the account currency must be chosen, be it dollars, euros, et cetera. Next the account territory and time zone has to be determined in order for Facebook to comprehend the start and end times for each campaign. Under the 'Campaign and Budget' section the user gives the campaign a name and sets a budget for it: The user can choose between 'Daily Budget' or 'Lifetime Budget'. With a daily budget the ad will stop showing once the given limit is reached, and the same applies to lifetime budgets. The campaign can be scheduled by determining a starting and ending time or, alternatively, the campaign can be set to run continuously. There are two main pricing systems available – CPC and CPM. CPC stands for Cost Per Click, which is the amount of money paid for one click on the ad. CPM is short for Cost Per Mille, i.e. the cost for 1000 impressions of the ad. An impression is counted every time the ad is shown to someone on Facebook – actual clicks play no role. (Social Ads Tool, 2012.)

Divina Katalina's campaign currency is euro. The territory is certainly Finland and the time zone should be set to either GMT+2 or GMT+3, according to current season. The name of the campaign should bear the business' name, while also referencing to jewelry. The Daily Budget would be worth trying at first: the budget should first be set somewhere between 50 to 100 euros, just to get some basic insight of the ad's potential. Cost Per Click is likely to be a safer bet for Divina Katalina, which has a quite small user base still. At least the company would only be paying for actual clicks. When determining the cost of one click Facebook automatically suggests an amount that would win each bidding auction – there is always a bidding competition going with other similar campaigns. Quite often businesses end up paying less for their ads than their set maximum bid, if it is enough to win the auction (Facebook, 2014).

5.2.2 Divina Katalina & Pinterest

Pinterest holds great potential for Divina Katalina because it is one of the fastest growing social media platforms today with over 70 million registered users. The service is all about visuality, which is perfect for the company with a great range of stunning, colorful jewelry. Moreover, majority of Pinterest's users are female, thus the potential for Divina Katalina is significant.

Divina Katalina already has a business page on Pinterest called 'Divina Katalina jewelry & accessories'. The introduction says: *Divina Katalina offers you handmade jewelry from South America. Each piece handmade by artisans from natural materials to offer you top fashion jewelry.* The introduction should be modified a bit and say: *Divina Katalina offers you unique and eco-friendly jewelry from South America. Each piece is handmade by local artisans, and only natural materials are used.* In the current introduction word 'handmade' is used twice, which is not necessary. The suggested intro is better construed and highlights the green values a little further.

Currently, there are 52 pins on Divina Katalina's Pinterest page, all of them being pictures of bracelets from its summer collection. The product images are logically placed under 'Bracelets' board. The introduction to the board goes as follows: *Here's some groovy handmade eco bracelets from our Summer Collection. Match them, mix them, get creative!* Again, the intro is not grammatically correct and should say instead: *Let us present groovy, handmade, and eco-friendly bracelets from our Summer Collection! Match them, mix them, get creative!* 'Here's' is not a proper way to start a sentence when there is a plural subject 'bracelets'. Furthermore, the word 'groovy' can be a little problematic because nowadays it is considered somewhat dated. It could be replaced with words like 'vibrant' or 'unique', which is always a safe bet.

In addition to having the board for bracelets Divina Katalina should create separate boards for each jewelry type; necklaces, earrings, and rings. Every board should have an intriguing introduction because it may encourage people to follow them. It is also important to pay attention to boards' cover photos: the most presentable ones should be picked. The images used in the bracelets board are of high quality, and the same standards should be applied to other boards as well. According to Forbes (2013), visually

strong images are likely to attract three times as much user engagement as posts with no images at all. All the images can also be pinned to different boards.

The main problem in Divina Katalina's bracelets board is that there are 52 product images, but there are only 11 bracelets listed available in the online store. That is likely to leave the potential customer perplexed because it is impossible to determine if any of those 52 products is available for purchase. Every pin in the bracelets board should have a straight link to the online store to make purchasing as effortless as possible. Instead, clicking on the images now only enlarges them, nothing else. The captions used in the product images are vague, ranging from 'Rich-red' to 'Warm yellow bracelet preserving the shape of the Tagua-seed'. All the captions should follow the same general formula that would be added to other boards as well. They should include:

- The actual product name – just like in the online store
- Materials used in the product
- Brief narrative about the qualities of the product
- Suggestions on when to wear the product, what to combine it with

Once Divina Katalina manages to update its website into a more functioning form, it should include Pin It buttons on its website in the hope of increasing traffic. Pin It buttons should be placed next to each product image in the online store in order for them to be pinned as often as possible. However, product images are not the only ones that can be pinned. Divina Katalina should add pins next to its online catalogues and videos as well. It would be beneficial for the company to create separate boards for both catalogues and videos to make the content on Pinterest more versatile. It would not be a bad idea to also create a board for the materials Divina Katalina uses in its jewelry. This would put more emphasis on the company's green values and increase its transparency. The narratives should reveal something about the materials' qualities and their collecting process.

It is important for a small business to introduce the people behind its operations. Divina Katalina should do the same on Pinterest by creating an 'About Us' board with presentable pictures of its employees' faces in it. All the public interviews of the company or its employees should be pinned under the same board to create an evolving, informative channel. (Forbes, 2013.)

A great way for a company to engage with the Pinterest community and increase its traffic is to be an active pinner. Divina Katalina should continuously follow other interesting boards and repin content that relates to its own operations. Comments should be left actively on interesting pins to encourage mutual dialogue. This all shows the company is active, easy to approach and genuinely interested in the business it is in. To further enhance the sense of community, a group board should be created where selected individuals or organizations can pin interesting content and make suggestions. A Pinterest Follow Button should be found both on the company's website and in its emails to stress its presence on Pinterest. (Pinterest, 2014.)

5.2.3 Divina Katalina & Twitter

For the time being, Divina Katalina does not have a Twitter profile, nor should it invest time in it, considering the current circumstances. Twitter is all about what is happening right at this very moment: one minute something is relevant and the next it is not. The extremely fast pace may work well with news corporations, in fact, the American news giant CNN was one of the first big networks to join Twitter back in 2007. However, Twitter is facing plenty of problems nowadays, and Wired magazine summarizes one of the key issues nicely.

By now just about every organization that wants to have its voice heard is on Twitter, resulting in a cacophony of noise that does not add up to much. Facebook had that same problem, but it worked really hard to develop a better way of figuring out what users find relevant in the newsfeed. But Twitter has not done that, so now when you go on Twitter all you see is a mish-mash of commentaries that most users do not really care about. (Wired, 2014.)

Twitter is experiencing vast problems in its post-IPO period. In May 2014, its shares took a steep dive, resulting in a market loss of more than 4 billion euros. Since December 2013, Twitter has lost more than half of its market value, approximately 18 billion euros. (Wired, 2014.) Twitter is still attracting new members, but the growth has been slumping rapidly, as seen from the following graph.

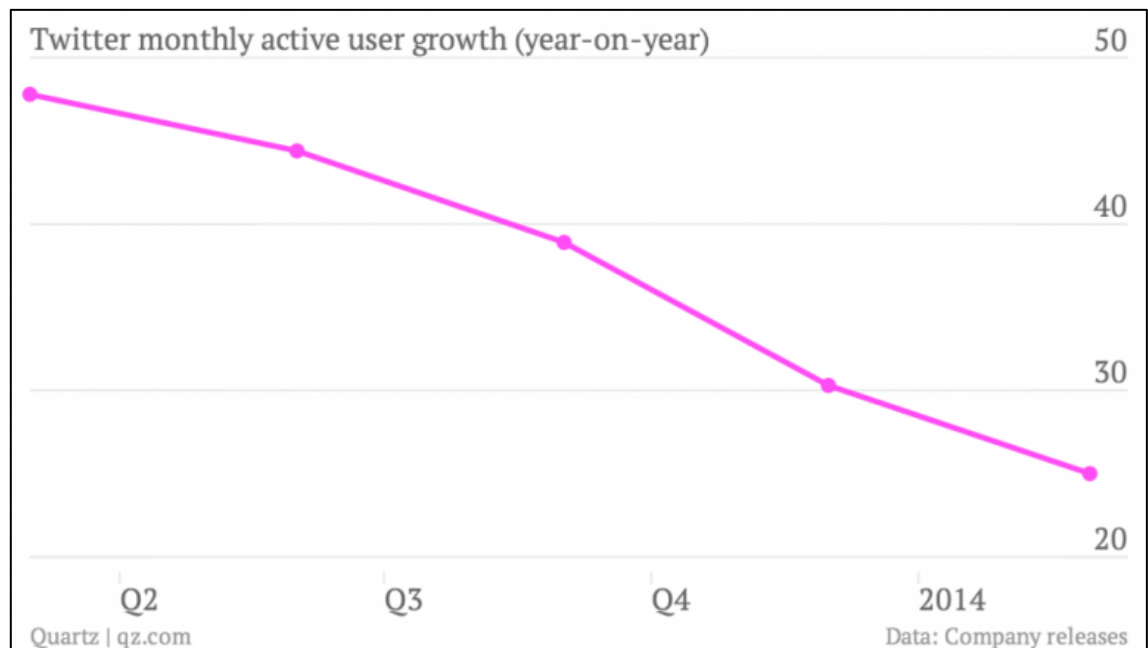


Figure 19. Twitter's recent user growth. (Business Spectator, 2014.)

Divina Katalina is a small-scale, business-to-business wholesaler, the majority of whose retailers are not registered on Twitter. The tiny fraction of retailers who are indeed found there have not been active in months, sending out a clear signal of the service's negative feasibility. Considering all the facts above, it is not worth the time and effort for Divina Katalina to start operating on Twitter. The door should be kept open, however, should Twitter overcome its struggles and implement some structural changes that better serve small businesses in their marketing efforts.

5.2.4 Divina Katalina & YouTube

There is already a channel for Divina Katalina on YouTube. Currently, the profile cannot be considered very active because there are a total of two videos there; one uploaded two years ago and the other six months ago. The newer video is a behind-the-scenes look of Divina Katalina's Europe collection. The production of the video is simple, yet professional enough, and it exhibits a selection of the brand's jewelry with a pleasant vibe. The older video showcases Divina Katalina's summer collection from two years back, also with beautiful models, and functional production. The two videos have gathered only a little more than 300 views that indicates they have not been shared very effectively.

The overall look for the channel is a little bleak because there is no profile picture or cover photo. The ball-shaped dark green logo, which is showed in chapter 5.1, should be chosen as the profile picture because it is simple, yet elegant. The cover picture, at least initially, should be the same photo used on Divina Katalina's Facebook page. It has a fresh appearance, it looks professional, and it would create a nice coherence between two important channels.

The case company's About section says: *Divina Katalina brings you exotic and authentic handcrafted jewellery made from nature seeds from South America. Made by artisans to offer you top fashion jewellery.* Again, it is advisable to modify the introduction a little bit because it has an awkward feel. The introduction can be copied from its Pinterest profile: *Divina Katalina offers you unique and eco-friendly jewelry from South America. Each piece is handmade by local artisans, and only natural materials are used.*

If Divina Katalina wants to get serious with its YouTube channel and gain a steadier following, it is necessary to upload videos more frequently. YouTube does not have to be like Facebook, where updates occur weekly, or even daily. However, it is advisable for the case company to upload new videos at least once a month in order to keep the audience interested and informed. Videos of different jewelry collections always work, as long as the production is on a par with the previous pieces. To spice the collection videos up a little bit, occasional commentaries should be included in them, which would also make them more informative. The length of promotional YouTube videos should be kept brief because overly long clips are unlikely to uphold audience's interest. As a general rule, the maximum length of promotional YouTube videos should be kept at approximately two minutes.

Once in a while Divina Katalina attends to trade fairs to exhibit jewelry and attract new retailers. It would make sense to make new videos prior to these events to showcase novelties and give retailers something to look forward to. It might also be a good idea to shoot video material during trade shows. It would be a good chance for the case company to interview customers and ask for their genuine opinion about Divina Katalina's jewelry: what are their favorites, what qualities do they like and so forth. Afterwards a brief compilation video can be made to promote the brand.

Divina Katalina's jewelry is manufactured by South American artisans. It would be beneficial for the case company to go back to the roots and make brief biopics about the artisans who make the jewelry. They should be inquired about their background, their typical jewelry making process, and how the green values are dominant in manufacturing. People love stories, stories with a face they can relate to.

YouTube offers various paid advertisement possibilities. With varied costs advertisers can, for example, implement their ads at the end of certain clips – they appear in the suggested videos – or alternatively place their ads at the beginning of videos, also known as in-stream videos. However, these paid options cannot be considered topical for Divina Katalina, because even the primal foundation of its YouTube channel is not ready yet. The paid advertising options can surely be considered later on, after the basics are up-to-date and running.

As mentioned multiple times earlier, it is important for Divina Katalina to integrate its YouTube channel with other relevant social media, in this case with Facebook and Pinterest. No matter which social media channel the user is in, the transition to other channels should always be effortless and one click away. YouTube videos are easy to post on Facebook, but they can also be pinned on Pinterest. The synchronization and interaction with different channels is vital in order to maximize the traffic.

5.2.5 Divina Katalina & LinkedIn

Divina Katalina does not currently have its own separate LinkedIn company page, although both the CEO and the co-founder have profiles there. There is no definite need to create one now, and the reasons are listed briefly in the following.

- The scope of the case company's operations is still relatively small, and it is certain they are not trying to hire new personnel, at least for the time being
- The time needed to investigate and research potential new customers is excessive
- Barely any of the current Divina Katalina's customers – retailers - are found on LinkedIn
 - The customers are not generally IT-oriented and do not utilize social media to the fullest potential

- They are arty people with a more practical and mundane mindset who are likely to shy the strong stigma of professionalism of LinkedIn

All things considered, Divina Katalina should not waste any resources in building a company page on LinkedIn because there would be very little to gain. It is more than enough for the CEO and the co-founder to have Divina Katalina listed in their LinkedIn resume, with direct links to other, more relevant, social media channels.

5.3 Divina Katalina & SEO

Search engine optimization is a sum of multiple factors - usually minor changes implemented on a website – that amount to a more user-friendly service and attract greater traffic. This chapter examines few of the most basic, yet important, means in SEO that should be taken into consideration. With these relatively simple changes the case company should be able to structure a better functioning website that ranks higher in search results. The emphasis is on organic search, but PPC advertising is also addressed briefly in the end. References are made to both chapters 4.3 and 5.1 because they are clearly linked to the matter.

Website hierarchy is an important factor in creating a user-friendly, functional website. In chapter 5.1 some changes were already implemented on Divina Katalina's website to make the content appear more logical and better organized. They are all related to the hierarchy factor as well, but since they have been already addressed, there is no need to get repetitive. In chapter 5.1 the product tabs's general view was modified to appear more uniform, as can be seen from Figure 14. However, the product tab's subpages menu is still a bit problematic: Clicking on the bracelets subpage, for instance, takes the user to a bracelets category page with the same introduction text as in the general view of the products. It contains pictures of different bracelets, all of which can be found in the online store as well, rendering the page completely useless. The same issue applies to necklaces, earrings and rings. Each subpage should be relinked so that the user is directed straight to the respective section in the online store, or alternatively, they can be eliminated altogether. The rest of the site is coherent and logical in terms of hierarchy: the header divides the page in six main sections. Each section is behind a text link, which makes the site easier to find for search engines.

The case company uses a platform called Wix to build its website. It does not require any real HTML coding, although it is not excluded, but uses the drag and drop technique instead. As for SEO, Wix offers its own modification tool that allows editing the site's meta tags, for example. The three most important meta tags that should be adjusted are page title, page description, and keywords.

The first step is to assess and modify the site title. Site title is the headline of the website and is visible both at the top of the browser window and in search engines' results as the main caption. The site title also shows when the website is saved in favorites or shared on other social media channels. The title should not exceed 50 characters and it should begin with the business' name. (Wix, 2014.) Valid suggestions for Divina Katalina's site title in Finnish are: Divina Katalina | Käsintehdyt -ja ekologiset korut | Inspired by Nature, Divina Katalina | Uniikkien ekokorujen maailma | Inspired by Nature, Divina Katalina | Eksoottiset -, ekologiset -ja käsintehdyt korut | Inspired by Nature. It would be reasonable to include terms like 'handmade' and 'ecological' in the title because those terms reflect Divina Katalina's core values. They are also the words potential customers are likely to use in their search phrases. The slogan 'Inspired by Nature' is not to be translated in Finnish, but remains the same in both translations.

Site description is the section that appears beneath the site title in search results. The description briefly states what the website is all about. The description should be both informative and alluring: it should encourage a potential customer to click their way to the website. In the following there are few noteworthy points when writing the description:

- It should be between 50 and 160 characters in length
- Relevant search phrases should be included
- Great opportunity to advertise the website (Wix, 2014.)

Currently, Divina Katalina's description says: *Tervetuloa Divina Katalinan korumaailmaan, jossa hedelmän siemenet tai jopa lakastunut siemenkoti on saanut uuden elämän artesaanien taitavissa käsissä.* It is the same bit of text that was already modified in chapter 5.1 when changes were made to the site's content. The modified text is one valid option for the site's description: *Tervetuloa Divina Katalinan korumaailmaan, jossa*

hedelmän siemenet tai jopa lakastuneet siemenkodat saavat uuden elämän artesaanien taitavissa käsissä. The description's length is 151 characters, which is quite optimal.

Next, the SEO tool offers the possibility to add keywords to the site. Keywords are either words or groups of words entered into search engines in order to get relevant results. It is possible to add up to 10 keywords with the SEO tool. Keywords are meant to be words that describe the website's content. They are phrases potential customers type into search engines to navigate their way to the site. (Wix, 2014.) In the following there are suitable words and phrases for Divina Katalina to use in the keyword section: *Divina Katalina, Suomi, rannekorut, kaulakorut, korvakorut, sormukset, ekologiset korut, käsintehdyt korut, eksoottiset korut, eettiset korut*. It is important to come up with all the 10 keywords and link them closely according to the brand's image. The Wix editor also allows SEO changes on each of the site's pages individually. Page titles, descriptions and keywords are all modifiable and should follow the same practices as with the whole site. Naturally, content is to be a little different on each page.

H1 tag, alternatively heading tag, is a vital element of a website's SEO. When search engines crawl the website they first focus on the H1 tag in order to find out what the site is all about. Pages without H1 tags are likely to rank lower in search results. (Wix, 2014.) Currently, Divina Katalina lacks the H1 tag on the website. The header comprises the Divina Katalina logo, which is an image, and the slogan 'Inspired by Nature'. The biggest drawback of having the company name embedded in an image is the fact that an image cannot be the H1 tag. The situation leaves two options. One possibility is to separate the company name from the logo and combine it with the slogan. Then the combined section, *Divina Katalina – Inspired by Nature*, should be written with the title font H1 instead of the current page title font H2. Another option is to leave the logo untouched and only change the slogan's font to H1. As a result, the heading tag would not be as informative as in the first alternative, thus the first option is recommended.

Although organic search focuses on text, search engines such as Google Image Search can find and list images uploaded on a Wix website. However, the listing requires all of the non-decorative images to have names – in other words ALT texts. Image ALT texts provide search engines necessary information on images, for they are unable to read and decode mere images. (Wix, 2014.) With the Wix editor both title and description can be added to images. The title should only convey the same information as the image itself

would, as mentioned in chapter 4.3. For example, the picture of the bracelet in the products section should only have an ALT text saying 'Bracelet made of Tagua', nothing more. The description field is reserved for more general information of the image, aiding search engines to better index it (Wix, 2014).

It is not necessarily required for Divina Katalina to utilize pay-per-click – PPC - advertising methods at the beginning. First, the case company should at least get its organic search engine optimization fixed and refined. After the foundation has been laid, the most popular and obvious PPC alternative is undoubtedly Google Adwords. The case company does not have an Adwords account yet and the topic is not actual, therefore it is impossible to go into detail. The basics can be seen on chapter 4.3.1 and the standard account structure is illustrated in Figure 6. If the Wix website is upgraded to either Combo, Unlimited or eCommerce package, the user is rewarded with a Google Adwords voucher worth 75 dollars. However, in order to make use of the voucher the user is obliged to accrue 25 dollars worth of advertising charges within the first 31 days. After the sum is met the user is rewarded with the free 75 dollars voucher. (Wix, 2014.)

5.4 Divina Katalina & Email Marketing

As stated in chapter 4.4, email marketing is one of the oldest and most effective marketing techniques. It is a great channel for customer relationship management, it has a low cost, and it can be targeted accurately. On Divina Katalina's website, in contact information section, there is a possibility for customers to subscribe to a newsletter. The case company being a wholesaler, majority of the subscribed customers are likely to be retailers that are interested in getting information on latest releases and special offers.

Thus far, Divina Katalina has focused on sending newsletters to its customers, disclosing information on upcoming products and catalogues. The case company uses MailChimp, an email marketing service provider, to construct its newsletters. However, the sent letters have been fairly messy and amateurish-looking in appearance. This is mainly because of the fact that majority of the messages have been composed by using a number of different fonts and colors, giving out a confusing look. Naturally, it is advisable to have some color in the newsletters, especially considering the case company's colorful jewelry, but at least the fonts should be somewhat coherent.

The messages are also structured unlogically, containing unnecessary spacings. The language, both Finnish and English, used in the newsletters has many errors both in spelling and punctuation. By paying more attention on grammar and basic punctuation, the case company will appear more professional and trustworthy to its customers. Excessive use of exclamation points should be avoided: it will easily make the customers frustrated and can actually reduce the effectiveness of the message. At the end of each email Divina Katalina's social media channels should be listed to make them interconnect better. Each channel should be behind a neat logo that would include a straight link.

The pictures used in the newsletters are generally of adequate quality. However, in catalogue emails their size varies greatly, which gives off an incoherent feel. Some of the images are halfway hidden outside the message's frame, with their names obstructed as well. This does not serve the customer and is likely to result in frustration. Besides, some product images lack the actual product name and only contain a product number such as 'JPA-0085'. The product numbers are to be used as a reference with tables that are located at the end of the emails. The tables are meant to be used to place new orders by matching the similar reference numbers and indicating the desired color and quantity. However, the tables embedded in the emails are mere text, and the lines are shifting uncomfortably every time new information is added. Customers are unlikely to spend time scrolling emails back and forth, matching reference numbers, and then filling in the information in clumsy tables. Therefore, the use of the tables should be abstained. The color options, product number – if needed - and product name should all be included neatly in the product image. Orders should be made by normally replying to the catalogue emails, stating the name, color, and quantity of the desired product. Alternatively, a straight link to the respective section of the online store could be included in the product images, which would facilitate the ordering process greatly.

The catalogue emails usually include many pictures with their descriptions, resulting in overlong, exhaustive messages. It would be beneficial for the case company to place the long catalogues behind a separate text link, making the engagement optional. Consequently, if the link is clicked on the catalogue would then be opened. The compression is not necessary with emails only including a few images.

From time to time, Divina Katalina participates in fairs and trade shows. Those events often showcase a great variety of jewelry, including new releases. The case company should inform the subscribed retailers about its presence at those events and invite them along. The message should include a brief narrative on what the fair in question is all about, basic information on the location of the event, and also instructions on how to find the case company's exhibit there.

According to Mailchimp (2014), the posting frequency with marketing emails should be at least once a month, but if there is literally nothing new to tell, then it is not necessary. However, if the gap between emails extends to several months, there is always a chance the subscribers forget they subscribed and mark the messages as spam (MailChimp, 2014).

To get further ideas on how to create distinctive newsletters and other promotional emails, MailChimp offers an inspirational page – located at *inspiration.mailchimp.com* – where various companies and organizations list their best layouts for the public to see. Naturally, nothing should be copied as such, but Divina Katalina can certainly absorb fresh ideas and utilize them to create better, more attractive emails to its subscribers.

6 CONCLUSIONS & DISCUSSION

The main objective of this thesis was to tailor an online marketing manual for South American Business Solutions Ltd and their brand Divina Katalina, under which the company imports eco-friendly jewelry from South America to Finland. Thus far the company has had very limited resources to invest in their online presence. The goal was carried out by examining current trends in content marketing, prominent social media channels, search engine optimization, and email marketing. The secondary data - received from textbooks, online sources, and benchmarking - was then applied to the case company's context and suggestions were made accordingly.

The important role of content in online marketing today quickly became evident in the data gathering process. Nowadays, the average consumer is bombarded with a never-ending surge of ads and promotions around the clock. Greater efforts are required from businesses to distinguish themselves in harsh competition. Companies that are able to bring customers closer and directly communicate with them, creating a strong mutual dialogue, are the likely winners. The ability to tell stories and deliver messages in an alluring way ensures strong customer relations.

The gathered data indicates that the role of simplicity and visuality, the latter meaning the use of pictures and videos, is highlighted in today's content. For example, Pinterest is currently the fastest growing social platform, and it focuses solely on sharing visual content. Active Pinterest presence is likely to serve Divina Katalina well because of its aesthetically flattering jewelry selection. Furthermore, majority of Pinterest's user base are women, which also favors the case company. However, the company profile on Pinterest is in need of more elaborate, richer content, and more active interaction with other boards. Additionally, Facebook, with its 1,3 billion active users, is to be part of Divina Katalina's online marketing strategy. The main issue is the low posting frequency that has to be changed for better in order to establish a steadier following. The case company can also increase the amount of self-promotional posts on Facebook and try to increase the update frequency to at least a couple of posts a week. Also, feasibility for a Facebook Ad campaign should be tested by first setting the budget low and using the safer CPC method. Similar to Facebook, YouTube, which was the last of the three social media channels chosen for Divina Katalina, suffers from a low posting frequency. The goal should be set to at least one new video per month. It would be beneficial for the compa-

ny's eco-friendly image to make short biopics of the South American artisans crafting the jewelry. They would be able to disclose the different phases that are part of the crafting process and shed more light on the benefits jewelry making has for the local employment. Lastly, neither Twitter nor LinkedIn was chosen as an eligible channel to be part of Divina Katalina's online marketing strategy. They were not deemed to be convenient options for such a small-scale company. The fact that almost none of the case company's retailers are found or active in either of the channels supports the conclusion.

Improvements with Divina Katalina's search engine optimization are to be carried out by using Wix's modification tool. The tool enables, for instance, the editing of the site's meta tags that include page title, page description, and different keywords. Additional required fine-tuning included selecting a convenient heading tag for the website and proper ALT texts for images. Pay-per-click advertising was not yet considered topical because of the still inadequate implementation of organic SEO.

The data showed that email marketing is still one of the most powerful and cost-effective forms of online advertising, despite its old age. Divina Katalina uses MailChimp, a popular email marketing service provider, in constructing its newsletters and other promotional emails. Until now, the emails sent to retailers have appeared somewhat messy, some also being overly long. To create a more professional image for itself the case company is to eliminate frequent grammatical errors in its emails and refrain from using a cluster of confusing fonts in a single post. The product images used in catalogue emails have to be positioned more logically in order to make reading more pleasant. Emails containing plenty of content should be compressed and made accessible through separate text links.

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